

Interreg



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NEXT Black Sea Basin

BSB00755

SUSTAIN-2

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A - Project identification

A.1 Project identification

Project id (automatically created)	BSB00755
Name of the lead partner organisation	Δημοκρίτειο Πανεπιστήμιο Θράκης - Πολυτεχνική Σχολή - Ειδικός Λογαριασμός Κονδυλίων Έρευνας
Name of the lead partner organisation in English	Democritus University of Thrace - School of Engineering - Special Account for Research Funds
Project title	SUSTAIN-2 - A Sustainability Model for Tourism (F&B)
Project acronym	SUSTAIN-2
Programme priority	Blue and Smart Region
Specific objective	RSO1.1: Developing and enhancing research and innovation capacities and the uptake of advanced technologies
Project duration in months	24

A.2 Project summary

Please give a short overview of the project and describe:

- the common challenge of the programme area your project is tackling;
- the overall project objective and the expected change your project will make to the current situation;
- the main outputs and results your project will develop and who will benefit from them;
- the planned approach and why transnational cooperation is needed;

Tourism -a main element of blue economy- in the project areas has a very positive and powerful effect on both employment and income, being one of the fastest growing sectors with high prospects and a major source of proceedings that support most of the Black Sea countries.

In parallel, sustainable development is a global priority and sustainability in tourism is a key factor for destination choice, which means that the adoption and implementation of sustainable practices cannot be ignored.

However, micro & small operators dominating the tourism industry, are not familiar with the concept of sustainability, much less with sustainable indicators. Therefore, they operate unsustainably, generating significant amounts of waste and consuming vast quantities of resources, such as water and energy, jeopardizing not only a global effort towards a more responsible approach but their own viability.

Through the project, the 6 partners from 5 countries aim at overcoming this phenomenon and

“Jointly contribute to a more competitive and smart Black Sea region...
...by supporting the blue economy and especially tourism...
...by promoting the ESG(*) sustainability to tourism stakeholders (especially in F&B sector) in the project area...
...and create the conditions for, and facilitate the adoption and deployment of sustainable practices by the entire spectrum of the operators (even small ones)...
...using Artificial Intelligence and ensuring lasting effects” as mentions the project’s objective.

Through the foreseen activities, the project will address the root cause of the problems that hinder the sustainable development of tourism operators, which is the lack of tools and guidance. Through a multifaceted approach, involving training, pilot implementations, raise of awareness and use of AI tools, will lead them to a sustainability journey

The main outcomes (outputs/ deliverables) and results (RES) the SUSTAIN-2 project is foreseen to deliver are:

- Presentation package for public awareness about ESG Sustainability (A1.1)
- Jointly developed solutions supporting ESG sustainability in Tourism (F&B sector): Simplified Sustainability Model (SSM) for F&B Sector, an AI REcommendation System (AIRES) and the "EduConnect" for continuous learning and collaboration (OUT1.1 – RES1)
- Digital training package on Sustainable F&B Model and a transnational registry of trained and skilled ESG Sustainability Facilitators for the F&B Sector (A1.4)
- Pilot applications - Methodology for applying the SSM, based on AIRES (OUT1.2) – Rewarding/ recognition scheme (A1.7)
- International conference for results presentation and capitalization (OUT1.4)
- Project partnership - SUSTAIN Network (OUT1.4 – RES2)

All the outputs of the projects are related to respective results and contribute to the achievement of the project’s main objective

The following target groups will benefit, directly or indirectly, from the project and its outputs: a) public authorities at all levels, b) higher education and research organizations, c) education / training centers and schools, d) sectoral agencies, e) interest groups including NGOs, f) business support organisations, including chambers of commerce, networks and clusters, g) general public/ citizens
The sequence of the activities, in order for the project to achieve its main objective, outputs and results and reach the target groups, is the following:

Awareness campaign for sustainability => consultation with the stakeholders => development of the SSM and AIRES => development of the training package => joint training course => pilot implementations => assessment and refinement => design of the rewarding scheme => EduConnect development => official launch of the model

As sustainability is a global issue with challenging all countries, a transnational approach, combining cultures, experiences and expertise from different backgrounds, is of major importance. At the same time, tourism is a transnational and interconnected sector, confronting demanding and stimulating changes that do not recognise geographical boundaries. Hence, cooperation between countries is the only way to create and implement effective solutions to confront the rising challenges.

Taking into consideration the above mentioned, it becomes clear that transnational cooperation is the only remedy for overcoming most of the potential challenges, bringing several benefits to the project partners, target groups and the programme area. Among them are the sharing of best practices, the increased visibility and competitiveness, the increased capacity and the improved governance.

Finally, the SSM and AIREs together with the implementation process and the solutions/answers to modern challenges provided by the project are new and innovative at international level and, without any doubt, encourage sustainability, boost the Blue economy and are in line with the requirements of the NEXT Black Sea Programme.

(*) ESG: Environment, Social, Governance

A.3 Project budget overview

Programme funding			Contribution					Total project budget
Funding source	Funding amount	Co-financing rate (%)	Automatic public contribution	Other public contribution	Total public contribution	Private contribution	Total contribution	
Interreg Funds	981.058,11	90,00%	0,00	92.556,91	92.556,91	16.449,58	109.006,49	1.090.064,60
Total EU funds	981.058,11	90,00%	0,00	92.556,91	92.556,91	16.449,58	109.006,49	1.090.064,60
Total project budget	981.058,11	90,00%	0,00	92.556,91	92.556,91	16.449,58	109.006,49	1.090.064,60

A.4 Project outputs and result overview

Programme Output Indicator	Aggregated value per Programme output indicator	Measurement Unit	Output	Output Title	Output target value	Programme result indicator	Baseline	Result indicator target value	Measurement unit
Jointly developed solutions	1,00	solutions	Output 1.1	Jointly developed solution supporting ESG sustainability in Tourism (F&B sector)	1,00	Solutions taken up or up-scaled by organisations	0,00	1,00	solutions
Pilot actions developed jointly and implemented in projects	1,00	pilot actions	Output 1.2	Pilot implementations of Simplified Sustainability Model (SSM) for Tourism (F&B sector) with the support of the Artificial Intelligence Recommendation System (AIRES)	1,00				

Programme Output Indicator	Aggregated value per Programme output indicator	Measurement Unit	Output	Output Title	Output target value	Programme result indicator	Baseline	Result indicator target value	Measuremen unit
Organisations cooperating across borders	6,00	organisations	Output 1.3	Project partnership - SUSTAIN Network	6,00	Organisations cooperating across borders after project completion	0,00	6,00	organisations
Public events across borders jointly organised	1,00	events	Output 1.4	International conference for results presentation and capitalisation (C.7.3)	1,00				

B - Project partners

Partners overview

Number	Status	Name of the organisation in english	Country	Organisation abbreviation	Partner role	Partner total eligible budget
1	Active	Democritus University of Thrace - School of Engineering - Special Account for Research Funds	Elláda (EL)	DUTH	LP	266.476,22
2	Active	Municipality of Kavala	Elláda (EL)	KAVALA	PP	148.348,22
3	Active	Chisinau City Hall	Moldova (MD)	PMC	PP	154.872,22
4	Active	UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES	Bulgaria (BG)	UBBSLA	PP	186.991,48
5	Active	Uskudar Urban Services Trade and Industry Joint Stock Organization	Türkiye (TR)	KENTAS	PP	168.880,66
6	Active	Ukrainian Association of Business Support Centers	Ukraine (UA)	UABSC	PP	164.495,80

B.1 Lead partner	
Partner number	1
Partner role	LP
Name of the organisation in original language	Δημοκρίτειο Πανεπιστήμιο Θράκης - Πολυτεχνική Σχολή - Ειδικός Λογαριασμός Κονδυλίων Έρευνας
Name of the organisation in english	Democritus University of Thrace - School of Engineering - Special Account for Research Funds
Organisation abbreviation	DUTH
Department / unit / division	School of Engineering
Partner main address	
Country	Elláda (EL)
NUTS 2	Anatoliki Makedonia, Thraki (EL51)
NUTS 3	Xanthi (EL512)
Street, House number, Postal code, City	V. Sophias Str. 12 67132 Xanthi
Homepage	www.duth.gr
Address of department / unit / division (if not applicable fill in the same information as above)	
Country	Elláda (EL)
NUTS 2	Anatoliki Makedonia, Thraki (EL51)
NUTS 3	Xanthi (EL512)
Street, House number, Postal code, City	V. Sophias Str. 12 67132 Xanthi
Legal and financial information	
Type of partner	Higher education and research organisations
Legal status	Public
VAT number (if applicable)	EL999975749
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Other identifier number	N/A

Legal and financial information			
Other identifier description		N/A	
PIC (from EC Participant Register) *MANDATORY		999659109	
Contact			
Legal representative		Professor Georgios Broufas	
Contact person		Professor Prodromos Chatzoglou	
Email		pchatzog@pme.duth.gr	
Telephone no.		+306944941909	
Co-financing			
Source		Amount	Percentage
Interreg Funds		239.828,59	90,00%
Partner contribution		26.647,63	10,00%
Partner total eligible budget		266.476,22	100,00%
Origin of partner contribution			
Source of contribution	Legal status of contribution	Amount	% of total partner budget
DUTH	Public	26.647,63	10,00%
Total			
Sub-total public contribution		26.647,63	10,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		0,00	0,00%
Total		26.647,63	10,00%
State Aid			
State aid criteria self-check			
Criterion I: Is the partner involved in economic activities within the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?		No	The project applicant will not implement activities and/ or offer goods/ services for which a market exists

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities within the project?	
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No There are no activities/ goods/ services that could have been undertaken by an operator with the view of making profit
Criterium II: Does the partner and/or any third party receive an selective advantage within the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No The project applicant does not plan to carry out the economic activities on its own
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No The project applicant as well as any other operator not included in the project as a project partner or the target audience will not gain any benefit from its project economic activities, not received in the normal course of business. In any case, all outcomes of the project will be uploaded on internet and made available to any interested party for free
Result of State aid criteria self-check:	No risk of state aid

B.1 Project Partner 2	
Partner number	2
Partner role	PP
Name of the organisation in original language	Δήμος Καβάλας
Name of the organisation in english	Municipality of Kavala
Organisation abbreviation	KAVALA
Department / unit / division	Mayor's Office
Partner main address	
Country	Elláda (EL)
NUTS 2	Anatoliki Makedonia, Thraki (EL51)
NUTS 3	Thasos, Kavala (EL515)
Street, House number, Postal code, City	Kyprou Str. 10 65403 Kavala
Homepage	www.kavala.gov.gr
Address of department / unit / division (if not applicable fill in the same information as above)	
Country	Elláda (EL)
NUTS 2	Anatoliki Makedonia, Thraki (EL51)
NUTS 3	Thasos, Kavala (EL515)
Street, House number, Postal code, City	Kyprou Str. 10 65403 Kavala
Legal and financial information	
Type of partner	Local public authority
Legal status	Public
VAT number (if applicable)	EL997582067
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Other identifier number	N/A
Other identifier description	N/A

Legal and financial information			
PIC (from EC Participant Register) *MANDATORY		950974712	
Contact			
Legal representative		Mr. Theodoros Mouriadis	
Contact person		Mrs. Io Chatzivaryti	
Email		iochatzivaryti@gmail.com	
Telephone no.		+306974476511	
Co-financing			
Source		Amount	Percentage
Interreg Funds		133.513,39	90,00%
Partner contribution		14.834,83	10,00%
Partner total eligible budget		148.348,22	100,00%
Origin of partner contribution			
Source of contribution	Legal status of contribution	Amount	% of total partner budget
KAVALA	Public	14.834,83	10,00%
Total			
Sub-total public contribution		14.834,83	10,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		0,00	0,00%
Total		14.834,83	10,00%
State Aid			
State aid criteria self-check			
Criterium I: Is the partner involved in economic activities within the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?		No	The project applicant will not implement activities and/ or offer goods/ services for which a market exists

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities within the project?	
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No There are no activities/ goods/ services that could have been undertaken by an operator with the view of making profit
Criterium II: Does the partner and/or any third party receive an selective advantage within the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No The project applicant does not plan to carry out the economic activities on its own
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No The project applicant as well as any other operator not included in the project as a project partner or the target audience will not gain any benefit from its project economic activities, not received in the normal course of business. In any case, all outcomes of the project will be uploaded on internet and made available to any interested party for free
Result of State aid criteria self-check:	No risk of state aid

B.1 Project Partner 3	
Partner number	3
Partner role	PP
Name of the organisation in original language	Primaria Municipiului Chisinau
Name of the organisation in english	Chisinau City Hall
Organisation abbreviation	PMC
Department / unit / division	N/A
Partner main address	
Country	Moldova (MD)
NUTS 2	Chişinău municipality (MD10)
NUTS 3	Chişinău municipality (MD100)
Street, House number, Postal code, City	Stefan cel Mare si Sfant Boulevard 83 2012 Chisinau
Homepage	https://www.chisinau.md/en
Address of department / unit / division (if not applicable fill in the same information as above)	
Country	Moldova (MD)
NUTS 2	Chişinău municipality (MD10)
NUTS 3	Chişinău municipality (MD100)
Street, House number, Postal code, City	Stefan cel Mare si Sfant Boulevard 83 2012 Chisinau
Legal and financial information	
Type of partner	Local public authority
Legal status	Public
VAT number (if applicable)	N/A
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Other identifier number	1007601009484
Other identifier description	Fiscal Code

Legal and financial information			
PIC (from EC Participant Register) *MANDATORY		882984987	
Contact			
Legal representative		Mr. Ion Ceban	
Contact person		Mr. Roman Vitiuc	
Email		rvitiuc@gmail.com	
Telephone no.		+37379922188	
Co-financing			
Source		Amount	Percentage
Interreg Funds		139.384,99	90,00%
Partner contribution		15.487,23	10,00%
Partner total eligible budget		154.872,22	100,00%
Origin of partner contribution			
Source of contribution	Legal status of contribution	Amount	% of total partner budget
PMC	Public	15.487,23	10,00%
Total			
Sub-total public contribution		15.487,23	10,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		0,00	0,00%
Total		15.487,23	10,00%
State Aid			
State aid criteria self-check			
Criterium I: Is the partner involved in economic activities within the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?		No	The project applicant will not implement activities and/ or offer goods/ services for which a market exists

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities within the project?	
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No There are no activities/ goods/ services that could have been undertaken by an operator with the view of making profit
Criterium II: Does the partner and/or any third party receive an selective advantage within the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No The project applicant does not plan to carry out the economic activities on its own
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No The project applicant as well as any other operator not included in the project as a project partner or the target audience will not gain any benefit from its project economic activities, not received in the normal course of business. In any case, all outcomes of the project will be uploaded on internet and made available to any interested party for free
Result of State aid criteria self-check:	No risk of state aid

B.1 Project Partner 4	
Partner number	4
Partner role	PP
Name of the organisation in original language	Асоциация на Българските Черноморски Общини
Name of the organisation in english	UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES
Organisation abbreviation	UBBSLA
Department / unit / division	N/A
Partner main address	
Country	Bulgaria (BG)
NUTS 2	Severoiztochen (BG33)
NUTS 3	Varna (BG331)
Street, House number, Postal code, City	Preslav Str. 4 9000 Varna
Homepage	www.ubbsla.org
Address of department / unit / division (if not applicable fill in the same information as above)	
Country	Bulgaria (BG)
NUTS 2	Severoiztochen (BG33)
NUTS 3	Varna (BG331)
Street, House number, Postal code, City	Preslav Str. 4 9000 Varna
Legal and financial information	
Type of partner	Interest groups including NGOs
Legal status	Public
VAT number (if applicable)	103133943
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Other identifier number	N/A
Other identifier description	N/A

