**CALL FOR CONTRIBUTIONS**

**“Marketplace of Ideas” - Practical cases contest**

The **“Marketplace of Ideas”** in the context of the [**STRD2019**](http://strd2019.org/)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”**](http://www.agritravelexpo.it/en/) 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 registration for up to three representatives.
* **Selection** by the Programme Committee of **three comprehensive case** for plenary sessions on Friday 15th. These selected cases will be invited “all cost paid”, but can **NOT** participate in the contest.

**How to participate?**

Simply introduce your case **[online HERE](https://goo.gl/forms/dWMdBGhtGBRd28Vo2) ,** 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:**

* + **SUNDAY 27th-January-2019** for cases to be selected for plenary
	+ **SUNDAY 10th-February-2019** for the rest (poster displays)

**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** – **STRD2019 !**

Just fill in the fields below *(size will automatically expand while you write).* Then “save” and send the file to **programme@strd2019.org** - we will contact you back for details.

**Contact information**

Name

Company or organisation

Email

Website

**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?
[ ]  Increase the added-value that tourism generates for rural areas
[ ]  Digitalization
[ ]  Solutions for the area with natural constraints
[ ]  Demographic changes

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@strd2019.org**

**… and you are done!**