



# Open Call for Proposals

## FU-TOURISM ACCELERATOR PROGRAMME

### FU-TOURISM

Future-Ready Business Support Ecosystems for  
Tourism SME Transition to Green and Digital Resilience.



Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.



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# Call for Proposals

## 1 About FU-TOURISM

Funded by the Single Market Programme (SMP-COSME) under Grant Agreement 101121573, FU-TOURISM ([www.fu-tourism.eu](http://www.fu-tourism.eu)) is a 3-year collaborative project (September 2023 - September 2026) that brings together seven European countries, six of which provide direct Business Support Services to SMEs, through experienced partners. Its aim is to empower SMEs in the tourism industry to thrive in the green and digital era and enforce the resilience of the EU tourism industry ecosystem, as outlined in the EU's [Transition Pathway for Tourism](#)<sup>1</sup>. To accomplish this objective, FU-TOURISM offers acceleration services, funding and guidance to SMEs seeking to evolve their tourism operations, enhance sustainability, resilience, and innovation, all while supporting the [European Green Deal](#)<sup>2</sup> and the [Digital Single Market](#)<sup>3</sup>.

FU-TOURISM supports EU ambitions to address the common challenges of the tourism sector, such as crisis prevention and management, digital and green transition, socioeconomic and environmental sustainability, as well as quality job creation and support for SMEs. The project adopts a whole-system approach for change, moving on from 4.0 Tourism Industry and focusing on single destinations and applying the concept of Industry 5.0, which puts the human and social-impact dimensions at the centre of technological, industrial development and capital growth.

The ultimate goal is to achieve economically sustainable outcomes, through a business ecosystem which supports SMEs in a transnational cooperation on innovation, connecting with clusters and networks, accelerators and incubators, and sharing the best practices, in order to achieve the transferability of results between SMEs as peers, across Destination Management Organisations (DMOs) and regions, and replicable at an EU and international level.

At the heart of this project there are 2 consecutive pilot funding and business support schemes:

- FU-TOURISM ACCELERATION PROGRAMME: The first pilot is an acceleration programme that targets individual SMEs with innovative ideas in sustainability and digitalization of the tourism sector. A total of 60 SMEs will get selected and supported, around 10 in each country (Spain, Greece, Croatia, Belgium, Austria, Poland). Available budget: 1,200,000 € - Lump sums of 20,000€ per project.
- FU-TOURISM SCALING-UP PROGRAMME: This second pilot aims to support 42 partnerships (consortia), including minimum one tourism SME and minimum one public or private entity that is/are instrumental for the tourism SME(s) to implement the project, to co-design and co-develop solutions for the Green and Digital transition of their local tourism destinations, especially addressing the two Living Lab DMO's priority challenges. Partnerships would comprise maximum 4 partners. Available budget: 1,260,000 € - Lump sums of 30,000€ per project.

This Call for Proposals is dedicated to launch the FU-TOURISM Acceleration Programme. A new Call for Proposals dedicated to launch the FU-TOURISM Scaling-up Programme will be published in the first half of 2025

The FU-TOURISM Consortium is composed by:

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<sup>1</sup> <https://ec.europa.eu/docsroom/documents/49498>

<sup>2</sup> [https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en)

<sup>3</sup> [https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age_en)

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- FINNOVAREGIO (Finnova), Website: <https://finnova.eu>
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- TOWN OF POREČ – PARENZO, Website: <https://www.porec.hr>
- VALENCIA INNOVATION CAPITAL, Website: <https://www.valenciainnovationcapital.com>
- Valencia City Council, Website: <https://www.valencia.es>
- Cluster for Eco-Social Innovations and Development (CEDRA), Website: <https://www.cedra.hr>

## 1.1 FU-TOURISM Accelerator

The objective of the FU-TOURISM Acceleration Programme is to **select and support innovative solutions (projects, processes, services and/or business models) of individual SMEs**, advancing sustainability and digitalization within the tourism sector across Austria, Belgium, Croatia, Greece, Poland, and Spain. A total of 60 SMEs will be supported through an 8-month programme which offers a blended approach of funding and comprehensive learning and training support to drive innovation in the tourism industry. Business proposals must present projects involving one or more innovative elements (new processes, products, and/or business models) in the sense of a structured and strategic approach that develops, implements, and enables the scalability of the solutions for a sustainable, digital, and inclusive tourism. These innovations should clearly contribute to enhancing and transforming the tourism sector or its ecosystem and respond to the crucial challenges of tourism and connected sectors defined through the FU-TOURISM project priority mapping process. This mapping process enabled the definition of the priority tourism transition challenges based on the cases of the two pilot destinations, one being in Croatia (town of Poreč) and one in Spain (city of Valencia). The mapped challenges and priorities, examples of innovative activities that can be funded are listed in ANNEX 1 of this Call Document and should be used as a reference for definition of the innovative solutions eligible for this call. However, the innovative solutions should be implemented and tested in any of the six eligible FU-TOURISM project countries, i.e. Austria, Belgium, Croatia, Greece, Poland, and Spain.

**The goal of the FU-TOURISM Accelerator is to transform promising innovative ideas into marketable and/or replicable and/or scalable products, services, or business models** that will be able to contribute to the shaping of the future of sustainable and digital tourism in the target pilot destinations, the 6 pilot countries and beyond, the whole Europe and globally. Indicative examples of innovative projects expected include solutions for improving energy and water efficiency and waste management in tourism facilities, and contribute to the reduction of the tourism sector's carbon footprint; Circular Economy solutions; new business models and digital platforms for trip planning, accommodation booking, and communication with providers, aiming at encouraging collaboration between tourism service providers and local communities; innovative business models and solutions for promoting Specialized Tourism Types: agrotourism, gastro tourism, ecotourism, sport tourism, and rural tourism; solutions for distribution of tourists flows more evenly throughout the year; Innovative solutions and business models that promote and facilitate environmentally friendly travel e.g. use of public transport, bicycles, and electric vehicles, green tours. An extended, not exhaustive, list of indicative projects and activities expected is provided in ANNEX 1.

By combining financial support with expert guidance and a tailored learning path, FU-TOURISM aims to accelerate the growth and impact of these innovative SMEs, fostering a more resilient and forward-thinking tourism ecosystem across the participating countries.

**Selected SMEs will receive:**

1. Funding of €20,000 (lump sum) to implement their innovative projects
2. Tailored business support services (Capacity Building Programme), which include:

**- Interactive training workshops on key tourism innovation topics.**

The workshops are designed to cater to participants' diverse needs by offering a flexible curriculum that allows them to select lessons based on their current knowledge and specific business requirements. Participants can choose from foundational topics to more advanced subjects, enabling them to tailor their learning experience and effectively apply new insights to their individual business contexts. This approach ensures that each participant can maximize the value of the workshops according to their unique circumstances and goals.

Each training topic category include 3-4 sessions (see ANNEX 6). Each training session will be 2 hours long, and all sessions will be conducted digitally. Participants are encouraged to select training sessions based on their preferences from the 6 training topic categories, with the understanding that a minimum of 20 hours of training is required (10 sessions). Participation in the interactive training workshops is mandatory for all selected SMEs, and at least two members from each SME must attend each training session selected.

**Training topic categories**

- 1) **Introduction and Fundamentals:** Provide foundational knowledge on project methodology, market research, and team management.
- 2) **Basics of Entrepreneurship and Co-Entrepreneurship:** Cover various aspects of co-entrepreneurship, from unlearning outdated models to leveraging innovative organizational structures.
- 3) **Financing and Capital Management:** Offer detailed information on different funding sources and investment management.
- 4) **Digital Transformation and Technological Tools:** Equip participants with the skills to use digital and technological tools effectively.
- 5) **Strategy and Scaling:** Focus on international expansion and strategic innovation.
- 6) **Impact Measurement and Pitching:** Cover how to measure impact and present business ideas effectively.

**- 10 hours of free, mandatory, mentoring sessions with industry experts.**

A customized virtual mentoring program, offering each SME 10 hours of free mentoring sessions, targeting their needs. The program provides personalized guidance aimed at helping participants scale their innovative solutions effectively. It also includes follow-up support to reinforce the knowledge gained during the training sessions, ensuring that the advice is directly relevant to the training topics. Participation on these mentoring sessions is mandatory for all selected SMEs.

**- Networking opportunities with peers and potential partners and/or investors**

The FU-TOURISM Accelerator participants will have the opportunity to join 5 transnational webinars focused on networking:

- FU-TOURISM's Acceleration Programme's Transnational Kick Off Event
- Fireside Chat with Industry Leaders
- Investor Meet and Greet
- FU-TOURISM Virtual Roundtable Discussion
- FU-TOURISM Demo Day

These dynamic events will be held digitally via Zoom or Microsoft Teams, and participation in all five webinars is mandatory for all participants. Together, these sessions will provide invaluable insights, connections, and opportunities to help accelerate your growth in the sustainable tourism sector.

The Capacity Building Program is presented in detail in ANNEX 6. All services provided by the FU-TOURISM Consortium partners (training workshops, mentorship and networking opportunities) will be provided free of charge for the selected participants.

