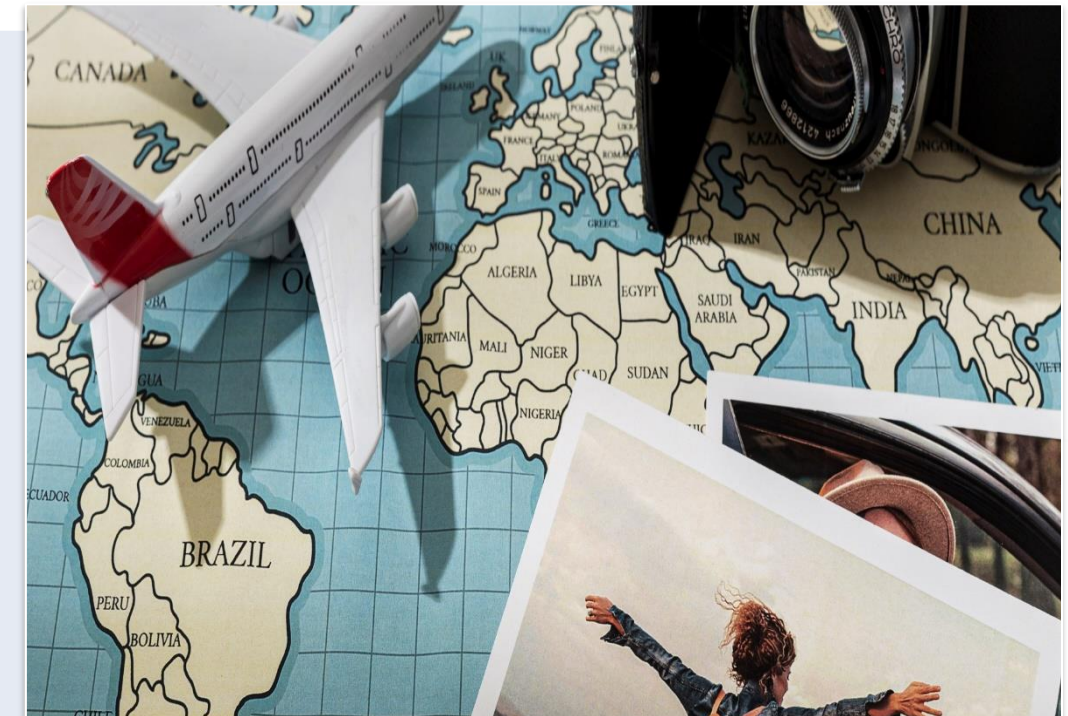


# INTERSMARTS

## Interdisciplinary Solutions for Smart Sustainable Tourism and Services for Blue Growth in the Black Sea Basin

Grant Contract BSB 00332





## Description

**Duration:** 18 months => **15.06.2024 -14.12.2025**

Programme priority 01 ***Blue and Smart Region***

Specific objective RSO1.1 ***Developing and enhancing research and innovation capacities and the uptake of advanced technologies***



### Project overall objective

To improve the **sustainability performance** and **innovation absorption of tourism and services** in the Black Sea Basin via **interdisciplinary** research, networking, co-creation and holistic knowledge generation.

### Key words:

innovation capacity    technologies' uptake in tourism    blue growth    inter-/multidisciplinarity  
quintuple innovation helix    academia, business, government, civic sector and environment    civic research





## Project Consortium

- **LP/PP1** – Varna University of Management (VUM)
- **PP2** - International Hellenic University, Department of Organization Management, Marketing and Tourism (IHU)
- **PP3** - Moldova State University, Faculty of Economic Sciences (MSU)
- **PP4** - Istanbul Development Agency (ISTKA)





## C.1 Project overall objective

RSO1.1: Developing and enhancing research and innovation capacities and the uptake of advanced Technologies

