



INSPIRES Open Call for Collaborative Projects (25.08.2025 – 26.11.2025) –

Selected Projects

Belgium

Lead SME	Project Title	Funding Category	Awarded Amount (€)
Jan de Bock - Scrab&ble	A Learning Community for Hosts in Sustainable Tourism A collaborative "Learning Community" where small accommodation hosts in Flanders co-create solutions to accelerate the twin green and digital transition. Unlike a standard service model, this initiative relies on peer-to-peer exchange: we—the hosts—will jointly pilot digital tools and sustainability practices. Through "certification circles", five pilot hosts (including the lead) will work together to demystify and achieve the EU Ecolabel, auditing each other's progress to reduce costs and complexity.	Inspirer	25,000
Mark van Ringelenstijn - Camping Siësta	Camping Remote Control Camping Siësta will launch the Camping Remote Control project as the start, and as the foundation for our long-term transition toward sustainability through smart technology. The project focuses on three pillars designed to reduce our ecological footprint: Smart Water Management, Intelligent Heating Control and Smart Power Management for Campers and Caravans.	Inspirer	25,000
Ioana Simionescu - Kraakvers.Bio	Digital Farm-to-Table: Sustainable Tourism & Local Food KraakversBio will lead a collaborative initiative to strengthen sustainable tourism in Lier by digitizing local food systems, enhancing accessibility for French-speaking Brussels tourists, and building resilience through diversified revenue streams. This project bridges authentic farm-to-table experiences with smart digital tools,	Inspirer	25,000

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	positioning Lier as a destination for conscious travelers while serving the local community.		
Laurens Van Lieshout - Antwerp Port Tours (HeyHello BV)	Voices of the Port of Antwerp With Voices of the Port of Antwerp, Antwerp Port Tours introduces a digital storytelling format that strengthens the daily operations of the SME through an accessible and inclusive layer. A podcast channel is launched with transcripts and QR-code access, creating a free entry point for new audiences and an off-season engagement strategy that keeps the SME visible year-round.	Inspirer	25,000

Bulgaria

Lead SME	Project Title & Short Description	Funding Category	Awarded Amount (€)
Veselite Vinari LTD	Through the Gates of the Northwest. Discover, Explore and Taste This project introduces a digitally enhanced tourism experience combining virtual reality (VR), QR-coded storytelling and interactive content to promote the natural and cultural heritage of the Lyutibrod–Cherepish region. By integrating eco-education, sustainable wine tourism and local partnerships, the initiative strengthens regional resilience and supports responsible tourism practices.	Inspirer	25,000
Prima Invest BG Ltd.	Close to Nature: Integrated Educational and Youth Eco-camp Model Kartala-Belitsa This project develops a year-round eco-educational youth tourism model in the Kartala–Belitsa region, combining mountain activities, environmental learning and cultural workshops. By integrating digital tools and modern communication solutions, the initiative strengthens sustainable tourism capacity, promotes responsible outdoor experiences and supports long-term development of nature-based tourism.	Inspirer	25,000
M i V-Valiovski, Marinski I sie SD	Green and Digital Transformation of Hotel Zora This project combines renewable energy solutions with digital innovation to strengthen Hotel Zora’s sustainability and resilience. By reducing energy dependency and introducing a digital dashboard that communicates environmental performance to guests, the initiative enhances transparency,	Inspirer	25,000

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	supports climate responsibility and reinforces the hotel's sustainable brand identity.		
Compo AD	<p><i>DIGI-KOMPO: Digital Transformation and Operational Resilience for a Sustainable Tourism Restaurant</i></p> <p>The project is transforming a central tourism restaurant in Vratsa into a smarter, greener and more resilient food destination through digital innovation and data-driven management. By introducing smart ordering systems, real-time monitoring and sustainability tracking, the project boosts efficiency, reduces waste and delivers a faster, more responsible dining experience for visitors.</p>	Inspirer	25,000
SBM BulturConsult Ltd.	<p><i>Digital Pathways: Engaging Youth with Culture and Sustainability</i></p> <p>This project creates a tourism experience combining gamification, digitalisation and cultural heritage interpretation. Through 3D digital assets, animated storytelling and immersive AR installations, heritage content becomes interactive and accessible at events and presentation spaces across Bulgaria. The initiative strengthens youth engagement, supports SME digital transformation and promotes sustainable, low-impact tourism.</p>	Pioneer	15,000
Meliv Ltd.	<p><i>Enhancing Energy Efficiency through Solar Panels and digitalization via website development for Meliv Ltd.</i></p> <p>This project supports the green and digital transformation of a rural guest house near Vratsa Balkan Nature Park through renewable energy solutions and a modern website. By reducing environmental impact and strengthening its online presence, the initiative improves visitor communication, direct bookings and long-term business resilience, contributing to more sustainable rural tourism.</p>	Pioneer	15,000
P&P Management Ltd.	<p><i>LIVE (Local, Innovative, Vivid, Eco) experience in the Vratsa BalkansL</i></p> <p>The LIVE project strengthens sustainable tourism in the Vratsa Balkan region through digital visitor information tools and low-carbon mobility solutions. By integrating smart monitoring systems, an</p>	Pioneer	15,000

