

Call for Applications to form part of the NPA N-LITE Project – Literary Tourism Embracing Digital – interpretation of literary stories.

1 Overview

The Western Development Commission (WDC) requests applications in respect of development of project elements for the NPA supported, N-LITE project strand **Literary Tourism Embracing Digital**

The WDC, with partners, seek to offer the opportunity to creative bodies in the region to receive creative digital supports to interpret concepts in the literary tourism realm (e.g. gamification, animation)

The WDC is a statutory body that was established to promote social and economic development in the western region of Ireland. It manages the WDC Investment Fund, which provides loans and equity to businesses and local communities in the region. The WDC has through EU projects led the way delivering real change in sectors such as the creative economy, renewable energy, circular economy, niche tourism and community business development. Its vision is to work collaboratively to promote our region at a global level and to identify, analyse and seek to mitigate and overcome the challenges at a regional level to ensure vibrant, connected communities. The WDC has played a significant role in the economic growth of the region, investing €56.6m in 187 SMEs, micro and social enterprises, directly creating 2,500 jobs. The WDC was the lead partner for the Spot-Lit project and is Lead partner for [N-LITE](#).

What is N-LITE?

N-LITE is a €1.5. million initiative part funded by the Interreg Northern Periphery & Arctic (NPA). It is designed to boost the growth and competitiveness of organisations involved in the Literary Tourism sector. With a focus on equipping them with state-of-the-art digital tools and platforms, N-LITE aims to expand their market presence, enhance the overall customer experience and promote place-based literary assets for domestic and international tourists. By tapping into the potential of immersive technology, N-LITE offers a modern approach to Literary Tourism, ensuring businesses can reach new audiences and deliver unique experiences. N-LITE will also focus on using technology to engage young people both as a new market and to inspire content creators. The project culminates in an extended reality platform showcasing the Northern Periphery and Arctic (NPA). This unified platform allows users to immerse themselves in the NPA's literature, culture, history, landscapes, and societies, powered by advanced AI and inclusive design. N-LITE

also recognizes the need for sustainable tourism practices and aims to extend the tourism season through innovative digital content.

1.2 N-LITE PROJECT PARTNERS

- Western Development Commission, Ireland
- Visit Tórshavn, Faroe Islands
- Kajaani University of Applied Sciences, Finland
- Regional Council of Kainuu, Finland
- Hamsun Centre: The Nordland Museum, Norway
- Region Vastorbotten, Sweden

2. PURPOSE

N-LITE **Literary Tourism Embracing Digital** offers the opportunity for individuals, collectives, SMEs and small businesses in the literary/cultural tourism sector to submit applications to develop a new and innovative digital technology solution for their business.

. Through this project strand the WDC and N-LITE aims to:

- Support the creation of new immersive digital solutions for the literary tourism sector.
- Support competency building in participating organisations.
- Support reflective ways of thinking including collaborative approaches.
- Create awareness of this new solution through showcasing at the N-LITE International Symposium Q1 2026.
- Develop connectivity and shared learning between participating literary tourism businesses across the N-LITE project region.

Literary Tourism Embracing Digital supports literary tourism-focused organisations', microenterprises and small businesses to attract wider tourism audiences and enhance their individual businesses by delivering a new immersive digital technology solution.

It offers the successful applicant/s a supported journey of design, development, and implementation for a bespoke, market-ready, digital experience solution, where they will work with N-LITE technology development partners, the Kajaani University of Applied Sciences (KAMK) to design, develop and deliver their new product / service / experience through partnership and collaborative working. The successful applicant will also be supported by the N-LITE project team in Ireland, to ensure the best outcomes for the project.

The award comprises in-kind support for the successful business, including capacity building and technology design, development and implementation. The final digital solution will be available for use as a business tool for the participating business/businesses once completed and will be showcased at the N-LITE project International Symposium in Q1 2026.

