



Call for expression of interest for participating in the H.O.S.T. training programme

1. Objective

This call for expression of interest is for participation in the training programme promoted by the project HOST The Heritage of Olive Tree for Sustainable Tourism, co-funded by the 2014 COSME Programme (COS-TSUST-2014-3-15) to support small and medium-sized enterprises.

The HOST project involves partners from Italy, Malta, Slovenia and Greece as follows:

- Fondazione Campus Studi del Mediterraneo (ITALY - project leader)
- Timesis Ltd. - Montepisano DMC (ITALY)
- 5Senses Ltd. and the Zejtun Local Council as Associated Partner (MALTA)
- Municipality of Koper (SLOVENIA)
- Regional Development Centre of Koper (SLOVENIA)
- Etal S.A. Local Development Company of Lesvos (GREECE)

The countries involved in the HOST project have some relevant naturalistic, landscape and socio-cultural aspects in common, such as the presence of olive trees, hiking trails through olive groves, declining rural economies and tourist potential to be developed and strengthened.

The overall objective of the project is to contribute to the sustainable revitalisation of local economies with a positive impact on population resilience and on natural and cultural heritage conservation. The project will specifically focus on the tourism sector as a turning point susceptible to drive economic development. The project intends to develop a tourism product based on sport activities in a rural environment.

To contribute to the revitalisation of the corresponding local economies by exploiting existing natural and cultural heritage, the project aims to develop a network of sports events distributed in a transnational context as part of a

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unique tourist product to be identified under the brand FOOT - Fit on Olive Trails. The four sports events are:

- The Monte Pisano Trail (20 March 2016) – Italy
- The Banka Koper Istrian Marathon (10 April 2016) - Slovenia;
- The Zejtun Marathon (18 September 2016) - Malta;
- The Lesvos Island Trail (October 2016) - Greece.

The specific objective of the HOST project is thus to contribute to the sector profitability and sustainability by supporting SME competitiveness, promoting diversification of the supply of tourism products and services, coordinate actors, build capacities and promote destinations through territorial branding, strengthening transnational cooperation. Ultimately, the project promotes tourism to natural areas that benefits local communities in order to become environmental, cultural and economic destinations.

2. The Training Programme

The project is connected to local initiatives underlining rural heritage, boosting local development. In this way, several local actors will be involved in H.O.S.T. project and be trained to develop capacities for sustaining and taking an active role in the project. The Training Programme provides the adequate instruments to promote a territorial brand for the country, bringing less seasonal tourist flows. The Training Programme covers the following topics:

- a. Communication and marketing strategies:
It deals with issues concerning the promotion, marketing and valorization of tourism products according to the latest marketing techniques.
- b. Experiential tourism:
It deals with issues relating to innovation in tourism conceived as a sensory experience ranging from naturalistic and recreational segment up to the cultural segment through the enogastronomic segment.
- c. Environmental and cultural assets management:

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It deals with touristic strategies to enhance the environmental capital and cultural capital. These two forms of capital welcome tourist flows and become strategic elements.

d. Food culture:

It deals with food as a cultural base, experiential and economically; in fact food is one of the sectors most integrated to tourism.

The training is composed of 4 workshops and will be provided by a local expert. Each module is preceded by a session of team building for half an hour. At least 25 participants will be involved in the training programme. Selected participants will be split into 4 groups, according to their focus in the aforementioned four areas of interest.

The training also include a plenary session, targeting all participant, where HOST project objectives, strategies and expected results will be presented to boost networking and service integration between participants and strength connection with local stakeholders. A special emphasis will be given to sport events organization and to special requirements of sport lovers audience.

At the end of the training programme, participants will be delivered attendance certificates from the side of the HOST lead partner - Fondazione Campus. The training will take place between March 2016 and June 2016 (dates to be agreed based on the availability of the selected participants).

In addition a SME Check-up service will be provided to a sub set of participants in order to raise the quality of services of accommodation companies, essential in the internationalisation process. The service will be aimed only at a small group of companies (up to 9), selected according to the following criteria: knowledge of English, number of employees and turnover. Companies will also have a good internet connection and make use of Skype software. The activity will take place in two phases:

1) Survey phase

- Preparation and administration of a questionnaire by email for the cognitive of the tourism enterprises involved (English);
- Receipt of the completed questionnaires;
- Analysis of the questionnaires and the questions raised.

2) Interaction with the consultant phase

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- Talks to be done via Skype, in English, with businesses that have requested assistance.

3. Beneficiaries of the training programme

The training is addressed to tourism service providers, tourism SMEs and to young/established entrepreneurs with new business ideas. Also applications from unemployed people having a strong business idea will be taken in considerations. For SME definition, the COMMISSION RECOMMENDATION of 6 May 2003 (2003/361/EC) applies.

4. Selection criteria

Participants interested will have to fill in the Application Form available [here](#). The selection of participants will be based on the following selection criteria:

1. Personal motivation-business idea
 - 1.1 Complete and accurate description of the business idea
 - 1.2 Readiness to implement
 - 1.3 Innovation level
2. Candidate assessment
 - 2.1 Candidate experience in the relevant sector
 - 2.2 Gender impact - how many female will be committed in the business idea
 - 2.3 Age assessment
 - 2.4 Size of the enterprise
3. Area of activity
 - 3.1 Relevance of the idea with HOST supply chain
 - 3.2 Prospects in increase of employability
 - 3.3 Use of local resources

With regards to the calculation of the final score, the weighting of each criterion will be the following:

- Personal motivation – business idea (weight 0.40)
- Candidate assessment (weight 0.20)
- Area of activity (weight 0.40)

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5. Selection Procedure

The application form should be sent via e-mail to maria@5-sensesmalta.com by 30th January 2016. All applications submitted after this date will not be considered. The date of submission will be considered the date of receiving the application via e-mail to the prescribed e-mail address. The assessment of participants will be done within the 15th February 2016 when participants will be informed if they are accepted in the training programme. The assessment of the applications is not public and will be performed by a commission of local experts and ratified by the HOST project steering committee.

6. Participation conditions

Participation is open to all interested parties that have their business or permanent address in Malta. The participation in the call is free of charge, however it is required that the selected participant agree with all participation conditions set in the call. With the submission of the application, applicants to the training programme agree that they will participate in the training programme, attend the promotional activities at the invitation of the partners of the project, that project activities can be recorded and photographed and that material produced in such a way is made public with the purpose of project promotion.

7. Further information

More information about the call for expression of interest, the HOST project and the training programme is available from Maria Limongelli at maria@5-sensemalta.com.

8. Privacy Policy information

5 Senses Ltd is committed to protect the privacy of individuals and entities who will apply on this call for expression of interest. The privacy policy is regulated by articles 19 and 20 of the Data Protection Act. It also takes consideration of Recommendation 2/2001 of the Article 29 Data Protection Working Party, adopted on 17 May 2001, on certain minimum requirements for collecting personal data. The personal information will be provided through the participation on this call shall be processed in accordance with the provisions of the Data Protection Act (Cap. 440 of the Laws of Malta) and solely processed for the purpose(s) of the above Call for expression of

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interest.

Personal information will not be disclosed to third parties without express consent unless this will be strictly required by law. Participants have the right to request access to their personal data as well as the right to rectify and where applicable, erase any inaccurate, incomplete or immaterial personal data processed by 5 Senses Ltd and the HOST project consortium.



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