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	interactive digital map and eco-friendly transport options, the initiative enhances resilience, improves visitor safety and promotes climate-responsible tourism in protected natural areas.		
Europe-Past, Present and Future Ltd.	<i>Smart and Green Dining Experience: Digital Menus for a sustainable future</i> This project introduces a digital menu system to enhance efficiency, customer interaction and sustainability in the hospitality sector. Through QR-based ordering and reduced paper use, it supports digital transformation while lowering environmental impact and improving the overall visitor dining experience.	Pioneer	15,000
Royal Holidays	<i>Sweet Delight for a Pleasant Journey</i> This project creates a co-branded tourism experience combining curated travel services with locally produced eco-packaged chocolates distributed along selected routes. Through QR-based digital storytelling and interactive promotion, the initiative enhances visitor engagement, supports regional producers and promotes sustainable, experience-based tourism.	Pioneer	15,000
Stoev Trade EOOD	<i>The Mamadelle Project – A Healthy Bite into Sustainable Living</i> This project transforms a wellness-focused patisserie in Vratsa into a digitally enabled and environmentally responsible food destination. By introducing a multilingual digital menu, smart self-service ordering and eco-friendly practices, the initiative enhances customer experience, improves efficiency and strengthens sustainable, health-oriented tourism in the region.	Pioneer	15,000

Finland

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Travel Innovations Lab	<i>Scalable Floating Accommodation Model</i> The project supports resilience by creating a scalable, franchise-ready model to SMEs which can be used in different regions.	Inspirer	25,000
Arcticmint Oy	<i>SenseLapland – Inclusive Digital and Physical Tourism</i> The project integrates digital inclusion and	Inspirer	25,000

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	physical accessibility to ensure that everyone can experience Lapland effortlessly.		
Hygge Host Oy	<i>Smart Travel Assistant</i> The project is focusing on an AI-powered digital solution.	Inspirer	25,000
House of Better Sport	<i>The Freedom Value Pilot</i> The project focuses on developing nature tourism through a new service model.	Inspirer	25,000
Finnomenal Oy	<i>From Stories to Digital Impact</i> The project supports a digital and sustainable content model that strengthens local tourism, improves digital capacity, and supports rural development.	Pioneer	15,000
Hostel Cafe Koti	<i>Leading for Resilience</i> The project promotes resilience and digitalization among individuals, the work community, and the company.	Pioneer	15,000
Medeka Oy	<i>Mobile application</i> The project aims to advance digital transformation in the tourism sector.	Pioneer	15,000
Flowhouse Oy	<i>Simplifying Data for Resilient Tourism Growth</i> The project will contribute to environmental sustainability, digital transformation, and resilience in tourism.	Pioneer	15,000

Germany

Lead SME	Project Title	Funding Category
Tourismus-Agentur Nordsee GmbH	<i>CRM Implementation and Communication Optimization</i> The project introduces a centralized CRM system for Tourismus-Agentur Nordsee GmbH to replace fragmented Excel-based processes, improving data quality, automation, and operational efficiency	Inspirer
Walnussmeisterei UG	<i>Cool Rural Tourism: Nut and Snowdrop Market</i> The project establishes the Nut & Snowdrop Market as a sustainable, digitally supported off-season tourism event in rural Brandenburg, strengthening SME competitiveness and long-term capacity through professional event development and implementation	Inspirer
Raum und Zeit	<i>Digital Booking Platform Thuringian Forest</i> The project develops a sustainable regional booking platform for the Thuringian Forest, enabling all	Inspirer