*INTERSMARTS overall objective is:*

- To improve the sustainability performance and innovation absorption of tourism and services in the Black Sea Basin via interdisciplinary research, networking, co-creation and holistic knowledge generation.*
- The project seeks to enhance research, innovation capacity, technologies' uptake in tourism regarding blue growth and the quintuple innovation helix bringing together academia, business, government, civic sector and environment in a context-specific way.*



## Project Activities

### Activity 1.1 Creation of a transnational INTERSMARTS network for Interdisciplinary Solutions for Smart Sustainable Tourism and Services in the Black Sea Basin

15/06/2024 –

14/10/2024

1. Creation of the network structure and portfolio (incl. the list of services) with the task forces on
  - *Sustainable infrastructure and resource management (Task force leader – MSU)*
  - *Anti-pollution and waste management (Task force leader – IHU)*
  - *Seasonality solutions (Task force leader – VUM)*
  - *Technology transfer and innovations (Task force leader – ISTKA)*
2. Arrangement and equipment of network contact points (in each partner intuition)
3. Nomination of network coordinators (in each partner intuition)
4. Conclusion of an inter-institutional agreement
5. Formal inauguration of the INTERSMARTS network - *International Conference (1-day event), hosted by VUM in Varna, Bulgaria*



## Project Activities

### Activity 1.2 Assessing the country - and region-specific needs about the sustainability and blue growth perspectives of tourism and related services in the BSB 15/06/2024 – 14/02/2025

1. Elaboration of common taxonomy, research methodology, strategies for field, multi-disciplinary and civic research
2. Challenge-based desk and field research in all partner countries
3. Cross-country comparison of the results
4. Outlining the directions for feasible and new interdisciplinary and smart solutions for tackling sustainability problems in tourism
5. Outlining prospects for blue growth

As a result, **4 Needs Assessment reports** shall be generated about:

- *Overdevelopment* => Sustainable infrastructure and resource management
- *Pollution and waste* => Anti-pollution and waste management
- *Seasonality* => Seasonality solutions
- *Low innovation absorption* => Technology transfer and innovations.

6. Organization of *International Workshop in Chisinau, Republic of Moldova* for sharing the needs assessment results (1-day event), An open/civic research panel shall be included in the workshop.



## Project Activities

**Activity 1.3** Development of an online database with applied research and innovations about smart and sustainable tourism in the BSB  
**14/06/2025** **15/10/2024-**

Case studies of novel solutions and technology advancements, including new business models and services

DB dimensions

I. Challenge-based solution      II. Source of innovation      III. Tourism Sub-sector      IV. Geographical Area

Gathering the DB is achieved via:

1. Elaboration of a common research and entry-description templates (case-studies, including questionnaires)
2. Gathering teams of professional and civic/citizen researchers
3. Gathering the DB case studies via desk and field research, involving structured interviews with companies, destination management authorities, community leaders, NGOs, freelance experts, and others (> 24 case studies per partner and > 1 per category)
4. Translation of the DB-case studies into the national languages of the partners
5. Online publishing of the Database
6. Elaboration and online publishing of fact-sheets summarizing the main elements of the novel solutions and their positive impact (LP process BG and EN versions, other partners process their languages)

The activity is coordinated by the task forces of the INTERSMARTS network.





## Project Activities

### **Activity 1.4 Development of an online innovation management platform for sustainable tourism, services and blue growth (INTERSMARTS Platform)**

**15/02/2025-**

**14/06/2025**

The INTERSMARTS Innovation Management Platform (IMP) is to supply a collaboration space for idea generation and raising sustainability performance of the tourist entities in the BSB regarding blue growth. It shall be deployed as an online tool/web-site with language versions in EN and the partners' languages.

The detailed structure of the INTERSMARTS Platform is to be elaborated by the task forces and based on the needs assessment findings (Activity 1.1.). It shall also present in digital format the results of the other project activities and associated research.

The following main functionalities shall be included:

1. Creation of "Contributors" and "Users" sections and/or profiles where stakeholders can ask support for challenges but also share solutions
2. Mapping of problems/challenges posed by users with possible solutions/ case-studies from the DB
3. Orientation guidelines and entry-questionnaires – to identify the users' needs so that the platform could offer them relevant case studies
4. Appreciation/feedback forms for the contributors
5. The information in English shall be processed by the lead partner. The project partners shall process the information in their national languages.





