

Participants handbook



Funded by the
European Union

Table of Contents

1.	ABOUT Hack2BRIDGE GREECE	3
1.1	Organisers	3
1.2	Themes and Challenges	4
1.3	Date, location and timeline	7
2.	WHO CAN JOIN?	8
2.1	Why get involved?.....	8
3.	PREPARATION	9
3.1	Useful Information for Contestants	9
3.2	What the organiser will provide.....	9
4.	STAKEHOLDERS.....	9
5.	THE COMPETITION WEEKEND	10
5.1	Registration for the Competition	10
5.2	The agenda.....	10
5.3	Submission	11
5.4	Evaluation Process and Final Presentation.....	12
6.	EVENT LOGISTICS.....	13
7.	COMMUNICATION - INFORMATION	13
8.	PRIZES	13
9.	RULES	14
10.	CODE OF CONDUCT.....	14
11.	IPR, OWNERSHIP OF RESULTS & CONFIDENTIALITY	14
12.	DATA PROTECTION.....	14
13.	USER SATISFACTION.....	15
14.	AWARD DECISION	15
15.	DATA PROTECTION.....	15
16.	MISCELLANEOUS	15

1. ABOUT Hack2BRIDGE GREECE

Hack2BRIDGE Cultural and Creative Industries (CCIs) and Tourism is an entrepreneurship and ideation competition open to SMEs, startups and teams of individuals who aim to submit and pitch innovative business ideas to address specific challenges and drive real transformation in the EU's Cultural and Creative Industries and Tourism ecosystems.

Hack2BRIDGE aspires to provide a platform for networking and collaboration, helping SMEs integrate creative content with cultural experiences. By promoting synergies among the cultural, creative, tourism, and high-tech sectors, the hackathon will drive the development of new products, experiences, and markets while expanding audience reach and engaging new target groups.

JOIN HERE

1.1 Organisers

Hack2BRIDGE is co-organised by Corallia (unit of the Athena Research Center), and egg enter grow go (Eurobank's accelerator) under the Horizon project BRIDGESMEs.

Corallia is think tank, incubator, entrepreneurship accelerator, and multi-Cluster facilitator established in 2005 as a Unit of the Athena Research Center. Corallia is one of the main pillars of the European innovation ecosystem that underpins predominantly national development plans in Greece and has played a key role in the development of the Greek and European startup ecosystem.

egg – enter grow go is a leading business incubation and accelerator programme based in Greece. In 12 years, egg has hosted 1500 new entrepreneurs who put their business plans into action.



Supporters



1.2 Themes and Challenges

European Cultural and Creative Industries (CCIs) face challenges in adopting emerging technologies due to sector fragmentation, a project-driven model, and limited capital. This hampers cross-border collaboration, digital transformation, and innovation. SMEs and startups often lack the resources to fully leverage digital tools or engage in R&D, limiting their growth. Hack2BRIDGE aims to overcome these challenges by fostering alliances between traditional and tech-savvy SMEs. The hackathon will encourage collaboration in CCIs & Tourism, promoting synergies between the cultural, creative, tourism, and tech sectors to develop new products, experiences, and markets.



Theme 1: **Personalised travel experiences (Customer Driver)**

There is a shift in modern travellers' habits, as they increasingly expect personalized travel experiences and tailored journeys that match their preferences and lifestyles. Advances in AI, big data, and mobile platforms enable customized recommendations, making travel more seamless and engaging. Social media and influencer culture drive demand for unique, aspirational trips, while younger generations prioritize experiential and meaningful travel. Sustainability and ethical considerations also play a role, as travellers seek options that align with their values. The pandemic further accelerated this shift by emphasizing safety, flexibility, and control. As technology evolves, personalization will continue to shape the future of tourism. The growing demand for hyper-personalized services means that SMEs must find ways to leverage AI, machine learning, and smart platforms to tailor experiences to individual travellers.

Challenge: Enhance personalization in tourism using AI, data analytics, and smart platforms to tailor travel experiences to individual preferences.

- How can AI-driven virtual travel assistants enhance customer experience before, during, and after a trip?
- How can predictive analytics and user profiling help travellers discover unique, off-the-beaten-path experiences?
- How can we integrate multiple booking systems (hotels, transport, activities) into a seamless, hyper-personalized travel platform?

Indicative Relevant Technologies: AI-driven recommendation engines, chatbots, blockchain for secure traveller profiles, voice recognition, and IoT for real-time travel updates.