## Data Sheet for the FU-TOURISM Accelerator

<b>Award</b>	60 Lump sums of €20,000 each for the 60 selected innovative SMEs It is expected that around 8 to 14 proposals will be funded per eligible country.
<b>Total Budget</b>	€1.200.000
<b>Co-Financing</b>	100%
<b>Call Opening</b>	31 October 2024
<b>Eligible Participants</b>	<p>The call is open to individual SMEs, which fits with the following criteria:</p> <ul style="list-style-type: none"> <li>• Should be a small or medium-sized enterprise (SME) legally established and operating in Austria, Belgium, Croatia, Greece, Poland, or Spain for at least 6 months prior to the application deadline.</li> <li>• Should be active, or willing to become active, in the sustainable, green, or digital tourism ecosystem, as defined in the <a href="#">Transition Pathway for Tourism</a>. Alternatively, applicants from other sectors (e.g., ICT or Energy sectors) may apply, provided their projects demonstrate a clear impact on the priority challenges outlined in this call for proposals. An indicative list of eligible NACE codes can be found in ANNEX 5.</li> <li>• Should be registered as a legal entity in one of the eligible countries and comply with the national regulations applicable to SMEs</li> <li>• Should be eligible regardless of legal structure (e.g., limited companies, partnerships, sole proprietorships), provided the applicant meets the SME eligibility criteria specific to their country</li> </ul>
<b>Project Duration</b>	8 months
<b>Required Documents for Submission</b>	Project proposal (using the provided template) Declaration of Honour signed by the legal representative (ANNEX 3) Proof of legal registration of the company (e.g. extract from official business registry)
<b>Submission Guidelines</b>	Business Proposals must be submitted through the official online submission platform: <a href="https://app.vestbee.com/org/fu-toursimv2">https://app.vestbee.com/org/fu-toursimv2</a> Applications submitted by any other means will be rejected.
<b>Helpdesk email</b>	office@fu-tourism.eu
<b>Contact for technical issues about the platform</b>	support@vestbee.com
<b>Website</b>	<a href="https://www.fu-tourism.eu/">https://www.fu-tourism.eu/</a>

## 2 General Information

### 2.1 Who can apply

Innovative projects should be submitted by a single SME. Partnerships are not eligible under this FU-TOURISM Acceleration Programme Call for proposals. Eligible applicants for the FU-TOURISM Acceleration Programme must meet all the following criteria and should:

- be a Small or Medium-sized Enterprise (SME) as defined by [EU standards<sup>4</sup>](#).
- be legally registered as a legal entity in Austria, Belgium, Croatia, Greece, Poland, or Spain, and comply with the national regulations applicable to SMEs.
- have been legally established in one of the above countries for at least 6 months prior to the application deadline.
- be active, or willing to become active, in the sustainable, green, or digital tourism sector and its ecosystem, as defined in the [Transition Pathway for Tourism](#) and outlined in ANNEX 5. Alternatively, applicants from other sectors (e.g., ICT -tech solutions and platforms for enhancing the tourism experience-, or Energy - energy communities and energy efficiency solutions-) may apply, provided their projects demonstrate a clear impact on the priority challenges outlined in this call for proposals (see ANNEX 1). An indicative, not exhaustive, list of eligible NACE codes can be found in ANNEX 5.
- be eligible regardless of legal structure (e.g., NGOs with economic activities, cooperatives, crafts, limited companies, partnerships, sole proprietorships), provided the applicant meets the SME eligibility criteria specific to their country.

### 2.2 Activities that can be funded

**The FU-TOURISM Acceleration Programme will support individual SMEs proposing innovative solutions of a product, service and/or business model with the potential for pilot testing and/or scaling-up, contributing to a more sustainable, green and digital tourism.**

Eligible activities include, but are not limited to: accommodation services, camping grounds, recreational vehicle parks and trailer parks, agritourism and ecotourism locations (e.g., farms, national parks), restaurants and beverage services, mobility and transport services within cities and rural tourism destinations, tour operators, agencies, and related tourism management services, creative, arts, and entertainment activities, libraries, archives, museums, and other cultural activities, sports activities, amusement, and recreational activities, IT or Energy solutions for the tourism sector, environmental and circular economy services related to tourism (e.g. water management). The proposed project activities should be aligned with the eligibility and evaluation criteria described in detail in point 4.1 Evaluation of this Call for Proposals and contribute to one or more of the priority challenges defined by the two pilot destinations and described in the ANNEX 1. As guidance, ANNEX 1 also includes examples of innovative activities that can be funded.

### 2.3 Duration of the Projects

Each project must have a duration of 8 months. Projects with a duration longer or shorter than 8 months will be considered as not eligible.

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<sup>4</sup> [https://single-market-economy.ec.europa.eu/smes/sme-fundamentals/sme-definition\\_en](https://single-market-economy.ec.europa.eu/smes/sme-fundamentals/sme-definition_en)

## 2.4 Additional Benefits

- Selected applicants of the FU-TOURISM Acceleration Programme will benefit from participating in a special edition of the [Startup Europe Awards \(SEUA\)<sup>5</sup>](#), gaining opportunities for further mentorship, promotion, and support in accessing EU funds. Startup Europe Awards (SEUA) is an open innovation methodology promoted by Finnova Foundation in collaboration with Startup Europe and with the institutional support of the European Commission. Its main objective is to promote the success of entrepreneurs and SMEs that develop innovative solutions to challenges aligned with the Sustainable Development Goals, providing them with support to efficiently access EU funds.
- Selected applicants will be granted access to complimentary credits on the [Vestbee platform \(https://www.vestbee.com/\)](https://www.vestbee.com/).
- Access to the latest trends and development in sustainable tourism.

## 3 Budget Available

The total available funding for this call is €1,200,000. Each selected SME will receive a lump sum of €20,000 (twenty thousand Euros) funding. It is expected that around 8 to 14 proposals will be funded per eligible country. In case a country has less than 10 proposals approved for funding under this Call, funds will be reallocated to select the highest-scored proposal that have not reached funding in the other target countries.

Selected beneficiaries have the possibility to additionally participate in the forthcoming FU-TOURISM Scaling-up Programme Open Call that will be launched in the first half of 2025, offering 30,000€ lump sum funding and other support services. But since no single participant can receive more than 30,000€ of total funding support under FU-TOURISM Open Calls, the maximum individual budget that can be eligible for them in that second Open Call is 10,000€. The rest of the lump sum budget should be covered by other members in the proposing consortia. More details on this second FU-TOURISM Scaling-up Programme Open Call will be published at least 2 months prior to the Call deadline in the FU-TOURISM website and Vestbee Platform.

### 3.1 Funding Rate

Eligible costs specified in the application form are **100% covered through a lump sum**, with no co-financing required from the applicants.

### 3.2 Eligible Costs

The FU-TOURISM Acceleration Programme is designed to support individual SMEs that propose innovative solutions in products, services, or business models, with the potential for pilot testing and scaling up. These solutions should aim to promote sustainable, green, and digital tourism. The grant provided through the programme can be used to cover eligible costs associated with implementing each innovative solution:

**Travel, accommodation and subsistence (maximum 15% of the lump sum):** Expenses for project-related travel to suitable destinations, including transportation, lodging, and daily subsistence allowances.

**Equipment and supplies (maximum 15% of the lump sum):** Expenses include the purchase or rental of tangible equipment and materials necessary for project implementation, such as IT equipment (e.g., computers) or measurement tools for testing innovative solutions, sustainability impact monitoring

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<sup>5</sup> <https://startupeuropeawards.eu/>



equipment. For purchased equipment, only depreciation costs incurred during the project period are eligible for reimbursement.

**Tools and /or Technology Solutions (maximum 20% of the lump sum):** Essential tangible assets that contribute to the successful delivery of the innovative solution detailed in the project application, e.g. energy efficient devices, energy management systems, waste production equipment. For purchased equipment, only depreciation costs incurred during the project period are eligible for reimbursement.

**Consultancy Services:** This includes costs for services provided by external experts or organizations that are essential for project execution. Eligible expenses may encompass:

- **Prototype Development:** Creating and testing initial models or samples.
- **Market Studies:** Research to assess market needs and opportunities.
- **Business Plan Development and Analysis:** Crafting and evaluating business strategies.
- **Training and Transition Processes:** This category focuses on activities that support the transition to sustainable practices, including training programs and workshops, such as preparation for EMAS registration, emphasizing the necessary skills and knowledge for implementation.
- **Certification and Standardization Costs:** This includes costs related to obtaining certifications for sustainable or digital tourism, such as ISO 14001 or EU Ecolabel certifications. It specifically covers compliance adaptation for certification schemes, including expert services for preparing applications, excluding yearly subscriptions or membership fees.
- **Consultation Fees:** Expenses for hiring experts and conducting audits or assessments.
- **Intellectual Property Protection:** Expenses for safeguarding intellectual property.

Services can be procured from any EU Member State, and countries associated with the COSME part of the SMP (i.e., procurement is not confined to the 6 countries represented in the FU-TOURISM consortium).

Paid consultancy /other services cannot be procured from members of the FU-TOURISM consortium or from any persons having powers of representation within the SME proposing a successful Innovation Project.

**Other Direct Costs:** Costs directly attributable to the project that do not fall under the previous categories (e.g., Software Licenses and Digital Tools: costs directly related to the project's digital requirements; Marketing and Communication expenses: costs associated with promoting the project; Publication costs; Certification costs; IP protection, etc.).

**All services provided by the FU-TOURISM Consortium partners (i.e. training workshops, mentorship and networking opportunities) under the Capacity Building Program will be provided free of charge for the selected participants.**

**All costs must be:**

- Actual costs incurred during the project duration.
- Necessary for the project implementation.
- Identifiable and verifiable.
- Compliant with national laws and accounting principles.

**Ineligible costs include:**

- VAT costs.
- Debt and debt service charges.
- Provisions for future losses or debts.
- Interest owed.
- Doubtful debts.
- Currency exchange losses.

- Costs declared under another grant.

While certain categories of expenditure have indicative maximum range; the final values agreed may differ, provided that such is explained and is clearly necessary due to the innovative aspect of the project.

This financial support should be used to contribute in an instrumental way to the development of the selected innovative digital or green project. It cannot be used simply to purchase stand alone, off-the-shelf products or solutions. After the ranking has been established, and within the framework of the Grant Agreement between FU-TOURISM and the selected SME, the FU-TOURISM consortium reserves the right to propose minor changes in the project plan, budget design, and/or even a change of consultant/s.

Beneficiaries are required to keep detailed records and documentation to support all claimed costs for 5 years after the project closure in case of an audit.

Double funding (e.g. in case of SMEs involved in other projects) for the same activities will not be eligible.

Period of costs' eligibility is from the project starting date until the end of the project. Expenditures occurred before the signature of the grant agreement are not eligible. Expenditures occurred after the reporting period are not eligible.

To enhance support for applicants, selected projects will need to provide specific documentation at key stages throughout the 8-month Acceleration Programme. This documentation will serve as the primary monitoring procedure for tracking project progress. It will be requested at three key points: before the project starts, after the 4th month of the Acceleration Programme, and upon project completion. For detailed information on the documentation required at each stage, please refer to **Section 5: Distribution of Financial Support**.

