

The Chamber will award € 100,000 to companies from the tourist sector of Barcelona to help them become more sustainable

- The action forms part of the 'Acceleration Programme for Sustainable Urban Tourism' of Tourban project, which aims to promote more sustainable tourism business models for the city of Barcelona.
- In addition, the project will offer training sessions, workshops and international networking activities aimed at companies from the Catalan tourism sector to contribute improving their competitiveness and sustainability.

Barcelona, 12 October 2020.- The Barcelona Chamber of Commerce is leading the European project "Tourban" with the aim of **supporting small and medium-sized tourism companies in adapting to more sustainable business models, from an environmental, economic and social point of view.** The action will be coordinated together with eight entities from seven European countries.

Tourban project recognises that **small businesses are the backbone of the tourism sector**, but often **lack better access to knowledge and investment** to become catalysts for sustainability.

To meet this challenge and promote innovation and sustainability in urban environments, the project will provide grants for companies worth € 600,000 in total, of which **the Barcelona Chamber of Commerce will manage € 100,000 for Catalan companies.** The call for proposals to access the grants and acceleration programme will be launched in mid-2021.

In addition, **training sessions, workshops and networking activities will be offered that will support companies in the tourism sector to adapt to the new requirements of the market, improving their competitiveness and resilience.** This is key, both for the specific historical moment of the Covid-19 crisis we are currently living as for the sustainability of the participating destinations (Amsterdam, Barcelona, Budapest, Copenhagen, Dubrovnik, Kiel and Tallinn).

Through **innovation, the adoption of new technologies or sustainability labels and certificates,** as well as **the transition towards circular economy business models,** companies will be able to reduce their consumption and expenses. Additionally, they will be able to increase their income sources through better visibility and positioning, locally and internationally.

The project, which kicked-off last September and will last 30 months, is endowed with 1.33 million euros of which **75% is funded by the European Union's programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME).**

The Chamber leads the international consortium of this project, made up of 8 entities from seven European cities: Institute for Tourism Research in Northern Europe (Kiel, GERMANY); Estonian Chamber of Commerce and Industry (Tallinn, ESTONIA); Breda University of Applied Sciences (Breda, NETHERLANDS); City of Dubrovnik Development Agency (Dubrovnik, CROATIA); Creative Business Network (Copenhagen, DENMARK); Hungarian Hospitality Employers' Association (Budapest, HUNGARY); B.LINK Barcelona Strategic Projects S.L. (Barcelona, SPAIN).