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	accommodation providers and municipalities to offer digitally visible, directly bookable services while strengthening local value creation.	
Kunstverein Bremen	<i>New Light in Venerable Rooms</i> The project pilots energy-efficient, adjustable lighting technology at Kunsthalle Bremen to reduce energy consumption and optimize exhibition lighting, generating practical insights for a full-building upgrad.	Inspirer
Destination One GmbH	<i>AI-based Data Update Agent for Tourism Information</i> The project develops and pilots an AI-based agent that automatically verifies and updates tourism business data across multiple channels, improving data quality and efficiency while creating a scalable solution for Destination.One systems	Pioneer
Outdooractive AG	<i>Experiencing Local Sustainability (ELSA)</i> ELSA is a 12-month initiative by Outdooractive and the Heinz Barth School that engages students in co-creating digital and experiential content to promote sustainable tourism and mindful travel in the northern Black Forest	Pioneer
Inselgemeinde Langeoog	<i>Langeoog Fair & Future – Digital Routes for Sustainability</i> Langeoog Fair & Future develops interactive indoor and outdoor Actionbound routes to promote fair, sustainable tourism on Germany’s first Fairtrade Island, strengthening visitor engagement, resilience, and local SME visibility	Pioneer
Travel Commerce GmbH	<i>Travel Commerce Messenger</i> The AI-based Travel Commerce Messenger enables tourism SMEs to generate legally binding bookings via simple email and WhatsApp dialogues without complex reservation systems	Pioneer

Poland

Lead SME	Project Title	Funding Category	Awarded Amount (€)
"IDEA" Katarzyna Zych	E-Bike Tourism Link: Sustainable Mobility and Digital Trail Navigation The project establishes a two-point, low-carbon electric bicycle tourist route connecting Moon Vineyard and Stara Warzelnia Resort (7 km apart), including the purchase of six e-bikes, installation of two charging and	Inspirer	25,000

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	repair stations, development and publication of adapted cycling routes, and launch of a dedicated website with one-click Google Maps navigation to enhance accessibility and diversify the local tourism offer.		
Domek na Roztoczu Marek Rawski	<p>Integration of Tourism and Agri-Food in Roztocze and Bieszczady</p> <p>The project establishes a joint e-commerce platform integrating Domek na Roztoczu, 4 Nad Ranem, and local agri-food producers to strengthen the rural economy affected by the conflict near the Ukrainian border by promoting local suppliers, shortening supply chains, expanding digital sales channels, and enhancing sustainable regional resilience.</p>	Inspirer	25,000
"Pod Prąd" ADRIANNA DRZYMULSKA	<p>Mobile Sauna Wellness and Digital Booking for Sustainable Tourism in Bieszczady</p> <p>The project launches a flexible, mobile wellness service based on portable wood-fired and fully mobile saunas deployed across Werlas, Sanok, and nearby villages, supported by an integrated digital booking and payment platform and coordinated marketing to enhance regional tourism and deliver exclusive wellness experiences.</p>	Inspirer	25,000
VC HR Marek Albigowski	<p>Mobile Wellness and Digital booking ecosystem for Tourism Transformation in the Bieszczady Region</p> <p>The project establishes a mobile wellness ecosystem in the Bieszczady region by deploying portable wooden hot tubs and a fully mobile hot-tub trailer integrated with a digital reservation system to enhance visitor experience, extend the tourist season, and strengthen the resilience of local SMEs.</p>	Inspirer	25,000
GPSFRIENDLY Sp. z o.o.	<p>Create and roll out a digital mapping tool - and train staff in its use-to encourage sustainable tourism and strengthen connections within the local</p>	Pioneer	15,000

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	<p>tourism sector, paving the way for joint climate – neutral travel proposals.</p> <p>The project launches an AI-supported, multi-platform interactive tourism map for Hotel Jaś Wędrowniczek, integrating eco-tourism and accessible cycling and hiking routes and made available via the hotel website, Traseo platform, and mobile app to promote the region among active and eco-conscious tourists.</p>		
STOWARZYSZENIE "DOBRY DOM"	<p>Inspire to be Sustainable</p> <p>The project is a joint SME initiative promoting sustainable tourism by digitally transforming Dobry Dom's restaurant operations through the implementation of a smart reservation and online ordering system, while raising awareness of sustainability among customers and partners.</p>	Pioneer	15,000
JAN-POL INCOMING TOUR OPERATOR Sp. z o.o.,	<p>Travelife in Action – Promoting sustainable event management through MICE industry visibility</p> <p>The project aims to strengthen the market positioning and competitiveness of JAN-POL DMC Poland in the international MICE sector by leveraging its Travelife sustainability certification to attract new clients and generate increased business opportunities.</p>	Pioneer	15,000

