



**SMARTER  
AOE**

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# **SMARTER AOE - INCREASED COMPETENCES OF SMES IN THE AMAZON OF EUROPE**



Co-funded by  
the European Union

# SMARTER AOE PROJECT ACHIEVEMENTS

## About

The project **created an international network** of tourism SMEs in the Amazon of Europe and other biosphere reserves to **foster social, digital, and ecological innovation** through collaboration, skills development, and digital transformation.

## Target group



**126 tourism SMEs** included in the Smarter AOE ecosystem received direct financial support to promote social and ecological innovation and digital transformation



The project **enhanced the digital literacy of SMEs, their online visibility through effective digital marketing strategies and embraced sustainable practices.**

# SMARTER AOE ACADEMY



## The Smarter AOE Academy program



The Smarter AOE Academy program identified **key challenges and needs of tourism SMEs**, including digitalization, financial and strategic issues, marketing, regulatory compliance, skill development, training, and networking.

### Key achievements of the Smarter AOE Academy



Enhancing connectivity and collaboration



Fostering innovation and sustainability

Data-driven decisions



Improved online visibility

Boosted digital literacy



Analytics tools usage

Diverse marketing channels

# JOINT ONLINE TRAININGS



10 online workshops with a total of 517 participants

The primary goal of the workshops was to enhance the digital proficiency of the workforce in the region's tourism SMEs.

## Topics



The utilization of digital tools



Digital marketing



Trends in tourism



Responsible tourism practices

# REGIONAL WORKSHOPS



**21 regional workshops** with **397 participants** aimed to foster knowledge sharing, skill development, networking, innovation, and problem solving.

## Outcomes and achievements



Raising awareness of the benefits of digitization



Enhancing collaboration



Acquainting with new technologies



Strategic innovations



Practical implementations

Fostering regional cooperation and innovation, promoting the integration of digital technologies into tourism practices, developing new partnerships and to promote project itself.

# MENTORING PROGRAM



The program supported **130 SMEs** with **1157,50 hours** of mentorship.

## Key benefits

- Increased brand awareness
- Enhanced customer engagement
- Personalized guidance

## Program's impact on tourism SMEs

### Digital Marketing and Presence



- Improved digital presence and strategic content marketing.
- Effective use of social media and targeted advertising campaigns.
- Enhanced search engine optimization skills.

### Customer Engagement and Analytics



- Enhanced customer engagement and building customer relationships.
- Effective use of analytics, data analytics, and performance monitoring.

### Adaptation and Cost Management



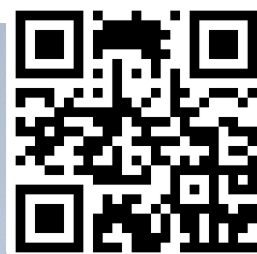
- Adaptation to technological trends and sustainable practices adoption.
- Cost savings through strategic implementations.

Focused on key challenges: digital marketing, branding, software use, sustainable practices, green certifications, and legal/accounting issues.

# AMAZON OF EUROPE (AOE) HUB



SCAN ME TO  
JOIN THE HUB



## How does it work?

- register your company through the registration form
- your company profile will be visible on the Amazon of Europe map
- start connecting and take your business to a new level

## Benefits of participation

- connecting with all tourism stakeholders in the AoE area and beyond
- information sharing
- networking
- cooperation opportunities

## Cooperation opportunities for tourism SMEs

- AoE Hub
- AoE Academy
- Financial support to tourism SMEs – public call (closed)

Amazon of Europe (AoE) Hub is an online networking platform to promote collaboration and create opportunities for cooperation between tourism service providers in the AoE area and other European Biosphere Reserves.

# Connecting Travel



An environment of individual services that are easily replicable and customizable to guest preferences

Instant carbon footprint calculation - emphasizing environmental awareness for guests

Accessibility of services for vulnerable groups (disabled, elderly etc.)



## WHAT DOES CONNECTING TRAVEL INCLUDE?

A unique B2B software that supports small providers in the tourism sector with their sales and entry into foreign markets. It includes: product development, funding, sales support, and the creation of complex outdoor and cultural experiences.

Complete service for the development and sale of unique tourism products.



Co-funded by the COSME programme of the European Union



# Connecting Travel



**Simplifies and accelerates the preparation of offers**



**Reduces the possibility of errors in coordination with individual providers**



**Includes additional modules for small providers**

- Transport providers
- Bike rental
- Tourist guides
- Individual experiences and workshops
- Museums, visitor centres etc.

**A solution for travel agencies/tour organizers and tourism service providers**  
<https://connecting.travel/book/>