Theme 2: Sustainable, Resilient, and Circular Tourism

Increased awareness of the environmental and social impact of travel has led travelers to prefer more responsible options. SMEs in tourism are called to respond to these new needs by offering products that adhere to sustainability principles. The pandemic accelerated the trend towards more sustainable and mindful tourism. According to Booking's 2023 Sustainable Tourism report, there is a growing demand for authentic experiences that value local communities and minimise environmental impact.

Challenge: Promote sustainability in tourism by reducing waste, optimizing resource use, and ensuring resilience against climate and economic shocks.

- How can digital solutions support zero-waste and circular economy principles in tourism?
- How can tourism businesses integrate climate resilience planning into their operations?
- How can travellers be incentivized to choose sustainable options in accommodation, transport, and experiences?

Indicative Relevant Technologies: Carbon footprint tracking apps, blockchain for sustainable certifications, AI for demand forecasting (to reduce waste), and digital twins for scenario planning.



Theme 3: Digital Guides and Cultural Routes (VR, AR, XR as Enablers)

Digital guides and cultural routes using VR, AR, and XR are transforming tourism by making cultural exploration more immersive and interactive. These technologies enhance storytelling, enable remote visits, and offer personalized experiences through mobile and wearable devices. The growing demand for experiential travel, post-pandemic contactless solutions, and digital transformation efforts by museums and tourism boards are driving this trend. Additionally, XR-powered cultural routes help manage tourist flows and promote lesser-known destinations. As technology evolves, these innovations will continue to shape how travellers engage with history and heritage. However, the adoption of digital guides and cultural routes presents a challenge for SMEs due to the high costs, technical expertise, and infrastructure required to implement these technologies.

Challenge: Leverage immersive technologies to enhance cultural and heritage tourism through interactive, digital storytelling.

- How can AR and VR create engaging cultural heritage experiences that attract and educate tourists?
- How can digital cultural routes be developed to integrate multiple historical sites into a single immersive journey?

- How can AI and XR make museums and heritage sites more accessible to people with disabilities?

Indicative Relevant Technologies: Augmented reality (AR) for on-site historical reconstructions, virtual reality (VR) for remote exploration, mixed reality (MR) for interactive museum exhibits, AI-powered content generation.



Theme 4: Digital Transition for Tourism Management and Operations

Digital transition in tourism is about leveraging technology to enhance management and operations, creating a more efficient, customer-centric, and sustainable industry that thrives in the digital age. For visitors, digitalization enables customized experiences that can be enjoyed before, during, and after a trip. It also provides seamless access to integrated information on services, offers, maps, events, experiences, infrastructure, and sustainability and safety measures. Emerging technologies are transforming the tourism industry, adding new touchpoints to the travel journey and shaping the future of travel. From a business perspective, digitalization drives innovation by inspiring new models, solutions, and ecosystems. It creates opportunities for start-ups, supports the growth of existing businesses, and redefines the roles of consumers and producers, helping to better align supply with demand.

Challenge: Enhance operational efficiency in the tourism sector using digital solutions for hotels, travel agencies, and tourism boards.

- How can AI-driven automation optimize hotel and travel agency operations?
- How can data analytics improve demand forecasting and reduce resource waste in tourism businesses?
- How can digital tools improve crisis management and resilience for tourism-dependent businesses?

Indicative Relevant Technologies: Smart property management systems (PMS), AI for personalized customer service, blockchain for secure transactions, IoT for smart hotel management.



Theme 5: Gamification (Cultural Heritage, Tourism, Creative Content)

Gamification is a major trend in the Cultural and Creative Industries (CCIs), transforming passive consumption into active participation and making cultural experiences more engaging, immersive, and interactive. As digital technologies advance, audiences increasingly expect personalized and dynamic content. Gamification meets these expectations by fostering learning, entertainment, and community building. A key driver of this trend is the growing demand for experiential engagement. Museums, heritage sites, and creative sectors are

moving beyond static exhibitions, incorporating game mechanics such as challenges, rewards, and storytelling to make cultural content more accessible and enjoyable.

Challenge: Leverage gamification to create immersive and interactive cultural experiences that enhance engagement, storytelling, and audience participation.

- How can gamification transform the way audiences interact with cultural content, from heritage sites and museums to digital storytelling and creative media?
- In what ways can interactive experiences, such as AR-based treasure hunts, digital challenges, or role-playing elements, enhance engagement in cultural, artistic, or tourism-related settings?
- How can game mechanics be integrated into audiovisual content, gaming, or creative storytelling to create new forms of cultural expression and audience immersion?

Indicative Relevant Technologies: AR-based exploration apps, location-based gaming, blockchain for digital collectibles, AI-generated storytelling.

1.3 Date, location and timeline

The Hack2BRIDGE CCI's & Tourism event will take place at [egg premises](#) in Athens, Greece on the weekend of **May 16-17, 2025**.