The successful organisation/organisations will be to:

- Take the proposed concept and ideate around the theme, to develop a digital solution working with WDC and N-LITE technology partner, KAMK.
- Devise content and story to ensure visitor engagement and appeal and deliver to KAMK for development into an immersive digital solution in line with the project timeline. (Project content will be required by end of June 2024).

- Continue to engage with WDC over the project period to refine the project approach, ensuring that the proposed solution is workable.

NOTE: Successful applicants are required to attend an Ideation to Activation Workshop to be held online the week of 27th May 2024 (date to be confirmed).

3. ASSESSMENT

Assessment Process

An assessment panel will be convened comprising diverse pool of members of the NPA N-LITE project, as they relate to delivery of the technological and literary tourism element of the project.

Assessment Criteria

To be considered for the award applications should exhibit the following:

1. How the approach and response (digital solution) will enhance literary tourism in the western region of Ireland. 30%
2. The feasibility of the project to be delivered. 40%
3. How your project process and outcomes can enhance shared learning across the N-LITE project partnership. 30%

4. ELIGIBILITY

Who is eligible to apply

This Award is open to Tourism & Cultural Organisations/SMEs and Groups operating within the literary/Cultural tourism sector in the [NPA region of Ireland](#) (Donegal Sligo, Leitrim, Mayo, Roscommon, Galway, Clare, Limerick, Kerry and Cork).

Who is not eligible to apply

1. Organisations operating outside of the counties supported by the NPA programme (listed above).

Categories which are not eligible

- Support for full time undergraduate education.
- Any project which has already begun or is underway in the digital technology space (unless there has been a first phase of the project and what is proposed is a distinctive second phase or subsequent development of an existing project element).
- Initiatives which form part of a competitive, charitable or fund-raising context.
- Capital projects or funding for capital purchases or equipment.

5. TERMS AND CONDITIONS

1. The Award is subject to the availability of funds from the Northern Periphery Area Programme for the N-LITE project. The project must take place in the NPA partner region in Ireland and be of benefit to the literary/cultural tourism sector.
2. Applications and supporting documentation must be submitted via to nlite@wdc.ie

3. Applications must be complete and have all relevant support documentation incomplete and/or late applications will not be accepted.
4. All applications must adhere to the guidelines set out in this document.
5. An acknowledgment will be sent to the applicant confirming receipt of an application.
6. Applications will be assessed by a panel comprising NPA partners appropriate to the technological and regional literary tourism aspect of the programme.
7. Applicants will be notified as soon as is practicable. It is anticipated that the overall process from submission of applications to notification will take no longer than two weeks.
8. The successful applicant/ team are required to participate in *An N-LITE Ideation Activation Workshop - dates to be confirmed*.
9. Anticipated bi-annual shared learning online sessions with other participants in partner locations across the project region.
10. The successful applicant will be required to submit a project report at the end of the project timeframe (Q4 2025).
11. The Western Development Commission reserves the right to review the project progress at any time, and as a result may make changes necessary without prior notice.
12. Applicants are required to read the [WDC GDPR](#) statement in its entirety.
13. The successful applicant will provide documented evidence of work carried out on the project as outlined in Section 6 of this document.

6. DOCUMENTATION AND EVALUATION

The Project supported must be documented throughout the lifetime of the project and the final report submitted must include the following:

- An evaluation which includes a reflection of the overall experience of the project from the perspective of the participants/organisation etc.
- A short report detailing how the award was utilised in terms of outcomes for the business.
- Evidence of your recognition and accreditation of the NPA N-LITE project's contribution to the participating business via logos, advertisements, promotions etc.

7. HOW TO APPLY

Read all documentation carefully.

- Enter all relevant details on the application form.
- Email application & supporting documentation to nlite@wdc.ie
- Include supporting documentation which you feel is relevant to the application

Note: Supporting documentation can be sent in the form of JPEG, TIF, PDF, Excel or Word documents.