Call for Organisations
3rd Annual Summer School
Leadership and Governance for Sustainable Tourism
July 2015

Selection Criteria for Host Organisations

EUROPEAN PARLIAMENT

Under the high patronage of the European Parliament

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1. Introduction

The purpose of this booklet is to provide organisations with a set of recommended criteria they must meet to host the Annual Summer School. Because this is a high level Summer School, any organisation interested in hosting this event, should meet the criteria established. If not all requirements are met, the organisation must explain why and how it can compensate in other ways.

This event is a good opportunity for the hosting organisation to promote itself, as it will be internationally exposed within the tourism sector

1.1. About the Annual Summer School

FEST – Foundation for European Sustainable Tourism organizes an annual Summer School in July, where key stakeholders, project management practitioners, funders, policy makers, academics and entrepreneurs discuss and exchange knowledge, and present innovative projects in sustainable tourism. It has been set up in the context of the EU Lifelong Learning Programme "Project Management for Sustainable Tourism", with a board including representatives of UNWTO, UNEP, UNDP, NECSTouR, Euromed Heritage Programme, FEST and Leeds Metropolitan University.

The Summer School aims to be:

a) A knowledge hub to share practices on how to plan and manage tourism funding with sustainability;
b) A knowledge hub to improve project management and effectiveness in the tourism sector;
c) A funding marketplace to develop joint funding proposals, developing concept notes and matching skill sets between professional project managers and organisations;
d) A networking event to disseminate best practices and papers related to the theme "Project Management and Sustainable Tourism".

2. Requirements

2.1. General Requirements

1. Eligible organisations are:
   - Public tourism authorities,
   - Private tourism organisations/associations;
   - Convention and visitors bureaus;
   - Chambers of commerce;
   - Resort associations;
   - Universities;
   - Other suitable local, regional or national organisations.

2. The Summer School takes place in the **first or second week of July for three days**. Therefore, the venue must be available during this period;
3. The organising committee will give consideration for geographical rotation;

4. Preference will be given to locations with an attractiveness and/or novelty appeal for an international audience;
5. The hosting organisations must assure security and safety of the Summer School participants;
6. The hosting organisation should appoint a coordinator for all logistical and organisational aspects, who will act as a liaison.

2.2. Location and Accessibility

1. The location where the Summer School is to be held must offer security and political stability;
2. The site must be accessible by public transport and have good and international air, road and rail connections, conveniently served by major common carriers;
3. The site must be within a short distance from the airport. If it is more than 30 minutes away, a transfer service (provided by the host organisation) must be arranged;
4. Accommodation for delegates must be within walking distance of the conference venue. If it is more than 15 minutes away, transfer service must be provided to pick up delegates before the conference and to take them back to their accommodation afterwards;
5. Optional: The hosting organisation can present pre and post conference excursions to showcase responsible tourism projects in the region, and spouse city tours during conference days, to encourage a 4-5 day stay.

2.3. Venue

2.3.1. General Venue Requirements

The main venue of the conference should have these facilities:

1. Registration Desk and/or Information Desk;
2. Accessibility for delegates with disabilities;
3. Easy access to toilets, including easy accessibility for disabled delegates;
4. Additional space/room(s) for coffee breaks and lunches;

2.3.2. Conference Room Requirements

1. The room where the conference will be held must have a capacity to sit, comfortably, 100 people.
2. The preferred seating arrangement would be theatre style;
3. The conference room must have internet access (wireless);
4. Podium for speakers;
5. Projector and computer;
6. Ability to plug in speakers' and delegates' laptops to the project system;
7. Roundtable discussion space for 5 people on stage. The ideal would be to have 5 microphones, but if it is not possible, 1 wireless microphone so that they can pass between themselves;
8. Two wireless microphones for questions and answers;
9. Ability to combine on-site and video-conference presentations;
10. Video recording of all presentations (on-site and video-conference), uploaded as Youtube files after the event. Each presentation will require branding addition (3 seconds video added at the beginning with the presenter name, title of the presentation, conference location and date);

11. Live streaming of all presentations during the conference;
12. A second projector, visible to delegates, to display live Twitter #pm4sd results.