Legal and financial information			
PIC (from EC Participant Register) *MANDATORY		969558457	
Contact			
Legal representative		Mrs. Mariyana Ivanova	
Contact person		Mrs. Elena Simeonova	
Email		assistant@ubbsla.org	
Telephone no.		+359887290377	
Co-financing			
Source		Amount	Percentage
Interreg Funds		168.292,33	90,00%
Partner contribution		18.699,15	10,00%
Partner total eligible budget		186.991,48	100,00%
Origin of partner contribution			
Source of contribution	Legal status of contribution	Amount	% of total partner budget
UBBSLA	Public	18.699,15	10,00%
Total			
Sub-total public contribution		18.699,15	10,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		0,00	0,00%
Total		18.699,15	10,00%
State Aid			
State aid criteria self-check			
Criterion I: Is the partner involved in economic activities within the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?		No	The project applicant will not implement activities and/ or offer goods/ services for which a market exists

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities within the project?	
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No There are no activities/ goods/ services that could have been undertaken by an operator with the view of making profit
Criterium II: Does the partner and/or any third party receive an selective advantage within the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No The project applicant does not plan to carry out the economic activities on its own
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No The project applicant as well as any other operator not included in the project as a project partner or the target audience will not gain any benefit from its project economic activities, not received in the normal course of business. In any case, all outcomes of the project will be uploaded on internet and made available to any interested party for free
Result of State aid criteria self-check:	No risk of state aid

B.1 Project Partner 5	
Partner number	5
Partner role	PP
Name of the organisation in original language	Üsküdar Kent Hizmetleri Ticaret ve Sanayi Anonim Şirketi
Name of the organisation in english	Uskudar Urban Services Trade and Industry Joint Stock Organization
Organisation abbreviation	KENTAS
Department / unit / division	Project Directorate
Partner main address	
Country	Türkiye (TR)
NUTS 2	İstanbul (TR10)
NUTS 3	İstanbul (TR100)
Street, House number, Postal code, City	Mimar Sinan Mah. Çavuşdere Cad. 35 İç Kapı No: 15 34672 Uskudar - Istanbul
Homepage	www.uskudar.bel.tr
Address of department / unit / division (if not applicable fill in the same information as above)	
Country	Türkiye (TR)
NUTS 2	İstanbul (TR10)
NUTS 3	İstanbul (TR100)
Street, House number, Postal code, City	Mimar Sinan Mah. Çavuşdere Cad. 35 34672 Uskudar
Legal and financial information	
Type of partner	Local public authority
Legal status	Public
VAT number (if applicable)	0010420750
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Other identifier number	505111-0

Legal and financial information			
Other identifier description		Trade Registration Number	
PIC (from EC Participant Register) *MANDATORY		870660361	
Contact			
Legal representative		Mr. Nazım Akkoyunlu	
Contact person		Mrs. Nilay Özger	
Email		nilay.ozger@uskudarkentas.com.tr	
Telephone no.		+905555520309	
Co-financing			
Source		Amount	Percentage
Interreg Funds		151.992,59	90,00%
Partner contribution		16.888,07	10,00%
Partner total eligible budget		168.880,66	100,00%
Origin of partner contribution			
Source of contribution	Legal status of contribution	Amount	% of total partner budget
KENTAS	Public	16.888,07	10,00%
Total			
Sub-total public contribution		16.888,07	10,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		0,00	0,00%
Total		16.888,07	10,00%
State Aid			
State aid criteria self-check			
Criterion I: Is the partner involved in economic activities within the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?		No	The project applicant will not implement activities and/ or offer goods/ services for which a market exists

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities within the project?	
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No There are no activities/ goods/ services that could have been undertaken by an operator with the view of making profit
Criterium II: Does the partner and/or any third party receive an selective advantage within the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No The project applicant does not plan to carry out the economic activities on its own
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No The project applicant as well as any other operator not included in the project as a project partner or the target audience will not gain any benefit from its project economic activities, not received in the normal course of business. In any case, all outcomes of the project will be uploaded on internet and made available to any interested party for free
Result of State aid criteria self-check:	No risk of state aid

B.1 Project Partner 6	
Partner number	6
Partner role	PP
Name of the organisation in original language	Українська Асоціація Центрів Підтримки Бізнесу
Name of the organisation in english	Ukrainian Association of Business Support Centers
Organisation abbreviation	UABSC
Department / unit / division	N/A
Partner main address	
Country	Ukraine (UA)
NUTS 2	Mykolaiv Oblast (UA09)
NUTS 3	Mykolaiv Oblast (UA090)
Street, House number, Postal code, City	Potyomkinska Str. 51/1 54001 Mykolaiv
Homepage	https://uabsc.org/
Address of department / unit / division (if not applicable fill in the same information as above)	
Country	Ukraine (UA)
NUTS 2	Mykolaiv Oblast (UA09)
NUTS 3	Mykolaiv Oblast (UA090)
Street, House number, Postal code, City	Potyomkinska 51/1 54001 Mykolaiv
Legal and financial information	
Type of partner	Business support organisation
Legal status	Private
VAT number (if applicable)	26112446
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Other identifier number	N/A
Other identifier description	N/A

Legal and financial information			
PIC (from EC Participant Register) *MANDATORY		881710795	
Contact			
Legal representative		Mr. Artem Vashchylenko	
Contact person		Mr. Artem Vashchylenko	
Email		artem.vashchylenko@uabsc.org	
Telephone no.		+380672340677	
Co-financing			
Source		Amount	Percentage
Interreg Funds		148.046,22	90,00%
Partner contribution		16.449,58	10,00%
Partner total eligible budget		164.495,80	100,00%
Origin of partner contribution			
Source of contribution	Legal status of contribution	Amount	% of total partner budget
UABSC	Private	16.449,58	10,00%
Total			
Sub-total public contribution		0,00	0,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		16.449,58	10,00%
Total		16.449,58	10,00%
State Aid			
State aid criteria self-check			
Criterium I: Is the partner involved in economic activities within the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?		No	The project applicant will not implement activities and/ or offer goods/ services for which a market exists

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities within the project?	
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No There are no activities/ goods/ services that could have been undertaken by an operator with the view of making profit
Criterium II: Does the partner and/or any third party receive an selective advantage within the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No The project applicant does not plan to carry out the economic activities on its own
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No The project applicant as well as any other operator not included in the project as a project partner or the target audience will not gain any benefit from its project economic activities, not received in the normal course of business. In any case, all outcomes of the project will be uploaded on internet and made available to any interested party for free
Result of State aid criteria self-check:	No risk of state aid

C - Project description

C.1 Project overall objective

Below, you can see the Programme specific objective your project will contribute to (chosen in section A.1.).

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

Project overall objective

Please define the overall objective of the project.

- Make sure that it clearly contributes to the selected programme specific objective and field of action (please see Part I Section 5 Priorities and Specific Objectives).
- The overall objective should describe the broader goal of the project for the benefit of its target group(s) and should point to the results (change) to be achieved by the project.

Jointly contribute to a more competitive and smart Black Sea region by supporting the blue economy and especially tourism by...

... promoting the ESG(*) sustainability to tourism stakeholders (especially in F&B sector) in the project area...

... and create the conditions for, and facilitate the adoption and deployment of sustainable practices by the entire spectrum of the operators (even small ones)...

... using Artificial Intelligence and ensuring lasting effects

(*) Environment, Social, Governance

C.2 Project relevance and context

C.2.1 What are the common territorial challenge(s) that will be tackled by the project?

Please describe why your project is needed in the programme area and the relevance of your project for the programme area, in terms of common challenges addressed.

The “Blue Economy” stands out as an important step in the conceptualization and realization of sustainable development (SDG 14). As it is well known, sustainable development is a definition that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Considering the unique environmental characteristics of the Black Sea region, the blue economy is strongly dependent on the established maritime sectors, such as transport, shipbuilding, fisheries/aquaculture and TOURISM.

It is recognized that tourism in the project area has a very positive impact on employment & income, as it is one of the fastest-growing sectors with high growth potential. The tourism industry constitutes today an important source of revenues for most Black Sea countries. Therefore, one of the main challenges the Black Sea Basin faces is the over-reliance on tourism, which has led to environmental degradation, increased pollution, and unsustainable exploitation of natural resources.

At the same time, sustainable development is a global priority that motivates both governments, institutions and society in general to adopt new practices. With the establishment of the Sustainable Development Goals in the United Nations 2030 agenda, a new perception regarding business practices has been formed. More and more large institutions are adopting sustainable development principles, applying ESG criteria related to their environmental, social and corporate governance performance.

Particularly in tourism, sustainability starts becoming a criterion for destination choice. In the sustainability report for 2021 of an international, well known, tour operator the following findings of a global survey in 2021 among 29000 travelers were (*):

- 81% of travelers surveyed say they want to stay in sustainable accommodations
- 73% are more likely to choose an accommodation if it has implemented sustainable practices.
- 72% think companies should offer more sustainable choices.
- 61% say the pandemic made them want to travel more sustainably in the future

All the above demonstrate that the adoption and implementation of sustainable practices is an urgent viability factor for the tourism industry and cannot be ignored

However...

In the project area, the tourism sector is mostly dominated by micro and small operators. In particular, according to the national statistical institutions:

- Greece: Micro (0-10 employees) and small (11-50 employees) enterprises: 89%
- Moldova: Micro and small enterprises: 100%
- Bulgaria: Micro and small enterprises: 99.5%
- Turkey: Micro and small enterprises: 98.5%
- Ukraine: Micro and small enterprises: 99.5%

Those thousands of micro and small enterprises are not at all familiar with SDGs, ESG, CSR, GRI and

all those "strange" terms and abbreviations related to sustainability. They don't have the knowledge nor the resources to identify, choose, adopt, and implement sustainability practices. The problem is intensified by dozens of sustainability standards, containing thousands of specifications(**) which makes tourism operators' compliance particularly complicated and extremely costly.

Thus, we face the phenomenon of creating a "sustainability elite". On the one side very few sustainability "pioneers" that know what is all this about, and they plan and act. And on the other side, we find the overwhelming majority of economy and society for whom it is impossible to follow the evolution and simply ignore the overall issue.

In this context, we have a very big number of micro and small operators in catering sector (known also as F&B -Food and Beverage- sector) that is a significant contributor to problems deriving from unsustainable operation, as it generates significant amounts of waste and consumes vast quantities of resources, such as water and energy. To the best knowledge of the partners, there are no examples of those F&B operators systematically implementing integrated sustainable practices nor intending to in the foreseeable future. Due to their small size and the lack of knowledge, experience, resources and external guidance, they are practically excluded from the global effort for sustainability, jeopardizing their viability

Hence, the major common challenge that the project tries to confront is to promote the concept of ESG sustainability EVEN TO THE SMALL F&B operators in the project area and create the conditions for, and facilitate the adoption and deployment of sustainable practices, thus supporting the blue economy and contributing to a more competitive and smart Black Sea region

(*) Report available upon request

(**) It is indicated that the European Sustainability Reporting Standard (ESRS) of the European Union, which became mandatory (only for approximately 50,000 companies of all sectors throughout Europe due to its complexity) with Directive (EU)2022/2464, includes 84 disclosure requirements and 1144 data points (!)

C.2.2 How does the project tackle identified common challenges? Is there something new about the approach? If yes, please describe it.

Please describe the solutions that will be developed, adopted and/or implemented during the project lifetime in order to tackle the identified common challenges. Describe also in what way the approach goes beyond existing practice in the sector/programme area/participating countries, if the case.

To overcome the common challenge defined in C.2.1, the project seeks to address its root cause, which is the lack of tools and guidance for micro and small operators in F&B sector towards their sustainability journey

For this purpose, the project takes a multifaceted approach that includes several key elements.

Taking into account that the success of any measure presupposes that it has been understood and accepted not only by the organisations that will implement it, but by the entire sector and society in general, the partnership will work to raise the public awareness of the emergency and the benefits of sustainability. A common presentation package will be developed, and outreach activities will be conducted while special attention to children and young people (A1.1)

An extensive consultation with the stakeholders of the sector will follow, in order the partnership to obtain detailed and reliable knowledge of the exact characteristics of the F&B sector, its potential and

expectations (A1.2)

The main task is the development of a Simplified Sustainability Model for Tourism (F&B Sector) (hereinafter called SSM) as a guidance for the F&B operators towards ESG sustainability. After extensive research, the partners found out that there is no such model, simple and specified for the F&B sector and this will be absolutely new worldwide. To be much more effective, this model will be supported by an Artificial Intelligence Recommendation System (AIRES) to help the applicants identify and choose the sustainable practices that are most important (A1.4). The SSM will be completed with a database of good practices successfully applied and reported during its implementation over the time. The database will also be a learning source for the AIRES

It is utopian to think that as soon as we have the model, it will start to be implemented. Substantial support from trained people is necessary, in order to guide the implementing organizations. For that reason, an online joint training course will be organized to train representatives from all partners, to become sustainability facilitators/ mentors. This course will be based on a training package that will be developed, so that the course can be replicable and used to train more facilitators after the project (A.1.4)

Following the above, the Model will be tested in 4 pilot implementations per partner (A.1.5). During the implementations:

- The observations and feedback from all the involved parties will be collected and used as input for assessment and refinement of the Tool (A1.6)
- The whole process will be monitored by other partners' facilitators/ mentors for experience exchange purposes

- After its assessment and refinement, the final version of the tool/ solution will be officially launched and promoted through a series of actions. During this phase, the rewarding scheme that will have been developed to motivate organizations to adopt sustainable practices and use the SSM model will be also presented (A.1.7)

- Meanwhile, in order to foster a continuous exchange of best practices and experiences, the project will develop and launch the 'EduConnect' platform. This is a dedicated online space, combining the attributes of an open Educational Resource (OER) and a living lab, and will serve as a dynamic repository of educational material, tools, and resources, supporting lifelong learning and professional development (OER) and engage stakeholders to learn, share, and innovate together (living lab)

The sequence of the activities mentioned above is:

Awareness campaign for sustainability => consultation with the stakeholders => development of the SSM and AIRES => development of the training package => joint training course => pilot implementations => assessment and refinement => design of the rewarding scheme => EduConnect development => official launch of the model

The coordination of the project will be implemented based on a specific management structure with clearly defined duties and responsibilities

All partners pay major attention to the communication of the project as well as the NEXT BSB Programme, understanding that it is a cornerstone for the involvement of the target groups and, consequently, for the achievement of the project's objectives. Several activities, additional to the ones mentioned above, are foreseen with the most important being the organization of an international conference for results presentation and capitalisation

All outputs and deliverables of the project will be available to any interested party while their

durability and transferability is ensured by the SUSTAIN network that is to be formed

The SSM, AIRES and EduConnect, the implementation process and the entire solution provided by the project go beyond existing practice in the region. They are totally new and innovative at global level and it is evident that they promote sustainability, support the Blue Economy and completely meet the requirements of the NEXT BSB Programme

C.2.3 Why is transnational cooperation needed to achieve project objectives and results?

Please explain why the project objectives cannot be efficiently reached acting only on a national/regional /local level and/or describe what benefits the project partners/target groups/ project area/programme area gain in taking a transnational approach.

Sustainability is a global concern and the relevant challenges are common for all countries. Thus, a transnational approach, combining cultures, experience and expertise from different countries is always feasible and leads to more integrated results

On the other hand, tourism is a transnational and interconnected sector, and the challenges facing the industry, such as climate change, environmental degradation, resource depletion, as well as social and governance issues do not respect national boundaries. Therefore, cooperation among countries, regions, and local communities is necessary to develop and implement effective solutions to address these challenges.

Taking a transnational approach can bring several benefits to the project partners/ target groups/ project area/ programme area, including:

- Sharing of best practices: Transnational cooperation allows for the sharing of best practices and knowledge exchange among project partners and stakeholders, leading to the development of more effective and innovative solutions.
- Increased visibility and competitiveness: A transnational approach can increase the visibility and competitiveness of the project area, as it promotes the region as a sustainable and responsible tourism destination, attracting more tourists and boosting the local economies.
- Increased capacity: Cooperation among project partners and stakeholders can lead to increased capacity and expertise in sustainable tourism practices, enabling them to better respond to future challenges and opportunities.
- Improved governance: Transnational cooperation can help to improve governance and policy coordination among project partners and stakeholders, leading to more effective and coordinated policies and actions.

