



Co-funded by the COSME programme
of the European Union

Call for the Selection of Tourism SMEs to be Awarded Financial Support

Application Guidelines to the European Tourism Going Green 2030 Programme

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the European Union's COSME Programme

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1. Introduction – ETGG 2030 Project

The European Tourism Going Green 2030 project (hereafter referred to as the ‘ETGG 2030 project’) with a budget of EUR 1,3 Million, co-funded by the European COSME Program started on 1st January 2021 and has a duration of 30 months.

The ETGG 2030 project intends to strongly contribute to the improvement of the sustainability and competitiveness of tourism small and medium-sized enterprises (SME) in Europe. ETGG 2030 recognises that small and medium-sized businesses are the backbone of the tourism sector and as such, they are essential players in leading a transformation towards more sustainable forms of tourism. To support tourism SMEs in taking the leadership of this transformation, ETGG 2030 aims to improve their capacities and skills in regard to sustainability, to explore and adopt sustainable solutions through transnational and intersectoral collaboration between SMEs from different tourism sectors in Italy, Germany, Austria, Croatia, Romania and Bulgaria.

The ETGG 2030 project is driven by a consortium composed of experienced organisations in the field of business development and support, trainings and capacity building, education and research, territorial, local and regional development and applied tourism sustainability solutions. The consortium was brought together to provide answers and solutions to the key challenges and objectives drawn up by the project and consist of:

- Eberswalde University for Sustainable Development (HNEE) – ZENAT, Germany
- ECOTRANS, Germany
- ÖHV Touristik Service, Austria
- Croatian Chamber of Economy (CCE), Croatia
- Camera di Commercio Industria Artigianato e Agricoltura di Pordenone-Udine, Italy
- ASSET Basilicata - Azienda Speciale della Camera di commercio della Basilicata, Italy
- Societa Consortile A Responsibilita Limitata (ITER), Italy
- Asociatia Judeteana De Turism Sibiu, Romania
- DMD NT, Bulgaria

2. Our Objectives

The ETGG 2030 project will establish a sustainability knowledge acquisition, innovation training & implementation system that supports European tourism SMEs throughout the supply chain in their move towards sustainable consumption and production. The ICT-based ETGG 2030 platform will enable SMEs and supporting organisations to make evidence-based decisions to implement sustainability in their business, to demonstrate their performance through third-party certification, and to raise their market profile by being part of the sustainable & responsible tourism marketplace.

To boost SME sustainability and enable timely and effective knowledge transfer throughout the EU, **the project aims to deliver:**

- 1) A consortium of minimum 6 business networks – Industry associations and TRIANGLE Knowledge Alliance Higher Education Institutes (HEIs) as a coherent European wide knowledge and innovation information sharing community to support SME sustainability implementation.
- 2) An EU wide sustainability toolkit and training service developed on the Tourism2030.eu platform.
- 3) Implementation of that service in an exemplary manner in a minimum of 7 destinations in 6 countries with UNESCO cultural heritage sites and/or Natura 2000 sites.
- 4) Bringing 70 tourism SMEs (15 SMEs from Italy, and 11 SMEs respectively in Germany, Austria, Croatia, Romania, and Bulgaria) into a common continuous development process that improves their knowledge acquisition, market access and promotion in the Travel Green Europe app that links businesses going green to other businesses and customers.
- 5) Establishing of a post project EU wide business sustainability knowledge acquisition and training system that can function in the Agenda 2020-2030 policy-making decade as a service to support all European tourism SMEs throughout the supply chain in their move towards sustainable consumption and production, minimising their environmental impacts on the European territory and creating worthwhile and lasting employment opportunities.

The strengthening of the capacities of SMEs in ‘Sustainable Tourism’ will also take place through the knowledge transfer between companies with best experiences in terms of sustainability:

- meeting with leading innovators, providers, experts,
- improve the supply chain and cross-sector collaborations,
- entering national and international networks,
- maximize resources, cutting costs linked to resource efficiency,
- being included in promotional and dissemination activities at both regional, national and EU level.

3. Open Call for Tourism SMEs

3.1 Why should your SME participate?

These are some of the reasons why SMEs should participate in the ETGG 2030 programme:

- Increased knowledge on sustainable practices within the tourism sector.
- Potential competitive advantage by becoming more sustainable in light of the ever-growing demand for an eco-friendlier tourism offer.
- Benefiting from the potential cost saving opportunities that sustainable practices can help the SME to reach.

- Networking and collaboration with other SMEs and other tourism industry stakeholders.
- Facilitated access to sustainability certification schemes and expert help with certification of their business.
- Participation in face-to-face and online capacity-building trainings & workshops, receiving financially covered tailored mentoring and advisory services from experts and certifying organizations and financial support for covering certification costs.
- Visibility and promotion through the ETGG 2030 network and the Tourism 2030 Global Sustainable Tourism Market Place.
- Disseminating the SMEs participation, environmental performance improvements, and more.

