

Agenda

- ❖ **Welcome and brief introduction to the INTERREG Europe TOURBO Project**, Mr. Taurean Reddeck, Experience Bremerhaven Ltd.
- ❖ **Welcome by the Lead Partner**, Ms. Anne Furphy, Seville Official Chamber of Commerce, Industry and Navigation
- ❖ **Presentation “From paper to practice”**, Dr. Elena Fischer, Bremen economic Development - WFB
- ❖ **Q&A Session**



**Interreg
Europe**



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the European Union

TOURBO

TOURBO snapshot

Taurean Reddeck

Staff Unit for Digitalization

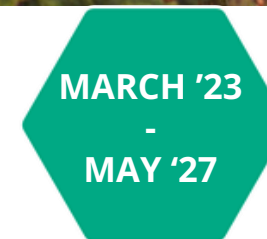
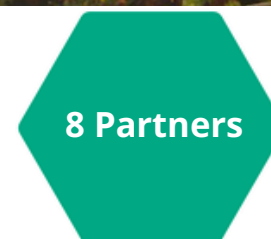
reddeck@erlebnis-bremerhaven.de

2nd December 2025 | Online Webinar

TOURBO

An interregional cooperation project for improving MSME competitiveness policies approved in the 1st call of Interreg Europe programme 2023-2030

www.interregeurope.eu/TOURBO



LIST OF PARTNERS

P1 - Chamber of Commerce of Seville (Spain)

P2 - Lapland University of Applied Sciences (Finland)

P3 - Chamber of Commerce of Vratsa (Bulgaria)

P4 - Marche Region (Italy)

P5 - North Aegean Region (Greece)

P6 - Experience Bremerhaven, Tourism, Marketing and Events Company (Germany)

P7 - PORA Regional Development agency of Koprivnica Križevci County (Croatia)

P8 - Donegal County Council (Ireland)

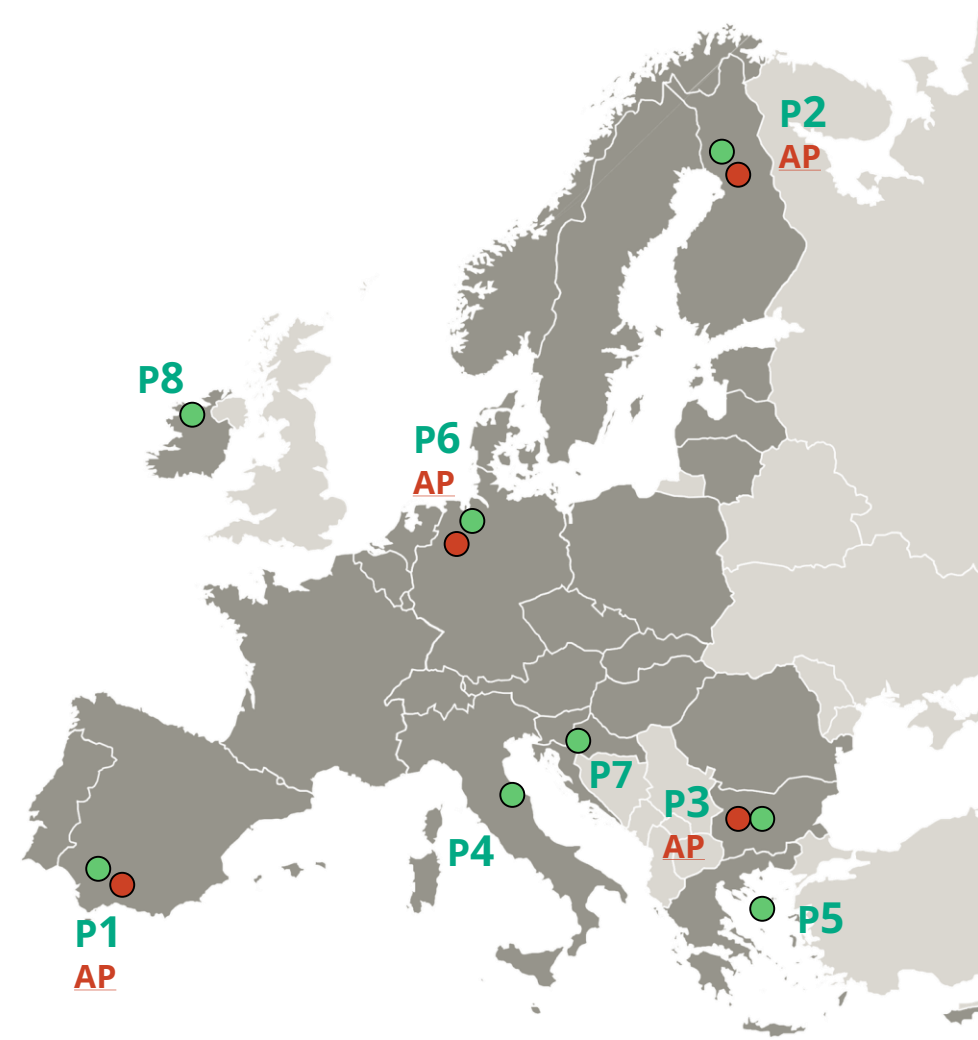
LIST OF ASSOCIATED POLICY AUTHORITIES

AP - Prodetur S.A. (Spain)