The project's objectives cannot be efficiently reached by acting only on a national/ regional/ local level because, as mentioned above, the tourism industry is a complex and interconnected system that involves multiple stakeholders, including tourism operators, local communities, tourists, and policymakers. Effective solutions require collaboration and cooperation among all these stakeholders, which can be facilitated through cross-border/ transnational/ inter-regional cooperation.

In the SUSTAIN-2 project, the cross-border cooperation is based on joint development, implementation, staffing & financing. Therefore, in case of lack of transnational cooperation, the following outputs/ deliverables and results could not (or only to some extent) be achieved:

1. Simplified Sustainability Model for Tourism (F&B Sector) including a reporting database and an AI

recommendation system (AIRES) (A1.3, A1.6)

The model would not take into account the specificities of different countries and cultures. Essential sustainability criteria for one country might be unimportant for foreign visitors/ customers and vice versa, so the solution provided by the project will be one-dimensional in terms of its geographical scope. The database would not include good practices from other countries and therefore could not contribute to transnational knowledge and experience exchange. These are KEY reasons that the transnational character of the project is necessary for

2. Joint training on Sustainable F&B Model (A1.4)

The training package would not include a transnational dimension and the trainees would not have the opportunity to fully understand the extroversional orientation of the project. So, they would not provide effective support to F&B operators that want to start their journey towards sustainability addressing international customers. Moreover, the facilitators' registry would not have international character and an internal continuous transnational experience exchange would not occur. No transnational recognition would be achieved

3. In pilot applications (A1.5), the COMMON methodology for applying the Simplified Sustainability Model based on Artificial Intelligence would not be developed and the implementing organisations would not achieve international recognition

4. The international character of the conference for results presentation and capitalisation would not be ensured and its success would be limited (Output 1.4)

5. SUSTAIN network: Obvious failure. Negative effects in long lasting effects and transferability (Output 1.3)

6. No opportunities for development of connections and further collaboration opportunities would be provided and the operation of the "EduConnect" platform would not be effective (A1.8)

The benefits of transnationality for the partners, the target groups and the project/ programme area is the effectiveness of all the above outputs/ deliverables and the results deriving from them (see C5)

Overall, transnationality ensures the achievement of the overall objective of the project that is to "JOINTLY contribute to a more competitive and smart Black Sea region -and not only one single country- by supporting the blue economy and especially tourism..." (see C1)

C.2.4 Who will benefit from your project outputs?

In the first column of each row, please select one of the pre-defined target groups from the drop-down list. In the second column, explain in more detail exactly who will be involved in the activities proposed in your project. For example, if you choose the category local public authority, you need to explain which specific authority and in which territory.

Target Group	Specification
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Target Group	Specification
Local public authority	<p>The project will benefit public authorities at all levels by promoting sustainable tourism practices that support their broader socio-economic development objectives. Specifically:</p> <ul style="list-style-type: none">- By integrating the principles of sustainability in the F&B sector into their policies, they can contribute to the promotion of sustainable practices in this sector. The project will produce a policy paper recommendation that can serve as a useful tool for policymakers to integrate sustainability into their policies.- Public authorities can use the Simplified Sustainability Model for Tourism - F&B Sector (SSM) to assess and monitor the sustainability performance of F&B organizations. This can help them identify areas where they need to take action to promote sustainability, and prioritize their efforts to achieve more sustainable outcomes.- By collaborating with SUSTAIN-2 project partners, public authorities can gain access to best practices and case studies that can inspire their own sustainability initiatives. This can lead to more effective and efficient policies that promote sustainability in their areas.- By supporting and taking part in the implementation of the SUSTAIN-2 project and its dissemination and capitalization activities, public authorities can contribute to the promotion of the sustainability concept in their area. This can help raise awareness among the population of the benefits of sustainability and encourage the adoption of sustainable practices in various fields.
Regional public authority	Similar as local public authorities
National public authority	Similar as local public authorities

Target Group	Specification
Higher education and research organisations	<p>Both sustainability and artificial intelligence, that the SUSTAIN-2 project deals with, are topics at the cutting edge of research and technology and occupy a large part of the activity in universities and research institutes. Those institutions benefit from the project in the following ways:</p> <ul style="list-style-type: none">- Research Opportunities: The SUSTAIN-2 project provides an opportunity for researchers to investigate and analyze the impacts of sustainable practices on the F&B sector. The project data, including case studies and best practices, as well as their methodology, can be provided for research purposes and may be used for diploma or postgraduate theses- By getting involved in the project, academic and research institutions develop tighter links with the real economy and bring closer students and researchers to the tourism industry operators and the society- Collaboration: The project partnership involves a wide range of organizations, including research institutions, NGOs, and local authorities at transnational level. This creates opportunities for collaboration and networking during and beyond the project implementation period, which can lead to new research partnerships, joint initiatives, and knowledge exchange.- Practical Experience: Through the pilot implementation of the SSM, higher education and research institutions can gain practical experience in implementing sustainability practices in real-world setting, which they can pass on to their students or researchers.- Dissemination: The SUSTAIN-2 project outputs, including the SSM, and the AIRES System, case studies and best sustainability practices, can be used by higher education institutions to enhance their teaching and learning material and disseminate knowledge on sustainability practices to their students

Target Group	Specification
Education/training center and school	<p>As the SUSTAIN-2 project focuses on sustainability, it can provide an opportunity for schools and training centers to embody this topic into their curriculum and educate their students and trainees on the importance of the ESG sustainability pillars</p> <p>It is underlined that during activity A1.1: "Awareness campaigns about sustainability", the following tasks are foreseen:</p> <ul style="list-style-type: none">- Design and development of a presentation package aiming at public awareness of ESG Sustainability including special modules for children that can be used for presentations in schools (translated in all partners' languages)- Planning and organisation of at least 4 informative presentations in schools per project partner related to sustainability <p>The "good practices database" that will be created during activity A1.3 can be used as a learning resource for schools and training centers. They can access the database, learn about successful sustainability practices in real economy and use them as examples in their teaching.</p> <p>Capacity building: The project can also provide opportunities for capacity building of teachers and trainers. They can attend the sustainability awareness presentations, workshops, demonstration days or other events of activities A1.1 and A1.7, to enhance their knowledge and skills in the area of sustainability</p>

Target Group	Specification
Business support organisation	<p>The project fosters sustainable practices in the F&B sector that enhance businesses' competitiveness, attract more customers, and reduce costs. This could lead to increased revenues and profits, that is a key benefit for business support organisations and their members from the F&B sector</p> <p>Members of this target group will participate in the project as partners or stakeholders, contributing with their expertise and networks to the project's implementation, especially in activity A1.2: "Consultation with tourism (F&B) stakeholders". Moreover, they can gain access to the project's outputs and resources, such as the SSM, the AIRES system, as well as the training package for mentors/ facilitators, which they can use to support their member companies in adopting sustainable practices.</p> <p>Furthermore, they can benefit from the project's focus on sustainable development by aligning their own activities and services with the principles of sustainability. They can use the SSM and other project outputs as a basis for developing sustainability-related services, such as sustainability audits, training and consultancy services, and sustainability certification programs.</p> <p>In addition, the project's emphasis on collaboration and networking can benefit business support organizations by providing them with the opportunity to connect with other stakeholders in the F&B sector, such as NGOs, research institutions, and public authorities. This can lead to new partnerships, business opportunities, and knowledge-sharing activities locally and internationally</p> <p>Lastly, by their involvement in the project implementation business support organizations enhance their reputation and credibility as leaders in sustainable development.</p>

Target Group	Specification
General public	<p>The project raises public awareness of sustainability, enhances the quality of life of the population and preserves the natural and cultural heritage of the area. By adopting AI-powered sustainable practices, the F&B sector reduces pollution, and waste and creates more attractive and enjoyable experiences for visitors as well as locals. This benefits the general public by providing healthier, cleaner, and safer environment, and promoting a sense of community and pride in their area.</p> <p>Moreover, the project's outputs such as the "good practices database" and case studies (pilot implementations), can be widely disseminated and made accessible to the general public. This can provide individuals with practical information and examples of sustainable practices that they can adopt in their daily lives.</p> <p>The project can provide the general public with the opportunity to engage and participate in the sustainability efforts of the F&B sector through public events or campaigns. This can help them foster a sense of ownership and empowerment among citizens and encourage them to take an active role in promoting sustainability.</p> <p>Finally, the implementation of sustainability practices in the F&B sector, improves the tourist product, enhances the reputation of the project area and makes it more attractive to customers/ visitors, thus contributing to regional development</p>
Other	<p>National, regional or local development agencies:</p> <p>The project aims at developing a Simplified Sustainability Model (SSM) for the Food and Beverage sector, which can be used by organizations to assess and improve their sustainability performance. National, regional or local development agencies can use this model to help businesses in their area adopt sustainable practices and improve their environmental and social impact.</p> <p>The SUSTAIN-2 project brings together partners from different regions and sectors, including academia, industry, and NGOs. Development agencies can participate in the project activities, such as workshops and conferences, to network and exchange knowledge with other stakeholders in the sustainability field.</p> <p>As the project provides and facilitates the adoption and implementation of sustainable practices and improves the tourist product of the project area, it also contributes to the regional development that is the reason of existence of the development agencies at all levels</p> <p>Additionally, the project enhances the reputation and image of the area as a sustainable and responsible destination, which could attract more investments and partnerships from public and private bodies</p>

Target Group	Specification
Other	<p>SMEs</p> <p>Basic target group is the SMEs in the project area and especially those from tourism sector. As SMEs are not included in the target groups of the programme, they are involved in the project as beneficiaries</p>

C.2.5 How does the project contribute to wider strategies and policies?

Please indicate to which strategies and policies your project will contribute and briefly describe in what way.

Strategy	Contribution
EU Strategy for the Adriatic and Ionian Region	<p>The project partnership includes, among others, partners from the Greek eligible region, Anatoliki Makedonia, Thraki (EL51) which belongs to the area affected by the EU Strategy for the Adriatic and Ionian Region (EUSAIR)</p> <p>The general objective of the EUSAIR is to promote economic and social prosperity and growth in the region by improving its attractiveness, competitiveness and connectivity, while its four thematic areas/ pillars are:</p> <ol style="list-style-type: none">1) Blue growth2) Connecting the region (not relevant to SUSTAIN-2 project)3) Environmental quality4) Sustainable tourism (*) <p>The SUSTAIN-2 project is relevant and contributes to EUSAIR as follows:</p> <p>Pillar 1: The overall objective of SUSTAIN-2 is to “Jointly contribute to a more competitive and smart Black Sea region by SUPPORTING THE BLUE ECONOMY and especially tourism...” which directly fits and contributes to EUSAIR's 1st pillar. Relevant activities: The entire project</p> <p>Pillar 3: The 3 dimensions of the sustainability Model that will be developed by SUSTAIN-2 is the Environment, Society and Governance. It is self evident that the implementation of the Model by organisations, contributes decisively to maintaining and improving the quality of the environment in the project area. Relevant activities: A1.3, A1.5, A1.6, A1.7</p> <p>Pillar 4: The ESG sustainability Model addresses the operators in F&B sector that is a part of tourism industry. With the introduction and implementation of the Model, the businesses and other entities obtain an important tool that helps them adopt and apply sustainable practices, thus contributing to the promotion of sustainable tourism. Relevant activities: A1.4, A1.5, A1.6, A1.7</p> <p>(*)https://www.adriatic-ionian.eu/about-eusair/ (last seen 7 Apr 23)</p>

Strategy	Contribution
EU Strategy for the Danube Region	<p>The project partnership includes, among others, partners from Moldova (MD), Bulgaria (BG) and parts of Ukraine, affected by the EU Strategy for the Danube Region (EUSDR)</p> <p>The EUSDR The Danube Region Strategy addresses a wide range of issues; these are divided among 4 pillars and 12 priority areas (PAs) (*). The priorities to which the SUSTAIN-2 project contributes are:</p> <p>PA2 – Sustainable energy: By implementing the Simplified ESG Sustainability Model, beneficiary organisations adopt and apply sustainability practices related to energy saving and use of renewable energy sources. Relevant activities A1.3, A1.5, A1.6 and A1.7</p> <p>PA3 – Culture and tourism: The model addresses beneficiaries (businesses and other operators) of F&B sector contributing to the promotion of sustainable tourism. Relevant activities A1.3, A1.5, A1.6 and A1.7</p> <p>PA4 – Water quality. Same as PA2 above, concerning water saving</p> <p>PA7 - Knowledge society: The development, familiarization with and use of the Sustainability Simplified Model supported by ARTIFICIAL INTELLIGENCE (AIRES System) promotes and contributes to Knowledge Society. Related activities A1.3, A1.6 and A1.7</p> <p>PA8 – Competitiveness of enterprises: SUSTAIN-2 project promotes sustainability practices in operators including enterprises. By adopting such practices, enterprises can improve their competitiveness in a variety of ways, including cost savings, differentiation, risk mitigation, and employee engagement. Related activities A1.5 and A1.7</p> <p>PA9 – People and skills: In the framework of the project, individuals will be trained as sustainability mentors/ facilitators and enhance their expertise and skills</p> <p>(*) https://danube-region.eu/</p>

Strategy	Contribution
Common Maritime Agenda for the Black Sea	<p>The project partnership includes, among others, partners from Moldova (MD), Bulgaria (BG), Turkey (TR) and Ukraine (UA), all affected by Common Maritime Agenda for the Black Sea (CMA)</p> <p>The Agenda is a sea basin initiative to enhance regional cooperation for achieving a SUSTAINABLE Blue Economy in the Black Sea (*). The main challenge faced by the Agenda is to ensure environmental protection and sustainability in the exploitation of coastal and marine resources across the Black Sea.</p> <p>One of the 3 Agenda's general Goals set to help generate sustainable growth in coastal regions is: "A competitive, innovative and sustainable blue economy for the Black Sea" Priority 1 under this Goal is to "Foster innovative business models, stimulate research and innovation, and sustainable growth and up-to-date jobs"</p> <p>The SUSTAIN-2 project contributes to this goal and priority as it:</p> <ul style="list-style-type: none">- Focuses on promoting the ESG sustainability concept to all the tourism stakeholders (especially in F&B sector) providing practical solutions. Related activities: The entire project- Develops a Simplified Sustainability Model supported by an Artificial Intelligence Recommendation System (AIRES) that is an absolutely innovative business model helping tourism stakeholders to integrate sustainability practices into their operations. Related activities: A1.3, A1.5, A1.6 and A1.7- Provides high level specialized training for individuals to become sustainability mentors, able to facilitate the Model implementation in F&B operators ("up-to-date jobs"). Related activity: A1.4 <p>(*) https://black-sea-maritime-agenda.ec.europa.eu/</p>

Strategy	Contribution
	<p>The overall objective of SUSTAIN-2 project is to: Jointly contribute to a more competitive and smart Black Sea region by supporting the blue economy and especially tourism by... ... promoting the ESG(*) sustainability concept to all the tourism stakeholders (especially in F&B sector) in the project area... ... and create the conditions for, and facilitate the adoption and deployment of sustainable practices by the entire spectrum of the operators (even small ones) in the sector... ... using Artificial Intelligence (see C.1)</p> <p>Under this overall objective, the project contributes to:</p> <ul style="list-style-type: none">- UN 2030 Agenda and its 17 Sustainable Development Goals that call for action by all countries to promote social equity, sound governance and prosperity while protecting the planet (https://www.un.org/sustainabledevelopment/sustainable-development-goals)
Other	<ul style="list-style-type: none">- United Nations Global Compact as a non-binding United Nations pact to get businesses and firms worldwide to adopt sustainable and socially responsible policies, and to report on their implementation (www.unglobalcompact.org)- Black Sea Synergy (BSS), that encourages cooperation between the countries surrounding the Black Sea, and offers a flexible forum for developing practical region-wide solutions to address regional and global challenges (https://www.eeas.europa.eu/eeas/black-sea-synergy_en)- Strategic Research and Innovation Agenda (SRIA) for the Black Sea which aims at advancing a shared vision for a productive, healthy, resilient, sustainable and better valued Black Sea by 2030 (http://connect2blacksea.org/wp-content/uploads/2019/12/Black_Sea_SRIA_Final.pdf)- EU strategy for Sustainable Tourism adopted by European Parliament on 25 Mar 2021 (https://www.europarl.europa.eu/doceo/document/TA-9-2021-0109_EN.pdf)

C.2.6 How will your project create synergies with EU strategies or other BSB projects or other projects, programmes or initiatives?