To reach **egg enter grow go** (located at 75 Thessalonikis & Florinis Str., Moschato) you have several transportation options.

By Bus: Several bus lines serve the Moschato area. You can check real-time routes and schedules on OASA Telematics. Common bus lines passing through Moschato include **049**, **914**, and **B2**.

By Metro: Take the **M1 Green Line** (ISAP) towards Piraeus, get off at Moschato Station. Walk approximately 10 minutes to the venue.

If you are starting from Syntagma or another central location: Take the **M2 Red Line** to Omonia or Monastiraki. Transfer to the **M1 Green Line** towards Piraeus. Walk approximately 10 minutes to the venue.

In case you face problems with location the venue and need further instructions, contact the organising team at +30 210 63 00 785 or email us at bridgesmes@corallia.org



2. WHO CAN JOIN?

Hack2BRIDGE in CCIs and Tourism is open to **SMEs, start-ups**, newly established or under-formation companies, as well as **teams of researchers, students, public and/or private sector professionals** looking to develop innovative solutions. Participants must be **over 18 years old**.

Hack2BRIDGE in CCIs and Tourism welcomes **teams of any size**. Team members may participate virtually as long as the majority of the team attends the competition in person.



2.1 Why get involved?

Participants will have access to the following opportunities:

- **Networking** – Connect with passionate professionals, industry experts, and potential collaborators from diverse fields.
- **Professional growth** – Enhance your skills, refine your expertise, and learn from experiences mentors in a dynamic, collaborative environment.
- **Visibility and recognition** – Showcase your innovative solutions to gain visibility, recognition, and potential collaboration opportunities with participating organizations.
- **Interdisciplinary skills** – Work with experts from various disciplines, integrating ideas to develop more comprehensive and innovate solutions.
- **Mentoring** – Participate in workshops and receive one-on-one guidance from industry experts throughout the competition.

3. PREPARATION

For successful participation, please make sure to follow these steps:

- Organise a strong group
- Register through this link: <https://bridgesmes.eu/hack2bridge-greece-registration>
- Select early one of the themes you want to compete with.
- Study the Evaluation Criteria of the Hack2BRIDGE Greece.
- See useful referrals and other material about Hack2BRIDGE Greece.
- Stay informed by following [Corallia](#), [egg](#), and [BRIDGESMEs](#) on social media.
- Bring your laptop, chargers and power strips.
- Wear comfortable clothes. The event lasts for many hours.

3.1 Useful Information for Contestants

Form multidisciplinary teams including members from different disciplines:

- Leave your imagination and creativity free. Think out of the box, brainstorm, select the main features of your idea and implement it.
- Share tasks between team members and vote for quick decision making.
- Put out timetables and organise your work.
- Ask the experts. There will be specialised Mentors who will provide you guidance. Take advantage of them!
- Have fun! Hack2BRIDGE is an opportunity to meet new people, learn new things and experience a special experience

3.2 What the organiser will provide

- Coffee, refreshments, food, snacks.
- Stream, fast internet access.
- Tips and support from experienced mentors, industry leaders.
- Stationery for notes.
- Equipment for your presentations.

4. STAKEHOLDERS

The following categories of domain and business experts will be involved in the Hack2BRIDGE hackathon:

- **Members of a Scientific Committee:** This committee is responsible for curating scientific and business content related to the hackathon challenges. They will identify relevant educational materials and tools to support participants in developing innovative and technically sound solutions. Expected outcomes of their work include technical documentation, detailed challenge descriptions and organizing related speeches and workshops.

- **Key-note speakers:** Prominent figures from government and industry leaders will deliver keynote speeches to launch the main event.
- **Mentors:** The Mentors of the competition will guide the participants throughout the competition and provide their expertise. Communication with mentors can be both synchronous (on specific sessions) and asynchronous.

The members of the Scientific Committee and the mentors will be announced soon.

5. THE COMPETITION WEEKEND

5.1 Registration for the Competition

To take part in the competition, you must be register at the corresponding [link](#).

Whether you are signing up as a startup, SME, or a team, please ensure that all team members are registered.

Online registrations are open until **May 6th**

In case of an application deadline extension, participants will be notified via official communication channels and the website.

5.2 The agenda

Below you can find the agenda. Any changes will be announced well ahead of time before and during the event, so that you can distribute your available time accordingly.