## 4 Submission of Applications

Applications must be submitted through the official online submission platform:

<https://app.vestbee.com/org/fu-toursimv2>

Applications submitted by any other means will be rejected.

Before submission, it is strongly recommended that SMEs applying carefully read the Guidelines of this Call, as well as the Technical Guide on how to apply via the Vestbee Platform, the Q&A section, and all related documentation in the FU-TOURISM website and the submission platform.

To apply, you must complete the following steps:

1. Go to the online submission platform: <https://app.vestbee.com/org/fu-toursimv2>
2. Create an account or log in if you already have one
3. Fill out all sections of the online Application Form (see ANNEX 2)
4. Upload the following required documents:
  - Project proposal (using the provided template)
  - Declaration of Honor signed by the legal representative (see ANNEX 3)
  - Proof of legal registration of the company and NACE code (e.g. extract from official business registry)
  - Proof of full compliance with national tax and social security obligations (NOT mandatory for the submission; this documentation will be required ONLY to the selected SMEs as part of the Grant Agreement negotiation)

All applications must be submitted in English.

Only the information provided in the online application form and required documents will be evaluated. Additional materials or external links will not be considered.

Application period: **31 October 2024 (opening) to 31 January 2024 at 17:00 CET (deadline)**

The selected proposals will be announced in February 2025 and the execution of the agreements will take place in March 2025.

Applicants are strongly advised not to wait until the last minute to submit. Late submissions will not be accepted for any reason.

For technical issues with the submission platform, please contact: [office@fu-tourism.eu](mailto:office@fu-tourism.eu)

The data provided will remain confidential and only be shared with the evaluation team for the purpose of assessing the application. All personal and organizational data will be processed in strict accordance with applicable data protection regulations, ensuring that the rights and privacy of individuals and organizations are safeguarded. By submitting an application, applicants consent to the processing of their data as outlined in our privacy policy, which can be reviewed in [[Terms & Conditions - FU-TOURISM<sup>6</sup>](#)]. This policy details how data is collected, used, stored, and protected, reinforcing our commitment to transparency and data security throughout the evaluation process.

## 4.1 Evaluation

The evaluation will be carried out in two phases:

- Eligibility and Admissibility Check
- Quality Evaluation

### 4.1.1 Eligibility and Admissibility

All applications will first undergo a rigorous eligibility and admissibility check to ensure they meet the basic requirements:

- The applicant is a legally established SME, registered as a legal entity for at least 6 months prior to the application deadline in one of the eligible countries (Austria, Belgium, Croatia, Greece, Poland or Spain).
- The application is submitted via the online platform before the deadline, along with the required supporting documents.
- The application is complete and in English.
- The proposal presents an innovative project, not already funded elsewhere.
- The applicant is submitting only one proposal per VAT number.
- No conflicts of interest exist. SMEs that are partners of FU-TOURISM are not eligible.

This check will be carried out by the FU-TOURISM Consortium and is a pass/fail procedure. Proposals that do not meet all eligibility and admissibility criteria will be rejected. An “Eligible Applications List” will be produced, including all applications that pass this initial check. The results of the eligibility assessment will be approved by the Consortium partner-country members and the quality evaluation procedure will follow. (see 4.1.2).

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<sup>6</sup> <https://www.fu-tourism.eu/terms-conditions/>

## 4.1.2 Quality Evaluation

Eligible proposals will be evaluated by two experts from the FU-TOURISM Consortium based on the following criteria:

### 1. Excellence (30 points)

- Innovation and ambition beyond state-of-the-art (1-10 points)
- Quality of the proposed solution (1-10 points)
- Soundness of the approach and credibility of the proposed methodology (1-10 points)

### 2. Impact (40 points)

- Market opportunity and commercial strategy (1-10 points)
- Contribution to green and digital transition (1-10 points)
- Potential for scaling and growth (1-10 points)
- Broader economic and societal impact; including impact on the challenges (ANNEX 1) identified by the two pilot DMOs of the cities of Valencia and Poreč (1-10 points)

### 3. Implementation (30 points)

- Quality and relevant experience of the team (1-10 points)
- Feasibility of the work plan and risk management (1-10 points)
- Appropriateness of the budget and resources (1-10 points)

Each sub-criterion will be scored using the following scale:

1-2: Poor. The criterion is inadequately addressed or there are serious inherent weaknesses.

3-4: Fair. The proposal broadly addresses the criterion, but there are significant weaknesses.

5-6: Good. The proposal addresses the criterion well, but a number of shortcomings are present.

7-8: Very good. The proposal addresses the criterion very well, but a small number of shortcomings are present.

9-10: Excellent. The proposal successfully addresses all relevant aspects of the criterion.

The maximum total score is 100 points. The threshold for each main criterion is 60% of its maximum score, and the overall threshold is 70/100 points.

Two consortium experts will evaluate each application independently. Experts will be selected ensuring no conflicts of interest and appropriate expertise in tourism innovation. They will sign confidentiality agreements before accessing and evaluating applications.

Each expert will produce an Individual Evaluation Report with scores and comments for each criterion. The final score will be the average of the two evaluations.

In case of significant divergence (more than 15 points difference in total score), a third expert from the consortium will be involved. A consensus meeting will be held to resolve major differences.

The evaluation process will take approximately 6-8 weeks. All applicants will receive an Evaluation Summary Report with their final scores, the average scores, and qualitative comments for each criterion.

Proposals will be ranked based on their overall scores within each participating country. The 10 highest scoring proposals in each country will be selected for funding, subject to meeting the minimum quality threshold of

70 points. In case of equal scores, priority will be given to proposals with the highest score for Impact, then Excellence. It is expected that around 8 to 14 proposals will be funded per eligible country. In case a country has less than 10 proposals approved for funding under this Call, funds will be reallocated to select the highest-scored proposal that have not reached funding in the other target countries.

The FU-TOURISM Steering Committee will make the final funding decisions based on the ranking lists for each country.

## 5 Distribution of Financial Support

Selected projects will be requested to provide the documents listed in the table below in order to receive the payment according to the following schedule:

Percentage of Payment	Period	Submission of Documents
30%	Before the project starts	<ul style="list-style-type: none"> <li>Signed Grant Agreement by the Applicant</li> <li>Profit &amp; Loss account for the last closed year</li> </ul>
30%	After the 4 <sup>th</sup> month of the Acceleration Programme	<ul style="list-style-type: none"> <li>Interim - Technical Report. This report will contain a description of the pilot project's efforts towards the desired outcome.</li> <li>Payment Request</li> </ul>
40%	After project's completion	<ul style="list-style-type: none"> <li>Final Technical Implementation Report - with the final proof of concept of the product, service, or business model - demonstrating high potential for scalable, sustainable, green, and digital innovative solutions.</li> <li>Payment request</li> </ul>

## 6 Support for Applicants

For further information on the Call for Proposals, in case of any doubts regarding the eligibility rules, the information, which is to be provided in the Application Form, or if you encountered problems with the Application Form, please contact the Helpdesk email: [office@fu-tourism.eu](mailto:office@fu-tourism.eu)  
For technical issues about the platform please contact: [support@vestbee.com](mailto:support@vestbee.com)

### More info:

For more information about the FU-TOURISM Acceleration Programme and the application process, please visit our website (<https://www.fu-tourism.eu/>) or contact us at [office@fu-tourism.eu](mailto:office@fu-tourism.eu)

# ANNEX 1 FU-TOURISM Acceleration Programme's Priority Challenges. Examples of innovative Activities Eligible for Funding and Project<sup>7</sup>

## Priority Challenges

### 1. Urban Tourism: De-Seasonalization and Decentralization

#### Challenges:

- Unequal distribution of tourist activity between different districts of the city.
- High concentration of tourists in specific areas, during peak seasons.

#### Solution Examples:

- Diverting tourists away from the busiest areas to less visited areas.
- Distribution of tourists flows more evenly throughout the year.
- Promotion of events and activities during less visited periods.
- Offer solutions for incentives off-peak travel.

### 2. Innovation and Technology in Human Resources

#### Challenges:

- Attraction and training of human resources within the tourism sector.

#### Solution Examples:

Innovative Training: e.g. Use micro-certification for skill development.

### 3. Sustainable Mobility in Tourism

#### Challenges:

- Environmental impact of tourism-related transportation.

#### Solution Examples:

- Facilitate Environmentally Friendly Travel e.g. use of public transport, bicycles, and electric vehicles.
- Facilitate infrastructure and policies to support sustainable travel.

### 4. Energy Efficiency and Renewable Energies in Tourism

#### Challenges

- High energy consumption in the tourism sector.

#### Solution Examples:

- Adoption of Cleaner Technologies.
- Implement energy-efficient practices.

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<sup>7</sup> The challenges analyzed in this document emerged after a detailed specification of the challenges faced by the two pilot DMOs of the project, the cities of Valencia and Poreč.

- Practices for renewable energy sources.

## 5. Circular Economy Solutions for the HORECA Sector

### Challenges:

- Waste management in the HORECA sector.

### Solution Examples:

- Circular Economy Solutions.
- Managing organic waste.

## 6. Innovation in Water Management

### Challenges:

- Efficient water use in the tourism sector.

### Solution Examples:

- Grey Water Reuse Solutions: e.g. Reuse water from showers, air conditioning, and dishwashers for irrigation and toilet flushing.
- Textile Waste Management Solutions: e.g. Towel and linen reuse and uniform recycling programmes.

## 7. Digital Tourism

### Challenges:

- Enhancing the tourist experience through technology.

### Solution Examples:

- Solutions that Improve Tourist Experience: e.g. Digital platforms for trip planning, accommodation booking, and communication with providers.

## 8. Innovation in Cultural Tourism

### Challenges:

- Creating engaging and unique cultural experiences.

### Solution Examples:

- Integrate Art, Creativity, and Entertainment: Develop cultural tourism solutions incorporating artistic and creative elements.

## 9. Social, Adapted, and Accessible Tourism

### Challenges:

- Inclusivity and accessibility in tourism.

