

## Call for innovative product and services for inclusive tourism ecosystem

**ADRINCLUSIVE** (Innovative and sustainable tourism offer for equal access and social inclusion of people with dementia and cognitive decline to tourist destinations in the Adriatic sea) is a project funded by the Cross-border Interreg Italy-Croatia programme (*Programme priority: Culture and tourism for sustainable development; Specific objective 4.1: Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation*), aiming to foster innovative, sustainable, and inclusive tourism in the Adriatic region for people with dementia and cognitive decline. This includes enhancing innovation and technology transfer, creating tailored services and solutions, and establishing a network of tourist and welfare institutions to promote inclusive cross-border tourism activities.

The ADRINCLUSIVE Project is coordinated by the Municipality of Brindisi (Italy) as Lead partner, and implemented by a cross-border consortium formed by the City of Novigrad-Cittanova (Croatia), Maratona Alzheimer Foundation (Italy), Healthy City NGO (Croatia), AFAM Alzheimer Uniti Marche Organization (Italy), RomagnaTech (Italy), Public Institution RERA SD for coordination and development of Split Dalmatia County (Croatia).

In the frame of the Project's WP1- Development of an integrated framework for creating an inclusive and recognizable touristic model, ADRINCLUSIVE foresees an Activity, "A1.5 Call for innovative services and products", aimed at promoting innovative ideas to improve the offer of "ready-to-use" products and services for an efficient implementation of an inclusive and sustainable tourism model that favors an innovative offer for people with dementia and cognitive decline.

**Therefore, the scope of this open call is to identify tools and technologies to improve the competitiveness and resilience of the inclusive tourism model proposed by the project, by collecting ideas and solutions to be included in the Catalogue of innovative product and services for inclusive tourism ecosystem, and possibly implemented during the project through cross-border cooperation.**



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This open call is open to non-profit organisations, startups, scaleups, university spinoffs, and research teams operating in these sectors and eager to exhibit, promote, and grow their product and service ideas. The call allows to strengthen cross- sectoral and cross-border partnerships between the tourism sector, stakeholders and providers of innovative, digital and smart solutions and new technologies.

Thanks to the institutional collaboration between RomagnaTech, a partner of the ADRINCLUSIVE Project, and Clust-ER Health Emilia-Romagna, the health cluster association promoted by the Emilia-Romagna Region, along with the support of Rimini Technopole and ANGI (National Association of Young Innovators), an additional opportunity has been made available for two initiatives proposed through this Open Call. Specifically, these initiatives will have the chance to participate in the **Innovation Area of RiminiWellness**, a strategic platform for startups and innovative ideas to present and promote their solutions to a broad range of stakeholders.

It is important to clarify that Clust-ER Health Emilia-Romagna, in collaboration with Rimini Technopole and ANGI, is the entity providing the exhibition spaces at RiminiWellness. The ADRINCLUSIVE Project is not involved in the provision of these spaces and does not cover any associated costs, including stand fees or other expenses related to participation in the fair.

## Themes of the Open Call

Applicants can propose one idea addressing one or more of the following topics:

- **Health and wellness:** solutions to enhance physical and mental health through technology.
- **Fitness and sport tech:** technologies that improve sports and fitness practices, from wearable tech to digital tools for performance monitoring.
- **Wearable devices:** smart wearable devices capable of monitoring physiological parameters or enhancing sports performance.
- **AI and digital services:** artificial intelligence and digital services for health and wellness management.
- **Nutrition and food:** innovations related to food and nutrition, with a focus on healthy and sustainable diets.
- **Wellness and inclusive tourism:** projects combining tourism, wellness, and social inclusion, cognitive wellness, and support for neurodegenerative diseases, creating immersive wellness experiences for travellers with special needs, namely dementia.



## Who Can Apply?

The call is open to **non-profit organisations, startups, scaleups, university spinoffs, and research teams**, developing:

- **Technological solutions** for the fitness, wellness, and health sectors (e.g., digital applications, artificial intelligence, wearable devices).
- **Digital services** enhancing the consumer experience in wellness and fitness.
- **Innovative nutrition and food models** focusing on health and well-being.
- **Projects related to wellness tourism**, offering solutions to enhance travel experiences and social inclusion.
- **Products for rehabilitation and physical wellness** through advanced technologies.

The focus is on scalable, innovative solutions capable of answering actual social needs in the given domains.

Given the interest to widen the potential capitalisation and transfer in the IT-HR Programme Area of innovative formulas/ideas, the call is open to the participation of applicants from other European Territorial Cooperation areas other than Italy-Croatia.

