CAST Hackathon during Bright Week

Rationale

The COVID-19 crisis is heavily affecting the tourism sector. According to the Word Tourism Organisation, the crisis could lead to a decline in international tourist numbers of between 60% and 80% when compared with 2019 figures[1]. The global spread of the pandemic is presenting many challenges for those abroad or about to travel. The restrictions and the closure of airports and national borders translate in a loss of demand in international travel with consequences on loss of tourists, loss in export revenues from tourism and direct tourism job loss[2]. As a result of COVID-19, millions of Travel & Tourism related businesses, including SMEs which account for 80% of the sector, are suffering from rapid and significant falls in cash flow and revenues, putting companies and their employees at risk.

However, the months to come should not be lost for the vibrant European tourism ecosystem which encompasses a range of activities such as travel, transport, accommodation, food, recreation on land and water, culture, or nature[3]. Businesses can still generate new ideas to current challenges by using digital solutions for planning purposes and managing the flow of tourists.

In this context CAST partners, leaded by EBN, join forces and organise a virtual hackathon to tackle the current challenges at local, regional or European level.

About CAST

CAST (Creative Accelerators for Sustainable Tourism) is an EU financed collaborative project. Its main objective is to develop a network of incubators & accelerators, start-ups, SMEs and financiers to form a European community committed to promoting knowledge-sharing, the use of technology and

---

[1] International tourist numbers could fall 60-80% in 2020, UNWTO reports
https://www.unwto.org/news/covid-19-international-tourist-numbers-could-fall-60-80-in-2020
[2] The Travel & Tourism sector faces a staggering 100 million jobs losses due to the coronavirus pandemic, according to the World Travel & Tourism Council (WTTC)
[3] Communication from the Commission to the European Parliament, the Council, the European economic and Social Committee and the Committee of the Regions

collaboration across borders for sustainable tourism, while helping the companies address common challenges. For more information please visit: https://castnetwork.eu/

CAST Hackathon Challenges

Organised by CAST partner, EBN, in collaboration with Creative Business Cup and WestBIC, the objective of this Hackathon is to identify effective answers to the challenges that the COVID-19 pandemic poses to the tourism sector. CAST is consequently seeking innovative proposals addressing the most urgent challenges created by COVID-19 in the field of tourism. In this framework we will be focusing on two main challenges:

1) *Challenge 1: Business continuity in tourism sector*

New products and services ideas to enable the business continuity in tourism sector

Some non-exhaustive examples of research solutions can be found below.

- o *Solutions for restarting tourism operations (i.e. protocols aligned with health authority guidelines, social distancing measures, adequate space to avoid congregation of guests)*
- o *Solutions designed to ensure responsible and secure tourism experience (i.e. minimise touch contact by digitising guest services, provide hand sanitiser dispensers, etc.)*
- o *Solutions aiming at building trust and confidence for travellers*

2) *Challenge 2: New sustainable business models*

Rethink the current business models and identify new ideas to create, deliver, and capture value related to tourism.

- o *Solutions aiming to create better strategic connections between public and private sector (which economic model, which founders, which key actors and stakeholders)*
- o *Solutions of communicating about tourism opportunities to main customer and decision makers while building new growth engines for tourism sector*

Participation and Registration

Participation in the CAST Hackathon is free of charge. The participants registered to the CAST Hackathon will obtain a free access ticket to all the sessions and meetings organised during the Bright Week (link to add when available from CBN)

Participation is open to anyone related to the tourism industry: hackers, business professionals, developers, designers, coaches, mentors, etc.

Teams

Participants can register as individuals or as a team via the following link: https://www.f6s.com/castvirtualhackathon/apply

Teams can consist of 1 person to 6 people.

CAST Hackathon during Bright Week

The deadline for registration is Wednesday June 24th

CAST Hackathon Schedule during the Bright Week

29 June – 03 July a series of training sessions will take place before the CAST Hackathon during the Bright Week.

Day 1 - July 1st

- 13:00 – **Opening session** (13:00-15/16:00 – Teams start to understand the problem.
- 15:00 or 16:00 – **Ideation workshop**
  ✔ 1 hour session on ideation and problem solving tools to give guidance to the teams.
- 16/17:00 and on – **Teams work on their solutions.**

Day 2 - July 2nd
- 10:00 – **First Checkpoint: Meet the mentors**

  ✔ Mentoring presentation through Slack
  ✔ Plan: The teams explain their idea, the problem that is tackled and the solution provided
  ✔ Progress: Who is doing what in the team and what is the action plan
  ✔ Problems: any issues in the development of the idea, where mentors can support
    o Meetings and questions are through Slack

- 15:00– **Business Development and Validation workshop**
  - 1 hour session on business development of validation tools to give guidance to the teams.
- 16:00 and on – **Teams validate their solutions and start working on a Business Case/Pitch**

July 3rd
- 10:00 – **Second Checkpoint - Plan, progress and problems**
- 11:30 – **Pitching Workshop**
  ✔ 1 hour session on pitching and pitch deck creation

- 14:00 – **Closing session** (All participants join the same meeting for the end of the Hackathon)
  - Introduction by facilitator
  - Teams pitch their solutions
  - Jury questions and feedback

- 16:00 – **Evaluation meeting** (Only facilitator and jurors)
  - Facilitator and Jury join discuss the pitches and select winners
- 17:00 – **Prize ceremony and definition of the winner**.

Prizes

CAST Hackathon during Bright Week

By participating to the Cast Hackathon all the participants will benefit of **free admission** to the Bright Week (29 June - 3 July 2020)

<u>1st Prize</u>

- Free entrance ticket to [EBN Congress](#) 2021
- Guaranteed investor pitch place at next CAST investment forum
- Free access to BtoB sessions with corporates and investors organized by EBN

<u>2nd prize</u>

- Free entrance ticket to [Bright Creative Business Cup](#)2021

CAST Hackathon during Bright Week