<i>Time EEST</i>	
Day 1 Friday 16 May 2025	
10:00 – 11:00	Teams' arrival and registration
Opening-Launch session	
Salutation of organisers and inspiration speeches	
11:00 – 11:15	Welcome by organisers
11:15 – 12:00	Keynote speeches
Welcome to the Hack2BRIDGE world	
12:00 – 12:30	Presentation of the Hack2BRIDGE format
12:30 – 13:00	Icebreaker activities
13:00 – 14:00	Networking lunch
Start of Hacking	
14:00 – 17:30	Hacking / Mentors available for consultations and guidance
Ceremony – Evening session	
18:00 – 19:00	Governmental insights & key stakeholders' remarks
19:00 – 20:00	Networking cocktail
Closure of the day	

Day 2 Saturday 17 May 2025	
09:00 – 09:30	Teams' arrival
Hacking time	
09:30 – 14:00	Finalising projects / Mentors available for consultations and guidance
14:00	Submission deadline
14:00 – 15:00	Group photo & Light lunch
End of hacking	
Pitching session	
15:00 – 17:00	Pitchings
Awards Ceremony & Networking	
17:00 – 18:00	Jury deliberation
18:00 – 19:00	Announcement of winners and Awards ceremony, Farewell networking
Closure of the day	

5.3 Submission

All teams must submit a presentation (PowerPoint or PDF) before the deadline. A template will be provided with further details on the content that should be included in the presentation. A demonstration or technical implementation related to the final presentation is optional.

The presentation should include the following. More details and guidelines will be provided to a dedicated session:

- The **Introduction**: Provide a summary of your presentation. Open with a simple statement such as, "This is our team, and this is what we do."
- The **Problem**: Describe the issue you aim to solve or the opportunity you seek to capitalize on. Avoid presenting a solution in search of a problem.
- The **Solution**: Explain how your approach addresses the problem and the value it creates. A detailed technical explanation is unnecessary. Provide just the gist of how you fix the problem (but do make sure that your idea is feasible).
- The **Market**: Identify your target customers or consumers. Quantify the market size, ideally in monetary terms (e.g., How large is the market?).
- The **Business/Pricing model**: Explain how your business generates revenue. Clarify who pays you, the distribution channels you will use, your gross margins, and other key financial considerations.
- The **Competition**: Are there alternatives? Are there direct or indirect competitors? Briefly categorise them.
- The **Unique Selling Point(s)**: Highlight what sets you apart from the competition. What makes your solution unique and compelling?
- The **Team**: Introduce your team members, their skills, and their roles. Explain why your team is well-suited to solving the problem.

- The **Timeplan**: Outline the next steps for implementing your idea. Identify key milestones and expected progress.
- The **Financials**: Present the expected costs, required funding, and projected revenues. Provide estimations to illustrate the financial feasibility of your idea.

Beyond the presentation submission, the teams will have to pitch their idea and present it within a specific time-limit in front of a jury. Upon each presentation, participants will be accepting questions from the jury members.

During the presentation, you should assume that you are “selling” your idea to potential investors! **Focus on capturing their attention and provide the required information that can help them evaluate the business potential of your idea.** Present both the technical and the business aspects of your idea.

5.4 Evaluation Process and Final Presentation

The competition process will be completed with presentations of the participants to the Jury. Regarding the presentation, the participating teams should know the following:

- The duration of the presentation will be strictly regulated (limit to be announced during the competition).
- The presentation should be complete.
- The presentation must respond to all the evaluation criteria.
- Presentations can be supported by real prototypes, slides and/or any other audiovisual media, if available.
- Teams should keep in mind that they are targeting a potential client/investor and want to persuade them to invest in their idea.

The **judging criteria** are:

- **Relevance**: Relevance to the hackathon themes and challenges.
- **Innovativeness**: Innovativeness and value created for future users and customers consisting of sub-criteria.
 - **Customer problem identification**: Has the customer been identified with a specific problem to be solved?
 - **Value creation**: Does the proposed solution solve the identified problem? Is there a market for it?
 - **Technical Innovation**: Is the idea innovative?
 - **Business case attractivity**: Is the business model sound? Can the idea attract interest from potential investors? Does the idea have the potential to secure funding from other sources (beyond investors), such as grants?
- **Quality of the team**: Quality of the team, including technical expertise, business expertise, understanding of the thematic area, commitment to the project and ability to pitch it.

6. EVENT LOGISTICS

Participation in the competition is **free of charge**.

Full meals will be provided for the duration of the competition (16th and 17th of May).

The participants shall bring their own devices (chargers, power strip, etc.) with Wi-Fi capability. The organisers will provide the credentials for free internet resources for the duration of the event.

The premises will be open to participants throughout the duration of the event. The participants shall accept the terms and conditions of use of the facilities. Finally, they shall follow the instructions of the staff.