Spain

Lead SME	Project Title	Funding Category	Awarded Amount (€)
Innova Cruceros S.L.	<p>Blue Carbon App</p> <p>BlueCarbon App will create a participatory digital platform enabling tourism operators and passengers to monitor, visualise, and co-compensate CO2 emissions in real time. The system integrates operational vessel data, renewable energy inputs, and verified offset projects through Forest Bank, providing a transparent and user-friendly mechanism to support sustainable action.</p>	Inspirer	25,000

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Confortysabor S.L.	<p>CFS – Comfort, Flavour and Sustainability. Development of new regenerative tourism products in Cabo de Gata - Níjar Natural Park. First, by calculating the Carbon Footprint of ConfortySabor establishments for 2025 and registering it with the Andalusian Office for Climate Change for external review. Second, ConfortySabor, together with IndaloSub diving club, seeks to develop new regenerative tourism products, like scuba diving immersions that contribute to monitoring the conservation status of Posidonia oceanica seagrass meadows.</p>	Inspirer	25,000
Generación Fluyes	<p>Digital Storytelling and Community Learning RuralUny introduces an innovative model for communication, learning and community participation within sustainable rural tourism in Andalusia. The project will create a digital audiovisual repository hosted on RuralUny.es, showcasing real stories of rural SMEs, communities and visitors practising regenerative and low-impact tourism. As a pilot space, Molino de Guadalmeśí will act as a living laboratory where the project tests an integrated approach combining training, community involvement, nature-based learning and environmental restoration.</p>	Inspirer	25,000
SEVICA 1800 S.L.	<p>Wellbeing in Conscious and Sustainable Hospitality is a project that aims to integrate human wellbeing, digital innovation, and sustainability into hotel management. The project is supported by the World Happiness Foundation, which provides the conceptual and methodological framework based on the science of wellbeing and happiness as a driver of organizational transformation.</p>	Inspirer	25,000
Rojas Huertas, S.L.	<p>Astrodehesa – Cielos y Sabores is a sustainable tourism project that combines local gastronomy with Starlight-certified night-sky observation in the dehesa of Los Pedroches. The project will create a premium “Starlight Pairing Dinner” for groups of 20 people, integrating km-0 products, local producers, astronomy specialists and responsible tourism practices.</p>	Pioneer	15,000
Hotelera Sevillana S.A.	<p>Digital Alcazar aims to consolidate and optimize the digital transition strengthening an evolution which combines operational efficiency and sustainability within the hospitality sector.</p>	Pioneer	15,000
Ruponte S.L.	<p>EcoControl Resilient Tourism's main objective is to implement an intelligent and environmentally</p>	Pioneer	15,000

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	friendly internal maintenance management system to optimize energy efficiency and operational continuity in the hotel.		
Turismo Vivencia S.L.	PLANIA Travel – Premium Itinerary Planner represents the next stage in the evolution of a smart itinerary-planning system originally developed with a transformed scalable SaaS solution that accelerates the digital and sustainable transition of the tourism sector. The platform leverages AI to generate highly personalized itineraries by combining traveler preferences with a structured database of local service providers, fully aligned with the sustainability priorities of the Transition Pathway for Tourism (T4T). The tool recommends more responsible options—such as prioritizing train journeys over flights—and allows travelers to select these choices on demand, encouraging more conscious and climate-friendly travel behaviors.	Pioneer	15,000
Hostal Kimboa SCP	Pyrenees Air 360 Immersive VR Experience The project aims to develop a new innovative and sustainable tourism product for Hostal Kimboa by combining immersive technologies with the natural beauty of the Pyrenees. The initiative will create a virtual paragliding experience using a real paragliding seat integrated with high-quality VR content that simulates a flight over the Pyrenean landscape.	Pioneer	15,000
Evolución Personal y de Organizaciones S.L.	Travel That Creates Life A Pioneer Model of Generative Tourism of collaboration between Hospedería de la Corte (Spain) and Travelgems (Belgium) to explore a new way of doing tourism: one that not only sustains, but generates life. The project aims to test and document the first European pilot of “Generative Tourism”, combining sustainability, well-being and digital innovation in a UNESCO Biosphere Reserve in Andalusia. Two pilot retreats will integrate mindfulness, gastronomy and nature connection, collecting qualitative and quantitative data through a simple digital MVP “Generative Dashboard” measuring impact on participants, community and environment.	Pioneer	15,000



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