

# **EUSAIR Innovation Community 3rd event**

## **Innovations in Sustainable Tourism**

**5.7. 2022, 10.00-14.00, Online**

**„Innovation is insight in action“**



**Interreg**  
**Euro-MED**



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# Open Call for proposals

## Euro-MED02

### Sustainable Tourism Mission

5th July 2022

# The Interreg Euro-MED Programme

## 294 M€



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# Missions, priorities and specific objectives

Smarter  
Mediterranean



Strengthening an innovative sustainable economy

1.1

Consolidating a competitive innovation ecosystem

2.6

Supporting circular economy

Greener  
Mediterranean



Protecting, restoring and valorising the natural environment and heritage

2.4

Promoting climate change adaptation and risks prevention

2.7

Enhancing Nature & biodiversity



Promoting green living areas

2.4

Promoting climate change adaptation and risks prevention



Enhancing sustainable tourism

1.1

Consolidating a competitive innovation ecosystem

2.6

Supporting circular economy

2.4

Promoting climate change adaptation and risks prevention

2.7

Enhancing Nature & biodiversity

Better Mediterranean  
Governance

6.6

A better cooperation governance

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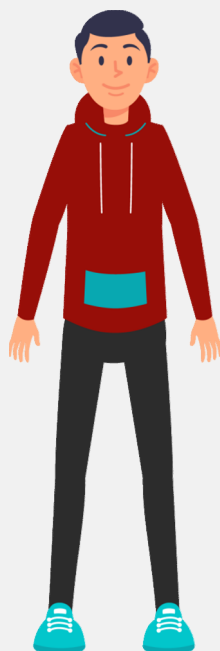
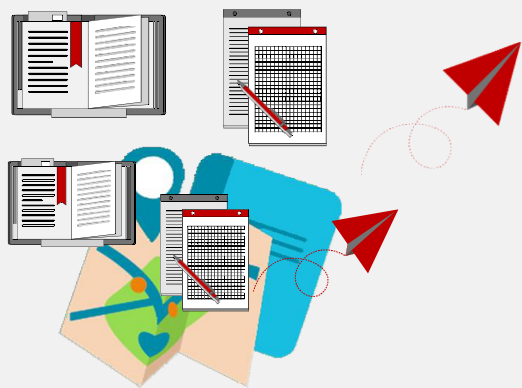


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## Two types of projects

### THEMATIC PROJECTS



### GOVERNANCE PROJECTS

NOT THIS TIME



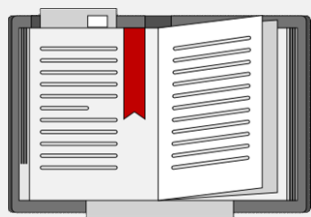
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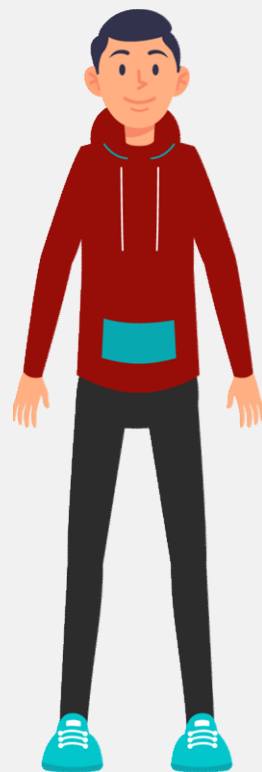
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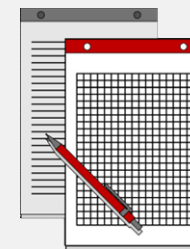
## Study



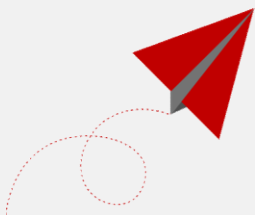
## THEMATIC PROJECTS



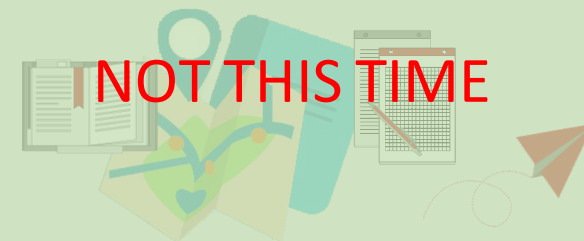
## Test



## Transfer



## Strategic territorial



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# Embedding capitalisation and governance: 3 objectives