Project or Initiative	Synergy
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Project or Initiative	Synergy
<p>Programme: 2007 - 2013 Black Sea Basin ENPI CBC</p> <p>Project/ Initiative Name: Quality certification System in Agrotourism</p> <p>Acronym: CerTour</p> <p>Programme: 2014 - 2020 Black Sea Basin ENI CBC</p> <p>Project/ Initiative Name: CERTOUR</p> <p>Acronym: CERTOUR II: For a better SME management</p> <p>https://keep.eu/projects/22482/FOR-A-BETTER-SME-MANAGEMENT-EN/</p>	<p>The aim of CerTour was to improve the services provided by the agrotourism sector in the project area by creating a framework of quality standards to which the local SMEs should adapt themselves in order to be assessed and certified.</p> <p>Its continuity CERTOUR II aimed at enhancing the competitiveness of tourism SMEs by improving their management and upgrading the skills of people of the tourism SMEs, providing and testing (pilot implementing) modern management tools in their operations</p> <p>The SUSTAIN-2 project complements both projects by introducing the Simplified model for Sustainable F&B Sector and:</p> <ul style="list-style-type: none">- Completing the standard to be followed by operators in agrotourism F&B in order to be viable and competitive (CerTour)- Providing a new management tool supporting the adoption and implementation of sustainability practices by the tourism operators in the project area (CERTOUR II)

Project or Initiative	Synergy
<p>Programme: 2014 - 2020 Black Sea Basin ENI CBC</p> <p>Project/ Initiative Name: Business Excellence in Tourism</p> <p>Acronym: EXCELTOUR</p> <p>https://keep.eu/projects/24600/BUSINESS-EXCELLENCE-IN-TOUR-EN/</p> <p>Programme: (Interreg VI – B) Next Black Sea Basin ENI CBC (2021-2027)</p> <p>Project/ Initiative Name: Business Excellence in Tourism Plus: Digitalisation – Expansion - Capitalisation</p> <p>Acronym: EXCELTOUR PLUS</p>	<p>The EXCELTOUR project had as general objective to promote business & entrepreneurship in the tourism sector and enhance its competitiveness by introducing the concept of Business Excellence in the operations of tourism organisations, especially SMEs, using the internationally recognized Excellence Model of the European Foundation for Quality Management (EFQM) and targeting mainly to ensure SUSTAINABILITY of tourism</p> <p>The EXCELTOUR PLUS project is going to be submitted to the Next Black Sea Basin Programme. It aims at promoting the concept of Business Excellence and continuous improvement by upgrading the tools/platforms/databases already developed under the previous EXCELTOUR project, with the support of advanced technologies and artificial intelligence. The project foresees activities for expansion of the use of the upgraded tools and methodologies and the capitalisation of the outputs and results</p> <p>It is taken into account that ESG Sustainability lies at the heart of the EFQM Model that is aligned with:</p> <ul style="list-style-type: none">- The UN Global Compact- The European Social Charter- The European Convention on Human Rights and the- United Nations 17 Sustainable Development Goals <p>that are cornerstones of sustainability</p> <p>After all the above, the synergies and complementarity between the SUSTAIN-2 project which has sustainability in the core of its overall objective, and the EXCELTOUR and EXCELTOUR PLUS becomes self-evident</p>

Project or Initiative	Synergy
<p>Programme: 2007 - 2013 Black Sea Basin ENPI CBC</p> <p>Project/ Initiative Name: Creation of a black sea network for sustainable tourism development in Bulgaria, Romania, Ukraine, Moldova and Georgia</p> <p>Acronym: BS - TOURISM NET</p> <p>https://keep.eu/projects/15806/CREATION-OF-A-BLACK-SEA-NET-EN/</p>	<p>The main objective of the project was to establish and operate a cooperative and self-supporting BS Network for sustainable tourism comprising data and information providers, policy and decision makers and tourism industry. BS - TOURISM NET and SUSTAIN-2 share a common goal of promoting sustainability. They can create a more comprehensive and coordinated approach to sustainability in tourism, with SUSTAIN-2 focusing on small F&B operators and the other project on broader tourism industry stakeholders.</p>
<p>Programme: 2014 - 2020 INTERREG VB Mediterranean</p> <p>Project/ Initiative Name: Integration of sustainability labels into Mediterranean tourism policies</p> <p>Acronym: LABELSCAPE</p> <p>https://keep.eu/projects/23469/Integration-of-sustainabili-EN/</p>	<p>The overall objective of the LABELSCAPE was to develop mechanisms for integrating sustainability labels in wider tourism policies, and provide support for destination-based initiatives in the certification process, capitalising on the existing certification initiatives.</p> <p>The SUSTAIN-2 project creates synergies as it promotes sustainability, familiarizes the public with its concept and creates a simplified sustainability model for the F&B sector, focused small organisations, thus, supporting tourism and contributing to blue and smart sea basins</p>

Project or Initiative	Synergy
<p>Programme: 2014 - 2020 INTERREG VB Mediterranean</p> <p>Project/ Initiative Name: New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability</p> <p>Acronym: ShapeTourism</p> <p>https://keep.eu/projects/21367/New-shape-and-drives-for-th-EN/</p>	<p>Shapetourism improves the tourism knowledge framework, providing analysis and operational tools to pinpoint an integrated methodology to shape and drive tourism sustainable growth. It supports policymakers and private operators to achieve: attractiveness, growth and sustainability, taking into account the major challenges of global competition.</p> <p>Both ShapeTourism and SUSTAIN-2 projects face the same challenges and share a focus on sustainability. They could benefit from complementary tools and resources. There are synergies between them as they could create a more cohesive and impactful approach to promoting sustainable practices in the tourism industry in the two Sea Basins (Black Sea and Mediterranean)</p>
<p>Programme: COSME</p> <p>Project/ Initiative Name: TOURINN-ACT</p> <p>Acronym: TourINN-act</p>	<p>TourINN-act aims to boost the uptake of digitalisation and innovation by tourism SMEs through specific transnational cooperation and capacity building actions and the provision of financial support to minimum 60 tourism SMEs from different countries in the form of vouchers, developing new organisational models for the management of tourism spaces and innovative solutions for the modernisation of the tourist experience, improving the fruition of the tourist offer and making SMEs more sustainable and profitable in the medium-long term.</p> <p>TourINN-act will improve the mutual cooperation among tourism SMEs, technological providers, public authorities and relevant actors of the tourism value chain through capacity building actions and the organisation of activities such as webinars, peer-learning networks, matchmaking scheme and knowledge sharing participation processes with the aim to build a Community of Practice around digital innovation, sustainability & tourism in a long-term perspective</p> <p>SUSTAIN-2 project underlines the sustainability dimension and the Sustainability Model that will be developed will be used as a roadmap for F&B operators to adopt and implement sustainable practices</p>

Project or Initiative	Synergy
<p>Project/ Initiative Name: GLOBAL SUSTAINABLE TOURISM COUNCIL</p> <p>https://www.gstcouncil.org/</p>	<p>The Global Sustainable Tourism Council® (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. There are two sets: Destination Criteria for public policy-makers and destination managers, and Industry Criteria for hotels and tour operators. They are the result of a worldwide effort to develop a common language about sustainability in tourism. They are arranged in four pillars: (A) Sustainable management; (B) Socioeconomic impacts; (C) Cultural impacts; and (D) Environmental impacts. Since tourism destinations each have their own culture, environment, customs, and laws, the Criteria are designed to be adapted to local conditions and supplemented by additional criteria for the specific location and activity. As indicated above, the tourism industry criteria of GSTC cover the hotels and tour operators but not the catering (F&B) sector. By its implementation, the SUSTAIN-2 project provides the complementary model covering the F&B sector missing, and especially that of the small and micro businesses</p>
<p>Initiative Name: Global Reporting Initiative / GRI Standards</p> <p>Acronym: GRI</p> <p>https://www.globalreporting.org/</p>	<p>GRI (Global Reporting Initiative) is an independent, international organization that helps businesses and other organizations take responsibility for their impacts, by providing them with the global common language to communicate those impacts.</p> <p>The GRI Standards are the most common sustainability standards representing global best practice for reporting publicly on a range of economic, environmental and social impacts. They are a modular system comprising three series of Standards:</p> <ul style="list-style-type: none">- The GRI Universal Standards- The GRI Sector Standards- The GRI Topic Standards. <p>The sector standards cover Oil and Gas, Coal and Agriculture, Aquaculture & Fishing and Financial Services sectors, while standards for Mining and Textiles & Apparel are under development</p> <p>As the tourism sector is not included in the GRI Sector Standards, nor is planned to be developed in the upcoming years, complementarity of the outputs of SUSTAIN-2 project is fully justified</p>

Project or Initiative	Synergy
<p>Initiative Name: Corporate Sustainability Reporting Directive</p> <p>Acronym: CSRD</p> <p>https://finance.ec.europa.eu/capital-markets-union-and-financial-markets/company-reporting-and-auditing/company-reporting/corporate-sustainability-reporting_en</p>	<p>The Corporate Sustainability Reporting Directive (CSRD) - (EU) 2022/2464 entered into force on 5 Jan 23, requires companies to report on the impact of corporate activities on the environment and society, and concerns approximately 50000 big enterprises or SMEs listed in regulated markets, of all sectors, all over Europe</p> <p>From its side, the SUSTAIN-2 projects concerns small operators in the specific sector of F&B that are not included in the scope of CSRD, thus acting complementary to it</p>
<p>Project/ Initiative Name: EU Ecolabel</p> <p>https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel_en</p>	<p>The EU Ecolabel is the official European Union voluntary label for environmental excellence. Established in 1992 and recognised across Europe and worldwide, it certifies products and services having a reduced environmental impact throughout their lifecycle. The label is awarded to products that meet strict environmental and performance criteria.</p> <p>The EU Ecolabel and SUSTAIN-2 project share common sustainability goals. By partnering, SUSTAIN-2 can provide small F&B operators with educational, credibility, networking and marketing opportunities to adopt sustainable practices and achieve EU Ecolabel certification</p>
<p>Initiative Name: The European Green Deal</p> <p>https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en</p>	<p>This is a comprehensive plan by the European Union to make Europe climate-neutral by 2050. In practice, the plan sets out a roadmap to transform the EU's economy by reducing greenhouse gas emissions, promote renewable energy, improve energy efficiency, protect biodiversity, and support sustainable agriculture.</p> <p>The project SUSTAIN-2 contributes to and creates synergies with Green Deal as it specifies this roadmap to ESG sustainability for the F&B operators and especially the vast number of small ones in the sector</p>

Project or Initiative	Synergy
Interact Interreg C https://www.interact-eu.net/ https://www.interact-eu.net/project-life-cycle-and-more/project-life-cycle/capitalisation or https://www.interact-eu.net/library/166	Interact has developed the output entitled "Capitalisation Management Toolkit" including the following sectors: - Overview and Structure infographic - Capitalisation Toolkit 2.0 - Programming - Capitalisation Toolkit 2.0 - Monitoring and evaluation - Capitalisation Toolkit 2.0 - Implementing - Capitalisation Toolkit 2.0 - Communication - dissemination of achievements SUSTAIN-2 project will exploit the toolkit by using it as a guide for the efficient and effective implementation of its communication and capitalisation activities
Project/ Initiative Name: Miscellaneous	The specific projects mentioned above are just a sample of all projects/ initiatives related to SUSTAIN-2 There is a large number of projects funded or being funded by the EU or national authorities related to sustainability in tourism. The SUSTAIN-2 project is complementary and related to those projects, either by using lessons learnt during their implementation, by adding outputs, knowledge and experience focusing on F&B sector or both. The network foreseen in SUSTAIN-2, intends to contact the other projects' administrators and examine the potential of collaboration and interaction

C.2.7 How does the project build on available knowledge?

Please describe the experiences/lessons learned that your project draws on, and other available knowledge your project capitalises on (BSB projects or other projects, programmes or initiatives). If relevant, please specify the projects to be capitalised and which project partner(s) have been involved.

There is a significant amount of knowledge and research available regarding sustainability in Europe and globally, ranging from government policies to corporate practices and individual actions

The experiences and lessons learnt from previous initiatives provide valuable insights into what works and what doesn't work in promoting sustainable tourism practices. In addition, these initiatives have identified key barriers and challenges that need to be addressed to promote sustainable tourism effectively.

Specifically, the main sources of knowledge that will be exploited in the SUSTAIN-2 project implementation are the following:

a) The Black Sea Sustainable Rural Tourism Programme. This is a community based, regionally integrated, social enterprise venture that will continuously improve livelihoods, promote entrepreneurship, support sustainable economic actions and preserve social, cultural and environmental heritage. The Programme provides situational analyses and partner development in Ukraine, Turkey and, as of the summer of 2018, Georgia. It will expand to include rural communities in Moldova, Bulgaria and Romania (<https://tourism4sdgs.org/initiatives/black-sea-sustainable-rural-tourism-program/>)

b) Global Sustainable Tourism Council (GSTC): The GSTC is a global organization that promotes sustainable tourism practices around the world. They offer a range of resources, including guidelines for sustainable tourism, training programs, and certification for sustainable tourism businesses. They have developed a set of sustainability criteria and indicators for tourism covering hotels, tour operators and destinations but not the F&B sector. The methodology adopted by SGTC will be a useful pattern for the development of the Simplified Model foreseen in SUSTAIN-2 project (<https://www.gstcouncil.org/>)

c) Sustainable Travel International (STI): STI is a non-profit organization that works to promote sustainable tourism practices and responsible travel. They offer a range of resources, including destination assessments, consulting services, and educational programs (<https://sustainabletravel.org/>)

d) United Nations World Tourism Organization (UNWTO): The UNWTO is a specialized agency of the United Nations that promotes responsible, sustainable, and universally accessible tourism. They offer a range of resources, including reports, guidelines, and initiatives focused on sustainable tourism. (<https://www.unwto.org/>)

e) Sustainability Standards of Global Reporting Initiative (GRI). As mentioned in C.2.6 (Project/ Initiative Nr 8) GRI is an independent, international organization that helps businesses and other organizations take responsibility for their impacts, by providing them with the global common language to communicate those impacts (<https://www.globalreporting.org>)

The GRI Standards are the most common sustainability standards representing global best practice for reporting publicly on a range of economic, environmental and social impacts. They are a modular system comprising three series of Standards:

- The GRI Universal Standards
- The GRI Sector Standards
- The GRI Topic Standards.

Although GRI's sector standards do not cover tourism, the methodological approach will be a useful insight for the SUSTAIN-2 project methodology for developing the simplified Sustainability Model foreseen

f) Sustainability standards of the Sustainability Accounting Standards Board (SASB) that are designed to help organisations disclose material sustainability information to investors in a way that is comparable and decision-useful. They cover a range of sustainability issues, such as climate change, water management, human rights, labor practices, and supply chain management (<https://www.sasb.org/>)

ESRS: European Sustainability Reporting Standards, approved by the European Financial Reporting Advisory Group (EFRAG) and are mandatory according to the Corporate Sustainability Reporting Directive (CSRD) - (EU) 2022/2464. Entering into force on 5 Jan 23, they require from companies to report on the impact of corporate activities on the environment and society, and concern approximately 50000 big enterprises or SMEs listed in regulated markets, of all sectors, all over Europe (see C.2.6 - (Project/ Initiative Nr 8))

The above mentioned is only a small sample of the available knowledge, information and experience available about sustainability in general. However, the SUSTAIN-2 project will contribute to this knowledge by providing a simplified sustainability model and a recommendation AI application, addressing the F&B sector including the small and micro operators that, because of their size and lack of resources, are practically excluded from the global sustainability mega-trend

C.3 Project partnership

What is the rationale of the partnership composition and how are partners complementary to each other? Please describe 1– the structure of your partnership and explain why these partners are needed to implement the project and to achieve project objectives; 2– the partners competence in the thematic field concerned; 3– the contribution of each partner to the project; 4– the lead partners competences and experiences relevant for managing a cooperation project.