AP - Regional Council of Lapland (Finland)

AP - Regional Administration Vratsa (Bulgaria)

AP - City of Bremerhaven (Germany)



OUR GOALS

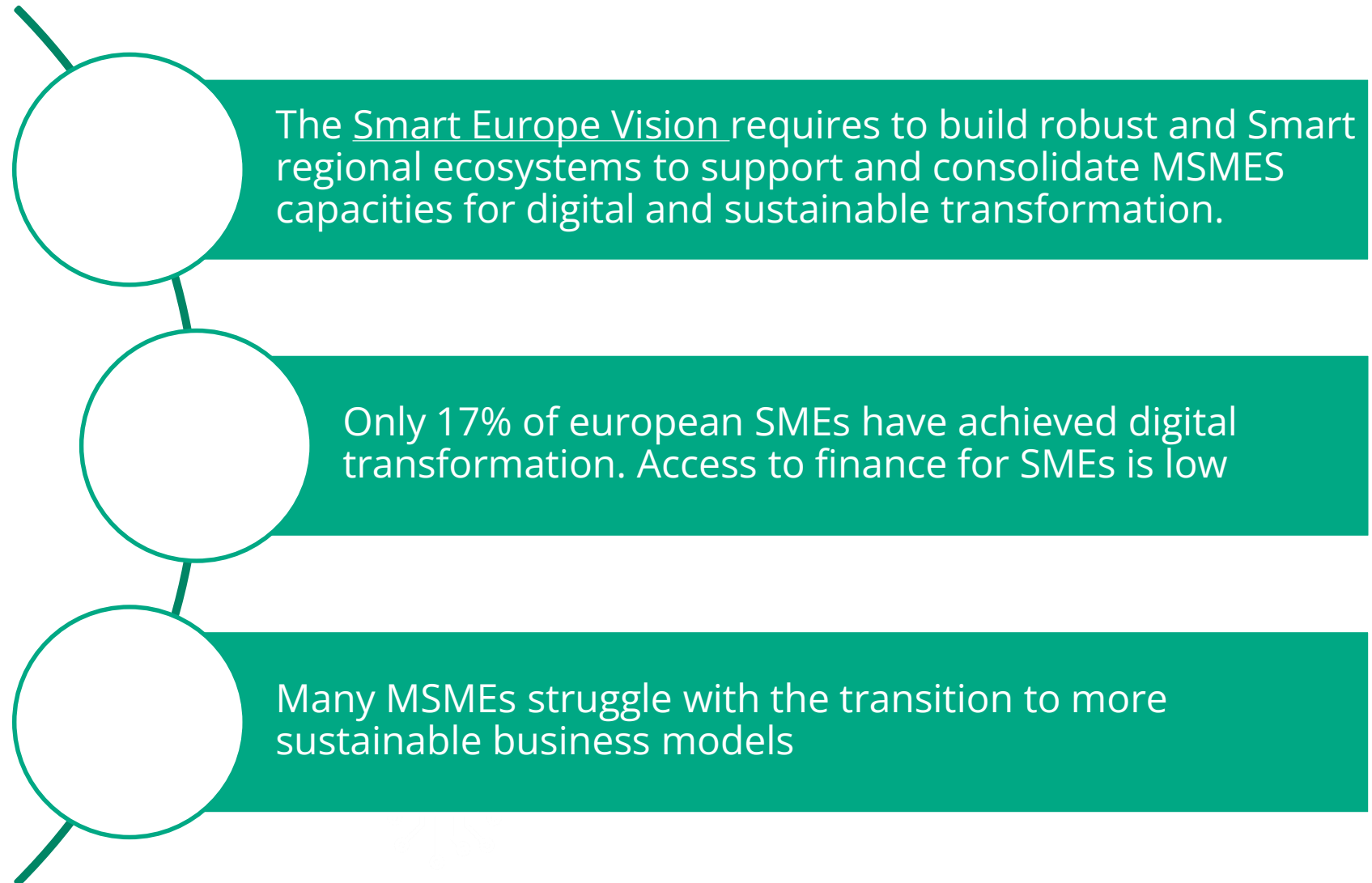
TOURBO offers an innovative approach to a crucial priority for the EU: Enabling Public Authorities and MSMEs to develop TWIN TRANSITION (sustainability & digitalization) strategies to stimulate economic development of the regions.

