

Project Idea – Pitch Template



PG 2/PG8: Community Building & Local Engagement

Title: Community-Supported Destinations

Presenting Organization:
staori.gr - workers' coop for sustainable tourism on Crete

Problem statement:

- Rural abandonment and for the ageing rural population
- Holiday destinations can reverse this by redirecting visitors to the “hidden gems” of the rural assets
- Rural areas need to close the visibility and popularity gap

Main Goals and target group(s):

- Empower rural communities to self-promote their valuable cultural and natural resources (around local trails)
- Foster cultural exchange across social groups
- Increase the liveliness of rural areas and improve their economic activity

Description of project approach (how do you plan to achieve the goals):

- The project empowers rural communities to promote their biocultural heritage through a smart, sustainable tourism platform. By redirecting visitors from crowded hotspots to hidden rural gems, the platform enhances local visibility, fosters cultural exchange, and drives economic activity, helping to counter rural depopulation. Integrating web and QR-code technologies, it allows local communities to co-create digital content, offering visitors an immersive travel experience while supporting local businesses and preserving cultural assets. With a focus on low-cost, high-impact solutions, the project aligns with smart village strategies and sustainable tourism goals, aiming for broad scalability across Europe.

Expected output/products:

- UI guide for trail content development & promotion
- Signed pilot trails
- Guidelines for community-led trail development

Targeted funding sources:

- **FUTURAL (EU cascade funds)**

Target region/countries:

- Rural areas with some proximity to holiday destinations

(with low alteration potential)

Desired project partners:

Rural municipalities
Rural communities
Technology creators

Maturity level:

Applied for but declined

Why do you think a funding application for this project idea will be successful:

- Empowers local communities to design, promote and maintain their trails as an infrastructure for sustainable development
- Proposes a low cost / high impact approach
- Promotes intercultural exchange (even with marginalised groups)

Community Supported Destinations