### Solution Examples:

- Inclusive Tourism Experiences:
  - Adapt of the infrastructure and services for all ages and abilities.
  - Facilitate accessibility in accommodation and attractions.
  - Staff training solutions to meet diverse needs.

## 10. Experience Tourism

### **Challenges:**

- Diversifying tourism experiences.

### **Solution Examples:**

- Innovative solutions for promoting Specialized Tourism Types: agrotourism, gastro tourism, ecotourism, sport tourism, and rural tourism.

## **11. Cooperation Between Tourism Service Providers**

### **Challenges:**

- Lack of cooperation between tourism service providers and local communities.

### **Solution Examples:**

- Innovative practices to Facilitate Cooperation: Encourage collaboration between tourism providers, local artisans, and farmers.

## **12. Initiatives in Fighting Climate Change**

### **Challenges:**

- Negative impact of climate change on tourism.

### **Solution Examples:**

- Climate Change Solutions: Solutions that contribute to the reduction of the tourism sector's carbon footprint.
- Solutions for sustainable tourism practices.

## **13. Measurement of Tourism Impacts**

### **Challenges:**

- Lack of data on the impact of tourism.

### **Solution Examples:**

- Determine carrying capacity and tourist saturation indices.
- Measure quality of life indices and other social impacts.

## **14. Social Sustainability and Innovation**

### **Challenges:**

- Ensuring tourism contributes positively to local communities.

### **Solution Examples:**

- Citizen Inclusion and Positive Impact Programmes: Include citizens in tourism strategies.
- Implement projects that improve residents' quality of life.
- Develop solutions that minimize negative impacts of tourism.
- Promote regenerative tourism that supports urban regeneration.

## **15. Knowledge Sharing and Best Practices**



**Challenges:**

- Lack of shared best practices in tourism.

**Solution Examples:**

- Solutions for sharing best practices among governments and tourism stakeholders.

**Examples of Innovative Project Activities Eligible for Funding**

(Non-exhaustive list)

Categories	Activities
<b>Business Development &amp; Innovation</b>	<ul style="list-style-type: none"> <li>▪ Engaging expert consultants for tailored market analysis</li> <li>▪ Developing comprehensive business plans for decentralized tourism experiences</li> <li>▪ Designing and promoting unique tourism packages for under-visited regions</li> <li>▪ Creating partnerships with local businesses to enhance service offerings</li> <li>▪ Implementing community-based tourism initiatives that empower local stakeholders</li> <li>▪ Market Research and Analysis</li> <li>▪ Data collection and analysis</li> <li>▪ Development and analysis of business plans</li> </ul>
<b>Intellectual Property</b>	<ul style="list-style-type: none"> <li>▪ Intellectual property development and protection</li> <li>▪ Software licences for operational efficiency and customer experiences</li> </ul>
<b>Sustainable Mobility &amp; Energy Efficiency</b>	<ul style="list-style-type: none"> <li>▪ Developing partnerships for bike-sharing and electric shuttle services</li> <li>▪ Creating initiatives offering discounts for sustainable transportation</li> <li>▪ Implementing carpooling apps for tourists</li> <li>▪ Retrofitting facilities with energy-efficient technologies</li> <li>▪ Implementing renewable energy solutions in tourism facilities</li> <li>▪ Developing eco-friendly tour packages</li> <li>▪ Conducting environmental impact assessments</li> </ul>
<b>Digital Transformation &amp; Tools</b>	<ul style="list-style-type: none"> <li>▪ Creating digital platforms for stakeholder collaboration</li> <li>▪ Developing user-friendly online booking systems</li> <li>▪ Strengthening data protection measures</li> <li>▪ Utilizing data analytics for marketing performance monitoring</li> <li>▪ Integrating chatbots for customer service on digital platforms</li> <li>▪ Implementing mobile applications that provide real-time updates on tourist activities and events</li> <li>▪ Technology for smart governance or e-business</li> <li>▪ Developing or upgrading websites and mobile applications</li> <li>▪ Investment in hardware and software for digital infrastructure</li> <li>▪ Investment in cybersecurity measures and data protection solutions</li> <li>▪ Setting up online sales platforms</li> <li>▪ Investment in secure payment gateways and online transaction management tools</li> <li>▪ Integrating e-commerce solutions into existing systems</li> <li>▪ eCommerce services for B2B and B2C</li> </ul>
<b>Marketing and Promotion</b>	<ul style="list-style-type: none"> <li>▪ Executing customized digital marketing campaigns for off-peak seasons</li> <li>▪ Optimizing website content for improved visibility in search engines (SEO)</li> <li>▪ Developing influencer partnerships to reach niche markets</li> <li>▪ Online advertising and social media campaigns</li> <li>▪ Investment in digital marketing tools and analytics platform</li> </ul>
<b>Circular Economy &amp; Waste Management</b>	<ul style="list-style-type: none"> <li>▪ Implementing circular economy practices in tourism operations</li> <li>▪ Organizing zero-waste tourism events and conferences</li> <li>▪ Introducing a recycling reward program for visitors</li> <li>▪ Partnering with local farms for food waste composting initiatives</li> </ul>

<p><b>Digitalization of Tourist Experiences</b></p>	<ul style="list-style-type: none"> <li>▪ Launching digital platforms providing real-time information for tourists</li> <li>▪ Developing AI-driven trip planning solutions</li> <li>▪ Creating engaging VR/AR experiences for cultural sites</li> <li>▪ Offering virtual tours of attractions to reduce physical crowding</li> <li>▪ Using interactive kiosks at tourist sites to enhance visitors’ engagement</li> </ul>
<p><b>Inclusive &amp; Accessible Tourism</b></p>	<ul style="list-style-type: none"> <li>▪ Redesigning facilities for full accessibility</li> <li>▪ Creating diverse tourism programs catering to various demographics</li> <li>▪ Developing sensory-friendly travel experiences for neurodiverse travelers</li> </ul>
<p><b>Community Engagement &amp; Collaboration</b></p>	<ul style="list-style-type: none"> <li>▪ Establishing tourism models involving local communities in planning</li> <li>▪ Setting up innovation hubs for collaboration among SMEs, artisans, and tech entrepreneurs</li> <li>▪ Partnering with local authorities for urban regeneration projects</li> </ul>

## ANNEX 2 Application Template

### FU-TOURISM Application Form

The Application Form requires the following information:

- 1) Company name
- 2) Date of establishment
- 3) Country of registration
- 4) NACE code
- 5) Name of primary contact
- 6) Position of the person applying
- 7) E-mail
- 8) Phone number
- 9) SME status
- 10) Confirmation that it has not been funded for the same activities by another EU program
- 11) Declaration of absence of conflict of interest
- 12) Project Title
- 13) Project Summary (5000 characters)
- 14) Innovation, Quality, and Approach (max 15000 characters)
- 15) Market Strategy, Impact and Sustainability (max 20000 characters)
- 16) Team, Work Plan, and Budget (max 15000 characters)
- 17) Upload the Declaration of Honour
- 18) Upload the certification
- 19) I confirm that all information provided is true and complete
- 20) I accept the terms and conditions of the FU-Tourism call.

Screenshots from the platform (preview):



## FU-TOURISM Acceleration Programme

FU-TOURISM aims to empower tourism SMEs to thrive in the green and digital era. To accomplish this objective, FU-TOURISM offers funding and guidance to SMEs seeking to evolve their tourism operations, enhance sustainability, resilience, and innovation, all while supporting the European Green Deal and Digital Single Market. The FU-TOURISM Project is funded by the Single Market Programme (SMP-COSME) under Grant Agreement 101121573.

Participants can receive up to EUR 20,000 in funding and join a 8-month acceleration programme, benefiting from expert guidance and business support services.

1. Company name \*

Type answer

2. Date of establishment \*



3. Country of registration \*

Type answer

4. NACE code \*

5. Name of primary contact \*

Type answer

6. Position of the person applying \*

Type answer

7. Email \*

Type answer

8. Phone number \*

Type answer

9. The company confirms its SME status \*

Select answer



10. The company confirms that it has not been funded for the same activities by another EU program \*

Select answer



11. Declaration of absence of conflict of interest \*

Select answer ▼

**12. Project Title \***

Type answer

**13. Project Summary (Recommendation: 2000 characters) \***

Type answer

**14. Innovation, Quality, and Approach (Category: Excellence - addressing criteria 1) - Describe how your solution is innovative and goes beyond the current state-of-the-art in tourism. Summarize its key features, benefits, and how it addresses specific challenges in the sector. Briefly outline the main methodologies and approaches you'll use for implementation. (Recommendation: max 5000 characters) \***

Type answer

**15. Market Strategy and Sustainability (Category Impact -addressing criteria 2) - Outline your target market, go-to-market strategy, and how your solution contributes to the green and digital transition. Provide a brief overview of how your project will scale, potential barriers to growth, and how you'll address them. Finally, describe the societal and economic impact, including how you address the challenges set by Valencia and Poreč. (Recommendation: max 9000 characters) \***

Type answer

- 16.** Team, Work Plan, and Budget (Category Implementation- addressing criteria 3) - List key team members, their relevant experience, and qualifications. Provide a short summary of your work plan, including key milestones and potential risks. Include a basic budget breakdown and how resources will be used to achieve your project goals. (Recommendation: max 5000 characters) \*

Type answer

- 17.** Upload the declaration of honour \*

 Upload

- 18.** I confirm that all information provided is true and complete \*

Select answer

- 19.** Upload the certification \*

 Upload

- 20.** I accept the terms and conditions of the FU-Tourism call. Please check the FU-TOURISM Call for Proposals and Guide for Applicants. \*

Select answer

## ANNEX 3 Declaration of Honor

### Declaration of Honour for the FU-TOURISM Acceleration Programme

I, the undersigned: \_\_\_\_\_

representing the following legal entity: \_\_\_\_\_

[insert full official name]

[insert official legal form]

[insert full official address]

[insert VAT registration number]

#### I hereby certify

that I irrevocably accept all the terms and conditions set out in the FU-TOURISM Call for Proposals, and in particular that:

- 1 — The information I have provided in the application form is accurate and correct.
- 2 — The information I have given concerning the legal status is correct.
- 3 — I comply now and will comply for the duration of the sub-grant agreement concluded with EUPOLIS GRUPA D.O.O should a sub grant be awarded, with all the admissibility and eligibility criteria, as defined in the FU-TOURISM call for proposals.
- 4 — In case the proposal is selected, I commit to signing the grant agreement, accepting the terms and conditions laid down in the grant agreement/award decision and without making any change to the scope and contents of the pilot project and bringing it to successful conclusion within the time frame originally stated.
- 5 — I am in possession of stable and sufficient resources to carry out the proposed activities, throughout the duration of the programme and will provide any counterpart funding as and when needed.
- 6 — I will inform the ..... of any other grant application or funding from the EU or other funding source related to this action.
- 7 — The conditions specified in the Call for Proposals related with Conflict of interest, Confidentiality, Visibility of EU funding are satisfied.