7. COMMUNICATION - INFORMATION

If you encounter any issues while applying for the competition or need further information regarding any aspect of it, please do not hesitate to contact us! The main point of contact between the competitors and the organising committee is Katerina Zargani:

- e-mail: k.zargani@corallia.org
- Phone: +30 210 63 00 785

8. PRIZES



All participants will receive:

- Direct access to the mini acceleration programme provided by egg.
- A 4-day intensive entrepreneurship course by [STARTAB](#) Programme.
- Networking opportunities with industry pioneers and investors.
- Development of interdisciplinary skills and business recognition.

In addition, **the three finalists** of the competition will receive:

- Access to major international exhibitions targeting CCIs & Tourism (indicatively [ITB Berlin](#) in March 2026, [wtm London](#) in November 2025, [Fitur 2026 | International Tourism Fair](#), [EMITT Istanbul](#), [TTG Travel Experience Rimini](#) in October 2025).
- Additional special prizes depending on the secured sponsorships (to be announced).

9. RULES

Here you will find an overview of the most important competition rules that all participants must follow on the pain of exclusion from the competition.

- All participants must be registered on the Competition [platform](#).
- All participants must fulfil the requirements as described in “Eligibility criteria for participants”.
- All teams must submit a complete Pitch as defined in “Project Submission” before the submission deadline.
- All teams must propose one or more representatives who will present the Pitch during the dedicated Pitch Session.

10. CODE OF CONDUCT

- Activities promoting or related to alcohol, tobacco, religion, politics, intolerance, violence, firearms, pornography, obscenity, gambling, or illegal drugs are explicitly excluded from the competition.
- We provide a harassment-free experience for everyone, regardless of race, creed, colour, ethnicity, nationality, religion, sex, sexual orientation, gender expression, age, physical appearance, body size, disability, or marital status. We do not tolerate harassment on our platforms in any form.
- Sexual language and imagery are not appropriate on our platforms.
- Any person violating these rules may be sanctioned or expelled from the competition at the discretion of the organiser.

11. IPR, OWNERSHIP OF RESULTS & CONFIDENTIALITY

The ownership of any intellectual property developed by participants during and within the scope of the competition will remain with the individual participants.

The Organisers will not assume ownership of the intellectual property. The Organisers may use non-confidential textual and audio-visual descriptions of the intellectual property that are provided by participants in the context of the competition, for promotional purposes.

The Organisers confirm not to disclose any confidential information acquired through the organisation of the Competition to any third party. The Organisers furthermore ensure that all experts and mentors involved in the Competition commit to a non-disclosure agreement.

12. DATA PROTECTION

The Organisers shall handle and protect all personal data in accordance with the privacy policy that is to be defined by the principal and in accordance with the applicable privacy laws and

regulations, in particular Regulation (EC) 45/2001 and Regulation (EU) 2016/679 (General Data Protection Regulation).

13. USER SATISFACTION

Participants agree to complete a short user satisfaction questionnaire after the Competition.

14. AWARD DECISION

The award decisions shall not be subject to legal challenge. The decisions rendered by the expert appointed by the Organiser shall be final and binding for all Participants. Participants shall have no right to justification of such decisions.

15. DATA PROTECTION

The Organiser will handle and protect personal data of all Participants within the frame of the Data Protection Law in the EU - General Data Protection Regulation - GDPR. The personal data of all Participants are handled exclusively in a Member State of the European Union or in a Contracting State of the Agreement on the European Economic Area. Any transfer of personal data to a third country is excluded. The Participant allows the Organiser to transmit their contact details to the EC and the BRIDGESMEs Coordinator to inform them of all matters related to the Hack2BRIDGE Greece and of any other issues the Coordinator and the EC deem relevant and appropriate. By participating in the Hack2BRIDGE Greece, all participants acknowledge that the EC and the Organiser may use their names, country of origin, comments, likenesses, photos and videos (incl. photos/videos taken of the participants during the Hack2BRIDGE Greece), and non-confidential descriptions of their apps developed during the Hack2BRIDGE Greece in publicity or advertising concerning the Hack2BRIDGE Greece or otherwise in any medium now known or hereafter devised (including the Internet or other interactive networks) at any place and time without further compensation or right of review and agree to waive their rights with respect to any such publicity and advertising. The obligations related to personal data protection shall continue to be in effect for an unlimited period or as long as prescribed by applicable law.

16. MISCELLANEOUS

The award decisions shall not be subject to legal challenge. The decisions rendered by the expert appointed by the Organiser shall be final and binding for all Participants of the Hack2BRIDGE. Participants shall have no right to justification of such decisions. The Organiser reserves the right to modify these terms, including any of the deadlines set forth herein, at any time.