

# FIRST MILE

SUPPORTING TOURISM SMES IN WALKING THE FIRST MILE IN IMPROVING THEIR SUSTAINABILITY FOOTPRINT THROUGH INNOVATIVE BEHAVIOUR CHANGE TECHNIQUES



Programme  
**COSME**



Period  
**01.2023 → 12.2025**



Budget  
**1 256 646 €**

## The project

The First Mile project aims at promoting the **ecological transition** of 80 SMEs in France, Italy, Norway and Slovenia, with a **behavioural approach** in the tourism sector. The application of behavioural sciences will facilitate eco-responsible decision-making for travellers and tourism operators.

## Project goals

- Identify innovative solutions offered by behavioural sciences to accelerate the ecological transition of tourism SMEs.
- Support SMEs in implementing these solutions (training, coaching, financial assistance).
- Evaluate and disseminate the results in order to ensure their long-term impact and benefit a wider community of SMEs and countries.

## AVITEM's role

- Coordinate all the project activities and facilitate collaboration between the project partners, as project leader.
- Design the call for participation for SMEs and select the participating SMEs, in cooperation with the project partners.
- Capitalise and disseminate results, in relation to other projects on behavioural sciences and tourism: BeST and Nudge my Tour.

## PARTNERS

### FRANCE

- Lead partner: Agency for Sustainable Mediterranean Cities & Territories
- Open Tourism Lab

### ITALIA

- Italian Association for Responsible Tourism

### BULGARIA

- BehaviorSMART

### NORWAY

- MIMIR

### SLOVENIA

- Bohinj Tourist Board



TO BETTER  
TOURISM



Co-funded by  
the European Union