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## About

### Welcome to the official page of the First Mile project

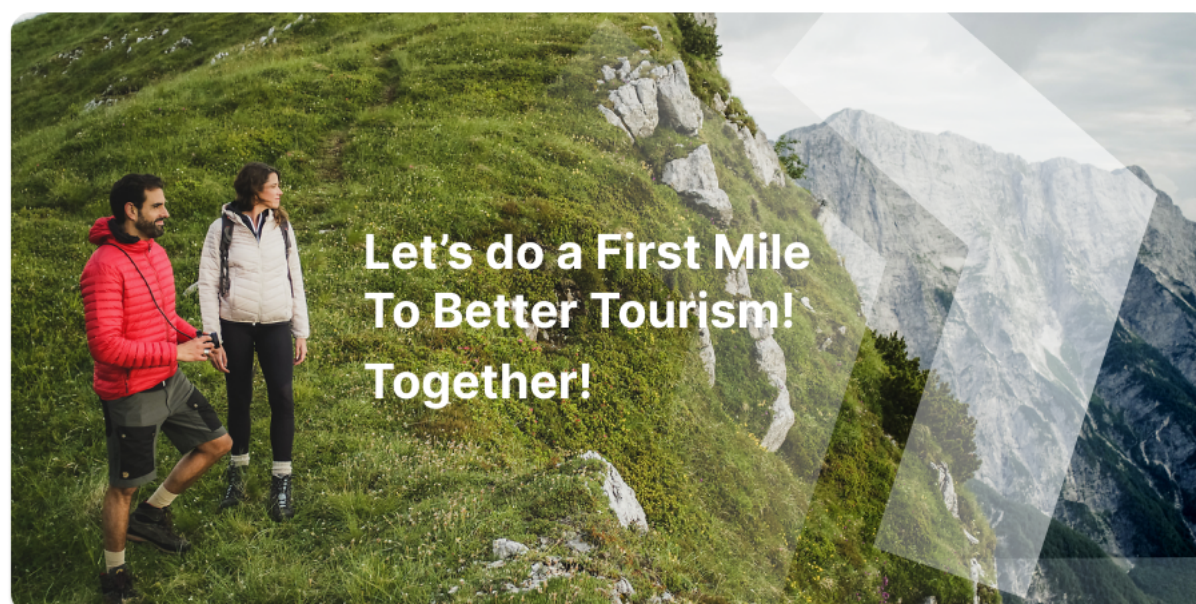
Funded by the EU Single Market programme and launched in January 2023, the First Mile project is a dynamic collaboration that unites 6 partners from 5 European countries. Until December 2025, we'll be working tirelessly towards making tourism more sustainable!

### Our objective

To Accelerate Sustainability in Tourism SMEs thanks to behavioral sciences. The mission of the First Mile projects is to use the power of behavioral sciences to shape solutions that not only drive the post-COVID-19 recovery of tourism SMEs but also improve the sustainability of their operations, even with limited resources. Knowledge about human behavior can fuel behavior change approaches that produce immediate effects while requiring little investment.

### How we will achieve it

The First Mile Project will support 80 SMEs spread across France, Norway, Italy, and Slovenia. These SMEs will have the opportunity to implement and experiment with behavior tactics to enhance their operations and make them more sustainable. With the tools and knowledge acquired during this process, we hope to create a ripple effect.



## The first mile to a better tourism Starts with the first step!

1

### Make sustainability easy and effortless.

By making sustainable choices easier to make and act on, we increase the likelihood that the decision maker will select them without the need to make an effort.

3

### Support sustainability choices with awareness.

By ensuring that the information is provided in a targeted manner at the point of decision when it can influence the choice.

2

### Make sustainability the default option.

4

### Make sustainability appealing as a market advantage, economic privilege.

By setting the most sustainable option as the default option significantly increases the rate with which it is picked up, often without making any significant difference for the decision maker.

By making sustainable options the most appealing alternative among the ones available to choose from.



## Partners



AViTeM is the French Agency for Sustainable Mediterranean Cities & Territories (Agence des Villes & Territoires Méditerranéens durables). Its main objective is to foster sustainability transitions in the Euro-Mediterranean area, from an environmental, economic, and socio-cultural point of view. To do so, it develops European projects, organizes trainings, and promotes cross-border and international cooperation. Here are some of its key areas of intervention: tourism, preservation of heritage, adaptation to climate change, nature-based solutions, youth employment, circular economy, waste management and territorial resilience. More information: <https://avitem.fr/en>.



BehaviourSMART (BES) is the holder of the highly specialized expertise in the application of behavioural sciences and tourism. The experts from the organization include a leading behavioural expert in tourism, experts in climate change and sustainability. More information: <https://behavior-smart.com/>



MIMIR AS has over 25 years of experience supporting SMEs and tourism destinations through advisory services, coaching, capacity building, market insights, innovation programs, sustainability and strategic planning. More information: <https://mimir.no/Radgiverereiseliv>



Open Tourisme Lab (OTL) is an innovation agency dedicated to the tourism sector organizing its activities around 3 synergistic businesses:

- Designer & operator of start-up support programs, with over a hundred start-ups supported since 2017 for a 90% sustainability rate.
- Designer of innovative services & eco-systems to support public and private players in pursuing innovation approaches using agile and creative methods.
- Creator and operator of inspiring professional events to bring together the world of innovation and traditional tourism players.

More information: <https://www.opentourismelab.com/>



The Italian Association for Responsible Tourism (AITR) has over 2025 years of experience in cooperation, development, training and research projects in Italy, the EU and globally with primary focus on tourism businesses and specifically SMEs. More information: <https://www.aitr.org/>



Turizem Bohinj DMO is recognized as a leading destination in Slovenia where sustainability has been integrated as a non-negotiable principle of tourism on national level for many years. Turizem Bohinj was the first destination to achieve Platinum status under the national program Slovenia Green. It has traditions in working hand in hand with local tourism businesses and communities. More information: <https://www.bohinj.si/>

The project	Partners and countries	First mile project	
		Use the outputs and do better	Contacts
Aim	Stories of SMEs	Travel better and adopt new travel behavior	
Behavior change in tourism			
Partners			