The partnership consists of 6 partners coming from 5 countries (GR, MD, BG, TR and UA), led by a University, thus meeting the eligibility criteria for the partnership

The partners cover all 4 dimensions of the Quadruple Helix as justified below:

- LP1 is a university representing the dimension of education and research
- PP2, PP3 and PP5 are municipalities representing the public administration
- PP4 is a Union of Local Authorities representing the civil society
- PP6 is an Association of Business Support Centers representing the business dimension

All the partners:

- Have high level of experience and competences in the thematic field of the project, complementing each other, namely in development of advanced technology applications and/ or supporting public and private organisations towards the improvement of their capacity, competitiveness and sustainability and/ or are able to access target groups and beneficiaries to disseminate information and outputs/ results. Minor limited lack of knowledge in the very specific solutions promoted by the project (use of AI tools, materiality analysis needed to identify the key areas of intervention for sustainability etc) that may appear in some of the partners, are addressed by the joint e-training course that will be organized during the project (A1.4)
- Are committed to objectives compatible with the project's overall objective Its thematic field is incorporated in all partners' general objectives as defined or implied in their founding documents. This commitment was obvious during the project preparation phase in which all partners participated actively
- Have strong connections, networks and prior successful collaboration with target groups addressed by the project, on regional or national level. Decision makers are either directly included in the partnership or can be effectively reached by the project partners, even indirectly
- Have strong experience in the implementation of transnational projects and are aware about the fundamental regulations applying in EU funded projects. They have adequate financial and technical capacity and resources and all of them are taking and/or have taken part as leaders or partners in previous projects more or less related to SUSTAIN-2. Especially the LP1, as a university, has managed and coordinated a large number of transnational projects and its extensive experience ensures the successful management and coordination of SUSTAIN-2
- Cover a large geographic area

The partners' contribution is as balanced as possible. Their average budget is 181677€, the standard deviation is 39807€ and the coefficient of variation is 22%. Excluding the LP1 whose budget is normally bigger, then the average is 164717€, the standard deviation 13254€ and the coefficient 8%, indicating that there are no significant variations. ALL partners contribute to ALL the activities. Apart

from this, each partner undertakes main roles in some activities as follows:

- LP1 has a central role in management and in the technological part of the project
- PP2 has a special role in the creation of the SUSTAIN network (MOU and the strategy/ action plan)
- PP3 is responsible for the digital presence of the project
- PP4 will organize the final international conference for results presentation and capitalisation
- PP5 undertakes the production of promotion material
- PP6 appoints the communication officer and coordinates the communication activities

Detailed partners' contribution is presented in C.7.5

Moreover

- Expert organization leads the project. LP1 is a university department including the subject of sustainability in the core of its syllabus
- The partnership is balanced in terms of partners per country. All participating countries are represented by one institution except for Greece that has 2 partners, the Lead and PP2
- Members of partners' work groups contributed to the design, coordination and implementation of relevant projects in the past mentioned in C2.6 and C2.7
- The partners effectively complement each other in terms of geographic coverage (LP1 + PP2, PP3, PP4, PP5 and PP6), expertise (mainly LP1), business approach (PP6) and decision & policy makers (PP2, PP3 and PP5)

In conclusion:

- The partnership is balanced in respect to levels, sectors, territory
- The partners cover the entire Quadruple Helix and complement each other
- Each partner plays a clear role
- The partnership size is easily manageable, especially taking into consideration their strong experience, capacity and size
- The project involves the relevant experienced and capable entities needed to address the challenge/ joint asset for territorial development and the objectives specified for the mission faced

All the above justify that the partnership combines skills and competences of relevant institutions necessary to address the issues faced by the project and achieve effectively its overall and specific objectives

C.4 Project work plan

Number
1

Work package 1

Objectives

Please define one concise project specific objective that will be achieved by your project through the implementation of the work package. The specific objective should be:

- realistically achievable during the project lifetime;
- specific;
- be verifiable and measurable.

Promotion of ESG Sustainability and contribution to a more competitive & smart Black Sea region demonstrating the following specific achievements:

- 12000 citizens aware of sustainability. Students/ pupils, teachers & parents included. 24 schools involved. Presentation material for awareness campaigns available for further use
- Launch of Simplified Sustainability Model for F&B sector supported by an AI Recommendation System, tested through pilot implementations in 24 organisations, reviewed & refined
- Training package for training on the above mentioned sustainability tools
- International registry of 48 sustainability facilitators/ mentors, open for new registrations
- "EduConnect" platform developed and tested
- Results and findings of an international conference on sustainability in tourism
- "SUSTAIN" network responsible for lasting effect and transfer of outputs and results
- Strong transnational links between stakeholders and creation of opportunities for further collaboration

Please define one or more communication objective(s) that will contribute to the achievement of the project specific objective and include reference to the relevant target group(s). Communication objectives aim at changes in a target audiences awareness and behaviour.

Objectives:

- Strengthen public awareness of the EU action, increase the visibility of Interreg VI-B NEXT Black Sea Basin Programme and create a consistent image of the EU support in all participating countries.
- Raise awareness of all the target groups of sustainability and the necessity and benefits of adopting sustainable practices
- Promote the new sustainability model to all the target groups and mainly the ones related to the F&B sector
- Facilitate transnational experience exchange between partners (6), trained mentors (48) & other stakeholders (number indefinable)
- Engage and mobilize stakeholders and the public to support sustainable F&B practices.
- Promote the SUSTAIN network and its availability to support implementations of sustainable practices
- Ensure durability and transferability

Target audience:

Business support organizations, professional organisations, relevant government agencies, local/ regional/ national authorities, NGOs, SMEs, schools, general public.

Activities

Activity 1.1	
Title	Awareness campaigns about sustainability
Start period	Period 2, 5 - 8
End period	Period 2, 5 - 8
Description	<p>It is a common observation that public awareness of sustainability in the project area is very limited and, when existing, usually unreliable. In parallel, public awareness is a necessary condition for the results of the project to find a favorable ground for acceptance and implementation. Thus, the first activity of the SUSTAIN-2 project must be dedicated to the familiarization of the stakeholders and the public with the entire concept of sustainability and to making them understand the necessity for relevant actions.</p> <p>The activity includes the following tasks:</p> <ol style="list-style-type: none">1. Design and development of a presentation package for public awareness of ESG Sustainability (in English) The package will include appealing presentation media such as digital presentations, videos and podcasts. Also, special modules for children that can be used for presentations in schools will be included2. Translation of the material of the package in all partners languages (Greek by PP2, Moldovan by PP3, Bulgarian by PP4, Turkish by PP5 and Ukrainian by PP6)3. Public awareness regional activities organized by each partner and based on the above mentioned package. Those activities for each partner will be at least:<ul style="list-style-type: none">- 1 sustainability awareness event targeting all the tourism stakeholders and the general public. The event will be widely promoted through the mass media, the social media and special invitations to stakeholders' associations, and it will be recorded and uploaded to the project digital presence on the internet- 4 presentations in schools cooperating with the local authorities for education

Activity 1.1	
	<p>- 2 workshops with pupil's parents in cooperation with their associations</p> <p>The presentation package mentioned above will be uploaded to the project's website and made available for use from any interested party during and beyond the project period and out of the project area (transferability). The SUSTAIN Network that will be formed by the partners, will be updating the package whenever necessary to keep pace with new trends and developments in the sustainability concept (long term effects and durability)</p>

Activity 1.2	
Title	Consultation with tourism (F&B sector) stakeholders
Start period	Period 2, 5 - 8
End period	Period 2, 5 - 8
	<p>In order for the partners to proceed with one of the core activities of the project that is the design and development of the Simplified Sustainability Model (SSM) for Tourism (F&B sector), extended prior consultation with F&B stakeholders in each partner's region is absolutely necessary, as it is important to understand the perspectives and needs of the stakeholders who will be using it.</p> <p>By consulting with F&B stakeholders, the SUSTAIN-2 project team can gain valuable insights into the challenges and opportunities for sustainability in the F&B sector, as well as the current practices and perceptions of the stakeholders. This information can help ensure that the SSM is tailored to the specific needs of the stakeholders and designed in a way that is user-friendly and relevant to their business operations</p> <p>Furthermore, involving F&B stakeholders in the design and development process can help build buy-in and support for the SSM, as they will have a sense of ownership and investment in the tool. This can lead to greater adoption of sustainable practices in the F&B sector and a more sustainable tourism industry overall.</p>

Activity 1.2	
Description	<p>The elaboration of the consultation will include the following steps:</p> <ol style="list-style-type: none">1. Identification of stakeholders: The first step is to identify the key F&B stakeholders who will be using the SSM. This may include local authorities, professional organizations, chambers, F&B business owners, chefs, kitchen staff, suppliers and other relevant parties.2. Engagement of stakeholders: Once the stakeholders have been identified, it is important to engage them in a meaningful way. This may involve organizing meetings, workshops, or focus groups where stakeholders can share their perspectives and feedback on the SSM.3. Understanding of stakeholder needs: During the engagement process, it is important to carefully listen to the needs and concerns of the stakeholders. This may involve conducting surveys, interviews, or other forms of research to gain a deeper understanding of the challenges and opportunities for sustainability in the F&B sector.4. Communication of findings: Once the stakeholder engagement process is complete, it is important to communicate the findings back to the stakeholders. This may involve creating reports or presentations that summarize the key insights and recommendations from the consultation process.5. Incorporating of stakeholder feedback: Finally, the SUSTAIN-2 project team will incorporate the feedback and recommendations from the stakeholders into the design and development of the SSM in the activity A1.3. This will help ensure that the Model will be relevant, effective, and user-friendly for the F&B stakeholders who will be using it. <p>The project coordinator will design the consultation plan and the local coordinators of the partners will specialize it in the local conditions</p>

Activity 1.3	
Title	Development of the Simplified Sustainability Model (SSM) for Tourism (F&B sector)
Start period	Period 2, 5 - 8

Activity 1.3	
End period	Period 3, 9 - 12
Description	<p>This is the core activity of the project and includes 3 main tasks:</p> <ol style="list-style-type: none">1. Development of the Simplified Sustainability Model (SSM) for Tourism (F&B sector) <p>Based on the results of the consultation (A1.3), various sources on ESG sustainability (see C.2.7) and the expertise of the partners' experts, a Simplified Sustainability Model (SSM) for Tourism (F&B sector) will be developed, taking into account the specificities of the sector and the Black Sea area. The Model will be designed to be flexible and adaptable to different contexts and circumstances and will provide a simple and practical framework to help small and medium-sized F&B organisations adopt sustainable practices It will include a reasonable number of sustainability criteria, divided in the 3 categories of ESG (Environment, Social and Governance). For each criterion there will be a description, indicators to provide guidance in measuring compliance, and relevance of the criterion with one or more UN SDGs.</p> <p>The Model will also contain a reporting pattern ensuring consistency and clarity in the reporting of results and findings throughout the SSM implementation. Additionally, it will include guidelines on formatting, style, and referencing to ensure that all reports are consistent and professional in appearance</p> <ol style="list-style-type: none">2. Design and development of a database of good practices implemented in the various applications of the SSM <p>A database of good practices reported in implementation of the SSM in F&B operators over the time will be designed and developed. The database will include best practices successfully implemented in achieving sustainable outcomes as well as a variety of other resources, such as research papers, reports, and relevant legislation related to sustainable F&B practices.</p> <ol style="list-style-type: none">3. Development of the AI Recommendation System (AIRES)

Activity 1.3	<p>This task aims at developing of an AI Recommendation System (AIRES), integrated with the SSM, providing recommendations for sustainable practices that are suitable for the F&B operators using the SSM. AIRES will be based on a machine learning algorithm that will learn from the database mentioned above, as well as from external sources of information related to sustainability. The main parts of this task are:</p> <ul style="list-style-type: none"> - Conducting a data analysis to identify the most relevant sustainability practices and measures for the F&B sector. - Developing a machine learning algorithm that will generate recommendations for sustainable practices based on the data collected. - Developing a user interface for AIRES that is user-friendly and accessible to the users of SSM. - Conducting pilot tests of AIRES to ensure its effectiveness and usability. <p>The Simplified Sustainability Model (SSM) for Tourism (F&B sector) will be developed by a scientific committee consisting of representatives of all partners under the coordination and the guidance of the LP's representatives. The database and the AIRES System will be developed by the Lead Partner</p>
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Activity 1.4	
Title	Joint training of sustainability mentors/ facilitators
Start period	Period 3, 9 - 12
End period	Period 3, 9 - 12
	<p>The implementation of the Model requires trained and skilled people able to facilitate applying organizations. For this reason, an online, synchronous, 40-hour training course will be organized to present the model and its use as well as the reporting process and the operation of the Recommendation AI System (AIRES). In the course, 8 representatives from each partner (8 x 6 = 48 in total), chosen following an open call (partners' staff not excluded) will participate. After the course, the</p>

Activity 1.4	
Description	<p>trainees will form a transnational facilitators' registry that will remain open for new registrations (lasting effect)</p> <p>The training course will be based on a training package that will be developed for this purpose. The following components will be included in this mentors/ facilitators training package:</p> <ol style="list-style-type: none">1) Introduction: The training package will start with an introduction that provides an overview of the Model and the role of mentors/facilitators in promoting sustainable practices in the F&B sector. This should include a clear explanation of the objectives of the training and what the mentors/ facilitators expect to learn.2) Background: Background information on sustainability in the F&B sector, including key sustainability concepts, best practices, and the benefits of sustainable practices. This will provide the mentors/facilitators with a primary understanding of the importance of sustainability in the F&B sector.3) SSM Implementation: Detailed description of the content and explanation of how to implement the Model and how to exploit the AIRES system. This component will help the trainees understand how to assess sustainability performance, and how to develop and implement sustainability action plans.4) Facilitation Skills: Training on facilitation skills, including how to effectively engage F&B stakeholders, how to lead discussions, and how to manage group dynamics. This will help the mentors /facilitators effectively facilitate the implementation of the SSM in the F&B sector.5) Case Studies and Examples: The package will also include case studies and examples of successful sustainability initiatives in the F&B sector. This will help demonstrate the real-world application of the SSM and provide practical examples of how to implement sustainable practices.6) Evaluation and Assessment: Finally, the training package will include an evaluation and assessment

Activity 1.4	
	<p>component to ensure that the mentors/ facilitators have effectively understood the training material and are able to implement the SSM in the F&B sector. This may include quizzes, group activities, and evaluation surveys.</p> <p>The package will contain all the necessary material for the course (analytical programme, presentations, material to be distributed, exercises, case studies etc) and it will be released in two versions, synchronous and asynchronous with video. The package will be uploaded to the project website for further use (transferability)</p>

Activity 1.5	
Title	Pilot implementation of Simplified Sustainability Model (SSM) for Tourism (F&B sector) with the support of the Artificial Intelligence REcommendation System (AIRES)
Start period	Period 4, 13 - 16
End period	Period 5, 17 - 20
	<p>In order to be tested in practice, the SSM will be applied to real organizations on a pilot basis. Every partner will elaborate 4 pilot implementations in beneficiary organizations chosen following an open call. The implementations will be facilitated by facilitators trained in activity A1.4</p> <p>The objective of the pilot implementation is to test and refine the SSM in real-world settings, and to gather feedback and insights from stakeholders in the F&B sector</p> <p>The pilot implementation will involve 4 organizations (beneficiaries) per partner (4 x 6 = 24 in total). The selection process, following an open call, will be based on pre-defined criteria approved by the SC. All interested parties will be informed in written about the selection results. The option to appeal on the results within 5 working days will be provided.</p> <p>The trained mentors/ facilitators will facilitate the implementation of the SSM within these</p>