8 — I am aware that the European Innovation Council and SMEs Executive Agency (EISMEA) and/or ..... may impose administrative or financial penalties on applicants who:

- are guilty of misrepresentation in supplying the information required as a condition of participation in the grant award procedure or fail to supply this information.
- have been declared to be in serious breach of their obligations under any contract, grant or grant agreement covered by the budget of the European Commission.

Such penalties will be proportionate to the importance of the contract, grant agreement and the seriousness of the misconduct, and may consist in the exclusion from this procedure as well as from other contracts, grants or sub-grants financed by the EU budget and the payment of financial penalties.

9 — In case for any reason and at any point in time the proposal is disqualified, I commit to refunding ..... of any payment duly received prior to the disqualification of the proposal.

10 — I have not received funding from other entities for the same costs.

**further declare**

that I and/or the entity I represent is not in any of the following situations:

a) Bankrupt, subject to insolvency or winding up procedures, with assets being administered by a liquidator or by a court, or in an arrangement with creditors, or with business activities suspended or in any analogous situation arising from a similar procedure provided for under national legislation or regulations.

b) As established by a final judgement or final administrative decision, in breach of obligations relating to the payment of taxes or social security contributions in accordance with the law of the country of establishment, those of the country in which the authorising officer is located or those of the country of the performance of the contract.

c) As established by a final judgement or final administrative decision, guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the entity belongs, or by having engaged in any wrongful conduct which has an impact on its professional credibility, where such conduct denotes wrongful intent or gross negligence, including, in particular, any of the following

(i) fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfilment of selection criteria or in the performance of a contract, a grant agreement or a grant decision.

(ii) entering into agreement with other persons with the aim of distorting competition.

(iii) violating intellectual property rights.

(iv) attempting to influence the decision-making process of the EISMEA and/or ..... during the award procedure.

(v) attempting to obtain confidential information that may confer upon it undue advantages in the award procedure.

d) As established by a final judgement, guilty of either of the following:

(i) Fraud, within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests, drawn up by the Council Act of 26 July 1995.

(ii) Corruption, as defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of EU Member States, drawn up by the Council Act of 26 May 1997, and in Article 2(1) of Council Framework Decision 2003/568/JHA, as well as corruption as defined in the legal provisions of the country where the authorising officer is located, the country in which the entity is established or the country of the performance of the contract.

(iii) Participation in a criminal organisation, as defined in Article 2 of Council Framework Decision 2008/841/JHA.

(iv) Money laundering or terrorist financing, as defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council.

(v) Terrorist-related offences or offences linked to terrorist activities, as defined in Articles 1 and 3 of Council Framework Decision 2002/475/JHA, respectively, or inciting, aiding, abetting or attempting to commit such offences, as referred to in Article 4 of that Decision.

(vi) Child labour or other forms of trafficking in human beings as defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council.

e) Having shown significant deficiencies in complying with the main obligations in the performance of a contract, a grant agreement or a grant decision financed by the Union's budget, which has led to its early termination or to the application of liquidated damages or other contractual penalties, or which has been discovered following checks, audits or investigations by an Authorising Officer, OLAF or the Court of Auditors.

f) As established by a final judgement or final administrative decision, having committed an irregularity within the meaning of Article 1(2) of Council Regulation (EC, Euratom) No 2988/95.

g) For the situations of grave professional misconduct, fraud, corruption, other criminal offences, significant deficiencies in the performance of the contract or irregularity, it is subject to:

i. Facts established in the context of audits or investigations carried out by the Court of Auditors, OLAF or internal audit, or any other check, audit or control performed under the responsibility of an authorising officer of an EU institution, of a European office or of an EU agency or body.

ii. Non-final administrative decisions which may include disciplinary measures taken by the competent supervisory body responsible for the verification of the application of standards of professional ethics;

iii. Decisions of the ECB, the EIB, the European Investment Fund or international organisations.

iv. Decisions of the European Commission relating to the infringement of the Union's competition rules or of a national competent authority relating to the infringement of Union or national competition law.

v. Decisions of exclusion by an authorising officer of an EU institution, of a European office or of an EU agency or body.

h) any natural person(s) who are member(s) of the administrative, management or supervisory body(ies) or who has/have powers of representation, decision or control (this covers company directors, members of management or supervisory bodies, and cases where one person holds a majority of shares) is/are not in any of the following situations:

- situation (c) above (grave professional misconduct)
- situation (d) above (fraud, corruption or other criminal offence)
- situation (e) above (significant deficiencies in performance of a contract)
- situation (f) above (irregularity)

and acknowledge

- that the EISMEA and/or ..... may request at any time to provide general information and applicable evidence on the applicant's legal status as well as concerning any person that is member of an administrative, management or supervisory body (persons with powers of representation, decision or control)

- that the above evidence may be requested as follows:

- For situations described in (a), (c), (d) or (f), production of a recent extract from the judicial record, or failing that, an equivalent document recently issued by a judicial or administrative authority in the country of establishment of the entity showing that those requirements are satisfied.

- For the situation described in point (a) or (b), production of recent certificates issued by the competent authorities of the State concerned. These documents must provide evidence covering all taxes and social security contributions for which the entity is liable, including for example, VAT, income tax (natural persons only), company tax (legal persons only) and social security contributions. Where any document described above is not issued in the country concerned, it may be replaced by a sworn statement made before a judicial authority or notary or, failing that, a solemn statement made before an administrative authority or a qualified professional body in its country of establishment.

- If an entity has already submitted such evidence for other purpose of the same procedure and provided that the submitted documents are still valid and that the time elapsed since the issuing date of the documents does not exceed one year, the entity shall declare on its honour that the documentary evidence has already been provided and confirm that no changes have occurred in its situation.

- that any personal data concerning this procedure shall be collected, processed and published in accordance with Regulation (EU) 2016/679, also known as GDPR (General Data Protection Regulation), as further described in Data Management Plan of FU-TOURISM.
- that any confidential information provided in the context of the call shall be expressly annotated, and the limits of its authorized handling specified beforehand to ECHN.

SIGNATURE

For the Applicant

[function/forename/surname]

[ID card or passport number and date of expiry]

Done in English on [time stamp]

---

# ANNEX 4 Grant Agreement

## GRANT AGREEMENT

### Regarding the Company ..... between ..... and ..... For the “FU-TOURISM Acceleration Programme”

1. The Association with the legal name «.....» that is established in ....., with VAT No ....., (Tax office) and that is legally represented by ....., hereinafter referred to as «**FU-TOURISM Coordinator**», or «**the Coordinator**»,
2. ....., with registered office at ....., VAT No ....., hereinafter to be referred to as «**Beneficiary**», in this matter duly represented by .....

Both parties hereinafter together and individually to be referred as «Parties» respectively «Party».

WHEREAS:

(a) FU-TOURISM (Agreement No: 101121573) is a European Innovation Council and SMEs Executive Agency (EISMEA) collaborative project that brings together seven European countries, six of which provide direct Business Support Services to SMEs through experienced partners. Its aim is to empower tourism SMEs to thrive in the green and digital era. To accomplish this objective, FU-TOURISM offers funding and guidance to SMEs seeking to evolve their tourism operations, and enhance sustainability, resilience, and innovation, all while supporting the European Green Deal and Digital Single Market.

The FU-TOURISM Project launched a call for proposals in October 2024 seeking innovative projects aiming to improve novel processes to create a product, service or business model with scale up potential for sustainable tourism.

(b) The *Beneficiary* ..... has submitted a proposal, titled “.....”. The proposal has been selected by the Steering Board with a decision of ...(date)....

HAVE AGREED AS FOLLOWS:

### ARTICLE 1 - PURPOSE OF THE GRANT

1.1 ....., representing the FU-TOURISM Project Consortium, awards the Grant, under the terms and conditions set out in this Agreement, which the beneficiary hereby declares that they have taken note of and accepts, for the («*Name of the Proposal*») proposal.

1.2 The beneficiary accepts the grant and undertakes to do everything in his power to carry out the Project acting on his own responsibility.

## ARTICLE 2 - DURATION

2.1 The agreement shall enter into force on the date when the last of the two parties signs for 8 months according to the FU-TOURISM Acceleration Programme.

## ARTICLE 3 - FINANCING THE PROJECT

3.1 The total eligible funds of the Project for which ..... on behalf of FU-TOURISM Project awards a grant, is estimated at Euro 20.000,00.

## ARTICLE 4 - PAYMENT ARRANGEMENTS

### 4.1 Pre-financing:

Within 30 days after the date when the last of the two parties signs the Grant Agreement, a pre-financing payment representing 30% of the amount specified in Article 3.1. shall be made to the beneficiary.

The submission of the below documents is required in order for the Beneficiary to receive the pre-financing payment:

- Signed Grant Agreement by the FU-TOURISM Coordinator
- Profit & Loss account or Financial Identification form of Beneficiary
- Proof of full compliance with national tax and social security obligations

### 4.2 Interim payment:

A second payment after acceptance of the Interim Technical Report and a request for payment to be delivered on (.....date.....) representing 30% of the amount specified in Article 3.1., shall be made to the beneficiary. The report will contain the technical specifications of processes towards the product, service or business model with scale up potential for sustainable tourism to be developed.