3.2 What do we offer?

The Call for the Selection of Tourism SMEs to be Awarded Financial Support under the ETGG 2030 project is a core element of the ETGG 2030 programme for SMEs. The programme provides direct funding and advisory services to selected tourism SMEs (hereafter referred to as ‘beneficiaries’) willing to build sustainability capacities and implement sustainable solutions in their business and ecosystem.

The ETGG 2030 Programme for SMEs has been designed by ETGG 2030 experts in business development and sustainability and consists of the following **main pillars**:

(1) Online Community of Practice

Applicants and Beneficiaries will be registered and 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. No costs for the SME will occur.

(2) Financial Support

Depending on the location of the SME, the selected SMEs will receive a grant worth up to EUR 8,850 (Germany, Austria), EUR 7,270 (Italy, Croatia), EUR 6,600 (Bulgaria), and EUR 4,800 (Romania). In all grant amounts VAT is included if applicable. The conditions for granting of this financial support and its components are presented in the paragraphs below.

If needed, there would be a certain flexibility to move budget between activities (e.g., from training to the sustainability certification process). However, the maximum funding for all participating SMEs established in a country cannot be surpassed. Such requests for flexibility will be assessed case by case. In case of such changes, the funding rate of the SME remains 100% and all activities provided to SMEs will be 100% free of charge for the SME.

(3) Tailored Advisory Services

An ETGG 2030 mentor from a pre-established pool of experts from outside the consortium will contribute expert knowledge and will be working with each SME offering tailor-made coaching, training and skills development to elevate the sustainability competencies in the SME. Beneficiaries will be guided through the 12-months duration of the programme, having one-to-one sessions with their assigned ETGG 2030 mentor. The mentor fee is covered through the financial support granted. In detail, these advisory services include:

- An **on-site pre-assessment** (up to 2 days) of the sustainability level along the GSTC criteria for each participating SME that will lead to a certification compliance feasibility check and a personalised road map towards sustainability certification.
- **Mentoring and help desk** (up to 3 days) including
 - o a personalised curriculum (training) put together from the ETGG 2030 knowledge base to improve the competences of SMEs in sustainable and responsible travel, and
 - o individual action plans for meeting the requirements of pre-chosen certificate/s (incl. measures for cross-sectoral collaboration with e.g., agriculture, handcraft, waste management) provided from experts outside the consortium.
- **A report on the achievements** obtained within the Going Green 2030 Training and Innovation programme (1/2 day).

Type of costs covered: Individual mentoring and advisory services from experts. Each beneficiary SME will receive financial support in form of an Advisory Service Voucher valued for a maximum of EUR 6,550 if based in Austria, EUR 5,850 if based in Germany, EUR 4,850 if based in Italy, EUR 4,720 if based in Croatia, EUR 3,600 if based in Bulgaria, and 3,480 if based in Romania.

(4) 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. Participation in these workshops is free of cost for the selected SMEs, with all costs being covered by the ETGG 2030 budget up to the limit of the financial support granted in the participating country. The set-up of the training workshops (= peer-to-peer-sessions) includes:

- **Workshop 1:** 1 day face-to-face local networking and training workshop in the country of activity bringing together selected SMEs & destination stakeholders and international good practice examples (presenting the GoingGreen2030 system and the SMEs with pre-assessment results and best practices, determining the implementation & actions plan and dates in detail, identifying appropriate certificates).
- **Workshop 2:** 1 day face-to-face local networking and training workshop in the country of activity for SMEs, destination stakeholders to discuss sustainable practices' implementation progress, participation in a best practice excursion, support by external experts.

- **Workshop 3:** 1 day face-to-face local networking and training workshop 3 in the country of activity public certification event of SMEs, presentation of individual SME and destination marketing support and implementation (Travel Green Europe App).

Type of costs covered: Travel expenses to participate in the three 1-day face-to-face Workshops, including transportation, accommodation (for the first workshop and, if applicable, for the other two workshops) and daily allowance. Each beneficiary SME will receive financial support up to a maximum of EUR 800 if based in Croatia or Bulgaria, EUR 720 if based in Italy, EUR 700 if based in Germany, EUR 650 if based in Austria, and EUR 250 if based in Romania which includes a lump sum reimbursement of the beneficiary SME's travel costs.

(5) 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 certification with the support of the R U Ready for certification app and the tailor-made advisory services. The R U Ready for Certification App will provide a list of certifying organizations that provide service in the respective country and which match the needs of the respective SME.

Type of costs covered: Costs for auditing and certification during the project period. Each beneficiary SME will receive financial support in form of a Certification Voucher valued for a maximum of EUR 1,500 if based in Germany or Bulgaria, EUR 1,200 if based in Austria, EUR 1,150 if based in Croatia, EUR 1,000 if based in Italy, and EUR 300 if based in Romania.

