

Text for Announcement

CALL FOR THE SELECTION OF SMES

Apply now for SME funding in the European Tourism Going Green (ETGG) 2030 project!

Become part of the ETGG 2030 community to implement sustainable & responsible tourism!

Tour operators, accommodation providers or other tourism service providers based in [country] can apply.

Numerous crises of global change, such as rapidly declining biodiversity, extreme weather events, social inequality and ultimately the Covid 19 pandemic, require urgent responses and swift action. The European Tourism Going Green (ETGG) 2030 project aims to support European tourism SMEs on their path to more sustainability. With a Europe-wide network of sustainability experts, universities, business associations, chambers of commerce, tourism organisations and non-governmental organisations (NGOs), a knowledge transfer and training system for SMEs around the topic of sustainable tourism management is being created, which ultimately lead to a sustainable certification for tourism businesses.

So, if you are an SME operating in the tourism and travel industry, we would like to support you in improving your sustainability performance and increasing your competitiveness by participating in the European ETGG 2030 programme.

What do we offer

Trainings and tools for building your knowledge on sustainable tourism, workshops for peer-to-peer learning and knowledge exchange, tailored mentoring by expert advisors, international networking and marketplace, and financial support to access sustainability certifications.

These capacity building activities will enable you to implement sustainability practices in your business which will lead among others to less energy and resources consumption, and more satisfied staff and guests.

The ETGG 2030 Programme for SMEs consists of the following **main pillars**:

(1) Online Community of Practice

Participating SMEs will have access to the Tourism2030.eu platform which provides an EU wide online sustainability toolkit and training service developed by ETGG 2030 experts. As such, the applicants and beneficiaries will form part of an international online community, where they can connect with peers, discuss ideas and get access to international good practices, online training resources, etc.

(2) Tailored Advisory Services by Tourism Sustainability Experts

An ETGG 2030 mentor will be working with each SME offering tailor-made coaching, training and skills development to elevate the sustainability competencies in the SME. SMEs will be guided

through the 12-months duration of the programme, having one-to-one sessions with their assigned ETGG 2030 mentor.

(3) Training Workshops (Peer-to-peer sessions).

Throughout the duration of the programme, three national training workshops in each partner country will take place to improve the participating businesses' sustainability.

(4) Auditing and certification

The ETGG 2030 programme aims specifically at promoting sustainability certifications. In synergy with the other programme activities (advisory services, workshops, online platform) SMEs should choose their preferred sustainable and environmental certificate and pursue and obtain certification within the project duration.

(5) Final conference and networking event

A Final Project Conference will be held in Vienna in spring 2023. It is foreseen that the Final Conference will host a networking event between SMEs and a presentation of best solutions/practices. This event will increase the visibility and positioning of the participating SMEs.

(6) Market access for certified SMEs

Using the training system and achieving third-party certification will allow SMEs to raise their market profile by qualifying for a listing on the independent quality-assessed sustainable & responsible tourism market-place – the Green Travel Maps on the **Tourism2030.eu Portal**.

Financial Support: All services and activities provided to SMEs will be 100% free of charge for the SME. If you are selected to participate in the ETGG 2030 programme, you could be funded up to [8,850 Euro (in Germany and Austria), 7,270 € (in Italy, Croatia), 6,600 Euro (in Bulgaria), and 4,800 Euro (in Romania)] for the participation in the ETGG 2030 programme activities. In all grant amounts VAT is included if applicable.

Why should you participate

Already **with your submission** of the application form you will get free access to the European Going Green online system for tourism businesses!

The system includes a

- European Knowledge Base with good practice examples, contacts to training tools, supporting organisations, and experts for raising your sustainability level and for bringing you closer to certification, and
- the “RUReady for Certification” self-assessment tool to know more about your current sustainability performance, and to be able to identify improvement opportunities.

By participating in the ETGG 2030 programme activities you will

- Increase your knowledge on sustainable practices within the tourism sector,
- gain competitive advantage by becoming more sustainable in light of the ever-growing demand for an eco-friendlier tourism offer,
- benefit from the potential cost saving opportunities that sustainable practices can help SMEs to reach,
- network and collaborate with other SMEs and other tourism industry stakeholders,

- gain access to sustainability certification schemes and expert help with certification of your business,
- get financial support for participation in face-to-face and online capacity-building trainings & workshops, for receiving tailored mentoring and advisory services from experts and certifying organizations and for covering certification costs,
- get visibility and promotion through the ETGG 2030 network and the Tourism 2030 Global Sustainable Tourism Market Place.

Who can participate

Small and Medium Enterprises located in Italy, Germany, Austria, Croatia, Romania or Bulgaria from one of the following tourism sectors:

- Hotels and similar accommodation (NACE 55.10)
- Holiday and other short-stay accommodation (NACE 55.20)
- Camping grounds, recreational vehicle parks and trailer parks (NACE 55.30)
- Travel agency, tour operator reservation service and related activities (NACE 79)

In addition, your business must be located in a destination where UNESCO cultural sites and/or Natura 2000 sites are also located or represent a major attraction for tourism in the destination.

Applicants with an operational office in one of the focus regions [Split-Dalmatia County (Croatia); Ostbayern and Eifel (Germany), the provinces of Pordenone and Udine and the Basilicata region (Italy), Sibiu County (Romania)] will have absolute priority. For more information on prioritization criteria please refer to paragraph 5.3 “Award criteria” in the Application Guidelines.

How to participate

Please follow the four steps:

1. Click on the “**Apply Now**” button below.
2. Fill out all sections of the application form. If you wish to consult it beforehand, a template of the form’s structure is available in the Annex of the Application Guidelines.
3. Accept the privacy policy and declaration of honor.
4. Click on “Submit”.

You will receive a confirmation e-mail with a copy of your answers.

Late submitters will receive an automatically generated return message that the call is closed.

The deadline of the application is Monday, 11th April 2022 at 17:00 (CET)

What are the next steps

Your application will be checked for eligibility and assessed by two evaluators. A Selection Committee composed of 9 evaluators will select the application of 70 SMEs by the beginning of May 2022.

However, the consortium may conclude that even the highest scoring application is of inadequate quality, in which case it will make no selection. This conclusion is obligatory if all the applications fall below the threshold scores given on the online application form.

If your business is selected, you will participate in the programme's activities during 12 months from June 2022.

If you have any questions, please do not hesitate to contact us at [Email-address of partner].

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