



Green Host
CoVE Project



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SPECIFICATION OF REQUIREMENTS FOR THE ONLINE PLATFORM AND CONTENT

PROJECT NUMBER: 101144003



Executive Summary

This document defines the specifications and requirements for the development of **GreenHost Online Transnational Collaboration Platform**, which aims to facilitate cooperation, communication and training opportunities among stakeholders of the hospitality and tourism management industry across different countries. The Platform will provide a secure, user-friendly, and scalable digital environment to support networking, knowledge sharing, reskilling and upskilling, and project collaboration.

Key Objectives

- Enable **efficient transnational collaboration** through advanced communication tools.
- Support **content sharing and knowledge management** with structured repositories.
- Ensure **data security, privacy compliance, and accessibility** for all users.
- Offer **customizable and modular functionalities** to adapt to diverse project needs.

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Introduction

The Website (D3.1) of the project <https://www.greenhostproject.eu> is online, hosting all of the deliverables and reports created by the partners throughout the project's implementation, as well as all the basic information, news, contact details, etc. However, a different section should be established for the Online Transnational Cooperation Platform for Stakeholders (D3.3), with a different URL such as <https://www.greenhostproject.eu/platform>. The Platform will be one of the most important results of the project, because one of the project's main objectives is to establish a network of relevant stakeholders and a stable functional online system to support the networking and collaborative purposes of GreenHost, where any stakeholder will be able to look for apprenticeships, training opportunities and providers of such opportunities. The Platform's contribution will be also substantial for the creation and sustainable maintenance of the "GreenHost Community" throughout the project and afterwards. The main **elements** of the Platform that will make it unique will be the following:

- a) Communication and activities management platform section for initiating and maintaining collaborations and exchanges between VET providers at different levels (low, intermediate, higher) in order to achieve upward convergence for Vocational Excellence;
- b) Communication and activities management platform section for Skills Matching between businesses and students, and the facilitation of apprenticeships, internships and work-based training opportunities;
- c) Communication and activities management platform section for connecting businesses and research institutions (e.g. university departments) for progressing with research on skills needs, innovative teaching and learning methodologies, and relevant curricula;
- d) Communication and activities management platform section for new entrepreneurs and potential investors to be able to forge funding and sponsorship schemes in the field of Green Entrepreneurship, with a focus on innovative tourism and hospitality management;
- e) Communication and activities management platform section for local, regional, national, and European sectoral stakeholders to identify societal challenges and needs to be addressed at local and EU level.

In accordance with the project's methodology, AITR that is the coordinator of Work Package 3, has collaborated with the rest of the partners for the creation of the present deliverable (D3.2) **Specification of Requirements for the Online Platform and Content**, taking into account their training suggestions and business insights, receiving feedback internally, as well as investigating various external resources, in liaison with similar-minded projects and initiatives that were identified. In addition, AITR has made use of the results of Work Package 2 in order to identify the key points that are required by our target groups and the international good practices, putting

the focus on VET content of all ISCEDs represented by the partnership, that will be addressed to GreenHost's target groups too.

Based on all the above, the following roadmap is being followed:

- Creation of a draft D3.2 document based on initial research and input by project partners;
- Update of the D3.2 draft following the 2nd TPM in Porto, Portugal and feedback by partners;
- Discussion during online meetings for final validations of the document;
- Sharing of the final draft to partners;
- Submission of D3.2 to the Project Officer;
- Beta version of the D3.3 Platform ready to be presented to partners during the 3rd TPM in Reggio Emilia, Italy by AITR;
- Official public launch of Online Transnational Cooperation Platform for Stakeholders in February 2026.

Inputs from Different Sources

Inputs from D2.1 Current Situation and Needs Assessment Report

Workforce Skills & Training:

- ☐ Focus on the need for skilled personnel, including those trained in new technologies, digital tools, sustainability, and emerging professions in tourism management.
- ☐ Continuous learning and development to maintain competitiveness and adapt to industry changes.

Sustainability:

- ☐ Incorporating sustainable practices across various sectors, focusing on green skills and technologies, social inclusion, and environmental impact reduction.

Digital Transformation:

- ☐ Emphasis on equipping the workforce with digital skills, enhancing operational efficiency, and integrating digital tools to meet customer demands.

Cooperation & Stakeholder Engagement:

- ☐ Encouraging collaboration among public bodies, businesses, education and training, civil society, and individual stakeholders to support tourism development based on the Environmental Footprint methods and sustainability goals.

