



## European Incubation Network for Creativity Driven Innovation - Tourism

The main objective of CAST is to support the creation, business development and scaling-up of companies in the tourism sector through incubator and accelerator supports integrating creativity, art and design skills from the Cultural and Creative Industries with cutting-edge technology, science and other relevant expertise.

CAST does this by bringing together a consortium of organisations with enormous experience in working with creative industries across Europe and stimulating their creation growth and internationalisation – as well as in the tourism sector.

The CAST consortium has representatives from Ireland (WestBIC – Coordinator), Cyprus (CYRIC), Italy (Lazio Innova), Germany (Media Deals), Denmark (Creative Business Cup), UK (Design2Sustain), Spain (CEEIM & CEEI Burgos) and Belgium (EBN). 3 partners are operating transnationally.

CAST links through EBN with the creative SME community via the European Creative Hubs Network (ECHN), established in 2016 to support the subsistence and growth of creative hubs in Europe from a variety of sectors, business models and stages and as innovative models of change to kick start the creative economy in Europe and the Creative Business Cup, a global initiative for entrepreneurship and innovation. Creative Business Cup empowers entrepreneurs in the creative industries, connects them to investors and global markets and strengthens their innovative capabilities to the benefit of industry and society.



Over 100 SMEs across Europe  
**will be supported by CAST**



1 Creative -  
Tech Tourism Hackathon



4 Investment  
Readiness Workshops



2 Investment Forums



Investment E-pitches



6 Regional Bootcamps



2 International Events -  
Fusion of Creativity & Tourism



6 Locations Challenges -  
New Products, Services  
& Business Models



16 SMEs supported in  
Prototyping/NPD



Mapping & Showcasing



Networking & Access  
to New Markets



Exploitation of Data Sets  
and Data Analytics



36 SMEs receiving  
Incubation Support



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