(6) Final conference and networking event

Beneficiaries will be asked to join the Final Conference, which will be held in Vienna in April 2023. It is foreseen that the Final Conference will host a networking event between Beneficiaries and a presentation of best solutions/practices. This event will increase the visibility and positioning of the participating SMEs.

Type of costs covered: Travel expenses to participate in the 1 ½ day face-to-face International Networking Conference in Vienna, including transportation, accommodation and daily allowance. Each beneficiary SME will get a lump sum of a maximum of EUR 800 if based in Germany, EUR 770 if based in Romania, EUR 700 if based in Italy or Bulgaria, EUR 600 if based in Croatia, and EUR 450 if based in Austria.

(7) 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** - where they can establish b2b, b2c and b2g links by being included in an upgraded Travel Green Europe App.

How will costs be reimbursed?

SMEs will receive **lump sums** to cover travel costs (transport, accommodation, daily allowances) for participation in the workshops and the conference. These lump sums represent the maximum amount of travel expenses that the SME can claim. The SME must provide proof of actual expenses after participating in all events. If the total travel costs are lower than the estimated maximum amount, the SME will only be reimbursed 100 % of the actual travel costs incurred.

SMEs will receive an advance payment of 70 % of the fixed lump sum, while the amount of the second instalment of the lump sum will be the difference between the advance (70 % of the estimated travel costs) and the actual travel costs incurred. In addition, SMEs receive **vouchers** for training, consulting, auditing and certification services. The total number of vouchers corresponds to the maximum amounts mentioned above. Vouchers that are not used must be returned.

What happens if travelling and personal attendance are not possible due to COVID-19 travel restrictions?

All activities will have to be organized online, but the consortium partners will try their best to adapt them as much as possible to the national restrictions standing at the time.

3.3 What is expected from participating SMEs?

SMEs selected to participate in the ETGG 2030 Programme are expected to:

- Be motivated and committed to achieve a change towards sustainability and obtain a sustainability certification.
- Actively participate in compulsory ETGG 2030 activities above-mentioned (mentoring, online community, Communities of Practice, Peer-to-peer Sessions, Auditing and Certification, Final Conference).
- Have minimum one person from their staff assigned to participate in the activities and take on responsibility for achieving the certification

Upon selection, the SME has to sign a Third-Party Funding Agreement which contains the following **obligations**:

- to properly participate in the ETGG 2030 activities (at least 3 out of 4 in-situ events must be attended (3 workshops and 1 international conference),
- commit to submit all requested information on the advancement of the implementation of their sustainability solutions in the established reporting procedures as detailed in the Third-Party Funding Agreement.
- to keep records and other supporting documentations related to funded costs for a period of five years after the payment of the balance,

- are accepting their responsibility on accuracy and veracity of data and documents submitted, and all conditions and obligations stated in the Call,
- accepting to give the permission to ETGG 2030 project partners to process the data only for management and statistical purposes (including publishing of general information) even through digital devices with respect to the security and privacy within the law. Data processing by ETGG 2030 Project Partners will be made in accordance with the provisions of Regulation (EU) 2016/679 and the subsequent transposing laws (jointly, the ‘‘GDPR’’),

3.4 Who can apply?

To be eligible for the ETGG 2030 programme the SME must comply with all of the following requirements. They must be:

- a) a Small and medium-sized enterprise (SME), as defined by the EU recommendation 2003/3611:

Company Category	Staff headcount	Turnover	OR	Balance sheet total
Medium-sized	< 250	≤ € 50 m		≤ € 43 m
Small	< 50	≤ € 10 m		≤ € 10 m
Micro	< 10	≤ € 2 m		≤ € 2 m

- b) established in one of the EU Member States of the partnership (Italy, Germany, Austria, Croatia, Romania, and Bulgaria),
- c) a SME that fall under one of the following categories (NACE Rev. 2 classification) of tourism industries
- i. Hotels and similar accommodation (NACE 55.10)
 - ii. Holiday and other short-stay accommodation (55.20)
 - iii. Camping grounds, recreational vehicle parks and trailer parks (NACE 55.30)
 - iv. Travel agency, tour operator reservation service and related activities (NACE 79)
- d) your business must be located in a destination where UNESCO cultural sites and/or Natura 2000 sites are located or represent a major attraction for tourism in the destination,
- e) at least one employee will be available to participate in the training programme offered by the ETGG 2030 project (10-12 days required),
- f) the SME aims to obtain a certification in the next 12 months.

The requirements set forth in the previous letters a) – f) must already be owned at the time of presentation of the application and must exist at the time the grant is granted.

In addition, the applicant

- a) has not received financial support under another Call for Proposals under GRO/SME/19/C/077 (projects: CEnTOUR, TouriSME, Eco-Tandem, Tourban, Sustour),
- b) has not been declared bankrupt or have initiated bankruptcy procedures,
- c) has no convictions for fraudulent behaviour, other financial irregularities, unethical or illegal business practices,
- d) is not under liquidation or an enterprise under difficulty accordingly to the Commission Regulation No 651/2014 art. 2.18.