Insights from Project Partners

Good practices from other platforms and their specific features

<i>Platform</i>	<i>Link</i>	<i>Description</i>	<i>Useful inputs</i>	<i>Country</i>
Hidden Mediterranean	www.hiddenediterranean.net	CROSSDEV's project output	Simple and dynamic platform. Output of a European funded project.	Italy
Etruskey	www.etruskey.it	DMO project financed by the Lazio Region	Nice and simple calendar and events function.	Italy
Tiberland	www.tiberland.it	DMO project financed by the Lazio Region	"What to do" section's filter system.	Italy
EPAL - Electronic Platform for Adult Learning in Europe	https://epale.ec.europa.eu/en	Update MOOC: Erasmus+ Funding Opportunities for Adult Education Providers	Electronic educational platform for adults on different topics. It offers different functionalities: contribute, collaborate, MOOC courses, my community to interact.	Spain
European Cluster Collaboration platform	https://www.clustercollaboration.eu/	Platform to cooperate with European partners	System to search partners. Agenda of events.	Spain
eTwinning	https://school-education.ec.europa.eu/en/etwinning	Online platform oriented to teachers to collaborate	System to search people, partners and institutions (section Connect). Section of materials and events (section Learn).	Spain
LinkedIn	https://www.linkedin.com	Matching and professional networking platform	Advanced Profile Matching. Algorithms: Inspired by LinkedIn, these can facilitate targeted	Cyprus

			connections between students, professionals, and businesses.	
Coursera	https://www.coursera.org/	Platform that offers a user-friendly resource centre and personalized learning paths	User-Centric Resource Organization: Coursera's structure of themed learning paths can help streamline access to training and resource materials.	Cyprus
Slack	https://slack.com/	Platform providing effective internal messaging and collaborative workspace tools and using channels to organize conversations by topic, project or team	Collaborative Workspaces: Slack's approach to shared workspaces can be adapted to enable document sharing and project management for GreenHost users. The popular platform for team messaging and file sharing with a clean interface – it supports channels, direct messages, and integrations with many third-party apps. Public channels allow open discussions accessible to all members while private channels restrict access to specific participants. The platform incorporates a direct messaging feature that allows members to communicate on a personal notice through private messages enabling quick and confidential exchanges. The platform includes the option for voice and video calls that enable real-time discussions and virtual meetings.	Cyprus & Slovenia & Greece

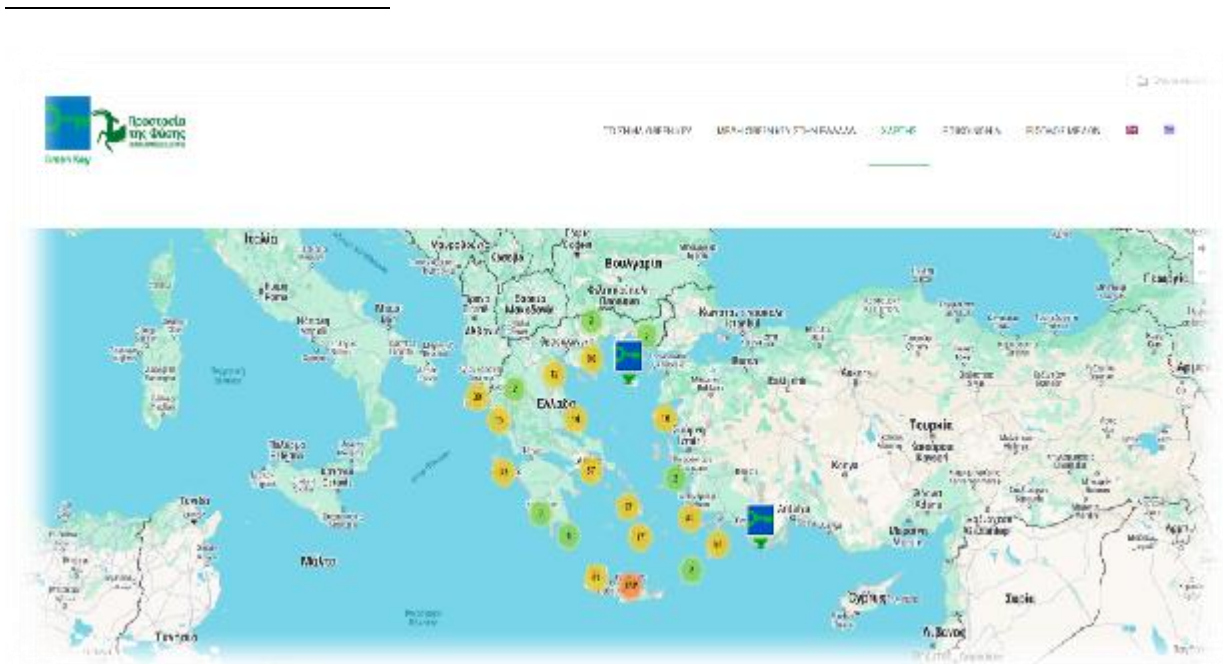
Airbnb	https://www.airbnb.com/		Airbnb is a platform that offers lodging and accommodation, allowing users to filter searches by location, price, amenities, and more, while providing reviews and personalized recommendations. GreenHost can adopt similar features by allowing trainers to register and match them with relevant stakeholders based on their expertise and interests. This can include a review system for evaluating trainers and training curricula. Additionally, a certification or progress-tracking system, similar to Airbnb's community badges, could be implemented to motivate learners and foster a sense of community among users.	Greece
Airbnb Experiences	https://www.airbnb.com/s/experiences	Focuses on connecting users to opportunities in the tourism sector, offering insights into how to structure user-friendly interfaces for tourism-specific use cases	Sector-Specific Navigation: Airbnb Experiences' focus on tourism-related categories can guide the creation of intuitive interfaces tailored to the needs of the hospitality sector.	Cyprus
Academica Digital	https://academiadigital.turismodigital.pt/	Digital platform of Portuguese Tourism Board with for online training	Specific training in tourism and hospitality fields, with courses available for online and presentational training. It has the description of the course, content, etc., the possibility to trainees to register in courses and materials available.	Portugal

Nau sempre a aprender	https://www.nau.edu.pt/en/	Digital platform European project for training provided by different organizations.	It is applied to different knowledge areas, it can be filtered by categories, all the courses are in e-learning, in MOOC format. It uses Moodle platform to provide courses, enabling education and training, promoting a culture of continuous learning and stimulating digital literacy.	Portugal
Lifelong learning platform	https://www.lifelongplatform.eu/	The Platform aims to voice citizens' concerns about lifelong learning. The Lifelong Learning Platform promotes a Europe-wide cooperation among civil society organizations in order to voice citizens' concerns on lifelong learning issues, and to propose concrete solutions, based on the expertise, competencies and experience of its networks, for lifelong learning to become a reality for all. By bringing together actors from all sectors and levels of education and	The Platform believes education is the key to foster equity, social cohesion and active citizenship. It believes that the objectives of education and training should not only be described in terms of employability or economic growth but also as a framework for personal development. It defines the following goals: Pursue an active dialogue with European institution; Enable exchanges of best practice, experiences and expertise; Disseminate information on key issues in the lifelong learning sector; Organize events and develop activities in transversal lifelong learning topics; Promote a more democratic, civic and social Europe.	Portugal

		training, the Platform contributes to an increased flexibility between systems		
Praxis Network	https://www.praxisnetwork.eu/	Digital platform European project to share projects and internships, and to find international students for it, across Europe	In this platform institutions and organizations can register to present proposals of projects and internships. Students can register to make available their CV and skills, and to apply to real-life projects/internships, to join international teams and to pick projects and internships around Europe. The platform also proposes to students and/or organizations matchings between projects/internships and students' skills/CV.	Portugal
UDEMY	https://www.udemy.com/	Digital eLearning platform for the development of technical and soft skills	This platform provides e-learning courses and certificates from all fields, with courses in MOOC format.	Portugal
Green Key¹	https://www.greenkey.global/		Green Key is a global eco-certification program for tourism establishments, managed by the	

¹MAP FEATURE

			Foundation for Environmental Education (FEE). Its goal is to promote sustainability by encouraging businesses to adopt eco-friendly practices. It offers sustainability certification, ongoing guidance, tools, and resources for improvement. The Green Key website features a map that tracks green certifications and sustainability efforts. For GreenHost, this feature can be adapted to link students and businesses for skill matching, internships, and teaching methods. The map could include a switch button that, when clicked, provides an overview of VET providers in the consortium countries.	Greece
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Trip Zero	https://www.tripzero.events/		TripZero is a travel integration booking program that users can use to book their accommodation through the platform. For every booking made, Trip Zero utilizes a portion of its revenue to fund carbon offset projects. The platform utilizes simple but very effective tools which are used to track the carbon footprint and automatically calculate the carbon emissions for each trip based on specific travel details. This tool makes every travel more eco-friendly and sustainable, as the users do not have to manually calculate their emissions and can view exactly what is going to be their impact towards a more sustainable future. The same tool can be incorporated in the platform so that every individual or business can acquire an estimation of the carbon footprint and emissions that they produce.	Greece
WhatsApp / Messenger			Both abovementioned platforms are part of the Meta conglomerate that owns several social networks and platforms which are used by several billion people everyday. The most fundamental aspect of the abovementioned is the incorporation of a direct message from user to user, which. will enable users to receive messages instantly. The latter will also	Greece

			create networks among the users and form a community among the members as an option to create group messages and teams can be incorporated.	
FEA-VEE (Fashion Earth Alliance)	https://fea-vee.eu/cooperation/	Platform of the project FEA-VEE (Fashion Earth Alliance)	This platform is designed for the following types of users in the fashion sector: Companies, Students and graduates, Workers, VET providers (schools and universities), Educators, Entrepreneurs, Institutions. What the platform allows to do: -> If you are a company or an entrepreneur: post job offers and internships, seek/offer collaborations with educational and research institutions -> If you are a student, graduate or worker: seek for internships or job opportunities, connect with businesses and look for education and training opportunities -> If you are an education provider or an educator: promote your education and training offers, promote events, contact other schools/institutions/companies and entrepreneurs for cooperation projects. -> If you are an institution: connect with other stakeholders of the fashion and textiles sector to exchange best practices and ideas	Greece

