

# A INDÚSTRIA 4.0 NA ECONOMIA DO MAR



inovsea.pt

ONLINE

Patrocinador



Partners



Diário de Coimbra



Colaborador

COMPETE  
2020

PORTUGAL  
2020



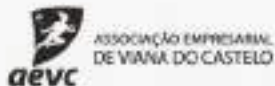
Knowledge Partner

CH | Business  
Consulting.

# Acelerar o ciclo da Inovação no Turismo

- Marta Salvador (marta.salvador@innovtourism.pt)
- NEST - Centro de Inovação do Turismo

Promotores:



Média Partner:



Diário de Coimbra



Cofinanciado por:

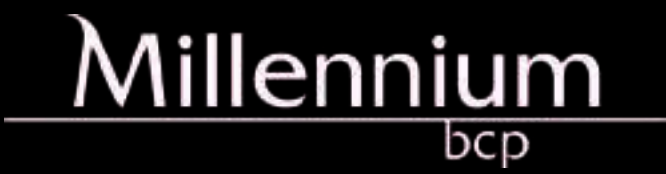


Knowledge Partner:





*Mission: To promote innovation and technology adoption in the tourism's value chain*



An aerial photograph of a river flowing through a lush, green forest. A waterfall cascades into the river, creating a misty spray. A small kayak with two people is positioned in the middle of the river, just below the waterfall. The water is a deep, clear blue-green color. The surrounding landscape is a mix of dense green trees and rocky, light-colored banks.

SEAMLESS  
EXPERIENCES

DATA DRIVEN  
BUSINESS

SUSTAINABLE  
DESTINATION

**Innovation  
Culture**

**Digital  
Capacitation**

**Innovation  
Pilots**

**Promoting  
Solutions**





# Innovation Culture: Matching Players

The screenshot shows a web browser displaying the NEST website. The URL is 'nestportugal.pt'. The navigation menu includes 'ABOUT US', 'PORTFOLIO', 'CHALLENGES', 'RESOURCES', and 'EVENTS'. The main content area features a large image of two people working at a table with laptops. Overlaid on this image is a promotional banner for the 'Tourism Solutions Now!' competition. The banner includes the NEST logo, a 'PROGRAMA' tag, the headline 'Os 5 vencedores do Tourism Solutions Now!', and a sub-headline 'Conheça o projeto vencedor, os restantes finalistas e os prémios que obtiveram'. A blue button labeled 'Saiba mais' is positioned below the text. At the bottom of the banner, there are social media icons for Facebook, LinkedIn, and Instagram, and a 'SCROLL' indicator.



# *Innovation Culture: Broad visibility for Innovation*





THINK THANK

RESOURCES

POINT OF INTEREST  
**THINK TANK  
REPORT**

SUBSCREVA AQUI



**>250**

**Participants**

**4**

**Online Reports**

**>2.000**

**Downloads**

**>50**

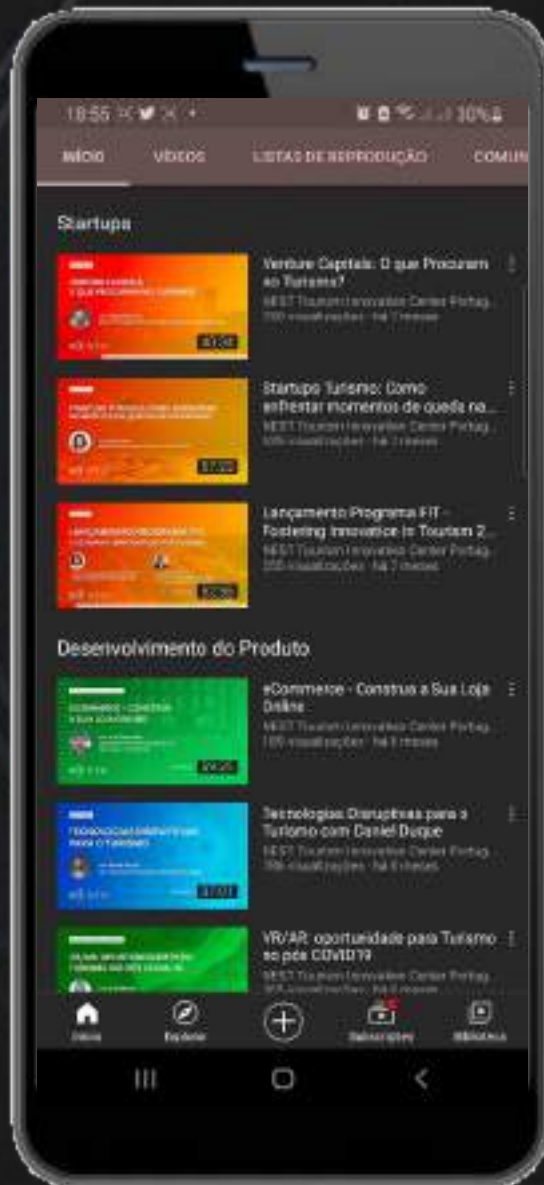
**Groupal share in  
Tourism social  
networks**

**>30.000**

**Impressions in  
Social Media**



# Digital Capacitation: Webinars and Masterclasses





# Digital Tools to Support SME's: t+ for sustainability



6

Tourism verticals

7

Key references

8

Pillars

24

"Did you Know?"

&gt;65

Links

93

Recommendations

# Innovation Pilots: Future Labs



N e S T

Tourism  
Innovation  
Center  
**Portugal**

**FUTURE LABS**

# Promoting Solutions: Partners of UNWTO



Tourism  
Innovation  
Center  
Portugal

# ***COSME - Tourbit***

***Competitiveness of Enterprises and SME***



**ÍSLENSKI  
FERÐAKLASINN**  
Iceland Tourism Cluster



**hub.brussels  
hospitality**  
smart collaboration, innovative destination



**WELCOME CITY LAB**



**NEST** Tourism Innovation Center Portugal



**Generalitat de Catalunya  
Government of Catalonia  
Catalan Tourist Board**



**Cambra de Comerç  
de Barcelona**



**LAPIN AMK**  
Lapland University of Applied Sciences



**ARCTUR**

*Coordinator of Tourism dedicated Digital Innovation Hub*

***A one-stop-shop to help tourism SME's become more competitive by use of digital technologies.***

*The hub will provide technical expertise, train on skills, create experimental labs, provide new products and services in complement to the market offering.*

# *Nest Health and Tourism Lab @ Nova Medical School*

Centro de Inteligência Colaborativo

**NOVA**

**MEDICAL  
SCHOOL**

**N e S T**

Tourism  
Innovation  
Center  
Portugal

# Portugal Destino S<sup>3</sup>: Seguro, Sustentável e Saudável

“Customer Journey”

A melhor experiência, a menor pegada

- *AEROPORTOS* inteligentes e verdes
- *TERRITÓRIOS* digitalizados
- *HOSPITALIDADE* smart e verde
- *ANIMAÇÃO & RESTAURAÇÃO* conectada
- *MOBILIDADE* verde e inteligente
- *INFRAESTRUTURAS* atualizadas para redução da pegada

145M Eur  
Investimento

34 Entidades

2 Eixos: Digital e  
Sustentabilidade

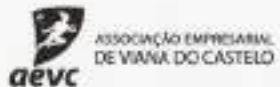
Investigação e  
Investimento Produtivo

*State of the art* no  
digital e gestão  
recursos energéticos

Plataformas  
abertas, conhecimento e  
capacitação

**Obrigada!**

Promotores:



Média Partner:



**Diário de Coimbra**



Cofinanciado por:



Knowledge Partner:

