

CIRCULAR TO ALL GTA MEMBERS 09/24

Re: Cross-Re-Tour EU funded project

23rd February 2024

Dear GTA Member,

Please be informed that the Malta Tourism Authority is participating in an EU-funded project called Cross-Re-Tour. The objective of Cross-Re-Tour is to support small and medium sized enterprises (SMEs) in tourism to become more sustainable and more digital. The main areas of focus are **water, energy, plastic, food, equipment/furniture, mobility, client nudging and staff nudging**.

The project involves a partnership between 8 different organisations from different countries. This is a 3-year project which mainly involves 3 phases.

Phase 1 - Interested tourism SMEs/NGO/public organisations would be participating in an online dialogue to discuss challenges faced in the area of green and digital transition; additionally, their state of transformation readiness would be assessed.

Phase 2 - The dialogue is extended whereby tourism SMEs will be connected with digital and green service providers to identify potential solutions.

Phase 3 - Funding for a total of 10 SMEs for the worth of 30K per innovative project (per country). Total funding for Malta is 300K and each project is fully funded by the EU.

Phase 1 of the Project:

Phase 1 of the project has just been launched and we are inviting you to participate. The main goals of the online dialogue are:

- For tourism SMEs/organisations to share their challenges in sustainability and digitalization which will eventually help to define the priorities of the funding programme.

To take part in this great opportunity, here's what you need to do:

- Go to <https://adhocracy.plus/crossretour/>
- Click on "register" at the top right corner of the screen
- In the registration process, please check the box "I would like to receive further information". That way, you will be informed automatically if there's anything new in the dialogue or if someone replied to your comment. You will not receive any advertising and you can always change this later in your account settings.
- Once you have registered and logged in, go to <https://adhocracy.plus/crossretour/> and click on the **Maltese flag** to get to the online-dialogue page. Click on "+follow" on the header image to receive updates via e-mail.

- Start exploring the page, introduce yourself, tell us about your challenges and get in touch with others!
- We kindly encourage you to provide feedback for all 3 questions featured as follows:
 - Warm up - briefly introduce yourself
 - Challenges - provide feedback on the challenges you face in green and digital transition for the topics you are interested in
 - Specify sector you are operating in - you may tick more than one if your operation relates to different activities

The benefits of participating in the Cross-Re-Tour project:

- Join the online dialogue to share & discuss your challenges to green & digital innovation
- Use our automated self-assessment tool to evaluate your readiness to take on the transition journey
- Profit from our capacity building packages & business advisory services
- Become part of an international community to network & find cross-domain innovation partners
- Apply for the cross-domain open innovation program to receive additional technical support & funding for your green/digital project up to 30.000 €

Project Website:

<https://crossretour.eu/>

Contact details:

Tania Sultana (tania.sultana@visitmalta.com) and Maryrose Briffa (maryrose.briffa.1@mtobservatory.org) are happy to answer any questions you may have about the project.

Thanks and best regards,

Joe Muscat
Chief Executive Officer
Gozo Tourism Association