			On the homepage, you will find a comprehensive overview of the platform. It outlines the platform's target users and the opportunities it provides. The page features introductions to the Community and three vital sections: Networking area, Matchmaking area, and Events. Additionally, you can easily access your profile to check messages or new notifications.	
Discord	https://discord.com/	Discord can be described as a pioneer as almost all gamers are using this platform to communicate with each other	It enables real-time interactions through text voices and video and includes bots that provide automated moderation and customizable interface that allows the users to personalize their experiences with themes and emojis.	Greece
Couchsurfing	https://about.couchsurfing.com/	Couchsurfing is a service that connects members to a global community of travelers. The platform can be used by the users to find a place to stay or share their home and hometown with travelers	The first step involves the creation of a detailed profile, which is the best way to connect with people. Then each member can opt to host different individuals, or they can select to host people on their couch, all the interactions occur through the platform including the communication and chat.	Greece
WayUp	https://www.wayup.com/	WayUp enables early career candidates to discover and be	From landing paid internships throughout college to the job market, WayUp is there to aid any individual in uncovering	Greece

		discovered by employers	opportunities for their future. The platform emphasizes creating an equitable and transparent job market, fostering diversity and empowering users to launch successful careers.	
Global Apprenticeship Network (GAN)	https://www.gan-global.org/	An international multistakeholder initiative that aims to promote and expand apprenticeships and work-based opportunities worldwide	The organization collaborates with businesses, governments and organizations to create sustainable solutions that address skills gaps and all the relevant workforce challenges. The network includes a news board and a podcast section that provides insights into employment opportunities and pathways in other countries. Moreover, the network includes an events section that disseminates all the relevant events in relation to potential apprenticeships and internships.	Greece
Handshake	https://joinhandshake.com/	A platform that is designed to connect college students and recent graduates with employers offering internships, apprenticeships, and entry-level jobs	The application focuses on the empowerment of students by bridging the gap between higher education and the workforce. Among the advantages of the platform is the simple interface that incorporates it is very accessible and can be used by students, employers and hosts, and a separate section such as career centers that offers direct link between the user and the institution.	Greece
MS Teams	https://www.microsoft.com/		the app has communities, events, chats, channels, meetings,	Slovenia

	t.com/it-it/microsoft-teams		storage, tasks, and calendars in one place – so you can easily connect and share apps; it is all in one place, all in the open and accessible to everyone.	
Asana	https://asana.com		Primarily a project management tool, ASANA includes messaging, task tracking, and collaboration features for teams.	Slovenia
Monday	https://monday.com/		A visual platform combining task management and communication tools, perfect for tracking projects and collaborating effectively.	Slovenia
Booking		Online platform for accommodation	Adding a feature to select specific dates (from-to), how many people want to be on the internship and etc. This way only the available internships are going to be displayed for the intern so that he can choose from the available ones. It will be useful for this feature to work for future dates as well, so that the intern can check his/her availability.	Bulgaria
Enterprise Europe Network	https://een.ec.europa.eu/partnering-opportunities	B2B opportunities	Publication of EEN partnering opportunities and events from the Network could enrich the content of the platform and to enhance B2B cooperations potential.	Bulgaria
Enhance CV / Europass integration	https://europass.europa.eu/en/create-europass-cv	CV upload	API / or other tool to allow users to upload / connect with their CVs already generated via other platforms.	Bulgaria

Target Groups of Interest

The platform is tailored to serve a wide range of users, categorized into primary and secondary target groups:

Primary Target Groups:

- ☐ **Students and Learners:** From secondary to higher education, with a focus on those pursuing vocational training in tourism and hospitality.
- ☐ **Teachers and Trainers:** Educators involved in vocational education, responsible for equipping students with green and digital skills.
- ☐ **Tourism Professionals:** Practitioners in the hospitality industry, including hotel managers, restaurateurs, and travel agents, seeking to upskill and/or reskill in sustainability and innovation.

Secondary Target Groups:

- ☐ **Entrepreneurs and Startups:** Individuals or groups looking to innovate within the tourism and hospitality sector, particularly in green practices.
- ☐ **Public Authorities:** Local, regional, and national government bodies responsible for policy and planning in tourism and vocational education.
- ☐ **Investors and Sponsors:** Financial stakeholders interested in supporting sustainable and innovative projects.
- ☐ **Research Institutions:** Universities and think tanks focused on skills development, labor market trends, and sustainable tourism practices. The components and deliverables of the project include educational material and the creation of high-quality material that is relevant and contemporary can be utilized by educational institutions. In addition, the deliverables of the project can be used as the basis for further research by institutions or individuals. For instance, additional analysis can be based on exploiting the results of “GreenHost” and further exploring sustainable tourist practices in aviation transportation or something similar.
- ☐ **NGOs and Civil Society Organizations:** Entities advocating for environmental sustainability, social inclusion, and cultural preservation in tourism. The results and outcomes of the project including all the deliverables and actions should aim to impact the mindset, rationale, and vision of international organizations. This can be achieved by promoting specific components of the project (e.g. modules, curriculum, the platform) to international bodies (Tourist organizations, environmental institutions, NGOs and other civil society organizations).
- ☐ **Job Seekers in the Tourism Industry:** Another target group that can be included in the project are all the individuals who seek for a vacancy in the fields of tourism and hospitality. The project should specifically target these groups, as many workers were displaced especially during the pandemic as many seasonal workers were impacted by travel restrictions.

Moreover, people that are considered a shift in their careers should also be targeted as they can benefit from the activities and the output of the project, providing them with soft and practical skills.

- ❑ **Newcomers and Beginners:** Individuals who have successfully completed their education and have graduated from an institution can struggle during the initial stage of their careers. This fact has been greatly elaborated as a recent trend by many scholars, as there is an important need to provide this group with additional practical support that can be very useful in their career prospects. Furthermore, the platform can be a great tool for them as it will combine the training material and will be used as an interactive space for locating opportunities such as internships and apprenticeships.

Potential Useful Features and Functionalities

0. Access to the Platform

The platform is nested on the website so that it can be both accessible from it as well as from its dedicated URL. It will always be possible to be redirected to the website from the platform.

All partners should include both links (website and platform) in their respective websites. This – in addition to being a project's requirement – will also enhance indexing and website traffic.

1. Login and Registration

The core platform features that "GreenHost" must incorporate is to include a solid performance optimization as the platform must be able to handle a high number of users.

- ☐ Secure user authentication with role-based access control. The Platform must give the possibility to register both as person and as organization (with different requirements). No anonymous profiles will be accepted.
- ☐ Integration with social media and institutional logins for convenience [*OPTIONAL*].
- ☐ User profile [*PHOTO PROFILE OPTIONAL*].

Wix Members Area & Custom Roles: Wix's Members Area allows users to sign up and log in, while custom roles can be created within the Wix Dashboard to categorize users into different target groups. During registration, users can be automatically assigned a role via a simple form, which may include a dropdown for self-selection. Once roles are set, page permissions can be managed using Wix's built-in restrictions, granting access to specific pages or sections based on roles. Additionally, role-based profile fields can be displayed to enhance user customization.

2. Robust tools for Messaging and Communication, enabling seamless interaction among users

This section plays a crucial role in the enhancement of user engagement as it allows users to interact, exchange ideas and forge relationships that result in the creation of environments where they feel connected, attached, and valued.

- ☐ Internal messaging system for direct, secure and user-friendly messaging system communication.
- ☐ Private group rooms for collaborative interactions, group discussions and exchange of ideas, such as for instance:
 - ❖ Research Collaboration Hubs: Dedicated spaces for joint research projects and knowledge sharing.
 - ❖ Stakeholder Consultation Tools: Mechanisms for gathering input from diverse groups on key issues.
 - ❖ Policy Collaboration Spaces: Areas for discussing and drafting policies at local, national, and European levels.

- ❖ Funding Opportunities: Sections for exchanging grants, sponsorships, and investment options in sustainable tourism.

Wix Groups and Members Area

- ❖ Group Creation and Access Control: Only administrators can create public groups, which any registered user can join without approval. Groups can be classified as either public (open to all) or private (requiring admin approval for membership).
- ❖ Features: Wix's Members Area and Groups provides integration with Wix's native chat functionalities for messaging capabilities. The Group Area facilitates collaborative interactions, group discussions, and content sharing, including:
 - Bulletin Board: Configurable for admin-only posts or open contributions.
 - File Repository: A centralized list of downloadable files.
 - Video Library: A dedicated space for video content.
 - Customizable Tabs: Sections that can be tailored with audio, video, or text content.
 - Event Management: Members can register for events, which may be free or paid.

3. File Sharing and Resource Centre

As for the upload of the material, high consideration should be attributed to their gamification as the learning material will be more understandable and scalable if it is presented in a way that encourages interaction with the user.

- ☐ Shared Workspaces (groups) with upload and download functionalities for sharing materials (documents, resources, and project updates), divided by category and with #tags to easily locate / search content.
- ☐ Categorized and searchable resource library, including Best Practices Repository: A library of case studies and examples addressing sustainability and inclusivity in tourism both as replicable example and as potential collaborator to get in contact with. [Option 1: separated resources centers both on website and in platform with distinctive content; Option 2: only one resource center on website and links to specific materials from platform].

Wix File Sharing: A file library where site members can easily share, search for, and organize files into folders for quick access and seamless collaboration.

