



# **Sustainable tourism and Agri-food: the EU funding opportunities**

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## **The Tourism and Agri-food Sector in the EU**

- **Europe remains the n°1 tourism destination in the world**
  - **The sector now employs around 17 million people EU-wide**
  - **Contribution to the economy is close to 10% of the EU Gross Domestic Product**
  - **Strong link to other key sectors such as culture, food, construction and transport.**
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## Type of funding: direct and indirect

- **Indirect funds:** given and managed through accredited intermediaries (regions, institutional bodies) generally known as European Structural and Investment Funds (ESIF)
  - **Direct funds:** provided through calls for proposals on different funding lines (COSME, EaSI, LIFE+ etc.) on different thematic subjects.
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## European Structural and Investment Funds

- **European Cohesion Fund**
  - **European Social Fund**
  - **European Regional Development Fund**
  - **European Agricultural Fund for Rural Development**
  - **European Maritime and Fisheries Fund**
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## **LIFE (only Traditional Projects)**

**Type of tourism-related actions eligible for funding are:**

- **pilot projects assessing the effectiveness of a method/approach that is new or has been used in a different (geographical, ecological, socio-economic) context**
  - **demonstration projects test and evaluate a method/approach that is new or has been used in a different context;**
  - **information, awareness and dissemination projects related to one of the priority areas.**
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## **LIFE: best practices from the past**

**Burren area has a rich and diverse range of flora and fauna, archaeological monuments and traditional cultural practices. The concentration of tourists (90% during summer months) however has serious environmental implications (use of resources ...). Yet, whilst the Cliffs of Moher (one of the highest sea cliffs in Europe) attracts up to one million visitors a year, another desirable tourism location only 20 km away – the Black Head Loop Walk – attracts fewer than 3 000 visitors annually.**

**The "Burren Tourism for Conservation" project (also called Geopark LIFE project) aims to reconcile tourism development with conservation of biodiversity and cultural heritage. Reducing the impact of tourism on the Burren is indeed a way to increase its 'carrying capacity'. Pilot actions include a resource management programme for about 100 enterprises (dealing with the use of sun pipes bringing sunlight into dark parts of a building, installation of smart meters ...) and improvement of 4 monuments and 3 natural sites (long-term protection measures of a site while tourism activity can take place around it).**

**EU contribution: € 1.108.872 (2012-2017) - Level of EU funding: 50 %**

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## Horizon2020 (SME Instrument)

**Type of tourism-related actions eligible for funding are:**

- **sub-section programme LEIT ("Leadership in Enabling and Industrial Technologies"):** among other things, for greater competitiveness of the European cultural and creative sectors by stimulating ICT innovation in SMEs Technologies.
  - **sub-section programme Societal Challenges/ Reflective Societies:** transmission of European cultural heritage, uses of the past, 3D modelling for accessing EU cultural assets.
  - **information, awareness and dissemination projects related to one of the priority areas.**
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## Horizon2020: best practices from the past

**Caves, catacombs and tunnels are becoming increasingly popular, with an estimate of more than 1.800 underground tourist attractions in Europe (primarily in Germany, Austria, Italy, Spain and France). About 27 million people visit these attractions every year in Europe. It is therefore necessary to ensure that they are safe and environmentally friendly.**

**Thanks to the UnderSafe project, has been developing a wireless intelligent system providing round-the-clock detection and early warning about potential dangers to tourists, guides and professionals working underground.**

**Thanks to a special necklace or bracelet, users to access a central monitoring system via all popular mobile devices. Alerts are issued when people enter non-visitor areas or unstable zones, when a visitor remains immobile for an extended period of time, or when someone falls behind a group. The system also provides environmental control of the underground facility in terms of physical parameters (e.g. humidity, temperature) and gas sensing (e.g. carbon dioxide, oxygen, carbon monoxide).**

**EU contribution: € 1.045.400 (2011-2013) – Level of EU funding: 75%**

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# **Horizon2020: draft Work programme 2016-17**

**Total budget: 16.000 million**

**H2020-SC6-CO-CREATION-2016-2017 : call for proposal**

➤ **Funded priorities:**

- progress at socio-economic, political, educational and cultural levels, taking into account an increasingly interconnected and interdependent world
- tackling many of these issues is to encourage creativity and collaboration between various societal actors through co-creation.
- focus on co-creation for growth and inclusion: engaging citizens, users, academia, social partners, public authorities, businesses including SMEs, creative sectors and social entrepreneurs in processes that span from identifying problems to delivering solutions.