## Evaluation Criteria

In accordance with the scope of the present call, which aims to identify tools and technologies that enhance the competitiveness and resilience of the inclusive tourism model proposed by the ADRINCLUSIVE project, it is hereby clarified that all submitted applications will be equally included in the Catalogue of Innovative Products and Services for the Inclusive Tourism Ecosystem as foreseen by the project. Consequently, no ranking list will be established.

Notwithstanding the above, for applicants who have expressed an interest in exhibiting at the Rimini Wellness event in their application forms, and considering the limited number of exhibition slots available, a selection process will be conducted. The selection will be based on the following criteria, and the two applications achieving the highest scores under these criteria will be granted the opportunity to exhibit at the event.



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Each application will be carefully assessed by a cross-border (Italy-Croatia) panel of industry experts based on clear and transparent criteria:

Criteria	Min	Max	Threshold
Technological innovation: Assessment of the uniqueness and innovativeness of the proposed solution compared to the current market.	1	5	2,5
Scalability: The project's potential to expand nationally or internationally, with a solid and replicable business model.	1	5	2,5
Market potential: Evaluation of the potential market and competitors, geographic scalability, and the potential for extending the technology to other applications.	1	5	2,5
Social and economic impact: The solution's impact on health and wellness and its potential to improve the ecosystem.	1	5	2,5
Sustainability: Priority will be given to solutions presenting environmentally and socially sustainable models.	1	5	2,5
Team and expertise: The team's experience and skills will be fundamental to the project's success	1	5	2,5

Proposal must reach the threshold for all criteria.

## Benefits for applicants

All received applications for products and services for inclusive tourism will be included in the "*Catalogue of Innovative Products and Services for Inclusive Tourism Ecosystem*" curated by the Interreg projects ADRINCLUSIVE, and acquire visibility as a "*good practice*" thanks to cross-border and international promotion of said Catalogue.



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Moreover, some of the ideas submitted by applicants to this Open Call will be considered by ADRINCLUSIVE project partners to be experimented and implemented in the framework of the project's pilot actions (WP3 – Pilot action for the validation of the proposed framework and capitalisation of the results), as part of the testing of inclusive tourism packages designed for travellers with dementia, in the five pilot sites of Novigrad, Split, Cesenatico, Macerata and Brindisi. The ADRINCLUSIVE partner organisations, however, will have no obligation to involve selected innovative products or services in their pilot actions: this opportunity has to be intended as a further visibility and promotional chance.

But that's not all.

Thanks to the collaboration between Romagna Tech and Clust-ER Health Emilia-Romagna n. 2 selected ideas will have the great opportunity to showcase their solutions in a unique environment such as the Innovation Area during 2025's Edition of RiminiWellness that will be held from 29<sup>th</sup> May to 1<sup>st</sup> of June 2025.

RiminiWellness is featuring an Innovation Area in its 2025 edition, a cutting-edge space designed to highlight the most innovative solutions in the fields of sports, health, and wellness. The RiminiWellness Innovation Area serves as a hub for technology, wellness, and innovation, showcasing groundbreaking products, wearable devices, digital applications, AI services, and new entrepreneurial models in health, nutrition, sports, fitness, and wellness tourism.

The two selected ideas (one from the Italian cross-border area, one from the Croatian cross-border area) will be offered for free:

- Exhibition space (desk);
- Pitch in the Innovation Arena;
- Media visibility and promotion.

N.B. The exhibition space is made available free of charge by ClustER Health thanks to its relationship with RiminiWellness. The ADRINCLUSIVE project does not support any costs nor provides any services to the selected applicants, who will have to cover their own travel and accommodation expenses for going and staying in Rimini during the event.



## Selection Process

The selection process is structured in several stages to ensure maximum transparency and care:

- **Application submission:** Applicants can submit their applications via the dedicated online form in English available on the project website by March 06, 2025. Applications submitted in any other language will not be considered.
- **Preliminary evaluation:** All applications expressing an interest in exhibiting will be reviewed by a cross-border panel of industry experts. The panel will assess and identify the most innovative products and services for inclusive tourism by March 31, 2025.
- **Final communication:** By March 31, 2025, all applicants will be notified and requested to provide any additional information necessary for inclusion in the ADRINCLUSIVE Catalogue of Innovative Products and Services.

To submit your application, use the following form: <https://forms.gle/ovjiiZ9J7yXtf5AT6>

For any inquiries regarding the call and application procedure, please direct your questions to the following email address: [info@health.clust-er.it](mailto:info@health.clust-er.it)