4. Calendar and Event Management

- ☐ Shared calendar for upcoming training sessions, webinars, seminars and networking events in the project's partner's countries [*It isn't possible to automatically import calendars and events from social media pages, but it is possible to automatically export calendars and events from the platform to social media pages*].
- ☐ Registration and reminders for events (email to contact and notification on the platform).

Wix Events: Seamless event management, allowing users to create and categorize events such as webinars, seminars, and networking events, including external events. The platform supports event registration, automated reminders, and attendee management, ensuring a streamlined experience.

5. Profile Matching to bridge the gap between education and the job market, to ensure green entrepreneurship and to address societal challenges

The inclusion of a section that is going to be dedicated to internships and apprenticeships is very important in providing opportunities for personal and professional development for fresh graduates, students, and stakeholders in general. This section will practically connect education with practical experience enabling individuals to apply their theoretical knowledge in the real world while also developing new skills. By including this section on the website, it becomes a hub for connecting individuals and stakeholders.

In terms of future perspectives that are going to be highly connected to the market, a separate section that will allow institutions and entrepreneurs to post vacancies and internships should be created, providing opportunities to the target groups and will also benefit businesses and entrepreneurs to acquire new, highly ambitious, and motivated individuals in their businesses.

The platform should also provide tools for connecting entrepreneurs with potential investors and collaborators as well as tools for cooperation among stakeholders (governments, businesses, civil society, and individuals)

- ☐ Job and Internship Boards: Dedicated sections for posting and finding apprenticeships, internships, and work-based training opportunities with activity flow.
- ☐ A filter system can be used to facilitate research on the platform (e.g., students with businesses, researchers with institutions, entrepreneurs with potential investors and collaborators) based on skills, interests, and opportunities.

Specific software: A software – to be developed – will allow companies to post job, internship, training, and funding opportunities, while users can search and apply using filters. Companies can view student profiles, connect via chat, and manage applications, ensuring a straightforward and transparent process without automated matching or recommendations.

6. Analytics, support and Reporting

- ☐ Dashboards to track engagement and resource usage. This data collection relevant to user engagement and satisfaction will be useful for evaluation purposes.
- ☐ AITR's technicians will be assisting the consortium with major technical issues that might arise.

Wix Analytics: the tool provides statistics on how people use a website, including how they navigate, what they click, and how long they stay. These statistics can be used to improve a website's design and content.

Accessibility and Inclusivity Considerations

1. User Accessibility

- ☐ Compliance with WCAG (Web Content Accessibility Guidelines) standards (level A).
- ☐ Mobile-friendly design for seamless access on various devices.

2. Language Support

- ☐ Multi-language options to accommodate diverse user groups across Europe.
- ☐ Clear and simple language used throughout the platform, since translations will be mainly carried out by project partners.

3. Inclusive Content

- ☐ Consideration of cultural and regional differences will be taken into account, but the platform will have the same interface in all languages.
- ☐ Avoidance of jargon to make the platform approachable for all education levels, since translations will be mainly carried out by project partners.

Suggested Layout and User Flow

The GreenHost Platform will feature a user-friendly design that caters to its diverse user groups. The suggested layout and user flow include:

1. **Homepage:** A welcoming landing page that highlights key functionalities, latest updates, and user access points (e.g. login/registration).

2. **User Dashboard:** Personalized dashboards tailored to user roles (students, teachers, professionals, etc.) displaying relevant tools, resources, and notifications.

3. **Navigation Menu:** A clear and intuitive navigation bar with sections such as:

- ☐ Home
- ☐ Profile
- ☐ Resources
- ☐ Groups
- ☐ Events and Calendars
- ☐ Support

4. **Search Functionality:** For locating resources, events, or potential collaborators efficiently.

Wix Site Search: a tool that lets users search the site through a search bar. The results of the search are displayed clearly in a list, so that users can easily find what they're looking for.

5. **Workflow:**

- ☐ Registration/Login: Secure and seamless account creation and access.
- ☐ Role-Based Content: Content and tools dynamically displayed based on the user's role.
 - ❖ Education and research institutions, trainers and VET providers: name, surname, full address, Country, university/institution, logo, email, position, languages spoken, institutional social media [OPTIONAL].
 - ❖ Enterprises, SMEs and professionals: name, surname, full address, country, company, sectors (1. Accommodation and food service activities; 2. Passenger transport services; 3. Travel agencies and other reservation services; 4. Cultural services; 5. Sports and recreational services), company logo, email, position, languages spoken, company social media [OPTIONAL].

1 person will register as responsible for each enterprise and will accept the rest of the people that register under the umbrella of the same enterprise

- ❖ Public authorities and policymakers: name, surname, full address, country, institution, sectors, institutional logo, email, position, languages spoken, institutional social media [OPTIONAL].
- ❖ Students and learners: name, surname, year of birth, gender, city, nationality, university, currently enrolled/graduated, email, languages spoken, link to LinkedIn [OPTIONAL].
- ❖ Civil society organizations: name, surname, full address, country, sector (1. NGO, 2. Foundation, 3. Association, 4. Union, 5. Cooperative, 6. Other), email, languages spoken, organizational social media [OPTIONAL].