By submitting the application, the applicant declares that it is not in any of these situations.

Also, by submitting the application, the applicant declares its responsibility on accuracy and veracity of data submitted, and all conditions and obligations stated in the Call.

The lack of the previous requirements leads to immediate exclusion from the call. Requirements must be met at the time of submitting the application and maintained until the end of financing period.

SMEs must apply individually.

Additionally, the following eligibility criteria have to be considered:

Austria

SMEs eligible for financial award in Austria:

- a) include SMEs under the NACE code 55.10 (commercially regulated accommodation businesses);
- b) must not be subject to bankruptcy, composition with creditors, compulsory administrative liquidation, extraordinary administration, composition with creditors with liquidation effects.

The lack of the previous requirements leads to immediate exclusion from the call. Requirements must be met at the time of submitting the application and maintained until the end of financing period.

Croatia

SMEs eligible for financial award in Croatia have to:

- a) be registered as trade companies & entities in crafts with the National Classification of Activities as follows:
 - i. 55.10 Hotels and similar accommodation;
 - ii. 55.30 Camping grounds, recreational vehicle parks and trailer parks;
 - iii. 79 Travel agency, tour operator reservation service and related activities

- b) have at least one employee,
- c) are not subject to contribution debt controlled by the Tax Department,
- d) haven't received a support from other public sources for the same purpose,
- e) are not financially blocked at the moment of application to the call.

Romania

SMEs eligible for financial award in Romania have to:

- a) be officially classified by the responsible national authority (Ministry of Economy, Entrepreneurship and Tourism), and belong to one of the following categories (NACE)
 - i. 55.10 Hotels and other similar accommodation
 - ii. 55.20 Holiday and other short-term accommodation
 - iii. 55.30 Camping grounds, recreational vehicle parks and trailer parks
- b) be registered for fiscal purposes on the Romanian territory.

Bulgaria

SMEs eligible for financial award in Bulgaria have to:

- a) belong to one of the following categories (NACE):
 - i. 55.10 Hotels and similar accommodation (including family hotels, apartment hotels, SPA hotels, wine cellars offering short-term accommodation in the context of wine tourism)
 - ii. 55.20 Holiday and other short-stay accommodation (including mountain hut/lodges, cottages and tourist villages, hostels, cabins, bungalows)
 - iii. 55.30 Camping grounds, recreational vehicle parks and trailer parks
- b) be existing legal persons registered in the Trade register of the Republic of Bulgaria and whose statutes and/or incorporating acts prove that the provisions of accommodation services are among their main fields of activity. Activity goals including the development of sustainable tourism and/or preservation of the environment and/or similar statement shall be considered as an asset. Natural persons and non-profit organisations cannot be beneficiaries under this call;
- c) be an active company. Companies/SMEs that have indicated in the Trade Register that they are inactive (pursuant to the national legislation's requirements) or that have not published in the Trade Register their annual financial statements for the previous three years (or less if they exist for less than three years), will be excluded from the selection process;
- d) be registered accommodations among all listed types in the National Tourism Register of the Republic of Bulgaria, including but not limited to hotels, family hotels and similar type of accommodation, holiday villages, tourist gites, camping and recreational vehicles sites. Registered SPA hotels and wine cellar accommodations may also participate to the call;

- e) be an accommodation business that complies with the applicable legislation in Bulgaria and with the local regulations in force;
- f) be not subject to bankruptcy, liquidation, extraordinary administration, not be identified as authors of financial misuse of EU funding within previous EU-funded actions and would have to have fulfilled their tax obligations towards the State or towards the relevant municipality by the date of signature of the grant if selected for financial award;

The lack of the previous requirements leads to immediate exclusion from the call. Requirements must be met at the time of submitting the application and maintained until the end of financing period.

The fulfilment of the above requirements shall be proven through the provision of supporting documents that will be requested from all candidates **at the stage of grant signature**, if selected for financial award.

4. How to apply and the procedures to follow

All applicants are requested to apply online and to follow these steps to successfully submit their application:

1. Click on the “Apply now” button available on (partner’s website for the announcement of the call -> link to the national application form on the ETGG 2030 website)
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.
3. Accept the privacy policy and declaration of honour at the end of the form.
4. Click on “Submit”.

You will receive a confirmation e-mail with a copy of your answers (check the spam folder too).

If you do not, please contact us to ETGG2030@Tourism2030.eu.