The twin transition will strengthen sustainability through technology and enable a sustainable digital transformation for European tourism MSMEs (micro, small and medium enterprises).

- Analyse and exchange how interregional collaboration helps to foster the regional transition pathway
- Develop innovative SMART-GREEN-METHODS in tourism-related MSMEs.
- Build the capacity of tourism-related MSMEs to become more resource efficient
- Build the capacity of all relevant public authorities on how to incorporate TWIN TRANSITION Strategies



OUR CHALLENGES



OUR CHALLENGES

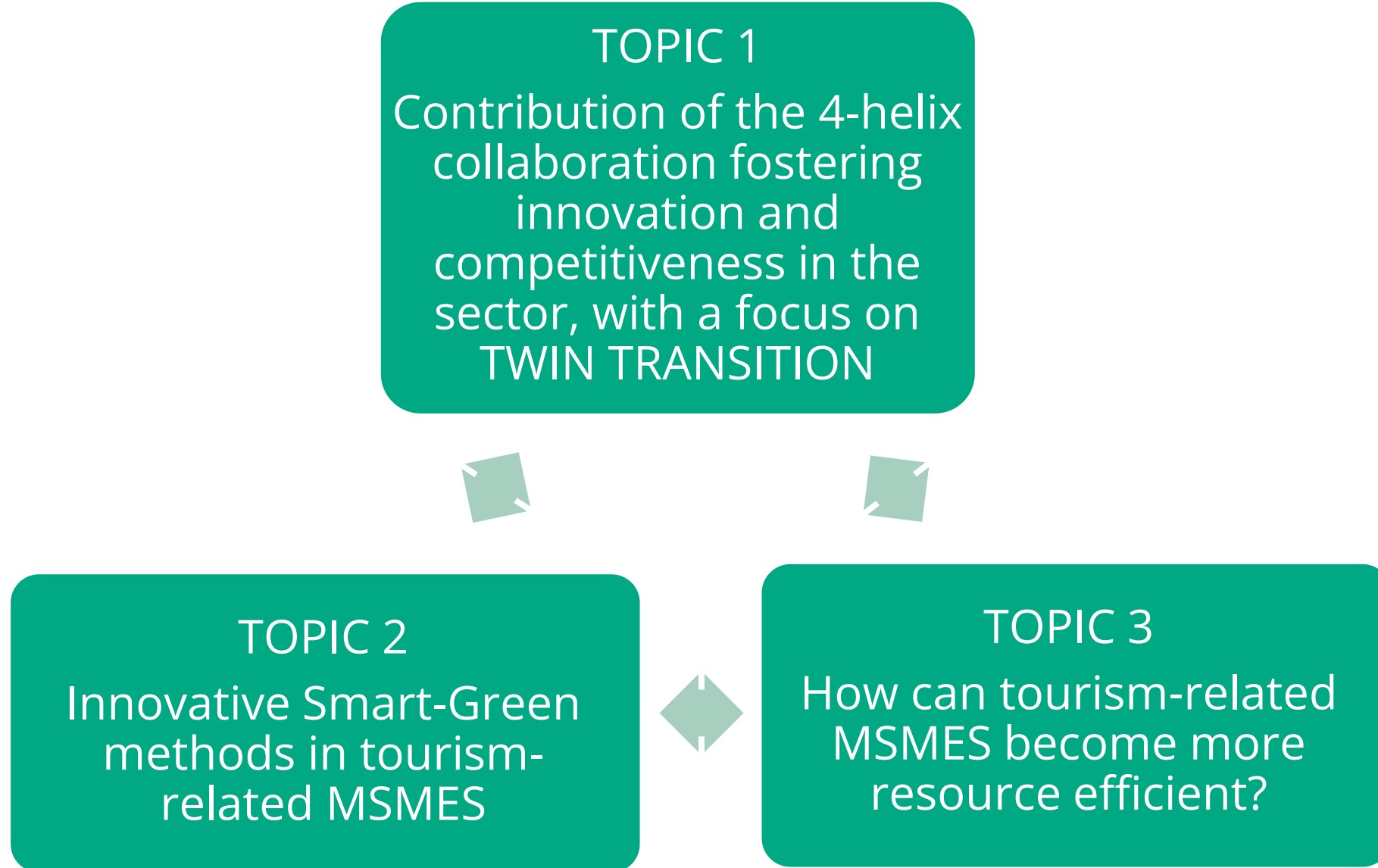
TOURBO addresses two as of yet unanswered questions about TWIN TRANSITION **in local and regional policy**:

The lack of guidance for a TWIN TRANSITION in local and regional policies via awareness raising of policy makers and of tourism related MSMEs on:

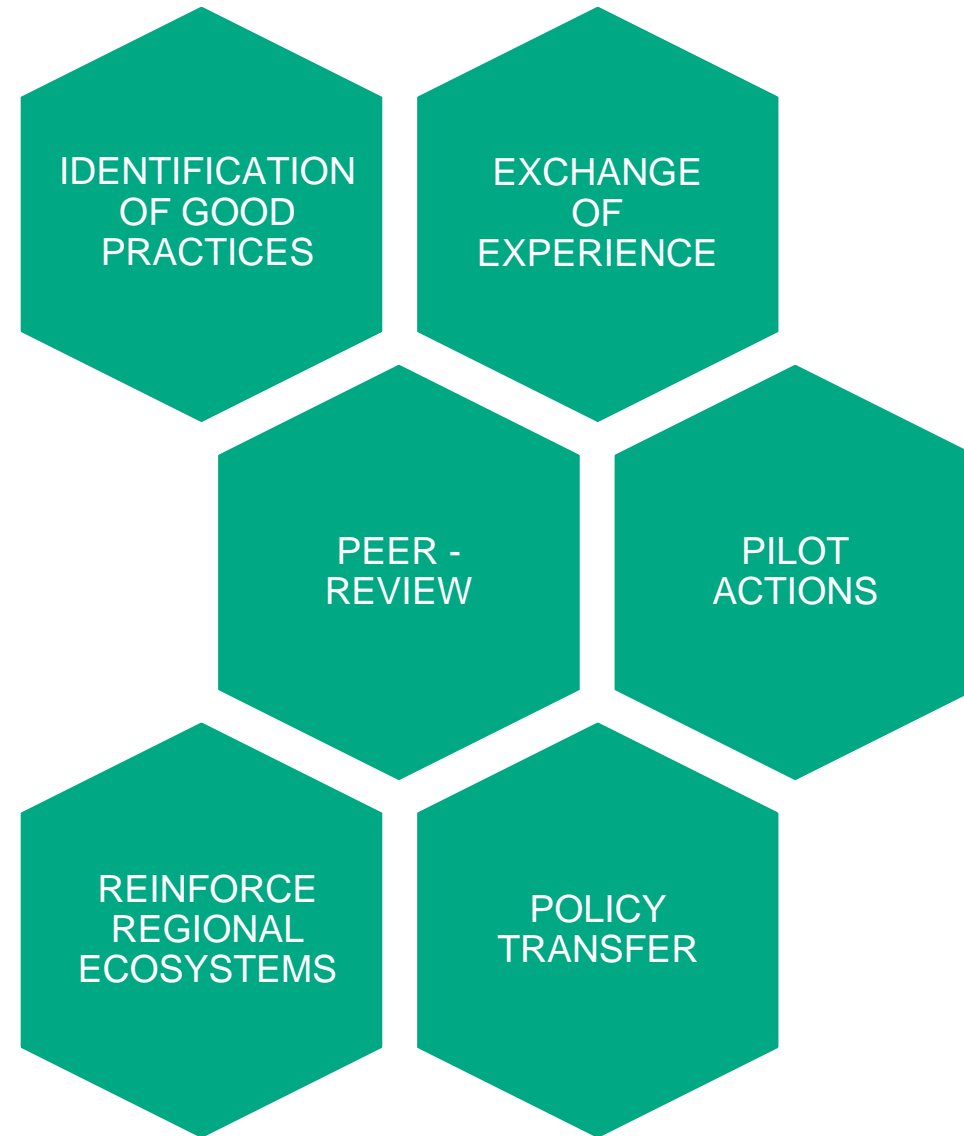
- **skills needed** for the TWIN TRANSITION
- **changes** and **chances** from new **tourism demands**
- the benefits of **INDUSTRY 4.0/TWIN TRANSITION** for MSMEs
- **exchange** on valuable initiatives and supporting schemes for digital and sustainable MSMEs



OUR FOCUS



OUR ACTIONS



OUR PEERS

- **Public institutions** will be enabled to raise awareness among MSMEs on the need for sustainable business practices and to support the vital economic ecosystems in applying green policies by enabling digitised services and sustainable business practices.
- **MSMEs** will improve their knowledge of customers' preferences in terms of digitalisation and sustainability of offers and services.
- **Governments and businesses** will explore how they can link digital and environmental factors to significantly boost their economies by a quadruple helix approach.



Thank you for your attention



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