

KALAMOTA: THE ISLE OF KNOWLEDGE

Summary of the Business Plan

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1. Summary

The Isle of Knowledge institution intends to buy majority stake in HOTELI KOLOČEP on the island of Koločep near Dubrovnik.

We want to build top educational center including high education (among else, business school) which we plan to combine in an original manner with the school of traditional skills and knowledge. We will start doing business with the organization of various courses, seminars, Croatian and international conferences which will brand the project and island as an attractive educational location in the immediate vicinity of Dubrovnik.

The project brings positive news to Croatian economic and social practice. This type of entrepreneurship doesn't limit itself to creation of own profit, but also produces permanent economic, social and ecological values to the benefit of everyone, offering optimum balance between development and conservation of traditional life. Such approach, already proven in developed countries, is not only unimpeding to economic potential of the project, but it's also improving it. Apart from the income from its basic activity, institution will make use of donors as well as Croatian and European development funds for implementation of specific projects. We are certain that our offer will motivate other entrepreneurs to approach Croatian economy – especially privatization process – in a socially affirmative manner.

1.1. Mission and vision

Revitalize one of the small Croatian island – the island of Koločep (Kalamota), by introduction of the new concept of knowledge-based development.

Koločep will become a place of top education connecting science and business, Croatian and foreign experts, traditional values and state-of-the-art technology, in accordance with the principles of sustainable development.

1.2. 1.2. Objectives

Objective of the project Kalamota – Isle of Knowledge are:

- revitalize the island of Koločep (demographic and economic revival)
- promote and popularize science and knowledge
- promote sustainable development
- link heritage and state-of-the-art technology
- protect and improve environment and cultural heritage
- make new brand of Croatia as a country with the tradition of knowledge
- enliven traditional place where different civilizations met

Achievement of our objectives is planned on the island of Koločep (Kalamota), with the acquisition of majority stakes in hotel firm *Hoteli Koločep* (the only employer on the island). *Hoteli Koločep* are currently offering accommodations only to season tourists coming to the island via tour packages.

Project objectives directly related to business of Hoteli Koločep d.d. are the following:

- short-term: increase the revenue by prolonging tourist season, by direct marketing and sales
- long-term: multiply revenues by introducing new content with high add value (school of business, school of traditional skills and knowledge, Dubrovnik nautical academy etc.) and gradual transformation of tourists structure until we reach year-round reservations
- increase total accommodation capacity of the hotel by 30% by reconstruction of unused and devastated objects
- create the brand KALAMOTA (local term for the island of Koločep) which will contribute to the attractiveness of the island
- introduce new content for active holiday and learning; create conditions for various meetings, workshops and smaller conferences
- re-vitalize the island of Koločep, establish highly technological economic activity based on sustainable development and revive traditional crafts and agriculture

3. Activities

Institution The Isle of Knowledge will adapt the business of Hoteli Koločep according to the concept of knowledge island which means transformation from seasonal into year-round business, change in business method from classic accommodations to higher add value. The institution will aid Hoteli Koločep in projecting, marketing and organizing services such as:

- **family program of education and vacation** – vacation with the possibility for education of all family members, with emphasis placed on spending quality time together
- **study programs** – Institution intends to expand its activity as an institute of high education offering post-graduate and specialized programs
- **programs for high-school and university students**- additional education, organization of high-school and university knowledge contests
- **expert meetings**- conferences and training for economists, IT experts, doctors, attorneys, accountants and other groups
- **School of traditional skills and knowledge**- schools and courses of traditional skills and knowledge such as: fishing and fish recognition, traditional agriculture and herbalism,
- schools of Mediterranean food and way of life, enological workshops etc.

- **Dubrovnik Nautical Academy**- daily or weekly courses of nautical skills and sailing
- **Programs for non-profit organizations**- courses, workshops, seminars, conferences and congresses of Croatian and international non-profit organization
- **scientific meetings**- international conferences gathering various scientific fields
- **team building programs**- meetings geared at strengthening teamwork and cooperation in business and other systems, organization of creative workshops and recreational content
- **business education of managers**- various courses, seminars and workshops encompassing management, marketing and sales, foreign trade (exports), human resources, business intelligence and other
- **sport events**- organization of sport tournaments and other water sport events

Additional content:

The Children's Parliament of Knowledge - island will become headquarters of Croatian Children's Parliament of Knowledge which gathers best elementary students and is also planning international activities

International NGO Hosting – providing free accommodations for headquarters or an office to international organization dealing with education and knowledge promotion, which would place Koločep into the center of world events in knowledge promotion and education