Applications are eligible only if they meet the following criteria:

- Only one application per applicant can be submitted under this call for proposals. In the case of submissions by the same applicant of different proposals or multiple submission of the same proposal, only the last one received will enter the evaluation process, the rest being declared as non-eligible.
- Only proposals submitted before the deadline will be accepted. The deadline for this call is Monday, 11th April 2022, at 17:00 (CET).
- Only proposals submitted in the national language will be accepted. Submissions written in another language will not be evaluated.
- Only applications submitted through the online application form will be accepted. Applications received by e-mail will not be considered.

- Paper/printed versions submitted by post or other means will not be accepted.
- Hand-written applications will not be accepted.

Please note that only the online application form (Annex, which will be available online at the website provided above) will be evaluated. It is therefore of utmost importance that it contains all the relevant information.

Applicants are expected to provide complete and accurate applicant information data through the online application form.

The deadline for application is on Monday, 11th April 2022 at 17:00 (CET).

Thereafter, the submission system will be closed. It is strongly recommended not to wait until the last minute to submit the application. Failure to submit it on time for any reasons, including network communication delays or working from multiple browsers or multiple browser windows, is not acceptable as an extenuating circumstance. The time of receipt of the application as recorded by the submission system will be definitive.

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

Further information about applications

Questions may be sent by e-mail no later than 10 days before the deadline for the submission of applications to the following e-mail address [partner's contact point], indicating clearly the reference of the call for applications. The ETGG 2030 project partners have no obligation to provide clarifications to questions received after this date. Replies will be given no later than 5 days before the deadline for the submission of applications.

Italian contact point:

Certified e-mail (PEC), in compliance with current regulations on the subject, forwarded exclusively to the following addresses:

- ASSET BASILICATA: certified email asset.basilicata@legalmail.it
- CCIAA PN-UD (Camera di Commercio Industria Artigianato e Agricoltura di Pordenone-Udine) / ITER: certified email contributi.ud@pec.pnud.camcom.it

German contact point: ETGG@hnee.de (Ms. Heike Dickhut, Mr. Karl Reiner)

Austrian contact point: info@oehv.at (Ms. Barbara Diallo-Strobl)

Croatian contact point: nbusic@hgk.hr (Ms. Nataša Bušić)

Romanian contact point: simina.manea@sibiu-turism.ro (Ms. Simina Manea)

Bulgarian contact point: office@dmd-nt.com (Ms. Petya Georgieva or Mr. Gueorgui Stoev)

5. Evaluation and selection of applications

ETGG 2030 will run a transparent evaluation process. The evaluation process will take a maximum of **30 calendar days** from the deadline. This section includes information about this process.

5.1 Evaluation and Selection Committee

The **Evaluation Committee** is composed of two evaluators minimum with experience in sustainable tourism and business development and independent of any applicant. The evaluators are nominated by [all the respective consortium partners of the ETGG 2030 project Consortium].

The **Selection Committee** consists of one representative from each consortium partner. **Reference partners** for nominating their representative are established as follows:

Italy: Pordenone-Udine, I.TER, Asset Basilicata

Germany: HNEE, Ecotrans

Austria: ÖHV

Croatia: CCE

Romania: AJT Sibiu

Bulgaria: DMD NT.

5.2 Evaluation process

Before assigning evaluators, each application's **eligibility** is verified [by the respective consortium partner]. The eligibility criteria as referred in section 3.4 will be applied to discard non-eligible proposals. Proposals being marked as non-eligible will get a rejection letter that will include the reasons for being catalogued as non-eligible. No further feedback on the process will be given.

The evaluators will evaluate eligible applications against predetermined evaluation criteria, as specified in section 5.3. They will record their individual opinion of each proposal on an **Individual Evaluation Report**. After completing the individual evaluation report, they will communicate with each other to prepare and agree on a single **Consensual Evaluation Report** for each application, representing opinions and scores on which both evaluators agree and which they will sign. Based on the Consensual Evaluation Reports they will produce a **Ranking List** of at least 20 SMEs in each country. The six ranking lists of the partner countries will be discussed by the **Selection Committee**. They will make the final decision on the selected SMEs with **six lists of SMEs** admitted for each country including a reserve list. In [name of the country], the final list of eligible SMEs (outside the reserve list) will consist of [11/15] SMEs.

5.3 Award Criteria

[Austria and Bulgaria]

Exclusively through the online application (Annex, which will be available online at the website provided above), applicants must describe their aptitude to participate in ETGG's program and their commitment in learning, adapting and achieving goals. Eligible applications will be evaluated against predetermined evaluation criteria, applying predefined weighting factors and thresholds.

Award criteria are divided in two parts:

Part A: Criteria to identify the level of motivation and interest for the participation in the project.

There are 7 criteria with a maximum of 14 points to be achieved. Every 'Yes' answer in question 1 – 5 results in 1 point. Up to 3 points can be achieved for open-ended question 6 and up to 6 points can be achieved for open-ended question 7. The score for the open questions is to be determined according to the consistency with the goals of ETGG 2030 call and the consistency of the answer regarding collaboration or systemic approach.