GreenHost project partners will register based on their role, but each partner will also have (at least) one focal point with admin roles to access the back end (*to be decided internally*).

❑ Application processes:

- ❖ National apprenticeships:

→ **National apprenticeships offer (public).**

Companies need to submit their offers, which should be published by a designated representative who will first log into the platform.

- Offer code.
- Profile of the company (link to enterprise profile in which much info will be already fetched from the registration phase (sector of activity, company logo).
- Innovative areas: 1. Sustainability 2. Digitalization 3. Sustainability and digitalization.
- Department (e.g. marketing department).
- Place (city, full address).
- Tasks to be developed.
- Remuneration.
- Schedule (time).
- Observations [OPTIONAL].
- Description in all the languages for which the offer is valid: The companies should be able to describe the added value of the offer related to sustainability and digitalization.

→ **Before publication the offers for the national apprenticeships will have to be validated by Partners from each Country directly through the platform so as to ensure that the offers fulfill the eligible criteria** (this validation won't be necessary after having finished the internships required for the project, so after the project the companies will be able to post directly).

→ **Students will be then able to apply for the apprenticeship offers.**

[Once validated, the student and the company will have a private group in which to share:

1. Learning agreement.
2. Preparation and support guidelines.

3. Insurance.
4. Assessment of the national apprenticeships.
5. Certificates.]

❖ International study visits:

→ **International study visits offer (public).**

- General information.
- Logistics information (description, calendar, place...).
- Partner's coordination.

→ **Partner's validation (private).**

CETT and TIHC that are responsible will receive the applications, inform partners to interview them and partners will validate for each country.

CETT and TIHC will then proceed with the final validation through the platform of the students who will finally participate in each country (button to validate).

❖ Students (public):

→ **Application (public).**

- Personal data (link to student's profile).
- Motivation letter based on how to develop and improve new competences.
- Commitment letter that they will participate in the practices.
- Selection of the type:
 - A. If they only prefer one country, the students will have the option to select only one: 1. Greece, 2. Spain.
 - B. If the students are interested in both Study Visits, they can rank both countries according to their preference.

→ **CETT / TIHC partner organizations.**

Validation of the student's profile for the international study visits

→ **Students' profile (private).**

Validation by the student/s (button to validate)

[Once validated, the student and the partner will have a private group in which to share:

1. Learning agreement.
2. Preparation and support guidelines.
3. Insurance.
4. Infopack.
5. Certification.]

Activity flow: For national apprenticeships and international study visits, if the process of posting vacancies and offers, as well as the validation process, proves to be too complex in terms of activity flow, we will evaluate the option of simplification to facilitate connections between users on the Platform.

Potential Risks and Possible Solutions

Registration risks

A significant risk is that the registration process may be too long or complex, discouraging students and companies from signing up. If users encounter difficulties, they may abandon the registration process altogether, leading to low engagement and frustration.

- ☐ Registration should be an automated process as much as possible with clear and standardized registration "roles" for different user groups. It will be possible to automatically login through Facebook/Google accounts.
- ☐ Students will be responsible for their own registration, meaning the process should be straightforward.
- ☐ Companies, on the other hand, will need to enroll and to streamline this, we should develop online templates where company representatives can simply complete them.
- ☐ Additionally, we would need to create automated approval workflows to reduce the need for manual intervention (back end) as much as possible to proceed with the validation of certain available actions (e.g. CETT and TIHC will validate companies' offers for the apprenticeships and for the study visits). If needed specific registration guidelines can be elaborated and provided to all partners, students, and companies.

Spam and bad language

- ☐ The platform and its language will be periodically monitored by the project's partners focal points.
- ☐ A netiquette manual will be developed for public use.
- ☐ The 100% public content will be minimized, so as to privilege authenticated interactions.

Low engagement of target groups

- ☐ All content on the platform will be visible (public) but actions will be possible only once registered. This constitutes an incentive for registration.

Translation and linguistic accessibility across Countries.

- ☐ All useful content will be gradually translated into all relevant languages.
- ☐ Where available different language versions will be provided (e.g. reports or other informative material).

Sustainability of the platform after project's conclusion.

- ☐ UoM, as the project coordinator, will evaluate costs for maintenance and future basic updates of the platform. For this reason, a comparison between **Wix** and **WordPress** is provided in the last section of this document.