The FU-TOURISM Coordinator shall have 40 days to approve or reject the documents in question or to request additional supporting documents or information. In that case the beneficiary shall have 15 days to submit the additional information or new documents requested.

A payment representing the interim payment of the grant shall be made to the beneficiary within 30 days following approval by the Coordinator of the technical implementation report accompanying the request for payment of the interim report.

### 4.3 Payment of the balance

The request for payment of the balance shall be accompanied by the final technical implementation report and financial statement related to the Project to be submitted on (.....date.....). This report will include the final proof of concept of the product, service or business model -with high scale-up potential for sustainable tourism- developed within the project.

The Coordinator shall have 30 days to approve or reject the documents in question or to request additional supporting documents or information. In that case, the beneficiary shall have 15 days to submit the additional information or new documents requested.

A payment representing the 40% balance of the grant shall be made to the beneficiary within 30 days following approval by the Coordinator of the technical implementation report accompanying the request for payment of the balance.

The beneficiary shall also have executed the following obligations:

- Participation in the FU-TOURISM Acceleration Programme Kick-off event
- Participation in the training sessions;
- Participation in the Demo Day;
- Participation in the Fireside chat with Industry experts
- Participation in the Investor’s Meet & Greet
- Participation in the FU-TOURISM Virtual Roundtable Discussion
- Participation in the midterm & final evaluation;
- Participation in the tailored coaching programme;
- Participation in complementary support activities such as networking events, webinars, matchmaking events, summits and conferences;
- Contribution to the communication and dissemination activities of FU-TOURISM.

Payments shall be made to the beneficiary's bank account in Euro, as indicated below:

Account holder: .....

Account number: .....

IBAN: .....

BIC: .....

## ARTICLE 5 - SUBMISSION OF REPORTS AND OTHER DOCUMENTS

The technical and financial implementation reports and other documents must be submitted in writing, by email, by the following deadlines:

1<sup>st</sup> Report: Interim Technical & Financial Report. (....date.....)

2<sup>nd</sup> Report: Final Technical & Financial Report. (.....2nd date.....)

## ARTICLE 6 - DOCUMENTATION & COMMUNICATION

The Beneficiary agrees to:

- Document all activities held as part of the FU-TOURISM Acceleration Programme.

Documentation may include, but is not limited to- list of participants, meeting minutes, screen prints, papers, compositions, photos, and videos.

- promote the Project activities on social media (minimum Twitter and Facebook, if the Recipient has an existing account) and to respect the following guidelines

o social media posts should contain the hashtags #FU-TOURISMacceleration #EUTourism

o social media posts should contain these handles

Twitter: @FutourismEU

LinkedIn: Fu-Tourism  
Instagram: @fu\_tourism  
Youtube: @FU-TOURISM

- give prominence to the name and emblem of the European Union as well as the FU-TOURISM Project logo in all documentation and information materials, announcements, productions, leaflets, posters, via social media etc., and any infrastructure, equipment or major result funded by the grant (logos provided by the Coordinator).

In addition, include the following text:

“With the contribution of the EISMEA Programme of the European Union”.

When displayed in association with another logo, the EU emblem must have appropriate prominence.

- authorize the unlimited use of all documented materials in the context of FU-TOURISM Project.

## ARTICLE 7 - GENERAL ADMINISTRATIVE PROVISIONS

Any communication in connection with this agreement shall be in writing, indicating the name of the agreement, and shall be sent to the following addresses:

For the Coordinator:.....

Address:....

Email: ....

For the beneficiary:.....

Address: ...

Email: .....

## ARTICLE 8 - LAW APPLICABLE AND COMPETENT COURT

The grant is governed by the terms of the agreement, the Community rules applicable and, on a subsidiary basis, by the law of (.....Respective Country.....).

If any dispute should arise between any of the Parties, such Parties shall use reasonable effort to settle such dispute before pursuing any remedy they may have at law.

Any dispute, resulting from this Agreement, or further agreements resulting from which do not stipulate otherwise, which has not been solved by the Parties in accordance with the previous provision, shall be submitted to the competent Court in (.....Respective City-Country.....).

## ARTICLE 9 - LIABILITY

The beneficiary shall have sole responsibility for complying with any legal obligations incumbent on him.

The Coordinator shall not, in any circumstances or on any grounds, be held liable in the event of a claim under the agreement relating to any damage caused during the Project's execution.



The beneficiary shall bear sole liability vis-a-vis third parties, including for damage of any kind sustained by them while the Project is being carried out.

## **ARTICLE 10 - CONFLICT OF INTERESTS**

The Beneficiary undertakes to take all the necessary measures to prevent any risk of conflicts of interests which could affect the impartial and objective performance of the agreement. Such conflict of interests could arise in particular as a result of economic interest, political or national affinity, family or emotional reasons, or any other shared interest.

Any situation constituting or likely to lead to a conflict of interests during the performance of the agreement must be brought to the attention of the Coordinator, in writing, without delay.

## **ARTICLE 11 - OWNERSHIP/USE OF THE RESULTS**

Unless stipulated otherwise in this agreement, ownership of the results of the FU-TOURISM Acceleration Programme, including industrial and intellectual property rights, and the reports and other documents relating to it, shall be vested in the Beneficiaries of the FU-TOURISM Acceleration Programme.

Without prejudice to paragraph 1, the beneficiary grants EISMEA, the FU-TOURISM Coordinator and the FU-TOURISM Project Consortium the right to make free use of the results of the funded project as it deems fit, provided it does not thereby breach its confidentiality obligations or existing industrial and intellectual property rights.

## **ARTICLE 12 - CONFIDENTIALITY**

The Project Coordinator and the beneficiary undertake to preserve the confidentiality of any document, information or other material directly related to the subject of the agreement that is duly classed as confidential, if disclosure could cause prejudice to the other party. The parties shall remain bound by this obligation beyond the closing date of the FU-TOURISM Project.

## **ARTICLE 13 - PUBLICITY**

The beneficiary authorizes EISMEA, the Coordinator and the FU-TOURISM Consortium to publish the following information in any form and medium, including via the Internet

- the beneficiary's name and address,
- the subject and purpose of the grant,
- the amount granted and the proportion of the Project's total cost covered by the funding,
- photographs of the product/service/business model obtained,
- some description of the project/proof of concept not including any confidential information.

## ARTICLE 14 - SUSPENSION

The beneficiary may suspend implementation of the Project up to 1 month if exceptional circumstances make this impossible or excessively difficult, notably in the event of force majeure. They shall inform the Coordinator without delay, giving all the necessary reasons and details and the foreseeable date of resumption.

## ARTICLE 15 - FORCE MAJEURE

Force majeure shall mean any unforeseeable exceptional situation or event beyond the parties' control which prevents either of them from fulfilling any of their obligations under this agreement, was not attributable to error or negligence on their part, and proves insurmountable in spite of all due diligence. Defects in equipment or material or delays in making them available (unless due to force majeure), labour disputes, strikes or financial difficulties cannot be invoked as force majeure by the defaulting party.

A party faced with force majeure shall inform the other party without delay in writing with advice of delivery or equivalent, stating the nature, probable duration and foreseeable effects.

Neither of the parties shall be held in breach of their obligations under the agreement if they are prevented from fulfilling them by force majeure. The parties shall make every effort to minimise any damage due to force majeure.

## ARTICLE 16 - ASSIGNMENT

Claims against the Coordinator may not be transferred.

## ARTICLE 17 - TERMINATION OF THE AGREEMENT

Termination by the beneficiary in duly justified cases, the beneficiary may withdraw his request for a grant and terminate the agreement at any time by giving 15 days' written notice stating the reasons, without being required to furnish any indemnity on this account. If no reasons are given or if the Coordinator does not accept the reasons, the beneficiary shall be deemed to have terminated this agreement improperly.

The Coordinator may decide to terminate the agreement, without any indemnity on its part, in the following circumstances:

- (a) in the event of a legal, financial, technical, organisational or auditing change in the beneficiary's situation that is liable to affect the agreement substantially or to call into question the decision to award the grant;
- (b) if the beneficiary fails to fulfil a substantial obligation incumbent on him under the terms of the agreement;
- (c) in the event of force majeure or if the Project has been suspended as a result of exceptional circumstances;
- (d) if the beneficiary is declared bankrupt, is being wound up or is the subject of any other similar proceedings;
- (e) if the beneficiary is found guilty of an offence involving his professional conduct by a judgement having the force of res judicata or if he is guilty of grave professional misconduct proven by any justified means;
- (f) if the beneficiary is guilty of misrepresentation or submits reports inconsistent with reality to obtain the grant provided for in the agreement;
- (g) if the beneficiary has intentionally or by negligence committed a substantial irregularity in performing the agreement or in the event of fraud, corruption or any other illegal activity on the part of the beneficiary to the detriment of the European Communities' financial interests. A substantial irregularity consists of any

infringement of a provision of an agreement or regulation resulting from an act or an omission on the part of the beneficiary which causes or might cause a loss to the Community budget.

### ARTICLE 18 - TERMINATION PROCEDURE

The procedure is initiated in writing with advice of delivery or equivalent.

In the cases referred to in points (a), (b) and (d) of article 15, the beneficiary shall have 30 days to submit his observations and take any measures necessary to ensure continued fulfilment of his obligations under the agreement. If the Coordinator fails to confirm acceptance of these observations by giving written approval within 30 days of receiving them, the procedure shall continue to run.

Where notice is given, termination shall take effect at the end of the period of notice, which shall start to run from the date when notification of the Coordinator decision to terminate the agreement is received.

If notice is not given in the cases referred to in points (c), (e), (f) and (g) of article 15, termination shall take effect from the day following the date on which notification of the Coordinator decision to terminate the agreement is received.

### ARTICLE 19 - EFFECT OF TERMINATION

In the event of termination, payments by the Coordinator shall be limited to the eligible costs actually incurred by the beneficiary up to the date when termination takes effect.

Costs relating to current commitments that are not due to be executed until after termination shall not be taken into account.