The rankings are based on the total number of points received. The more points an SME gets, the better the ranking. The threshold in part A is at least 5 points. If an applicant achieves less than 5 points in Part A, this automatically leads to exclusion.

Part B: Criteria to assess the current sustainability performance and interest to know more about sustainable tourism.

In this part, 35 sustainability criteria are presented. Answers are single choice and applicants have three answer dimensions to choose from: whether they have (1) implemented the criterion (to a large extent), whether they are (2) interested in implementing it or learning about it, or whether they are (3) not interested in implementing it or it is not applicable. If a criterion is ticked on (1) or (2), this results in 1 point. A maximum of 35 points can be achieved in total.

The threshold is at least 20 points in the two dimensions (1) and (2). If an applicant achieves less than 20 points in Part B, this automatically leads to exclusion. The aim is to achieve a good distribution in both dimensions (1) and (2).

In case of companies with an equal score, rankings will follow the chronological order of applications.

SME grants will be assigned in compliance with the numerical limits set for each country.

In case of withdrawal of one or more third party beneficiaries, grant agreements will be assigned to the following candidates in the same ranking list.

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 attached application form.

Award criteria are detailed in the Annex – Overview of the Application form.

[Croatia, Germany, Italy & Romania]

Exclusively through the online application (Annex, which will be available online at the website provided above), applicants must describe their aptitude to participate in ETGG's program and their commitment in learning, adapting and achieving the goals. Eligible applications will be evaluated against predetermined evaluation criteria, applying predefined weighting factors and thresholds. Applicants will be ranked on the basis of the score obtained in the online application form. In addition, for reasons of effectiveness, efficiency and multiplier effect, "pilot regions" have been defined in which applicants have absolute priority. Due to the cluster approach of the ETGG2030 project, which links business support organizations (BSOs), business networks and TRIANGLE universities to help tourism SMEs become more sustainable businesses, the focus on "pilot regions" will improve the efficiency and effectiveness of the training and certification activities described in the ETGG2030 program and have spillover effects on other SMEs in the region. In addition, these pilot regions will later serve as multipliers for other regions adopting the European Tourism Going Green 2030 program.

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.

[In Croatia, Split and Dalmatia County has been designated as a pilot region, as it is essential to raise awareness of sustainability in this county. Split and Dalmatia County is the largest Croatian county, consisting of the hinterland, the coastal area and the islands, and is also home to four UNESCO protected areas (out of eight in Croatia). Its vulnerability is particularly high.

In Germany, the two regions of Eifel and Ostbayern, both in peripheral locations (northwest and southeast), were selected as pilot regions because they lag behind in terms of sustainable operations in tourism SME. The regions strongly want to promote the certification of tourism SMEs in the region and assume spillover effects of the selected SMEs to other tourism SMEs in the region.

In Italy, the provinces of Pordenone and Udine and the Basilicata region have been designated as pilot regions because the three consortium partners are business support organization in these regions and want to support SMEs located in their territory where there is a strong need for enhancing the level of awareness for sustainability among SMEs.

In Romania, Sibiu County has been designated as a pilot region because the Romanian consortium partner is a business support organization in Sibiu county and wants to support SMEs located in their territory where there is a strong need for enhancing the level of awareness for sustainability among SMEs.]

Award criteria are divided in two parts:

Part A: Criteria to identify the level of motivation and interest for the participation in the project.

There are 7 criteria with a maximum of 14 points to be achieved. Every ‘Yes’ answer in question 1 – 5 results in 1 point. Up to 3 points can be achieved for open-ended question 6 and up to 6 points can be achieved for open-ended question 7. The score for the open questions is to be determined according to the consistency with the goals of ETGG 2030 call and the consistency of the answer regarding collaboration or systemic approach.

The rankings are based on the total number of points received. The more points an SME gets, the better the ranking. The threshold in part A is at least 5 points. If an applicant achieves less than 5 points in Part A, this automatically leads to exclusion.

Part B: Criteria to assess the current sustainability performance and interest to know more about sustainable tourism.

In this part, 35 sustainability criteria are presented. Answers are single choice and applicants have three answer dimensions to choose from: whether they have (1) implemented the criterion (to a large extent), whether they are (2) interested in implementing it or learning about it, or whether they are (3) not interested in implementing it or it is not applicable. If a criterion is ticked on (1) or (2), this results in 1 point. A maximum of 35 points can be achieved in total.

The threshold is at least 20 points in the two dimensions (1) and (2). If an applicant achieves less than 20 points in Part B, this automatically leads to exclusion. The aim is to achieve a good distribution in both dimensions (1) and (2).

Based on the award criteria, the ranking process includes the following steps:

(1) SMEs with an operational office in [listed priority region(s)] will be included into the selection set of SMEs if they score at least 5 (out of 14) points in Part A and at least 20 (out of 35) points in Part B. The ranking of SMEs in the selection set will be in descending order, starting from the highest score obtained in the online application form (maximum total score 49 points).

