



Open innovation supports catalogue

The catalogue provides summary and access paths of the open-innovation supports, guiding also end-users on their adoption. Open innovation is a business management model for innovation that promotes collaboration with people and organizations outside the company.

RESOURCE NAME	TARGET GROUP	DESCRIPTION	SUPPORT TYPE	LINK
Series of publications (e.g. about the challenges in woman entrepreneurship, capacity building needs)	Business support organisation	The female creativity and entrepreneurial potential are an underexploited source of economic growth. Transnational learning and share of successful business models are central elements in W-Power implementation	Publication	https://w-power.interreg-npa.eu/outputs-and-results/
Gender-sensitive coaching concept: tools, video (train the trainer webinar), booklet; modified business model canvas in three languages	Business support organisation	The tools help business advisers to understand the “gender & entrepreneurship” issue and make them more sensitive towards the gender dimension in entrepreneurship	Process	https://w-power.interreg-npa.eu/outputs-and-results/
Process description of cross-evaluation between projects	Multiple options	The semi-external cross-evaluation between EU-funded projects has been piloted in 2021 and this report describes the methodology and experiences of the process, as well as suggestions for development based on learnings of W-Power-NPA project	Process	https://w-power.interreg-npa.eu/resources/
Innovation platform for new start-ups: a booklet about the process	Business support organisation	W-Power project developed a unique business idea competition model for women to boost new business ideas and lower the threshold to share them in public. The competition developed by W-Power project aimed at activating women to consider entrepreneurship as a career option or to develop their current businesses	Publication	https://w-power.interreg-npa.eu/outputs-and-results/
Innovation platform for new start-ups: an animation about the process	Business support organisation	Modelling the W-Power Innovation Platform for New Pre-Start-Ups is a short animation describing the process of organising a business idea competition	Media	https://youtu.be/XV7V-VBPm70
Peer-to-peer mentoring scheme: model (a booklet)	Business support organisation	The P2P is an exchange programme for entrepreneurs. Based on information (needs) in the application forms, applicants are being matched in pairs or in teams	Publication	https://w-power.interreg-npa.eu/outputs-and-results/

RESOURCE NAME	TARGET GROUP	DESCRIPTION	SUPPORT TYPE	LINK
Key consumer markets, customer typologies, potential products and services for nature-based tourism products	SME	This report aimed to enable a greater and more detailed understanding of key consumer markets for slow adventures, and how to target these markets	Publication	https://saint.interreg-npa.eu/studies-and-reports/
Development and piloting of new marketing and clustering models	SME	The aim was to enable businesses to more effectively market their services. The partners investigated elements and use of social media to portray and promote adventures to consumers	Publication	https://keep.eu/projects/18571/Slow-Adventure-In-Northern--EN/
Review of the new technology to promote slow adventures	SME	The use of digital technology in tourism business is surprisingly low. The aim of this desktop report was to undertake a review of the state-of-the-art in marketing technology	Publication	https://saint.interreg-npa.eu/studies-and-reports/
'Two-eyed Seeing' guide, on combining Indigenous and Western perspectives	SME	The outputs of this project are a short video and a report to understand and combine both Indigenous and Western perspectives	Publication	https://www.dropbox.com/s/jf1lk7oc749wte8/Final%20report%20WP6.pdf?dl=0
How to create and narrate a slow adventure tourism product	SME	A business strategy was created on 'how to create and narrate a slow adventure tourism product'. It sets out how businesses can develop and promote new slow adventure experiences	Publication	https://saint.interreg-npa.eu/studies-and-reports/
Series of recorded webinars (training videos)	SME	The topics vary from pricing to personal branding	Media	https://w-power.interreg-npa.eu/outputs-and-results/
Map of guidelines for sustainable, responsible and ethical tourism	SME	Includes links to existing guidelines set by different actors from Norway, Canada, Finland, Greenland and Sweden as well as on international level on sustainable, responsible and ethical tourism	Media	https://prezi.com/view/DmUxZf5lof4LgFsyBzd1/
Roadmap to culturally sensitive tourism business	SME	Practical tips on how to do tourism business in a culturally sensitive way	Media	https://blogi.eoppimispalvelut.fi/toolkitforculturaltourism/roadmap/
Benchmark kit	SME	Take-aways from the benchmark trips (including videos) for culturally sensitive tourism	Media	https://blogi.eoppimispalvelut.fi/arctisenonlinebenchmark/
Toolkit for understanding cultural sensitivity in tourism	SME	Tools for understanding cultural sensitivity in tourism (including videos and blog)	Development tool	https://blogi.eoppimispalvelut.fi/toolkitforculturaltourism/
Toolkit for culturally sensitive tourism product development and business innovation	SME	Tools for culturally sensitive tourism product development and business innovation (including product cards and benchmarking kit)	Development tool	https://blogi.eoppimispalvelut.fi/toolkitforculturaltourism/

RESOURCE NAME	TARGET GROUP	DESCRIPTION	SUPPORT TYPE	LINK
Methods for participatory stakeholder engagement	Multiple options	Tools and methods for effective participation and stakeholder engagement in the context of developing sustainable tourism initiatives	Method	https://www.shapingecotourism.eu/about-shape/common-methods/
Methods for natural and cultural heritage asset mapping	Multiple options	Tools and methods for conducting mapping of natural and cultural heritage assets. A comprehensive literature review is combined with practical experiences of integrated and participatory mapping approaches	Method	https://www.shapingecotourism.eu/wp-content/uploads/2018/11/DT2.1.1-Report-on-mapping-and-managing-assets-and-assessing-climate-change-impacts.pdf
Examples of ecotourism initiatives	Multiple options	Ecotourism is usually described as a form of nature-based tourism with transformative and sustainable values at its core. A list of initiatives to know more about the process and products developed for ecotourism	Initiative / case	https://www.shapingecotourism.eu/ecotourism-initiatives/
Analysis of consumer trends and marketing approaches for ecotourism	Multiple options	A report on transnational marketing trends, a report on social media for the promotion of ecotourism activities, and a case study on social media developed in Galloway and Southern Ayrshire Biosphere	Publication	https://www.shapingecotourism.eu/about-shape/marketing/
Decision-making tool on Governance Structures of Sustainable Heritage Areas	Multiple options	Tool to support managers of landscapes or protected areas in identifying and implementing a suitable governance model. The tool is based on experiences of a range of models and their strengths and weaknesses and will support managers identify forms of governance suitable for different geographical contexts	Development tool	https://www.shapingecotourism.eu/governance-decision-making-tool/
Podcasts (interviews of woman entrepreneurs, participant experiences of the W-Power tools)	Business support organisation	The W-Power podcasts targeted to reach women, business advisors, development companies and educational institutions with a particular interest in entrepreneurship	Media	<ul style="list-style-type: none"> • W-Power Inspiring Women in Business Season 1 https://w-power.souder.fm/ • W-Power Inspiring Women in Business Season 2 https://w-power.souder.fm/?page=2 • The Success Stories of W-Power Project Podcast from the NPA Programme Area and Beyond https://soundcloud.com/karelianpodcast