<p>Activity 1.5</p> <p>Description</p>	<p>organizations, and provide ongoing support and guidance. The methodology includes the following phases:</p> <ol style="list-style-type: none">1. Extensive information of the beneficiary's working group about the objective, the scope and the feasibility of the pilot implementation and the description of the benefits provided to the organization2. Assessment of the existing sustainability performance of the organization and gap analysis between the criteria of the SSM and the current performance of the applying organization. This can provide valuable insights into the areas where the organizations need to improve their performance to meet the SSM's sustainability criteria.3. Materiality analysis to identify the sustainability issues that are most relevant to the applying organization and prioritize them based on their impact and importance3. After identifying the gaps and the materiality analysis, the trained mentors/ facilitators, with the support of the AIRES system, will be able to develop action plans to address the most significant sustainability issues accompanied by relevant indicators.5. Implementation of the sustainability action plan developed in the previous phase and measurement of the sustainability indicators6. Monitoring and Evaluation: The pilot implementation will be closely monitored and evaluated to assess the effectiveness of the SSM in promoting sustainable practices. Moreover, the pilot applications of each partner will be online monitored by facilitators of the other partners for networking and mainly experience exchange purposes. <p>The performance of each beneficiary organization will be recorded in the "good practices database" that will be used as a continuous "learning source" for the AIRES system and be widely disseminated during the activities A1.6: "Launch of the Model"</p> <p>After the pilot implementations, the beneficiaries will be able to transfer their experience to similar organizations and -most important- will act as role models and multipliers in their areas in promoting the concept of sustainability and adopted sustainable practices.</p>
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Activity 1.6	
Title	Assessment and Refinement of the Model after pilot Implementations
Start period	Period 5, 17 - 20
End period	Period 5, 17 - 20
Description	<p>The project partnership is committed to continuously improving and refining the SSM based on feedback and evaluation results, and highlight how this will lead to more effective and sustainable outcomes in the F&B sector.</p> <p>One of the key objectives of the pilot implementations is to test the model in practice. For this reason, after the activity A1.5, the facilitators will meet with the group of experts who developed the Model, the database and the AIRES in activity A1.3, to evaluate the results of the pilot implementations and identify areas where the model can be revised and improved.</p> <p>The assessment and refinement process will be based on a comprehensive evaluation of the pilot implementation results, including feedback from the applying organisations and the trained mentors /facilitators. This process will involve a thorough review of the sustainability action plans developed during the pilot implementation, and an analysis of the key sustainability indicators.</p> <p>Based on the evaluation results, the SSM will be refined and updated to better address the needs and challenges of the F&B sector. The refinement process will likely involve revising the criteria of the Model, updating the sustainability indicators, improving the operation of the AIRES system and updating the training package for the mentors /facilitators.</p> <p>The refined Model will continuously be tested through additional implementations after the project ends, to validate its effectiveness and relevance in different contexts and settings.</p> <p>In the framework of this activity, a policy paper recommendation will be presented and advocated to</p>

Activity 1.6	
	<p>policy makers, to integrate in their policies the sustainability in tourism and particularly the F&B sector</p> <p>The outputs of this activity will include an updated version of the SSM, as well as case studies and best practices that can be used to further promote the adoption of sustainable practices in the F&B sector and enhance capacity of the trained mentors /facilitators.</p>

Activity 1.7	
Title	Design of rewarding scheme - Launch of the Model - Capitalisation
Start period	Period 5, 17 - 20
End period	Period 6, 21 - 24
	<p>After A1.6 the updated version of the model as well as a rewarding scheme will be launched officially in the market and especially to the tourism and more specifically to the F&B stakeholders. This activity includes the following:</p> <ol style="list-style-type: none">1. Design of the official logo of the model as an important aspect of its branding and promotion. The logo will be a visually appealing and easily recognizable representation of the SSM and will be used on all Model material and communication channels, including the project website & social media, and project reports.2. Design of a rewarding scheme as a powerful tool to encourage and motivate organizations to adopt sustainable practices and use the SSMModel. The deliverables of this scheme are:<ul style="list-style-type: none">- Clear criteria and guidelines for F&B operators to follow in order to be eligible for the reward. A scoring system will be designed, corresponding to various rewarding levels (bronze, silver, gold) and guidelines for how to score will be provided- Process and application and evaluation forms to help the rewarding body to select that they are deserving of the reward. These forms will ask for

Activity 1.7	
Description	<p>information about the applicants' sustainability practices and performance, and will be designed to facilitate the evaluation of their eligibility.</p> <ul style="list-style-type: none">- Awards or certificates design: Creation of physical or digital awards or certificates that can be given to the F&B operators that successfully complete the requirements of the scheme. These awards should be designed to be meaningful and valuable to the organizations, and should be something they can proudly display. <p>3. Organisation of the main regional public events (one by each partner) to officially launch the updated SSM, inviting key stakeholders and other interested parties. This event will serve as a platform to showcase the features & benefits of the updated Model, share success stories from the pilot implementations, and engage with potential beneficiaries. In these events, the policy paper developed in activity A1.6 will be presented and advocated to the relevant policy makers</p> <p>4. Other regional activities for the promotion of the updated version of the Model</p> <p>The following actions are foreseen for each partner (at least):</p> <ul style="list-style-type: none">- One demonstration event addressing F&B operators where the SSM and the AIRES system will be presented in details- A training course on the use of the Model and the exploitation of AIRES as well as the awarding process, addressing F&B management staff and local mentors/ consultants- 2 feedback workshops to gather feedback from the F&B stakeholders <p>Although the A1.7 is technically a communication activity, it is presented as a stand-alone one because it is a key activity for the achievement of the project overall objective that is to "... promote the ESG sustainability concept ... and create the conditions for, and facilitate the adoption and deployment of sustainable practices...".</p> <p>Additional communication and capitalisation activities are presented in C.7.3</p>

Activity 1.8	
Title	Design/ creation/ operation of the "EduConnect" platform combining an Open Educational Resource (OER) and a Living Lab
Start period	Period 2, 5 - 8
End period	Period 6, 21 - 24
Description	<p>The activity aims to develop a cutting-edge platform that seamlessly integrates Open Educational Resources (OER) with a Living Lab framework, fostering an interactive, collaborative learning and innovation environment. This platform will serve as a dynamic repository of educational material, tools, and resources, freely accessible and customizable, supporting lifelong learning and professional development. Concurrently, it will embody Living Lab principles, engaging users (F&B actors, students, or other stakeholders) in co-creating, testing, and refining solutions, thus ensuring that learning is continuously aligned with evolving real-world needs. This synergy will not only enhance knowledge dissemination and acquisition but also foster practical, impact-driven innovation, ensuring that the project's outcomes are directly informed by and beneficial to the community it aims to serve. By providing a participatory space for experimentation and feedback, the platform will catalyze the cross-fertilization of ideas, promoting a culture of openness, collaboration, and excellence in the project area and beyond.</p> <p>The phases of the development of the platform will be the following:</p> <ul style="list-style-type: none">- Requirement Analysis: Identify key stakeholders' needs to ensure the platform is user-centric and addresses actual challenges, by a common group of experts from all partners- Platform design<ul style="list-style-type: none">> OER Curation: Aggregate existing free educational resources relevant to ESG Sustainability> Living Lab Framework Development: Establish guidelines for collaboration, innovation, and user engagement within the Living Lab environment.- Platform development, using open-source tools and platforms to develop the combined OER and Living Lab.

Activity 1.8	
	<p>- Pilot Testing in order to refine and validate the platform functionalities and content. To ensure objectivity, people different from the development group will perform the tests</p> <p>The platform will include analytical online users' manual helping the users to fully exploit its capabilities</p> <p>After it is developed, the platform will operate under the administration of LP1 while local operators in each partner will monitor its proper and effective operation.</p> <p>"EduConnect" platform will be presented and intensively promoted during all the communication activities, After the project's end, it will remain accessible by any interesting party and operate and updated by the SUSTAIN network</p>

Outputs

Output 1.1	
Output Title	Jointly developed solution supporting ESG sustainability in Tourism (F&B sector)
Programme Output Indicator	11116104: Jointly developed solutions
Measurement Unit	solutions
Target Value	1,00
Delivery period	Period 5, 17 - 20
Output Description	Simplified Sustainability Model (SSM) for Tourism (F&B Sector) including a reporting database, accompanied by an artificial intelligence recommendation system (AIRES). The solution has been designed/ developed commonly and tested and refined after the pilot applications
Output 1.2	
Output Title	Pilot implementations of Simplified Sustainability Model (SSM) for Tourism (F&B sector) with the support of the Artificial Intelligence REcommendation System (AIRES)

Output 1.2	
Programme Output Indicator	1184104: Pilot actions developed jointly and implemented in projects
Measurement Unit	pilot actions
Target Value	1,00
Delivery period	Period 5, 17 - 20
Output Description	The Model developed in A1.3 (SSM) will be tested by pilot applications in organisations chosen by the partners following an open call. 4 pilot applications per partner are foreseen. The pilot applications will be supported by the Artificial Intelligence tool (AIRES), guiding the applying organisations to good sustainability practices already recorded in the reporting database of the project and elsewhere. A recognition/ rewarding scheme will complete the tool and methodology
Output 1.3	
Output Title	Project partnership - SUSTAIN Network
Programme Output Indicator	118784: Organisations cooperating across borders
Measurement Unit	organisations
Target Value	6,00
Delivery period	Period 6, 21 - 24
Output Description	The output includes the 6 partners from 5 countries that compose the project partnership and represent all 4 branches of the quadruple helix and cooperate and contribute to all the project activities. In the end of the project, the partners will participate in the SUSTAIN Network that will be the owner and ensures the sustainability of results and outputs according to its strategy and action plan that will be conducted by PP2 and approved by the Steering Committee
Output 1.4	
Output Title	International conference for results presentation and capitalisation (C.7.3)
Programme Output Indicator	1111584: Public events across borders jointly organised

Output 1.4	
Measurement Unit	events
Target Value	1,00
Delivery period	Period 6, 21 - 24
Output Description	In the end of the project, PP4 in cooperation with the other partners will organize an international conference for the project results' presentation and capitalization, addressed to all target groups at international level. In this conference, international guests (partners included) will be invited to present their experience in F&B Sustainability and the consequent benefits. Also, further capitalisation ideas will be exchanged and relevant supporting policies will be proposed to policy makers

Investments

C.5 Project Results

What do you expect to improve or change following the implementation of the activities and the delivery of the project outputs? Please take a look at the programme result indicators and select those that you will contribute to.

Result 1	
Programme result indicator	P11_RCR104: Solutions taken up or up-scaled by organisations
Measurement unit	solutions
Baseline	0,00
Target value	1,00
Result description	The Simplified Sustainability Model (SSM) for Tourism (F&B Sector) including a reporting database, accompanied by an artificial intelligence recommendation system (AIRES), will be taken up by organisations after the pilot implementations carried out within the frame of Activity 1.5. Also, the solution will be made accessible during and after the project implementation to various stakeholders in the F&B sector via the visibility activities of the project, the operation of the living lab of the EduConnect platform, and the operation of the SUSTAIN network -whose main objective is to ensure the expansion and transferability of the project outputs and results.

Result 2	
Programme result indicator	P11_RCR84: Organisations cooperating across borders after project completion
Measurement unit	organisations
Baseline	0,00
Target value	6,00

Result 2

Result description










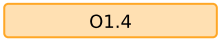
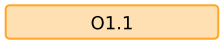
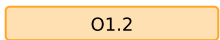
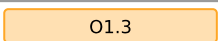
SUSTAIN Network in operation

In order for sustainability, transferability and springboard and multiplier effect to be ensured, the partners involved in the project will form the SUSTAIN Network. The aim of the network will be the ownership and further capitalisation of the project results and outputs. Specifically:

- The exchange of knowledge and experiences
- The continuous spread and promotion of the outputs to other organisations in the partners' regions (transferability, multiplier effect)
- The expansion of the project beyond its implementation period and on a wider geographical area (transferability, multiplier effect, sustainability)
- The continuous contact and the creation of links between the network's members in other fields of cooperation (springboard), always aiming at contributing to a more competitive and smart Black Sea region

This result is related to the Output 1.3

C.6 Project Time Plan

	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	After End
WP1							
A1.1 Awareness campaigns about sustainab...							
A1.2 Consultation with tourism (F&B sect...							
A1.3 Development of the Simplified Susta...							
A1.4 Joint training of sustainability me...							
A1.5 Pilot implementation of Simplified ...							
A1.6 Assessment and Refinement of the Mo...							
A1.7 Design of rewarding scheme - Launch...							
A1.8 Design/ creation/ operation of the ...							
1111584							
11116104							
1184104							
118784							

C.7 Project management & Communication

In addition to the activities as described in the work plan, you need to foresee adequate provisions for project management, coordination and internal communication.

C.7.1 How will you coordinate and manage your project?

Please describe how the project management on the strategic and operational level will be carried out, including the set-up of management structures, responsibilities and procedures, as well as risk management. Please also explain how the internal communication within the partnership

The aim of the management and coordination activities is to have a project well managed, coordinated and controlled which achieves its general and specific objectives without problems or delays. This will be achieved through a specific management structure, continuous contact between the partners, regular meetings and a group of coordinators, financial managers & controllers on project as well as on partner level.

The project is managed by a steering committee (SC) composed by:

- The project coordinator appointed by the LP1 and responsible for the overall, day-to-day management & coordination and data protection (GDPR)
- The local coordinators (5) appointed by the other partners
- 6 members, one per partner, preferably the partners' financial managers.

Substitutes of all the above will be appointed. All partners are committed to appoint SC members who speak English fluently and are adequately skilled in order to effectively meet the project's requirements.

The SC meetings will be regularly held, approximately every 6 months, in different partners' regions or online. The last meeting will be held during the international conference in Bulgaria. Occasional online meetings are possible. Consensus is the main principle for decision making

Within the SC, a Technical Sub-committee (TC) and a Quality Control Committee (QCC) will be created, each one consisting of the project coordinator and one representative of each partner. The communication officer appointed by PP6 will participate in TC

Working groups, task forces and advisory groups to coordinate the day-to-day running of activities, to fulfil specific tasks, etc may also be established after a SC decision

The minimum tasks of the SC include (inter alia):

- Planning of the project activities on a semi-annual basis according to the project application form
- Monitoring & validation of project progress, verifying that its implementation is in line with activities and outputs defined in the approved Application Form
- Validating the quality of main outputs and the progress towards achieving set objectives;
- Monitoring of project finances (budget & expenditure)
- Review of the management performance and the quality
- If applicable, decisions on required project modifications to be requested for approval from the programme authorities

Its operation will be governed by the following technical manuals that will be developed by the LP1

- SC internal regulation
- Reporting and Financial Procedures
- Risk Management

- Quality Control, Project Monitoring and Internal Evaluation
- Internal Communication
- Gender Equality Plan
- Data Protection

At project level a project coordinator and financial manager will be appointed by LP1. At partners' level, a local coordinator and a local financial manager solely responsible for the part of the project implemented by the respective partner is appointed. Also, a communication officer will be appointed

Project coordinator's duties (project level)

The project coordinator should be experienced so as to ensure the thematic coordination of the activities and able to act as a driving force of the project, mobilising the partnership in order to achieve its objectives. He/she is responsible for the project's overall organisation and successful implementation. His/her main tasks include -inter alia- the day-to-day management and progress control, the preparation of the SC meetings, the continuous communication with the local coordinators and the programme bodies and the compliance with the GDPR. He/she will provide guidelines for the activities' implementation (when necessary) and focus on a partnership approach, with a time-frame perspective, this being the key for the achievement of the project's objectives. The coordinator must be able to cope with the technical, administrative, financial aspects of the project and its related communication issues. Several years of experience in the management of EU funded projects will be one of the key criteria for the selection.

Local coordinators' duties (partner level)

Each partner except for the LP will appoint a local coordinator, solely responsible for the part of the project implemented by the respective partner. There will be direct communication channels between the project coordinator and the local coordinators. In the local coordinators' duties is included the regular formal reporting as well as the submission to each regular SC meeting of draft internal overall evaluation reports for the respective partner's up-to-day activities

Main internal communication channels are physical or online meetings, phone, e-mails, common google drive for files exchange and chat group in a message platform (e.g. viber, whatsapp etc)

The LP1 will be responsible for the communication and the collaboration with the MA/JMS, through the project coordinator.

In case of crisis, the levels of confronting are: local coordinator, project coordinator, SC, collaboration with programme authorities.

C.7.2 Which measures will you take to ensure quality in your project?

Describe the planned approach and processes and responsible partners. If you plan to conduct any type of project evaluation, please describe its purpose and scope.

As mentioned in C.7.1, in the framework of the SC a Quality Control Committee (QCC) will be created consisting of one representative from each partner. The duties of the QCC and the other quality control and evaluation operations are:

- 1) Drawing up a risk management plan

Risk management plan is a key element of quality. The QCC will draw it up to identify and manage potential risks that may impact the project. This will include risk identification, analysis and mitigation strategies. Regular monitoring and evaluation of the project will be conducted to ensure that risks are identified and addressed in a timely manner.

The following risks will be examined and mitigation plans will be drawn up

- Risks related to the partnership
 - > Partner dropping out. Partner leaves the project
 - > Partner not dutiful
 - > Failure to achieve outcomes and results. The completion of the project activities does not achieve effectively the expected outcomes and results
 - > Difficulties in activities implementation. Problems surfacing during the implementation cannot be easily solved
- Risks related to the timeline and budget
 - > Non-compliance with the timeline
 - > Budget overruns
- Risks related to communication and other risks
 - > Lack of effective communication between partners
 - > Issues related to project communication
 - > Lack of interest and/or commitment of stakeholders:
 - > Political changes affecting the project:
 - > Force majeure

For each risk, the following elements should be included in the analysis and plan

- Nature of the risk
- Impact (effect – review)
- Likelihood (high, medium, low)
- Mitigation measures
- Entity in charge

The risk management plan will be submitted to the SC, included in the respective technical manual and communicated to everyone involved in the implementation of the project

2) Drawing up of the Gender Equality Plan of the project (see C.7.6 - Equality between men and women)

3) In public tenders for the main external expertise and services, the provision of a quality certificate by the candidates will be added as a requirement

4) Quality control of the deliverables

Every time a deliverable is produced, the QCC examines whether it meets the requirements and the relevant specifications, controls the completeness and correctness of the deliverable and draws up a quality control report. If full compliance is found, the report is submitted to the SC

In case of non-conformities, a consultation between the QCC and the partner producing the deliverable takes place for corrective actions to be undertaken. After those actions, a new examination of the deliverable occurs and the new quality control report is submitted to the SC. Representatives of partners whose deliverables are examined by the QCC, do not take part in the process

5) Internal evaluation of the project activities.

The project activities are evaluated as follows:

- A1.1: Awareness campaign about sustainability

Evaluation by the QCC. Additionally, the presentation package will be evaluated by the attendees in the events of the activity (questionnaires)

- A1.2: Consultation with the stakeholders

Evaluation by the stakeholders taking part in the consultation (questionnaires)

- A1.3: Development of the Model and the AIRES System

Evaluation by the QCC

- A1.4: Joint training package – Training course

Evaluation by the attendees in the joint training course (questionnaires)

- A1.5: Pilot implementations

Evaluation by the organisations taking part in pilot implementations (interviews and feedback collection). Additionally, by the other partners' facilitators who will monitor the implementation process (questionnaires)

- A1.6: Assessment and refinement of the Model

Evaluation by the QCC

- A1.7: Launch of the Model

Evaluation by the attendees in the events of the activity (questionnaires)

- A1.8: "EduConnect" platform

Feedback from the users recorder in the platform

- International conference for results presentation and capitalisation

Evaluation by the attendees (questionnaires)

- Other communication activities

Evaluation by the QCC

All questionnaires mentioned above will be designed by the QCC and distributed to the questionees or uploaded (online surveys) by the respective partner. The recipient of the questionnaires is the QCC which processes their results and composes the respective evaluation report to be submitted to the SC

Special forms for quality control reports and evaluation reports will be drawn up by the project coordinator

All the above will be included and analysed in the technical manuals (see C7.1)

- Risk Management

- Quality Control, Project Monitoring and Internal Evaluation

The project coordinator is responsible for the proper operation of the QCC and the evaluation process

The external evaluation is carried out according to the process foreseen in the programme regulations (various levels of controls, external evaluators appointed by the programme authorities etc)

C.7.3 What will be the general approach you will follow to communicate about your project?

Please describe which are your project communication objectives and how will ensure the visibility of your project results. Which tools, methods will be used to reach out the target audiences?

All partners pay major attention to the communication of the project, understanding that it is a cornerstone for the involvement of the target groups and, consequently, the achievement of the project's objectives.

The general aim of the communication activities is to strengthen public awareness on the European Union action, increase the visibility of NEXT BSB Programme and create a consistent image of the EU support in all participating countries.

The core communication strategy of the project is to communicate the project to all target groups (see C2.4) and stakeholders:

- (a) in the partners' regions and, especially, to the tourism stakeholders and policy developers & decision makers
- (b) Internationally through the project's digital presence, the international capitalisation conference and the SUSTAIN network

Under this strategy, the main objective is to

- Raise awareness of sustainability and the necessity and benefits of adopting sustainable practices among all target groups
- Promote the new F&B sustainability model and the "EduConnect" platform to all target groups and mainly the ones related to the F&B sector
- Facilitate transnational experience exchange between partners (6), trained mentors (48) & other stakeholders (number indefinable)
- Involve and encourage stakeholders and the public to support sustainable F&B practices.
- Ensure durability and transferability

The main formal communication channels will be social media, internet, regional mass media, direct mail & tailored events, while, informally, there will be close and continuous communication among the partners and stakeholders, as well as the direct communication with beneficiaries that, through their participation in the project, will improve their capacity, start their journey towards sustainability and become role models and multipliers in their areas. The operation of those channels will be described in a communication toolkit that will be developed by the communication officer

Activities of the project directly related to communication are (in parentheses the involved partners):

- A1.1: Awareness campaigns on sustainability (all)
- A1.2: Consultation with tourism (F&B sector) stakeholders (all)
- A1.7: Launch of the Model (all)
- 4 press conferences after the SC meetings (LP1, PP2, PP3, PP5)
- 3 project promotional campaigns (all)
- 5 e-newsletters (PP6)
- International capitalisation conference (organisation of PP4, contribution and participation by all the others)
- Project promotional material (USBs and posters) (all)
- 3 thematic articles (PP6)
- SUSTAIN network - MOU and Strategy/ Action plan (all)

- Digital presence of the project (project and partners' websites and social media sites)
- 4 infographics (PP5)

In addition to conventional media, the project will use digital communication methods and tools such as:

- Project and partners' websites and social networks
- USB flash drives promoting the project
- E-newsletters
- Thematic articles
- Infographics
- Digital evaluation questionnaires for the various actions (online surveys)
- Live streaming of the project public events (conferences, workshops, presentations)

The above activities will be specialized in details with the "SUSTAIN-2 communication plan" that will be approved by the SC. For the effective implementation of this plan, a communication officer will be appointed

The project will follow all the relevant guidelines issued by the European authorities and the principle of non-discrimination will be fully respected. Special attention will be paid to the beneficiaries' selection procedure that will be carried out following an open call (see A1.5)

All the project deliverables will be uploaded to the project's digital presence sites and made available to any interested party. Their availability will be announced through all communication channels mentioned above. Non-discrimination and data protection principles will be fully respected.

Through the communication activities:

- All target groups get aware of sustainability and its urgent importance, as well as of the project and its objectives, content and expected results and benefits. Special attention is paid to schools, training centres and universities (teachers, pupils, students)
- Tourism and especially F&B stakeholders are invited to take part in the consultation and the pilot implementations
- Individuals are informed and encouraged to apply for sustainability facilitators/ mentors and attend the joint training course
- Potential beneficiaries (F&B operators) are encouraged and motivated to apply the solutions promoted by the project
- The decision makers become able to develop documented and duly justified policies to promote sustainability
- All target groups are informed about solutions tested, the results and outputs of the project and their availability
- The general public gets aware of the NEXT BSB Programme and the project activities and benefits

C.7.4 How do you foresee the reporting procedures for activities and budget (within the partnership)?

Please describe the reporting processes for complying with deadlines for reporting as foreseen in the Guidelines and grant contract).

The designing of the reporting procedures foreseen for the activities and budget is based on the obligations deriving from the Grant Contract, the Partnership Agreement and the Guidelines for Grant Applicants and is characterised by a bottom- up approach, meaning that it starts with individual components (at Partner level) and builds up to the larger system (Partnership/ project level).

More precisely, every 4 months of the implementation period, each Project Partner is foreseen to prepare a report conforming to the model identified in Annex IV of the Grant Contract and a control report which as specified in Article 4.6 of the Partnership Agreement. The reports, which will describe the technical (narrative) and the financial part of the project, will be submitted to the Lead Partner as it will be determined by the Implementation Guidelines of the Programme.

The Lead Partner, as the part in charge of the coordination and implementation of the overall project, except for the partner report, is foreseen to prepare the project report, where the information regarding the activities implemented and the expenditure incurred will be consolidated. The project report, which will provide an analytical insight of the project's technical and financial implementation will be submitted to the Programme Authorities in order for the Lead Partner to be entitled to request further payments.

The SUSTAIN-2 project, having very clear management and coordination structures, identifies from the beginning the duties of each Partner in terms of reporting, respecting the guidelines and obligations foreseen by the Programme documents. More precisely:

- The local coordinator of each partner (except for the LP) will be the one responsible to prepare the technical/narrative part of the reports (internal and partner reports) that will be submitted to the Lead Partner. In the reports, the implementation of the foreseen activities, difficulties encountered and the level of achievement in terms of outputs and target groups will be described.
- The financial manager appointed by each partner will be responsible to prepare the financial part of the reports (internal and partner reports) that will accompany the narrative report and will be submitted to the FLCs and the Lead Partner. The financial manager will closely and on a regular basis monitor the financial performance of the respective Partner, checking the eligibility of the expenditure made and the procurement procedures followed. He/She is the person that contacts with the local control points and ensures that the control reports are in line with the Programme's instructions
- The project coordinator (described in C.7.1), appointed by the Lead Partner, will be responsible to prepare the reports of the Lead Partner (internal and partner reports), collect the reports of the other Partners (internal and partner reports) and consolidate the information in the project report that will be submitted to the Programme Authorities. In the project report all the information requested by the Programme will be provided.
- During the SC meetings each Partner will report the activities and expenditure implemented and will discuss with the project coordinator about possible changes in the timeplan or budget that need to be made.

Taking into consideration that the verification of the Partners' reports by the FLCs and the project's report by the Programme Authorities is a rather time-consuming process, and with main aim the acceleration of the procedure, the Partnership will ensure the timely preparation and submission of the reports by taking the following measures:

- As mentioned in C.7.1, a google drive account, dedicated to the project will be created. All the deliverables produced by the Partners will be uploaded and classified to this account, which will act as an archive providing a full overview of the project and the implemented activities. The Partners, FLCs and Programme Authorities will be given access the google drive which will be updated on a monthly basis.
- During the first week of each month, the Partners will be requested to submit an internal report to the Lead Partner where the activities implemented in the previous month will be described thoroughly as well as the payments and expenditure made. The report template that will be used by the Partnership will be based on the model provided in the Grant Contract. This intra-partnership reporting method will facilitate the monitoring of the implementation both on Partner and project level, preventing any problems or delays, and will save time at the end of each reporting period (4 months) when the partners will only have to consolidate information they already have instead of preparing it from the start.

As it can be identified by the above-mentioned methodology, the project ensures the proper and on time delivery of the reports,

C.7.5 Cooperation criteria

Please select the cooperation criteria that apply to your project and include a brief explanation. Please note that the joint development, joint implementation and joint financing criteria are mandatory.

Cooperation criteria	Description
Joint development	<p>362 Joint Development (500 chars) 2000 chars</p> <p>The project partnership was formed on a shared vision and mutual interest in promoting sustainable practices in the Black Sea region. The partners represent diverse backgrounds and expertise, including all the dimensions of Quadruple Helix</p> <p>The project development process involved extensive consultations with all partners to ensure that their ideas, priorities, and actions were integrated into the project. The partnership worked collaboratively to identify the key challenges that tourism and especially F&B sector faces in the Black Sea region and to design a project that addresses those challenges.</p> <p>All partners were actively involved and contributed to the development, integration and elaboration of the project idea. 4 partnership meetings were organized online, an open communication channel (whatsapp group) and a common google drive were created and continuous communication between all partners occurred.</p> <p>The entire content of the proposal was discussed in details while the key issues were the precise formulation and wording of the overall, the specific and the communication objectives as well as the activities.</p> <p>The project proposal and budget were periodically jointly reviewed and updated whenever it was necessary. It was agreed that the budget should be as balanced as possible and all the partners' duties predefined precisely and in details. The final version of the project proposal and the budget was agreed by all partners before its submission to JEMS</p> <p>The partners' collaboration was based on the spirit of good collaboration and made the joint development a key strength of the proposal ensuring project success and lasting impact</p>

Cooperation criteria	Description
Joint implementation	Yes <p>Activities will be carried out by the partners in a cooperative way, ensuring clear content-based links and coordinated by the LP1. Specifically, the following activities will be jointly implemented</p> <p>A1.1: Awareness campaigns about sustainability LP1 will develop the presentation package in English and all the others will translate the material in their own languages. All partners will conduct public awareness regional activities</p> <p>A1.2: Consultation with stakeholders All partners will implement the activity and the consolidated results will be used in the joint implementation of A1.3</p> <p>A1.3: Development of the SSM A scientific committee consisting of representatives from all partners under the guidance of the LP1's representatives will develop the SSM.</p> <p>A1.4: Joint training of sustainability mentors/ facilitators The LP1 will organize and all partners' representatives will attend the course</p> <p>A1.5: Pilot implementations All partners will conduct 4 pilots each, monitored by the other partners' facilitators for experience exchange purposes</p> <p>A1.6: Assessment and refinement of the Model The joint scientific committee (A1.3) will assess and refine the Model after the pilot implementations</p> <p>A1.7: Launch of the Model All partners will conduct regional public events and other activities for the promotion of the Model in their areas</p> <p>A1.8: "EduConnect" platform All partners will contribute to requirement analysis and monitor the proper operation of the platform</p> <p>Management and Coordination It will be carried out jointly by the common SC and the 2 Sub-committees mentioned in C.7.1 and C.7.2</p> <p>Communication Activities will be carried out according to the approved project proposal and a communication plan agreed by all partners Promotional campaigns will be implemented on a symmetrical basis The final international conference will be organized by PP4 and ALL partners will contribute with presentations All partners will use promotional materials with common design (USBs, Posters)</p>

Cooperation criteria	Description
Joint staffing	<p>Yes</p> <p>During the project implementation, no functions will be duplicated within the partnership. For example, there is one coordinator at project level, one overall project financial manager and one project communication officer, Project management functions as well as quality control and evaluation will be carried out at project level by the Steering and sub-committees. Moreover:</p> <p>All partners' staff contributed actively to project preparation</p> <p>Joint staffing applies in ALL the activities, either as direct involvement of the staff or as coordinating and supervising. Despite restrictions of the project about the staff costs (20% of the other direct costs), there is no partner whose staff is uninvolved in relation to the project.</p> <p>Even tasks carried out by external experts, they are controlled and approved by the respective tender committee appointed by the respected partner and consisting of partners' staff</p>
	<p>All partners contribute to the activities' implementation using a part of their budget as justified below. In the following list the budget (direct costs except for staff – rounded numbers) of each partner per activity is presented, while the national contribution is 10%. Apparently, joint finance is ensured</p> <p>The following activities will be jointly financed</p> <ul style="list-style-type: none">- A1.1. "Awareness campaigns about sustainability".<ul style="list-style-type: none">> Budget of LP1: 9000€> Budget of each other partner: 6500€- A1.2: Consultation with tourism (F&B sector) stakeholders<ul style="list-style-type: none">Budget of each partner 1500€- A1.3: Development of the Simplified Sustainability Model (SSM) for Tourism (F&B sector)<ul style="list-style-type: none">> Budget of LP1: 15000€> Budget of each other partner: 9000€- A1.5: Pilot implementation of SSM for Tourism (F&B sector) with the support of the AIRES<ul style="list-style-type: none">Budget of each partner 48000€- A1.6: Assessment and Refinement of the Model after pilot Implementations<ul style="list-style-type: none">> Budget of PP3: 5000€> Budget of each other partner: 3000€- A1.7: Launch of the Model<ul style="list-style-type: none">> LP1: 14000€> PP2: 8500€> Budget of each other partner: 8000€

Cooperation criteria	Description
<p>Joint financing Yes</p>	<p>A1.8: "EduConnect: platform > Budget of LP1: 31000€ > Budget of each other partner: 1000€</p> <p>- Communication activities > LP1: 10800€ > PP2: 14800€ > PP3: 10800€ > PP4: 50320€ > PP5: 27100€ > PP6: 17800€</p> <p>- Management and coordination > LP1: 59236€ > PP2: 23236€ > PP3: 30817€ > PP4: 18312€ > PP5: 27427€ > PP6: 33312€</p> <p>- Overall project budget (staff cost and office & administration included) > LP1: 226476€ (24% of the total budget) > PP2: 148384€ (14%) > PP3: 154872€ (14%) > PP4: 186991€ (17%) > PP5: 168880€ (16%) > PP6: 164495€ (15%)</p> <p>Average budget per partner: 173652€ Standard deviation: 39807€ Coefficient of variation: 22%</p> <p>Excluding the LP1 whose budget is normally bigger, the average is 164717€, the standard deviation 13254€ and the coefficient 8%, indicating that there are no significant variations.</p>

C.7.6 Horizontal principles

Please indicate how your project contributes to horizontal principles and provide a short explanation.

Horizontal principles	Type of contribution	Description of contribution
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Horizontal principles	Type of contribution	Description of contribution
Sustainable development and environment protection	positive effects	<p>As the project promotes sustainability and facilitates the implementation of sustainable practices in tourism, it contributes by definition to the sustainable development and environmental protection</p> <p>In general, ESG Sustainability contributes to and complies with ALL the 17 UN Sustainable Development Goals (SDGs). Especially, in the case of the SUSTAIN-2 project, promoting sustainability in tourism and especially in F&B sector, its contribution to each single SDG is justified below:</p> <p>SDG Nr2: Zero Hunger: Reduction of food waste</p> <p>SDG Nr5: Gender equality: See compliance with the relevant principle below</p> <p>SDG Nr6: Clean water and sanitation: Water saving</p> <p>SDG Nr7: Affordable and clean energy: Energy saving</p> <p>SDG Nr8: Decent work and economic growth: Main criterion in the pillar “Society” of ESG Sustainability</p> <p>SDG Nr10: Reduced inequalities: See compliance with the relevant principle below</p> <p>SDG Nr12: Responsible consumption and production: Responsible consumption of raw materials, waste reduction, recycling</p> <p>SDG Nr13: Climate action: Limiting greenhouse gases emissions</p> <p>SDG Nr16: Peace, justice and strong institutions: Strengthen institutions implementing ESG Sustainability measures</p> <p>SDG Nr17: Partnerships for the goals; As the project is a joint transnational action, it serves the purpose of SDG Nr 17</p> <p>Due to the nature of the project, its implementation has no negative impact on the environment and has a negligible carbon footprint</p>

Horizontal principles	Type of contribution	Description of contribution
Equal opportunities and non-discrimination	positive effects	<p>The project focuses and promotes sustainability that has equal opportunities and non-discrimination as a basic criterion under the pillar of Society in the ESG model. That means that the adoption of sustainability practices by various organisations, promotes the human right for diversity, equality and inclusion on a structured and effective manner</p> <p>The project is a typical people-to-people action</p> <p>All the beneficiaries (individuals as mentors/ facilitators-to-be, organisations to participate in pilot implementations), will be selected through open calls for expression of interest and selection processes. Furthermore, all the activities related to public awareness and/or the communication and results presentation, will be elaborated in a way ensuring equal opportunities and non-discrimination. Additionally, all the deliverables and outputs will be uploaded to the project website and made available free of charge to all interested parties, in a non-discriminatory way, provided that the principle of personal data protection is fully respected</p> <p>Moreover:</p> <ul style="list-style-type: none">- All the venues for meetings and events will be accessible by people with disabilities.- The presence of the project on the internet will ensure accessibility of information for the visually impaired (use of large characters) and other disabled people. The international standard Web Content Accessibility Guidelines (WCAG Ver2.0) will be applied where applicable- Specific invitations to events will be sent to minorities in the relevant project regions- The GDPR (EU)2016/679 will be fully respected <p>Overall, the project provides all the guarantees for respecting the equal opportunities and non-discrimination principle fully complying with the UN SDG nr. 10: "Reduced inequalities".</p>

Horizontal principles	Type of contribution	Description of contribution
Equality between men and women	positive effects	<p>The project focuses and promotes sustainability that has equality between men and women as a basic criterion under the pillar of Society in the ESG model. That means that the adoption of sustainability practices by various organisations, promotes the gender equality on a structured and effective manner</p> <p>Specifically for the project:</p> <p>In the preparation of the project 11 staff members/ associates of all the partners took part, among which 6 were women and 5 were men</p> <p>In addition, during the project implementation, absolutely no activity violating the principle of gender equality is foreseen. On the contrary, a minimum of 40% of each gender will be selected to participate:</p> <ul style="list-style-type: none">- As sustainability mentors/ facilitators-to-be in the joint training course of the activity A1.4: "Joint training of sustainability mentors/ facilitators"- As staff members of the organisations taking part in the pilot implementations (activity A1.5), that will be involved in the whole process. Although those people will be appointed by the beneficiary organisations, the partners in cooperation with them, will make the necessary arrangements for the respect of the 40% quota <p>In addition, a 40% quota for each gender will be applied to the Steering Committee composition</p> <p>Apart from the above rules, in the beginning of the project, the Quality Control Committee will compose a Gender Equality Plan (GEP) establishing priorities, concrete objectives and specific measures that will be implemented to improve gender equality during the implementation period. After its approval from the Steering Committee, the GEP will be distributed to all partners to be followed throughout the project. The plan will also apply after the completion of the project during the operation of the SUSTAIN network</p>

C.8 Long-term effects and durability

Projects should have a long-lasting effect in the territories and for the relevant target groups. Please describe below how this will be ensured.

C.8.1 Ownership

Please describe who will ensure the financial and institutional support, including maintenance, for outputs developed by your project.

Institutional sustainability - Ownership

The SUSTAIN network that will be created will be the owner of the project's outputs and deliverables, mainly responsible to exploit its results after its completion and in a wider area, according to its Strategy Paper and Action Plan that will be conducted. Apart from the partners that are committed to take part in the network, other stakeholders will be invited to participate on a voluntary basis.

It is pointed out that all partners and the network have full Intellectual Property Rights to all the outcomes of the project. Every partner's premises will operate as an antenna of the network and a staff member from each partner will be appointed as the person in charge of this antenna. This person might be supplemented by volunteers supporting the work of the antenna (e.g. university students working on their theses). The management structure of the network will be identified in the Memorandum of Understanding (MoU) that will be developed by PP2 and signed by the partners and its other members during the international conference for results presentation & capitalisation, Members that will not be present in this conference will be able to sign the MoU digitally

All partners, without exceptions, include in their founding acts and are committed to objectives compatible with the project's overall objective. Therefore, the operation of each antenna is automatically integrated in the respective partner's work

Financial sustainability

The financial sustainability of the SUSTAIN Network is based on its members' symbolic financial contribution (when necessary) and mainly contribution in kind. The regular operational costs of each antenna (staff and administrative costs) will be embodied into the respective costs of each partner. The network (through its partners) will claim financial support from national or transnational funds in order to implement follow up activities and contribute to a more competitive and smart Black Sea region by supporting the blue economy and especially tourism by promoting the ESG sustainability concept to all the tourism stakeholders (overall project objective)

Nevertheless, the financial figures of the network and its antennae will arise from the Action Plan of the network that will be conducted during the project

Political sustainability

In the framework of the activity A1.6, a policy paper recommendation that will be presented and advocated to policy makers, to integrate in their policies the sustainability in tourism and in particular in the F&B sector will be developed. The policy paper will be presented during the launch of the refined version of the Simplified Sustainability Model for Tourism (F&B sector) (Activity A1.7)

Moreover, the SUSTAIN network, as the owner of project's outputs and results and through its antennae, will continuously support sustainability policies. Ways that the network can achieve this, are:

- Engagement with policymakers to ensure that project outputs and results are integrated into policy frameworks, legislation, plans, codes of conduct, methods, and other relevant documents
- Advocacy campaigns to highlight the importance of the project's outputs and results
- Provision (through the facilitators' registry) of ongoing support and training to policymakers, stakeholders, and practitioners to ensure that they have the necessary knowledge and skills to integrate the project's outputs and results into their activities
- Monitoring and evaluating of the project's outputs and results impact over time. This can help identify areas where further improvements are needed and provide evidence of the project's effect, which can be used to sustain its outputs and results.

C.8.2 Lasting effects

Some outputs should be used by relevant groups (project partners or others) after the project's lifetime, in order to have a lasting effect on the territory and the population. Please describe how your outputs will be used after the project ends, and by whom.

Durability of project outcomes is a critical dimension of the overall objective of the project that is to: "Jointly contribute to a more competitive and smart Black Sea region by supporting the blue economy and especially tourism by...

... promoting the ESG(*) sustainability to tourism stakeholders (especially in F&B sector) in the project area...

...

... using Artificial Intelligence and ENSURING LASTING EFFECTS"

As mentioned above (C.8.1), the SUSTAIN network, being the owner of the project's outcomes, will work on exploiting them after the project and/or out of its area, according to its Strategy Paper/ Action Plan. Moreover, all outcomes will be freely available for any interested party through the project website and the SUSTAIN network

To ensure that outcomes are used, up-scaled, or deployed after the project, the action plan of the network will include a clear strategy for their dissemination and durability. This strategy will include:

- A detailed plan for disseminating the project outcomes to relevant stakeholders through a wide range of communication channels
- Provision of training (based on training package of A1.4) and capacity building activities for stakeholders to ensure that they have the necessary knowledge and skills to use and up-scale the project outputs.
- Policy advocacy plan to promote the adoption and integration of sustainable practices in relevant policies and strategies at sectoral level
- Building partnerships with relevant organisations and stakeholders to promote the use and up-scaling of the outcomes
- Monitoring and evaluation plan to assess the impact of the project outputs and ensure that they are being used effectively (regular reviews, feedback from stakeholders, analysis of sustainability indicators etc)

As mentioned in C.8.1 those tasks can be supported by volunteers, interested in studying or obtaining experience in sustainability issues

In terms of specific project outcomes:

- A1.1: Presentation package for public awareness of ESG Sustainability

This presentation package including appealing presentation media and special modules for children can be used by any interested party in public awareness events and other activities

- OUT1.1: Simplified Sustainability Model for F&B Sector including a reporting database and an AI recommendation system (AIRES)

and

- OUT1.2: Pilot applications - Methodology for applying the SSModel, based on AI – Rewarding/ recognition scheme

These are the most important outputs of the project. They can be used by F&B operators to identify and implement sustainability practices and be awarded/ recognized as sustainable organisations

- A1.4: Digital training package on Sustainable F&B Model

As mentioned earlier, the training package will be used to provide knowledge and skills to relevant stakeholders to use and up-scale the Model

- A1.4: Transnational registry of trained and skilled ESG Sustainability Facilitators for the F&B Sector

Its members will support F&B operators to use the SSModel and AIRES system to identify and implement sustainability practices. They can also act as trainers to train new facilitators/ mentors based on the training package and enrich the registry

A1.8: "EduConnect" platform

It will serve as a dynamic repository of educational material, tools, and resources, supporting lifelong learning and professional development (OER) and engage stakeholders to learn, share, and innovate together (living lab)

- Out1.4: International conference for results presentation and capitalisation

The findings of the conference will be published in the project digital presence sites and together with the thematic articles (See C.7.3) and the other deliverables will be a source of knowledge for the project stakeholders

Out1.3: Project partnership - SUSTAIN Network

All partners ensure the continuous operation of the SUSTAIN Network that is itself a powerful sustainability tool, responsible to sustain, improve & capitalise the project outputs/ results. The operation of the network and its antennae and availability for the benefit of the stakeholders and target groups, will be intensively promoted by all partners periodically after the project, so as every interested party to be able to use its services

Moreover:

- The outputs and results will be promoted in all communication activities and especially in the international conference in the end of the project. The audience will be encouraged and motivated to use them, having in mind that support by the SUSTAIN Network can be obtained

- The presence of other partners' observers in the pilot implementations, among others, will create transnational links that can be developed into further cooperation

- Potential risks affecting sustainability/ durability will be identified in and mitigated according to the risk management plan drawn up by the Quality Control Committee (see C.7.2)

C.8.3 Transferability

Some outputs that you will deliver could be adapted or further developed to be used by other target groups or in other territories. What will you do to make sure that relevant groups are aware of your outputs and are able to use them?

The transferable outcomes (outputs/ deliverables) of the project are:

A1.1: Presentation package for public awareness of ESG Sustainability that can be used for further public awareness out of the project area and/ or beyond the project implementation

A1.3: Simplified model for Sustainable F&B Sector including a reporting database and an AI recommendation system (AIRES)

A1.4: Digital training package on Sustainable F&B Model that can be used by any interested party for further spreading the knowledge provided and enriching the facilitators' registry

A1.4: Transnational registry of trained and skilled ESG Sustainability Facilitators for the F&B Sector

A1.5: Methodology for applying the model for Sustainable F&B Sector based on Artificial Intelligence.

A1.8: Operation of the "EduConnect" platform

OUT1.4: Conclusions of the International conference for results presentation and capitalisation

OUT1.3: Operation of the SUSTAIN Network

Measures to facilitate transferability:

- All the above-mentioned outcomes as well as the tested methodologies to apply the promoted solutions, will be uploaded on the project's presence sites on the internet and made freely available to any interested party inside or outside the project area for further use

- The trained mentors/ facilitators listed in the registry will be able to promote the tested solutions provided by the project and support beneficiaries out of the project in order for them to apply those solutions

- In the communication activities and especially during the A1.7, the promotional campaigns and the international conference, the solutions created in the project (SSM, good practice database, AIRES and "EduConnect" platform) will be promoted and the potential users will be encouraged to receive and use the transferable outputs of the project

- The intensive dissemination of the results will familiarize a wide range of stakeholders with the necessity of adoption and use of the project outputs and will encourage and motivate them to act accordingly

- The project beneficiaries taking part in pilot implementations can act as role models in their areas and transfer the results and outputs

- The University taking part in the project (LP1) will integrate the solutions produced by the project in their syllabus in order to create opportunities for diploma or postgraduate theses and further research

- The continuous operation of the SUSTAIN network through its antennae is the most effective transferability channel. Transferring of outputs and results will be one of its main objectives referred in its Memorandum of Understanding and Strategy/ Action Plan. The existence of the network will be intensively promoted in the activity A1.7 (Launch of the Model), the 3rd promotional campaign and the international conference

- Potential risks affecting transferability will be identified in and mitigated according to the project risk management plan drawn up by the Quality Control Committee (see C.7.2)