- ☐ All training, learning and educational materials to be developed will be available on the platform to be used without any financial or other fees.
- ☐ All project results will be available on the Platform for at least 4 years after the project ends. The Platform will run in its essential features even after the duration of the project, so its contribution will be substantial for the creation and sustainable maintenance of a “GreenHost community” throughout the project and afterwards. Companies, students, and partners will continue to access and interact with the platform seamlessly, without requiring direct support, ensuring continued access and future collaboration opportunities even after the project's conclusion.
- ☐ The Platform will be integrated as much as possible with other Websites (mainly project's partners' organizations) so as to minimize resources needed for future updates.
- ☐ Project's partners might envisage a rotation system for updating the platform after project's conclusion, with a yearly calendar agreement.
- ☐ The Platform could be built on modular and scalable technology, allowing for easy updates and expansions.

Technical management between users, partners and subcontractor

- ☐ Major actions will be available in the front-end (such as creating a group, approving a member, etc.) so as to reduce interactions in the back-end. Any action by the target groups on the platform will be feasible at the front-end of the platform (e.g. Form to fill out for apprenticeship offers).
- ☐ Only project partners and especially AITR will have access to the back-end. Each partner or Country will have (at least) a "platform focal point" which will also have an admin role and therefore access the back-end of the platform. The focal points will also be in direct contact with AITR's platform focal point, for support and instructions needs. Specific training initiatives might be envisaged to instruct focal points. A specific database will be developed for this purpose.
- ☐ AITR's focal point, will nonetheless provide simple templates to replicate easily when uploading new content to the platform.

Comparison between WIX – WordPress Features

Feature	Wix	WordPress
Hosting and Scalability	Included, with scalable infrastructure optimized to handle traffic without extra costs.	Requires choosing a hosting provider and, to manage increasing traffic, often requires investing in advanced configurations and cloud solutions with extra costs.
Security (Firewall, DDoS)	Built-in protections within the platform.	Requires plugins and/or external services for firewall, DDoS protection, and other security solutions.
Integrated CDN	Integrated to ensure optimal loading times worldwide.	Requires the use of an external CDN service, with additional costs and configurations.
E-commerce	Integrated solution with shop management, secure cart, and checkout.	Requires installation and configuration of plugins (e.g., WooCommerce) and sometimes additional integrations.
Calendar and Appointments	Interactive calendar and integrated appointment booking system.	Available via specific plugins, with potential extra costs and more complex configuration.
Blog and SEO Tools	Intuitive editor with built-in SEO tools.	Powerful blogging system; SEO through dedicated plugins (e.g., Yoast SEO), but requires manual configuration.
Design and Customization	Modern, responsive templates and an easy drag-and-drop editor.	Advanced customization often requiring technical skills or developers.
Custom Databases & Workflow	Wix Data allows you to create custom databases; advanced forms with integrated workflows.	Possibility to create custom databases and workflows via plugins (e.g., Advanced Custom Fields, Gravity Forms), with additional costs and configurations.
Marketing & Analytics Tools	Built-in email marketing, social media integration, and analytical dashboards.	Available through plugins and external services.
Multilingual	Built-in multilingual support to broaden audience reach.	Available via plugins (e.g., WPML or Polylang), generally paid and with further management complexities.

Security and Updates Costs	All updates, security, and platform maintenance are included in the monthly or annual fee.	Requires investment in security plugins, regular updates, and, in some cases, technical support (costs vary based on chosen solutions).
User Profile Management & Community	Integrated system for managing user profiles, with the ability to create member areas and online communities.	Available via plugins (e.g., BuddyPress, Ultimate Member) for managing user profiles and creating online communities, with potential extra costs and custom configurations.
Advanced File Sharing (like Dropbox)	Allows advanced file management and sharing for members and teams directly from the platform.	Requires third-party plugins (e.g., WP File Download, Google Drive Integration) to enable advanced file sharing, with extra costs and configurations.
System Administration Costs	Included in the fee: no additional expenses for configuration, maintenance, and updates.	Requires investments in system management, server configurations, and technical support, with extra costs linked to complexity and traffic.
Security System (SOC)	Integrated into the platform, with continuous monitoring, threat detection, and real-time management.	Requires integration of external solutions or advanced plugins, with dedicated costs and configurations to implement a complete SOC.

Conclusions and Next Steps

Following-up the specification of its requirements deriving from this document (deliverable D3.2 of the GreenHost project), the Platform aims to serve as a **critical enabler of international collaboration** in the hospitality and tourism management industry, improving efficiency, accessibility, and knowledge exchange among stakeholders and identified target groups. The outlined specifications ensure the development of a **robust, secure, and adaptable** solution, aligning with the project's transnational cooperation goals and international quality standards.

With the specifications outlined, the next phase involves finalizing the requirements through partner consensus. Once the partners have agreed on the Platform's requirements, they will proceed with the development of the Online Transnational Cooperation Platform (deliverable D3.3) to support stakeholders effectively. The roadmap includes phases for **system design, development, testing, and deployment**, ensuring a seamless and scalable solution. Future steps will also focus on **user training, feedback collection, and continuous improvements** to enhance the Platform's functionality and impact, both inside and outside the GreenHost consortium.