

## NATURE TOURISM & DIGITALISATION

## INNOVATION CHALLENGE

BRAZIL-EUROPE

**Call for Solutions is Open!**

ENRICH in Brazil is calling **European Solution Providers** to propose their COVID-19 related solutions in the areas of **Digitalization, Tourism, Health, and Sustainable Development!**

### CHALLENGE 1: NATURE TOURISM & DIGITALISATION

Transformation of the nature-based tourism experiences of Bonito, Brazil into a virtual experience, with the objective of both making exclusive nature experiences accessible to citizens around the world and guaranteeing an income for locals engaged in looking after the infrastructure and working to protect local biodiversity.

Bonito is a town of 20.000 inhabitants in the central Brazilian state of Mato Grosso do Sul, internationally recognized as a nature-based destination. The sector has been paused due to the Covid-19 pandemic. The large majority of jobs related to tourism were lost immediately, impacting strongly the entire community. The Development Institute of Bonito (IDB) is a non-profit private association and represents companies and professionals through their sector-specific association. Their objectives include promoting the sustainable development of local and regional tourism, support skills development, strengthen the local culture and promoting biodiversity conversation. **More information [here](#).**

- Desired Type of Solutions: strategy & business model, implementation plan & strategy
- Application for solutions: <https://forms.gle/4sPrgQ86K6yEmion6>
- Deadline for Application: 15 September 2020

## The European Network of Research and Innovation Centres and Hubs, Brazil

ENRICH in Brazil is a Non-Profit organisation established in Brazil as a result of a collaboration between European and Brazilian STI Actors. **More info:** [www.brazil.enrichcentres.eu](http://www.brazil.enrichcentres.eu)