This project is co-funded by the European Union and the Republic of Türkiye

UFUK AVRUPA

Green and Inclusive Future

International Brokerage Event

21 January 2027 İstanbul (Physical Event)



PRESENTER FULL NAME: Dilyana Dragomirova

ORGANIZATION: U Grow Academy, Bulgaria

WORKSHOP: #1 Culture, Creativity and Inclusive Society

REPUBLIC OF TÜRKİYE MINISTRY OF INDUSTRY AND TECHNOLOGY

#NATIONAL TECHNOLOGY INITIATIVE

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK



Description of the Organisation

Award-winning facilitation

Gold Award at the IAF Facilitation Impact Awards 2026 for our co-creation workshops on circular practices in the European project Circular Voices, a cooperation between Bulgaria and Spain.

Who we are

A Bulgarian organisational consulting and training company. In Horizon Europe consortia we design and facilitate the participatory work.

How we work

Participatory foresight, co-creation and capacity building, built on our Awareness-Action-Adoption approach, Pro.Play® and Liberating Structures.

Who we work with

Ministries and municipalities, universities and research organisations, SMEs and large companies, start-ups and NGOs.



Your Teams' Expertise

Certified trainers and facilitators with global experience

10 expert facilitators in Bulgaria and Europe

3,000+ people engaged and trained

6 countries of international experience

3 sectors: public, private, NGO

International memberships in global communities for exchanging best practices in facilitation, workshops and trainings:

International Association of Facilitators (IAF) · Fit for Facilitation · Liberating Structures · Pro.Play® · Lean4Gain



Dilyana Dragomirova

Founder & CEO, U Grow Academy

linkedin.com/in/dilyana-dragomirova

- **Strong expertise in tourism-related projects** for the Bulgarian Ministry of Tourism: strategy, planning and delivery, promoting domestic travel and Bulgaria as a destination in several international markets
- **15+ years** in international projects across **5 countries**
- Selected as **1 of 17 Bulgarian leaders** for the Babson College LEAP Executive Program, 2024



Ralitsa Lyubenova

Program & Training Manager

linkedin.com/in/ralitsalyubenova

- **15+ years** designing and delivering training programmes, workshops and knowledge-sharing academies
- Leadership consultant with experience in **4 markets**
- Designed and facilitated the **Gold-awarded Circular Voices** co-creation workshops and the **SAFE-AGRI foresight** workshops



Your Research Fields

Participatory foresight

Future scenarios and visioning workshops with communities and authorities

Co-creation & living labs

Co-design of tourism offers, business models and policies with local stakeholders

Capacity building & training

Training modules, train-the-trainer and EU–non-EU knowledge transfer

Stakeholder engagement

Involving communities, crafts and creative businesses, women, youth and policymakers



Our On-going and Recent Projects

Circular Voices

Bulgaria & Spain · with AgriVentures

Co-creation workshops on circular practices bringing together more than five stakeholder groups: farmers, agrifood start-ups, sustainability consultants, researchers and ecosystem builders. The results fed a Visual Storytelling Toolkit and policy recommendations.

Gold, IAF Facilitation Impact Awards 2026

SAFE-AGRI

REINFORCING project · with AgriVentures

Foresight and co-creation sessions on future scenarios for digital agriculture with farmers, researchers, technology developers, lawyers and cybersecurity experts. The outputs feed the SAFE-AGRI ORRI-based Governance Toolkit.

Foresight with multi-stakeholder groups

Tourism projects

Led by Dilyana Dragomirova, before U Grow Academy

Domestic tourism campaign

Ministry of Tourism, OP "Regional Development" 2007–2013 (EU-funded): promoted 50 little-known tourist sites to encourage domestic travel.

Image campaign for Bulgaria in the UK, 2019

"British humour for Bulgarian sunshine": an online platform where UK citizens chose a trip and could win it by sharing a joke. **+52.9%** UK tourists in winter, **+21.3%** Jan–Aug 2019, reach of **34M** people.

Role: project lead



Project Idea 1 · Focus 1

Call: HORIZON-CL2-2027-01-HERITAGE-06 – Future-proofing sustainable cultural tourism (RIA), Focus 1: Transformative AI integration and strategic foresight

Project Idea: DESTINATION FUTURES – AI-assisted participatory foresight that helps cultural destinations move from reactive to anticipatory tourism governance. AI-based predictive analytics are combined with participatory scenario workshops with local communities, authorities and cultural organisations.

Deadline: 23 September 2027 (opens 13 May 2027)

Objectives:

- Bring trend and risk analysis by research and AI partners (visitor behaviour, commodification, climate events) into participatory scenario workshops
- Combine AI-based predictive analytics with participatory scenario workshops in pilot destinations in the EU and Türkiye, led by local partners
- Facilitate co-creation sessions where policymakers and stakeholders turn the scenarios into anticipatory tourism strategies

Expected Results:

- Replicable participatory foresight methodology for cultural destinations
- Future scenarios and anticipatory strategies for the pilot destinations
- Policy recommendations and trained local teams

Our role: partner for the participatory foresight methodology and the facilitation of scenario and co-creation workshops. AI tools and analytics are provided by a technology partner.



Project Idea 2 · Focus 2

Call: HORIZON-CL2-2027-01-HERITAGE-06 – Future-proofing sustainable cultural tourism (RIA), Focus 2: Cultural tourism as a catalyst for sustainable local development. Also relevant to HERITAGE-03 – Crafting routes to a circular economy.

Project Idea: CRAFT & HERITAGE LIVING LABS – living labs hosted by local partners in lesser-known destinations in the EU and Türkiye, where crafts and creative businesses, heritage organisations, communities and authorities co-create tourism experiences that keep value in the community, counter depopulation and prevent overtourism. U Grow designs and facilitates the co-creation sessions.

Deadline: 23 September 2027 (opens 13 May 2027)

Objectives:

- Co-create community-centred tourism offers in pilot destinations, using living labs
- Run training and peer-learning workshops for crafts and small businesses
- Build skills and capacity between EU and non-EU partners through mutual learning and train-the-trainer

Expected Results:

- Replicable co-creation framework and toolkit for destinations
- Pilot-tested tourism offers, co-created in the living labs
- Policy recommendations and trained local facilitators

Our role: partner for co-creation methodology, facilitation of living-lab sessions, and training and capacity building (train-the-trainer, peer learning between EU and non-EU partners).



Consortium – profile of known partners (if any)

No	Partner Name	Type	Country	Role in the Project
01	**U Grow Academy**	SME	Bulgaria	Partner: co-creation methodology, facilitation of workshops and living-lab sessions, stakeholder engagement and capacity building
02	**Coordinator: to be identified at this event**	University / RTO	EU / Associated Country	Coordination, research and evaluation

We are looking for partners to build the consortium at this event. Kindly see the required partners on the next page.



Consortium – required partners

No	Expertise	Type	Country	Role in the project
01	**Tourism, heritage or social sciences research (both ideas)**	University / RTO	EU / Associated Country	Coordinator; research, case studies and evaluation
02	**AI and data for tourism (Idea 1)**	University / RTO / SME	EU / Associated Country, incl. Türkiye	AI-based predictive analytics and tools
03	**Lesser-known destinations, heritage sites, crafts and creative businesses (Idea 2)**	Public body / NGO / SME	EU and Türkiye or other non-EU	Pilot destinations and living labs
04	**Local and regional authorities, tourism boards (both ideas)**	Public authority	EU and non-EU	Policy co-creation and uptake

Thank you for your attention

Contact Details

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