



CALL FOR CONTRIBUTIONS

“Marketplace of Ideas” - Practical cases contest

The “**Marketplace of Ideas**” in the context of the [STRD2017](#) is an opportunity for **innovative, out-of-the-box, or challenging initiatives on sustainable tourism in rural areas** from Italy, Europe, and the rest of the world to showcase their experience. We look for consolidated examples that work in reality, but do not exclude ongoing projects if they open new perspectives.

- **Cases exposed at this Marketplace of Ideas** enjoy a **reduced Conference Fee**. They shall **present** their experience in the foyer of the conference with a **1x2 mts poster displays** provided free of cost. These displays will also be placed at the following B2C [Fair “AgroTravel & SlowTravel Expo”](#) over the week-end, generating direct impact and possible clients in the future.
- A **contest to be voted by the conference participants** will select three cases that they consider most inspiring. The winners will be presented during the Conclusions of the conference, and receive refund of their participation cost (*maximum 500 EUR*).
- **Selection** by the Programme Committee of **two comprehensive cases in each area** (one from Italy, one from Europe) for plenary sessions on Thursday 16th. These selected cases will be invited “all cost paid”, but can **NOT** participate in the contest.

Electronic-only presentation of cases (i.e. without participation at the Marketplace of Ideas) is possible. These cases will be included in the conference documentation, but cannot participate in the contest.

How to participate?

Simply introduce your case [online HERE](#), or **fill in the form on the following page** and send it to us. In both cases, we will then contact you for technical details.

Deadlines:

- **25th-January-2017** for cases to be selected for presentation in plenary
- **8th-February-2017** for the rest (poster displays, or only electronic)

Other format of contribution - Papers

Additional to the practical cases, we welcome more comprehensive studies, essays, or articles. They will not be presented in the plenary sessions, but may be used in the

WorkGroups on Friday morning, and will be also included in the conference documentation.

Such papers can be sent directly to programme@strd2017.org They should comply with the usual requirements for scientific publications. In case of doubts, please contact the Programme Committee for more detailed technical specifications.

Form to join the “Marketplace of Ideas”

Here you can present us your case for the **Marketplace of Ideas** at the Conference on Sustainable Tourism for Rural Development !

Just fill in the fields below (*size will automatically expand while you write*). Then “save” and send the file to programme@strd2017.org - we will contact you back for more details

Contact information

Name

Company or organisation

Email

Describe your initiative or experience

Title of the experience

Country or region

Abstract (*max. 5 lines*)

To which of the topics of the conference does it refer most?

- Vitality of Rural Areas
- Value Chains
- The Rural Experience
- Digitalization

What is special about your experience? (*up to four keywords*)

Technical information

Please provide here all relevant TECHNICAL data such as: localization of the experience (country, region, province, municipality); area and population affected; duration (since when); who had the initial idea, who implemented; financial sources; etc.

Objectives

Which were the OBJECTIVES regarding e.g. economy, employment, culture, identity, environment, human resources, ... Quantify if possible

Implementation process

Describe the IMPLEMENTATION PROCESS of your experience - how and who it started, constraints, development

phases, cooperation with other persons or entities, public-private relations, etc.

Results

Shortly describe the **RESULTS** of your experience (both success and failure)

Lessons learned

What are the "lessons learned" from this experience that could be useful for others that have a similar idea?

Participation at the Conference and Fair "AgriTravel & SlowTravel Expo"

The Marketplace of Ideas is part of the **Conference on Sustainable Tourism for Rural Development**. This is followed by the B2C Fair "**AgriTravel & SlowTravel EXPO**" at the same venue during the weekend.

You have several options to participate with your experience:

- only in electronic format, with or without your personal participation at the conference
- participate with a poster 1 x 2 mts at the Marketplace of Ideas and contest
- participate with a dedicated space at the Fair "AgriTravel & SlowTravel Expo" (*at extra cost*)

Please indicate (without any obligation) which of the following you are interested in. Depending on your answer, you will then receive more information :

- A:** Leave it as is - I only want to include my experience, but without a poster in the Marketplace of Ideas. I still may register for the conference. **FREE**
- B:** Participation at the Conference, Marketplace of Ideas, and contest with the exhibition of my experience, showing a poster (2x1m) on a standard panel. Video or other supports are possible. This poster will be also placed at the Fair, but without the possibility to attend it, distribute information material, or participate in B2B meetings. **FREE**
- C:** Option B + Participation in a dedicated area at the Fair "Agritravel and Slow Travel", showing my poster (2x1) for 3 days, with a desk, seats, and organised B2B Meetings. **150€+VAT**
- D:** Option B + Participation in a proper stand 3X3 at the fair "Agritravel and Slow Travel" for 3 days. Showing my best practices, selling services and products to an

international public, and organised B2B Meetings.

350€+VAT



Now "Save" this file on your PC, then send it to programme@strd2017.org

... and you are done !