## Project Activities

### Activity 1.5 Pilot testing of the innovation management platform 14/10/2025

15/02/2025-

1. Organization of *two 1-day testing sessions with >15 participants* to experiment with the functionalities of the platform – *in each country*.

The testing sessions are open to all interested stakeholders – students, researchers, experts, interested citizens.

The testing session will be organized in interactive format requesting the participants to choose roles either of “users” or of “contributors” and work on real-case problems using the platform tools.

2. Elaboration and dissemination of an INTERSMARTS piloting sessions report promoting the benefits of idea/innovation management platforms for tourism sustainability and blue growth

Innovation management platforms offer several benefits to organizations that seek to harness the collective intelligence and creativity of their employees or stakeholders. They are still a new phenomenon worldwide and the INTERSMARTS piloting is to show the prospects of such a solution for the BSB.



# Project Activities

## Activity 1.6 INTERSMARTS Mentoring Collaboratories

15/02/2025-14/10/2025

1. Elaboration of co-working principles and procedures as well as model event agendas
2. Identification of issues/real-case problems from acting venture and/or activities, to which solutions shall be jointly sought
3. Organization of Mentoring Collaboratories as a rally of events in BG, MD and TR (1-day events, >20 participants)
4. Organization of an international *Final Mentoring Collaboratory in Thessaloniki, Greece* with a results-sharing session (1,5-day event, >30 participants)
5. Elaboration and dissemination of an INTERSMARTS Collaboratories report promoting the benefits of co-working and collective intelligence in solving sustainability problems

Crowdsourcing, collective Intelligence - as elements of idea generation and innovation management

The activity is coordinated by the INTERSMARTS task forces.



# Project Activities

## Activity 1.7 Network expansion events

15/06/2025-14/12/2025

### 1. Organization of *network-expansion events Bulgaria, Greece and the Republic of Moldova*

The events are to conform with the following specifications:

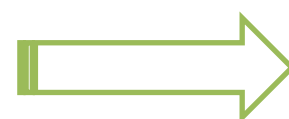
- 1-day international events ->30 participants from at least 2 entities beyond the project partnership
- Hybrid-participation mode – on-line and off-line
- Working languages of the partners with simultaneous translation form into EN
- Demonstration of INTERSMARTS Platform and discussion of its underlying philosophy
- Presentation of the philosophy and services of the INTERSMARTS Network

### 2. Organization of a *Network Expansion Conference in Istanbul, Türkiye* (1-day event, >30 participants)



## Project Outputs and Results

### Output 1.1 INTERSMARTS Network for Interdisciplinary Solutions for Smart Tourism and Services



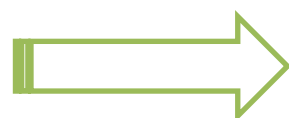
Program output indicator 118784: *Organisations, cooperating across border* = 4

### Output 1.2 Organizations performing needs assessment about the sustainability and blue growth perspectives of tourism and related services in the BSB



Program output indicator 110784: *Research Organisations participation in joint research projects* = 4

### Output 1.3 INTERSMARTS Innovation Management Platform



Program output indicator 111160104: *Jointly developed solutions* = 1

**R1:** Organisations cooperating across border after the project completion – 4 = **INTERSMARTS Network**

**R2:** Solutions taken up or unscaled by organisations – 1 = **INTERSMARTS Platform**





## Target groups

- Higher education and research organisations => 10
- SMEs => 100
- Business support organisation => 12
- Local public authority => 10
- Regional public authority => 5
- National public authority => 4
- Interest groups, including NGOs => 12
- General public => 4000 persons

*(> 1500 in Turkey, > 1000 in Bulgaria and Greece each,  
> 500 in the Republic of Moldova)*

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**Thank you for the attention!**