(2) In case the numerical limits set for [country] are not reached, SMEs from other regions with a minimum score of 5 (out of 14) in Part A and a minimum score of 20 (out of 35) in Part B into the selection set following a descending order, starting from the highest score obtained in the online application form (maximum score 49 points) will be selected.

In case of companies with an equal score, rankings will follow the chronological order of applications.

SME grants will be assigned in compliance with the numerical limits set for each country.

In case of withdrawal of one or more third party beneficiaries, grant agreements will be assigned to the following candidates in the same ranking list.

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 attached application form.

Award criteria are detailed in the Annex – Overview of the Application form.

5.4 Selection and notification of SMEs

Once the evaluation process is completed, all applicants will be informed via e-mail of the evaluation results which will lead to one of these scenarios:

NO SELECTION: The notification will be sent together with an unsigned copy of the consensus evaluation report.

NO SELECTION (IN RESERVE LIST): The notification that the SME has not been selected but is in the reserve list will be sent together with an unsigned copy of the consensus evaluation report.

SELECTION: The notification will be sent to selected beneficiary SMEs together with a contractual Third-Party Funding Agreement and indications on next steps. This agreement should be signed within 2 weeks after receiving the notification, otherwise the applicant's interest in participating in the programme will be considered withdrawn and its spot will be offered to the next ranked SME on the reserve list.

The final ranking of selected candidates will be **published on the ETGG 2030 website** and on the [Consortium members' websites] within Wednesday, 4th May 2022.

In [country], Third-Party Funding Agreements can be signed with a maximum of [11/15 (Italy)] SMEs.

In case of withdrawal of one or more beneficiary SMEs, Third-Party Funding Agreements will be assigned to the following candidates in the same ranking list.

5.5 Third-Party Funding Agreement with selected SMEs

Selected candidates must send the Third-Party Funding Agreement and Bank Details (duly signed) within 14 calendar days after admission, under penalty of revocation.

By signing the Third-Party Funding Agreement, the SMEs accept the grant and agree to participate in the programme under their own responsibility and in accordance with the agreement, with all the obligations and terms and conditions it sets out.

6. Timetable

Activity	Date/Period
Opening of the call	Thu, 10 th February 2022
Online informative session (optional)	End of February (tba by each consortium partner in the country)
Deadline for any questions submitted via e-mail	Fri, 1 st April 2022
Deadline for submission of applications	Mon, 11 th April 2022, 17:00 (CET)
Information to applicants on the evaluation & Notification of award	Wed, 4th May 2022
Signature of the Third-Party Funding Agreement	Wed, 18th May 2022
Start of SME activities	Wed, 1st June 2022
National Workshop 1	September 2022
National Workshop 2	December 2022
National Workshop 3	March 2023
International Conference in Vienna	3rd & 4th May 2023
End of project activities	Fri, 30 th Jun 2023

This indicative timetable refers to provisional dates and may be updated by the ETGG 2030 consortium during the procedure. In that case, the updated timetable will be published on the project website.

7. Processing of personal data

The reply to this call involves recording and processing of personal data (name and address). Such data will be processed pursuant to Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (“GDPR”).

8. How to contact us

For more information on this call and the ETGG 2030 project, please contact the [respective consortium partner] via the provided e-mail above or visit the ETGG 2030 Call website <https://destinet.eu/etgg2030/smecall>.

Disclaimer excluding Agency and Commission responsibility

The content of this Announcement of the Call for SMEs represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the European Innovation Council and SMEs Executive Agency (EISMEA) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

Annex – Overview of the Online Application Form

Section 1: General Information

Field Name	Field Value	Field Type
Name of your organisation		Text
VAT identification number of your organisation		Text
Website of your organisation		Text
Address - Street		Text
Address – Post code		Text
Address - City		Text
Contact person Gender	Ms. Mr.	Single choice list
Contact person First Name		Text
Contact person Family Name		Text
Contact person Email address		Text
Contact person Telephone number		Text
Contact person Position	Owner Manager Other	Single choice list

Section 2: SME's Eligibility and Economic Data

Field Name	Field Value	Field Type
Type of activity	Hotels and similar accommodation Holiday and other short-stay accommodation Camping grounds, recreational vehicle parks and trailer parks Travel agency, tour operator reservation service and related activities Other	Single choice list
Number of employees in your organisation	<10 employees) from 10 to 49 from 50 to 249 more than 249 employees	Single choice list
Annual turnover of your organisation 2019 (prior to Covid-19 pandemic)	< 2 M€ From 2 to 10 M€ From 10 to 50 M€ More than 50 M€	Single choice list
Is your SME located within or close to a national park, other protected area, or major cultural heritage site	Yes No	Single choice list
Are you or one of your employees available to participate in a training programme linked to a sustainable development approach in the next 12 months (10-12 days required)?	Yes No	Single choice list
Are you aiming to obtain a sustainability certification in the next 12 months?	Yes No	Single choice list