### ARTICLE 20 - FINANCIAL PENALTIES

Any beneficiary declared to be in grave breach of his obligations shall be liable to financial penalties of between 2% and 10% of the value of the grant in question, with due regard for the principle of proportionality.

### ARTICLE 21 - RECOVERY

If any amount is unduly paid to the beneficiary or if recovery is justified under the terms of the agreement, the beneficiary undertakes to repay the Coordinator the sum in question on whatever terms and by whatever date it may specify. If the beneficiary fails to pay by the date set by the Coordinator, the sum due shall bear interest.

For the FU-TOURISM Project Coordinator

Name, Signature

City, Date

For the Beneficiary

Name, Signature

City, Dat

## ANNEX 5: Indicative list of eligible Tourism Ecosystem's NACE codes

Tourism ecosystem as defined in the Transition Pathway for Tourism:

H49 - Land transport and transport via pipeline

H50 - Water transport

H51 - Air transport

I - Accommodation and food service activities

N77 - Rental and leasing activities

N79 - Travel agency, tour operator and other reservation service and related activities

N82 - Office administrative, office support and other business support activities

R90/R91/R92 - Creative, arts and entertainment activities; libraries, archives, museums and other cultural activities; gambling and betting activities

R93 - Sports activities and amusement and recreation activities

Other NACE codes are admissible if applicants demonstrate relevant impact of the proposed project on the priority challenges (see ANNEX 1) of this Call for proposals. As guidance, projects coming from SMEs in the ICT sector (e.g. IT solutions and platforms for enhanced tourism experience) or the Energy sector (e.g. energy communities, energy efficiency solutions to reduce the carbon footprint of the tourism activities) are eligible as long as they target FU-TOURISM Accelerator Programme priority challenges outlined in ANNEX 1.

## ANNEX 6 Capacity Building Programme

The FU-TOURISM Acceleration Programme is, along with the financial support, one of the services delivered by FU-TOURISM to the selected SMEs. The objective of the support programme is to help the SMEs to perform the best of their activities. It involves drawing out the participant companies’ strengths, helping them to successfully implement their innovative solution and to facilitate their transformation to an innovative sustainable operation. Participation in the support programme is mandatory for all selected innovation solutions.

The Capacity Building Programme will be implemented by experts from the project consortium, who will provide their services free of charge. The consortium partners will not receive any financial compensation for this support, ensuring that the focus remains solely on fostering the growth and success of the participating SMEs

The FU-TOURISM support programme includes:

### **A) 20 hours Online Training**

The FU-TOURISM acceleration program is designed to provide foundational training on key concepts for sustainable and digital tourism development, which are of common interest to all participants. **Each training session will be 2 hours long, and all sessions will be conducted digitally. At least two members from each SME must attend every training session.**

**Participants have the flexibility to choose training topics based on their individual preferences and needs, provided they complete a minimum of 20 hours of training in total (10 sessions).**

### Calendar of the FU-TOURISM training sessions

Date <sup>8</sup>	Training Topic	Duration (Hours)	Training Expert
1. Introduction and Fundamentals			
dd/mm/yy	Regenerative Eco-Social Project Methodology, Design Thinking and Lean/Agile Approach: Lean Startup Tools	2	Eupolis
dd/mm/yy	Introduction to Market Research	2	Envolve
dd/mm/yy	Team Management, Team Assessment	2	Envolve
2. Basics of Entrepreneurship and Co-Entrepreneurship			
dd/mm/yy	Co-Entrepreneurship-1: Unlearning and Deschooling BAU Models	2	Eupolis

<sup>8</sup> The schedule for the FU-TOURISM Acceleration Program will be announced following the selection of the beneficiaries

dd/mm/yy	<b>Co-Entrepreneurship-2: Regenerative Eco-Social Co-Design and Co-Creation</b>	2	Eupolis
dd/mm/yy	<b>Co-Entrepreneurship-3: Regenerative Eco-Social Development and Collaborative Organizations</b>	2	Eupolis
dd/mm/yy	<b>Co-Entrepreneurship-4: Public Innovation and the Green and Digital Transition</b>	2	Eupolis
dd/mm/yy	<b>Co-Entrepreneurship-5: Platform Cooperatives and Decentralised Autonomous Organizations (DAOs)</b>	2	Eupolis
<b>3. Financing and Capital Management</b>			
dd/mm/yy	<b>Private Capital for Seed and Startup/Spin-Out Innovation Projects</b>	2	València Innovation Capital
dd/mm/yy	<b>Private Funding for Startups: Governance Post-Investment</b>	2	València Innovation Capital
dd/mm/yy	<b>Navigating European R&amp;D&amp;I Funding and Innovation Ecosystems for SMEs: Securing Grants and Growing Your Tourism Business</b>	2	SYNYO/Finnova
<b>4. Digital Transformation and Technological Tools</b>			
dd/mm/yy	<b>Utilising Technological Tools to Enhance the Online Presence of tourism SMEs: SEO and Content Marketing to Improve Visibility on the Internet</b>	2	Finnova
dd/mm/yy	<b>Mastering Social Media for Tourism SMEs: Enhancing Service Quality and Analysing Revenue Impact</b>	2	Finnova
dd/mm/yy	<b>New Technologies for the Tourism Industry (Metaverse, AI, Blockchain)</b>	2	Envolve
<b>5. Strategy and Scaling</b>			
dd/mm/yy	<b>Scaling Your Business Globally: Strategies for International Expansion and Global Operations Management</b>	2	Vestbee
dd/mm/yy	<b>Innovation Procurement: Basics, Opportunities, and Strategies for tourism SMEs.</b>	2	SYNYO
dd/mm/yy	<b>Service Design for tourism Strategic Innovation</b>	2	Envolve

dd/mm/yy	Marketing strategy based on Impact-based SME approach	2	Engolve
dd/mm/yy	Next-Gen Regenerative tourism: Driving Business Growth Through Digital Tools and Social Innovation	2	SYNYO
6. Impact Measurement and Pitching			
dd/mm/yy	Introduction to Impact Measurement: Understanding Theory of Change and Social Return on Investment for tourism SMEs	2	OP-IMPACT
dd/mm/yy	Digital Tools for Impact Measurement: Practical Skills and Application for the tourism Sector	2	OP-IMPACT
dd/mm/yy	Pitch Deck	2	Engolve

### Programme Summary:

- 1) **Introduction and Fundamentals** provide foundational knowledge on project methodology, market research, and team management.
- 2) **Basics of Entrepreneurship and Co-Entrepreneurship** cover various aspects of co-entrepreneurship, from unlearning outdated models to leveraging innovative organisational structures.
- 3) **Financing and Capital Management** offer detailed information on different funding sources and investment management.
- 4) **Digital Transformation and Technological Tools** equip participants with the skills to use digital and technological tools effectively.
- 5) **Strategy and Scaling** focus on international expansion and strategic innovations.
- 6) **Impact Measurement and Pitching** cover how to measure impact and present business ideas effectively.

This structure supports a gradual acquisition of knowledge, allowing participants to progress from foundational concepts to more advanced topics at their own pace. It enables participants to choose sessions that align with their current needs and effectively apply new insights to their businesses.

### Session’s Description

**Regenerative Eco-Social Project Methodology, Design Thinking and Lean/Agile Approach Lean Startup Tools:**  
 The training session focuses on the methodology for regenerative eco-social projects, incorporating principles of design thinking and the Lean/Agile approach. The trainee will explore Lean Startup tools such as the Business Model Canvas, Value Proposition Canvas, Customer Persona, and Product/Market Fit. The goal is to develop skills for successfully designing and implementing sustainable and socially responsible projects, maximising value for customers and the community.

**Private Capital for Seed and Startup/Spin-Out Innovation Projects:** This training session delves into the intricacies of raising private capital for seed and startup/spin-out innovation projects. The trainee will learn about various sources of private funding, including angel investors, venture capital, and crowdfunding. The training will cover the essential phases of raising capital and the critical legal aspects, such as share distribution, vesting shares, term sheets, and due diligence. Additionally, the trainees will explore fundraising essentials from strategy to execution, gaining insights into understanding the mindsets of venture capitalists. Special attention will be given to the unique characteristics of financing startups with social and environmental impact, equipping the trainees with the knowledge to navigate the fundraising landscape effectively and responsibly.

**Private Funding for Startups: Governance Post-Investment:** This training session offers essential insights into private funding for startups, focusing on key aspects such as CAP tables, startup valuation, and governance. The trainees will learn how to effectively manage and interpret CAP tables, understand startup valuation methodologies, and navigate the complexities of startup governance following investor entry. The session will equip the participants with the knowledge needed to manage investor relationships, maintain robust governance practices, and ensure your startup is well-positioned for growth and success post-investment. By the end of this course, the trainees will have the skills to handle private funding dynamics and governance challenges confidently.

**Co-Entrepreneurship-1:** This training session focuses on the essential process of unlearning and deschooling outdated business-as-usual (BAU) models and approaches. The trainees will engage in Eco-Social D-Skool-R4 methodologies to dismantle obsolete concepts and prepare for an emerging future. The aim is to equip the participants with the skills and mindset necessary to develop future-proof regenerative organisations that thrive in a rapidly changing world.

**Co-Entrepreneurship-2:** This training session will immerse the trainees in the principles of regenerative eco-social co-design and co-creation. The trainees will explore and develop future-proof business models that support regenerative culture, 4-Helix 4 Returns communities, and distributed place-based resilient proximity economies. The goal is to equip the trainees with the knowledge and skills needed to foster sustainable and resilient communities through innovative and collaborative approaches.

**Co-Entrepreneurship-3:** This training session focuses on regenerative eco-social development and the creation of egalitarian cooperative collaborative distributed organisations. The trainees will learn about various organisational forms such as B-Corps, social impact companies, purpose enterprises, cooperatives, associations, joint ventures, alliances, consortia, and DOAs for impact. The goal is to empower the trainees to build and participate in inclusive, sustainable, and socially responsible organisations which drive positive change and impact.