2.4. Accommodation

1. Accommodation must be at a reasonable price. It should not cost more than €70 per night;
2. It would be ideal to have a preferred hotel connected to or within walking distance of the conference venue, to minimise the need for organised transportation.

2.5. Catering

1. Ability to attract sponsorship for a conference dinner, lunches and coffee breaks;
2. Coffee breaks and lunches should be arranged at the conference venue (in accordance with point 5 within the chapter "2.1 General Venue Requirements". If such is not possible, coffee breaks and lunch must not be further than a 10 minute walk from the site;
3. Buffets or lunch boxes must come with a variety of choices, to include vegetarian and other dietary considerations, as well as samples of local cuisine;

2.6. Marketing

1. The host organisation should have the credibility and influence to engage their government and industry associations in participating in the conference, and showing commitment to better manage funds for sustainable tourism projects;
2. Ideally, the host organisation should have a communications/media office, in order to promote the event and attract press coverage, as well a photographer.
3. Ability to market the conference to the domestic market (other members of the board will promote it to the international market);
4. Ability to design and manage a conference website that includes online booking (and if necessary, a payment system), speakers details, conference programme and all recorded speaker video presentations;
5. The organisation should have the appropriate equipment to print promotional material, invitations, etc.

2.7. Financial Requirements

1. As there is no secured funder, costs have to be carefully managed and there is a commitment to subsidise or find sponsorship for part of the costs. **Ideally, the host organisation should have funding/budget already allocated for the event, upon application.**
2. FEST and the host organisation may ask for a registration fee to cover costs. The fee will be determined once all the organisation details have been decided. If that is the case, different pricing for local and international participants must be set up, by offering the international participants a package that includes full services of dinners, transfer prices, and accommodation all in one, while local delegates can pay less by cutting out services only international delegates require;
3. The Summer School board member's travel and stay expenses will be covered by the host organisation. We expect this will mean that 5 international agencies of high calibre will be speakers in the conference and will attract interest for more delegates;
4. The conference will be in English only. If the host organisation would like to provide simultaneous translation, it will be at their expense.

3. Organising Committee

The Summer School Organising Committee will be constituted by the host organisation plus two representatives from FEST. The Committee will:

1. Outline the organising activities that will have to be delivered;
2. Manage the budget for the Summer School;
3. Be responsible for attracting international speakers for the Public Conference;
4. Plan a communication strategy (alongside with the communications/media office, if the organisation has one) in order to promote and disseminate the Summer School;
5. Dedicate a page in the www.pm4esd.eu website to the conference;
6. Publish conference proceedings with summaries of the presentations from the keynote speakers, and with short papers submitted by academics and practitioners on their experiences in project management. The publications will be edited by the board and published by FEST.

4. Application Submission

All organisations interested in hosting the Summer School must submit their application, in writing (paper or email), until **31st October** of the year prior to the Summer School. Organizations that respond to the criteria will be contacted for an interview and/or a meeting.

FEST will evaluate all applications, and the final result will be announced to the winner on **28th November.**

The Summer School will be announced to the public on **1st December**. The application is submitted to:

FEST / Jlag
Micro Business Centre
26 Rue de la Loi, 2nd floor
1040 Brussels, Belgium
Or
summerschool@festfoundation.eu

5. Summer School Board Members

Deirdre Shurland, *United Nation Environment Programme and Global Partnership for Sustainable Tourism*

Massimiliano Riva, *United Nations Development Programme*

Paolo Bongini, *NECSTouR President*

Christiane Dabdoub Nasser, *Euromed Heritage Parliament*

Silvia Barbone, *Foundation for European Sustainable Tourism*

Professor Harold Goodwin, *Manchester Metropolitan University*

Dr. Xavier Font, *Leeds Metropolitan University*