➤ **Total budget: tbc**

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## **COSME**

**Type of tourism-related actions eligible for funding are:**

- **the development and/or promotion of sustainable transnational thematic tourism products (linked, for instance, European routes dedicated to specific aspects of our cultural and industrial heritage, cycling trails, eco-tourism, maritime and sub-aquatic areas, etc.).**
  - **the development and/or promotion of niche products exploiting synergies between tourism and creative industries at European level (e.g. European Route around high-end products)**
  - **transnational public and private partnerships developing tourism products targeting specific age groups (e.g. seniors and youth) to increase tourism flows between European countries during the low and medium seasons**
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## **COSME: best practices from the past**

**The "Iron Curtain Trail" (ICT) is part of the European cycle route network (EuroVelo) initiated by the European Cyclists' Federation. The ambition of Eurovelo is to develop high-quality cycling routes linking all countries in Europe, to be used by long-distance cycle tourists as well as by local people for short leisure journeys.**

**The ICT follows the line which forcibly divided Europe into East and West for half a century. It reminds people and nations about the Cold War and the achievements of the new democratic order in Europe and can become the flagship of 'Brand Europe' with few negative environmental impacts and many positive social and economic benefits.**

**This project focuses on the northern section of the ICT. It aims to develop/promote transnational thematic cycling tourism package offers along that section as well as to facilitate the emergence of tourism-related public-private partnerships.**

**EU contribution: € 200.000 (2014-2016) – Level of EU funding: 75 %**

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# **COSME: draft Work programme 2016**

## **Total budget: 267 million**

**COS-WP2016-3-7-TOURISM: call for tender**

➤ **Funded priorities:**

- **Diversifying the EU tourism products and increasing the offer**
- **Creating conditions for favourable and competitive environment for tourism businesses**
- **Increasing Europe's visibility as a tourist destination and supporting tourism related businesses to find international business partners in target markets**

➤ **Total budget: 4.500.000**

➤ **Max co-funding rate 75%**

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## Creative Europe

**Type of tourism-related actions eligible for funding are:**

- **The "Culture sub-programme" funds transnational activities within and outside of the EU, aimed at developing, creating, producing, disseminating and preserving goods and services which embody cultural, artistic or other creative expressions. This encompasses activities to develop skills, competences and know-how, including how to adapt to digital technologies;**
  - **it also funds European networks (i.e. structured groups of organisations) that strengthen the capacity of the cultural and creative sectors to operate transnationally and internationally, adapt to change and promote innovation.**
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## **Creative Europe: best practices from the past**

**The T-PAS project is promoting the Roman route connecting Italy with the Black Sea and passing through three ancient Roman towns: Aquileia (in the Italian province of Udine), Emona (the current Ljubljana in Slovenia) and Viminacium (Kostolac, close to Belgrade in Serbia). These three archaeological sites worked together to promote the route and the sites along it. The project included a socio-economic analysis benchmarking the state-of-the-art and the tourism demand & supply in order to develop innovative approaches for increasing employment and the attractiveness of businesses.**

**EU contribution: € 183.490 (2011–2013) - Level of EU funding: 50% (2011-2013)**

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# **Creative Europe: draftwork programme 2016**

**Total budget: 182 million**

## **Call: Cinema Networks**

### **➤Funded priorities:**

**-demonstrate strong efficiency in audience development (especially toward young**

**- demonstrate a commitment to innovative actions especially in the areas of outreach and audience development using the latest digital technologies and tools such as social medias: year-long activities and/or decentralisation to other cities**

**EU budget: € 10,4 millions**

**Level of EU funding: 60%**

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## EaSI

**Type of tourism-related actions eligible for funding are:**

- **The MICROFINANCE FACILITY** supports the setting up or development of small businesses, including for investment, leasing, and working capital needs, as well as the acquisition of licenses and other start-up costs. Financing cannot be used to cover credit lines such as overdrafts or short-term revolving facilities.
  - **SOCIAL ENTREPRENEURSHIP** supports the development of social enterprises, in particular by facilitating access to finance.
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## **EaSI: best practices from the past**

**A young Portuguese waiter, who had been working under precarious conditions in a restaurant for several years, was able to start his own restaurant in the South of Portugal thanks to a loan from a microcredit provider (Millennium BCP) with a Progress Microfinance guarantee.**



## Some suggestions

- **Keep close contact with National Authorities, Contacts Points and local administration: they are here to help you!**
  - **Start from your idea and locate the most suitable funding line for it..not the other way round**
  - **Indirect funds show less competition degree and their priorities fit more a local and sustainable dimension**
  - **In the new programming period 2014-2020 Women Entrepreneurship has not its own funding line anymore: think more in terms of business than in terms of gender**
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# **Thank you for you attention!**

**Further information:**

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