

# FU-TOURISM

Future-Ready Business Support Ecosystem for **Tourism**  
SME Transition to **Green and Digital** Resilience



## PROJECT BACKGROUND

FU-TOURISM is a groundbreaking programme that empowers tourism SMEs to thrive in the green and digital era. By creating a **network of business support organisations** in six European countries, FU-TOURISM **provides funding and expertise to 102 SME projects** that aim to transform their tourism practices. FU-TOURISM helps tourism SMEs to become more sustainable, resilient, and innovative, while contributing to the European Green Deal and Digital Single Market.

It is a collaborative project that brings together seven European countries, six of which provide direct Business Support Services to SMEs through experienced partners: EUPOLIS (HR), FINNOVA (BE, ES), ENVOLVE (GR), SYNNO (AT), and VESTB (PL).

## PROJECT OBJECTIVES



To support tourism SMEs to become more **resilient, competitive, sustainable, innovative, and digitalised**, by applying regenerative economy and Technology for Good principles, and developing new business models.



To offer strategic capacity building and strategy development support to at least **two major pilot destinations (Valencia, Poreč-Parenzo)** demonstrating best practices at destination level, and supporting SMEs through 4-Helix collaboration **Living-Labs**.



To develop a platform and network of clusters, with locally enabled ecosystems that foster **increased cooperation on innovation** between tourism SMEs and other actors, and attract SMEs to invest in sustainability practices.



To enhance transnational cooperation of public and private stakeholders in tourism, in line with the EU actions, supporting improved **transnational and crossborder cooperation**, knowledge transfer and peer learning.

FU-TOURISM 

### PROJECT FACTS

#### Duration

09/2023 - 09/2026

#### Budget

4 million euros

#### Programme

Single Market Programme (SMP)

#### Reference

101121573

#### Partners

EUPOLIS GRUPA D.O.O.  
(Coordinator)

CEDRA  
VALENCIA CITY COUNCIL  
VALENCIA INNOVATION CAPITAL  
POREC - PARENZO  
FINNOVA  
ENVOLVE  
SYNNO  
VESTBEE  
OPEN IMPACT



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FU-TOURISM **ACCELERATION** PROGRAMME:

**60 SME - 10 for each country**  
Financial support 20,000€

FU-TOURISM **SCALING UP** PROGRAMME:

**42 SME partnerships - 7 for each country**  
Financial support 30,000€