**Co-Entrepreneurship-4:** This training session focuses on public innovation and the green and digital transition in the context of the Green Deal. The trainees will learn about funding and financing opportunities for regenerative concepts, proposals, and collaborative projects. The aim is to equip the trainees with the knowledge and tools necessary to secure support for initiatives that promote sustainability, innovation, and digital transformation.

**Co-Entrepreneurship-5:** This training session explores the potential of platform cooperatives (co-ops) and decentralised autonomous organisations (DOAs). The trainees will delve into the power of platformization and the impact of data-driven and digitalized organisations. The goal is to prepare the session's participants to leverage these innovative structures to co-create a sustainable, equitable, and technologically advanced future.



**Navigating European R&D&I Funding and Innovation Ecosystems for SMEs: Securing Grants and Growing Your tourism Business:** In this training session, the trainees will gain expert guidance on how to effectively participate in European research and innovation projects. We'll cover the full spectrum of European funding opportunities available for SMEs, with a specific focus on the tourism and sustainability sectors. The session's participants will learn how to navigate the complex funding landscape, prepare competitive proposals, and leverage available resources to secure grants. Additionally, they will delve into strategies for connecting with relevant stakeholders, organisations, and procurement opportunities within European innovation ecosystems. By the end of this session, all trainees will be equipped with practical tools and knowledge to boost your business growth, optimise their funding strategies, and make the most of European research and innovation programmes.

**Utilising Technological Tools to Enhance the Online Presence of Tourism SMEs: SEO and Content Marketing to Improve Visibility on the Internet:** In this training session, the participants will learn how to harness technological tools to boost the online visibility of your tourism SME. We'll dive into effective strategies for SEO and content marketing that will help the participants enhance their online presence and attract more visitors. The participants will discover techniques to improve their visibility on Online Travel Agencies (OTAs) and learn how to perform comprehensive competitor analysis using benchmarking tools. By the end of this session, the participants will be equipped with actionable insights and practical skills to elevate their digital marketing efforts, stay ahead of the competition, and drive greater success for their tourism business online.

**Mastering Social Media for tourism SMEs: Enhancing Service Quality and Analysing Revenue Impact:** In this training session, the trainees will explore how to effectively utilise social media to elevate service quality and assess its impact on their tourism business's revenue. They will learn strategies for managing real-time reviews, crafting targeted campaigns based on customer interests and behaviour, and implementing chatbots and automated responses to streamline operations. Additionally, we'll cover how to analyse the customer journey, measure and interpret social media activity, and manage advertising campaigns on platforms like YouTube. By the end of this session, the participants will have the tools and insights needed to boost their online presence, enhance customer engagement, and drive revenue growth through strategic social media management.

**Scaling Your Business Globally: Strategies for International Expansion and Global Operations Management:** In this training session, the trainees will gain essential knowledge and strategies for scaling their business internationally. We will cover effective market entry strategies, helping them to identify and navigate opportunities in new regions. They will learn how to manage global operations efficiently, address challenges, and leverage best practices for international expansion. By the end of this session, they will be equipped with practical tools and insights to successfully scale their business across borders and optimise their global operations for sustained growth.

**Innovation Procurement-Basics, Opportunities, and Strategies for tourism SMEs:** In this training session, the trainees will uncover the essentials of innovation procurement and how tourism SMEs can leverage it for growth. We'll provide them with tools and knowledge to capitalise on innovation procurement and funding opportunities within the European Innovation Ecosystem. They will gain insights into expanding their market reach, developing effective procurement strategies, and exploring specific innovation procurement opportunities available in Austria. By the end of this session, they will be prepared to tap into valuable resources and opportunities that can drive innovation and enhance their business's competitive edge.

**Introduction to Impact Measurement- Understanding Theory of Change and Social Return on Investment for tourism SMEs:** In this training session, the participants will receive a foundational introduction to impact measurement tailored for tourism SMEs. We will explore key concepts such as Theory of Change (ToC) and Social Return on Investment (SROI), providing them with a clear understanding of their benefits and methodologies. The trainees will learn how to develop and apply ToC, and delve into the principles and

calculation methods of SROI. By the end of this session, they will be equipped to effectively measure and evaluate the impact of their initiatives, understanding both the similarities and differences between these approaches to enhance their business's social and economic outcomes.

**Digital Tools for Impact Measurement: Practical Skills and Application for the tourism Sector:** This course provides the trainees with hands-on skills in utilising digital tools for effective impact measurement within the tourism sector. Through practical workshops, they will learn how to set up projects, manage data, and conduct analyses using these digital tools. The session is designed to help them integrate impact measurement tools into their operations, enabling continuous assessment and visualisation of their business's impact. By the end of the course, they will be proficient in leveraging digital tools to enhance their impact measurement processes and drive data-informed decisions.

**Next-Gen Regenerative Tourism: Driving Business Growth Through Digital Tools and Social Innovation:** This guide offers a compelling exploration of the essential tools and strategies necessary to unlock the full potential of tourism businesses. It includes an in-depth analysis of the best case studies, showcasing the successful integration of digital solutions and social innovations crucial for fostering sustainable growth and establishing a competitive advantage in the tourism industry.

**Service Design for Tourism Strategic Innovation:** In this training session, the trainees will delve into the principles of service design specifically tailored for the tourism industry. The trainees will learn how to strategically design and enhance customer experiences by focusing on customer needs, touchpoints, and service processes. We will cover methodologies for mapping out customer journeys, identifying pain points, and implementing innovative solutions to elevate service quality. The trainees will also explore best practices for integrating service design into their tourism offerings to create memorable and impactful experiences. By the end of this session, they will be equipped to apply service design principles to optimise and differentiate their tourism services, driving customer satisfaction and business growth.

**Pitch Deck:** In this training session the trainees will learn how to create a compelling pitch deck that captures their startup's vision and value proposition, making a strong case to investors and stakeholders.

**New Technologies for the Tourism Industry (Metaverse, AI, Blockchain):** In this training session the trainees will explore cutting-edge technologies transforming the tourism sector and discover how to leverage the Metaverse, AI, and Blockchain to enhance their business operations and customer experiences.

**Intro to Market Research:** In this training session the trainees will gain foundational skills in market research to effectively understand their target audience, analyse market trends, and evaluate their competition.

**Team Management, Team Assessment:** The training session will help the trainees to develop strategies for managing and accessing their team to build a high-performing and cohesive group, crucial for scaling their startup.

**Marketing strategy:** During the Marketing Strategy Session, the trainees will develop a strategic marketing plan tailored to their tourism startup, focusing on digital marketing, branding, and customer engagement to drive growth and visibility.

**B) Mentorship on Sustainable tourism Development:** This package is designed as a customized virtual mentoring program, offering each SME 10 mandatory hours of mentoring, based on their specific needs. The program provides personalized guidance aimed at helping participants scale up their innovative solutions effectively, with tailored advice to support sustainable tourism development.

### **C) Transactional networking webinars:**

The FU-TOURISM Accelerator participants will have the opportunity to join 5 transnational webinars focused on networking. These events will take place digitally via Zoom or MStTeams. Participation in all five webinars is mandatory for all participants.

Date	Transnational networking	Duration(Hours)	Responsible Partner(s)
dd/mm/yy	FU-TOURISM's Acceleration Programme's Transnational Kick off event	2	Eupolis, Poreč, Finnova
dd/mm/yy	Fireside Chat with Industry Leaders	2	Eupolis, Envolve, SYNYO
dd/mm/yy	Investor Meet and Greet	2	Vestbee, Envolve, Finnova
dd/mm/yy	FU-TOURISM Virtual Roundtable Discussion	2	Eupolis, Poreč, Finnova
dd/mm/yy	FU-TOURISM Demo Day	2	Vestbee, Envolve, Finnova

## **Description of Events**

### **FU-TOURISM's Acceleration Programme's Transnational Kick-off event**

Description: The inaugural event to officially launch the FU-TOURISM Accelerator programme. This event sets the stage for the entire programme, introducing participants, mentors, and the programme's goals and expectations.

Activities: Welcome address, introduction of participants and mentors, overview of the programme structure and objectives, networking sessions, and Q&A.

### **FU-TOURISM Fireside Chat with Industry Leaders**

Description: An informal conversation with a prominent figure in the TOURISM industry, offering insights into their journey and advice for aspiring entrepreneurs.

Activities: Live interaction, participant questions, and breakout discussion groups.

### **Investor Meet and Greet**

Description: An event where participants can meet potential investors, learn about what investors are looking for, and practise their pitches.

Activities: Investor panels, pitch practice sessions, and one-on-one meetings with investors.

### **FU-TOURISM Virtual Roundtable Discussion**

Description: A structured roundtable discussion focusing on key topics in the tourism industry. This event allows participants to share insights, discuss trends, and engage in meaningful conversations with peers and experts.

Activities: Opening remarks, panel discussion, open forum for participant questions and insights, and closing summary.

### **FU-TOURISM Demo Day**

Description: The concluding event of the accelerator programme where participants present their projects and progress to a panel of judges, investors, industry experts, and other stakeholders.

Activities: Formal presentations, Q&A with the panel, feedback sessions, networking opportunities, and award announcements or recognitions.

## Abbreviations

- **AI:** Artificial Intelligence
- **B-Corps:** Benefit Corporations
- **BIC:** Bank Identifier Code
- **COSME:** Competitiveness of Enterprises and Small and Medium-sized Enterprises
- **DAOs:** Decentralised Autonomous Organizations
- **DMO:** Destination Management Organization
- **EIB:** European Investment Bank
- **EISMEA:** European Innovation Council and SMEs Executive Agency
- **EU:** European Union
- **FU-TOURISM:** Future of Tourism Acceleration Programme
- **GDPR:** General Data Protection Regulation
- **IBAN:** International Bank Account Number
- **Metaverse:** Virtual Reality Spaces and Platforms
- **OP-IMPACT:** Partner Organisation
- **OTAs:** Online Travel Agencies
- **R&D&I:** Research, Development, and Innovation
- **SMP:** Single Market Programme
- **SME:** Small and Medium-sized Enterprise
- **SEO:** Search Engine Optimization
- **SEUA:** Startup Europe Awards
- **SROI:** Social Return on Investment
- **VAT:** Value Added Tax