Section 3: Sustainability Motivation and Experience

Field Name	Field Value	Field Type
Does your company have experience in projects or initiatives oriented towards a sustainable development approach in the last 3 years?	Yes No	Single choice list
Did you or any of your staff participate in training initiatives linked to a sustainable development approach in the last 3 years?	Yes No	Single choice list
Are you interested in participating in collective actions oriented towards a sustainable development approach within your sector (e.g., shared mobility schemes, Purchasing groups, marketing campaigns, ...)?	Yes No	Single choice list
Do you or one of your staff members speak English?	Yes No	Single choice list
Has your company already been awarded a seal, label or certification of any kind?	Yes No	Single choice list
What motivates you in participating and what do you expect from the project? Please give some examples of sustainability measures that you would like to implement in your company.	200 words max	Text
What are the benefits you see in the implementation of sustainability measures and the certification for your organisation?	100 words max	Text

Section 4: Sustainability Performance and Interest

Which of the following measures have you already (1) (largely) implemented, (2) do you have interest to implement and would like to know more about or (3) are you not interested to implement in your business or is not applicable? Please tick.

Field Name	Field Value	Field Type
Demonstrate effective sustainable Management (SDG 8, 11, 12)		
Our company has a written set of guiding principles, a corporate philosophy or a corporate code of conduct, which formulates our approach to sustainability in concrete terms	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We have appointed a sustainability coordinator or a sustainability team	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We actively communicate our achievements in the area of sustainability	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We address sustainability in our staff meetings	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We inform our guests about the fragility of natural and/or cultural heritage sites in our destination and options to contribute to their conservation.	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We support organisations and initiatives who are working for the conservation of our natural and/or cultural heritage	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list

Maximizing social and economic benefits to the local community and minimizing negative impacts (SDG 8, 12, 17)		
We offer our employees permanent contracts and not just seasonal or temporary jobs	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We have mechanisms in place to promote safety in the workplace	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
The proportion of women and men in management positions corresponds to the respective proportion of all employees in our company.	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We offer all employees the opportunity to take part in training courses on sustainable development topics once a year	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We have measures in place to promote the health of our employees	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We have facilitated travel by public transport for employees	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We employ people with mental or physical impairments	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
Maximize benefits to cultural heritage and minimize negative impacts (SDG 11, 12)		

<p>We contribute to the protection, preservation and enhancement of local attractions and traditions of historical, archaeological, cultural and spiritual significance.</p>	<p>(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable</p>	<p>Single choice list</p>
<p>We value and incorporate authentic elements of traditional and contemporary local culture in our operations.</p>	<p>(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable</p>	<p>Single choice list</p>
<p>We are not trading or selling historical and archaeological artefacts without permission by local and international law.</p>	<p>(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable</p>	<p>Single choice list</p>
<p>Maximizing benefits to the environment and minimizing negative impacts (SDG 12, 13, 14, 15, 17)</p>		
<p>Environmentally friendly mobility (SDG 11,12, 13)</p>		
<p>Our homepage is linked to bus and train timetables of the relevant providers</p>	<p>(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable</p>	<p>Single choice list</p>
<p>Our staff are sufficiently informed and trained to be able to competently advise guests on environmentally friendly behaviour during their holiday</p>	<p>(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable</p>	<p>Single choice list</p>
<p>We participate in regional measures for environmentally friendly mobility</p>	<p>(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable</p>	<p>Single choice list</p>
<p>We deliberately do without conventional company cars and have an environmentally friendly vehicle fleet (electric car, bicycle etc.).</p>	<p>(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable</p>	<p>Single choice list</p>

Organic, regional and fair purchasing		
Our company has guidelines and directives with concrete criteria for sustainable purchasing	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
Overall, we use natural and environmentally friendly materials in the building and the furniture.	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We have established firm partnerships with regional suppliers	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We refrain from purchasing single-use materials	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
Sustainable resource management		
We engage for enriching the biodiversity in our surroundings.	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We regularly check the efficiency of our heating, air conditioning, and cooling systems	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
When replacing old appliances, we always purchase new electrical appliances with efficiency classes A++ or A+++	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list

We purchase green electricity	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We generally send documents by email	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We use recycled paper or paper from sustainable forestry	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
Avoiding waste and environmental Pollution		
We separate our waste	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We use as little and environmentally friendly packaging as possible	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We inform our guests and staff about ways to reduce waste	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We use unbleached hygienic paper and/or biodegradable washing, cleaning and care products	(1) (largely) implemented (2) interest to implement and to know more about (3) not interested/ not applicable	Single choice list
We always prefer certified products	(1) (largely) implemented	Single choice list

	(2) interest to implement and to know more about (3) not interested/ not applicable	
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