## CREATING THE CONDITIONS

Interreg Euro-MED has defined 3 general objectives to support the amplification of results:

### SHARE

Facilitate the **exploitation, sharing and reuse** of knowledge, experiences and project results by other Euro-MED projects or other programmes and foster the production of relevant work

### GIVE IT TO OTHERS

Encourage **the transfer** of practices and results to other actors and territories and their **integration** in the development of local, regional, national and European (mainstream) policies and strategies

### INSPIRE

Increase **coordination between actors** acting on the Mediterranean (multi-level, transnational) on the basis of this acquired knowledge, experience and results

## TO MAKE A DIFFERENCE

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# Presentation of the Call



## Eligible types of partners

- Local public authority - Regional public authority - National public authority
- Sectoral agency
- Infrastructure and (public) service provider
- Interest groups including NGOs
- Higher education and research organisations
- Education/training centre and school
- Enterprise, including SME
- Business support organization
- European Grouping of Territorial Cooperation (EGTC)
- International organisation, European Economic Interest Grouping (EEIG) (under national or international law)
- Hospitals and medical centers
- Other

**Listed in the Programme Manual  
Possible restrictions in ToR  
published for each call**

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# Co-funded and associated partners status

## Co-funded partners

## Associated partners

Any of the listed types of partners  
Relevant to the project issues and objectives

- Bodies from **EU countries** and countries participating to the Programme under the Instrument of Pre-Adhesion (IPA)
- Budget **co-financed by 80%**
- **Limited number** per project category: recommended maximum 8 for Study, 10 for Test, 8 for Transfer
- Implement activities and report, according to profile:
  - Study : institutional / scientific
  - Test : institutional / operational
  - Transfer : institutional / networks

- Bodies **from any country**, within or outside of the EU
- **Don't receive funds** but paired co-funded partner can cover travel and accommodation costs
- Potentially, unlimited number
- Take part in activities according to added-value :
  - Advisory
  - End-users
  - Observer

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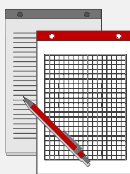
# Thematic projects implementation

Total projects duration (implementation + closure activities) and budget



**27 months**

**Max: 600.000€**



**33 months**

**Max: 3.000.000€**



**27 months**

**Max: 1.000.000€**



Total budget = EU (80%) + national (20%) co-financing

Starting date of the activities: **1<sup>st</sup> May 2023**

**Reference documents:**  
Programme Manual  
Terms of Reference  
Courtesy A.Form

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# Complementarities

- Interreg Adrion, NextMed, Marittimo...
- Horizon Europe, LIFE, EMFF...
- DG MARE...
- EUSAIR, EUSALP...
- UfM, Westmed, Bluemed...

Other initiatives, strategies and programmes and results or tools from implemented projects of other relevant programmes, initiatives and strategies could be considered



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# Sustainable Tourism Mission



## Enhancing Sustainable Tourism

*For this Mission in this call: indicative financial allocation of around **21 M€** and an estimated number of **10-12 projects** expected*

> integrate **tourism in circular economy**

> contribute to **environmental neutral tourism**



> improve **sustainability of ecosystem services**

> preserve **natural resources and reduce pollution**

> Enhance **innovation and research in the tourism sector**

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## 1 mission → 2 priorities → 4 specific objectives



**Smarter  
Mediterranean**

**Greener  
Mediterranean**

1.1

Developing and enhancing research and innovation capacities and the uptake of advanced technologies

2.6

Promoting the transition to a circular and resource-efficient economy

2.4

Promoting climate change adaptation and disaster risk prevention, resilience, taking into account eco system-based approaches

2.7

Enhancing protection and conservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution

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## Project focus under SO 1.1

### 1.1 Developing and enhancing research and innovation capacities and the uptake of advanced technologies

- Innovation/competitiveness/Internationalisation capacities of tourism SMEs
- **Smart Specialization Strategies** in the tourism sector
- **Quadruple helix stakeholders'** cooperation
- **New sustainable business models** for Cultural and Creative industries linked to tourism

Implementation of RIS3 in the tourism sector

Management of tourism flow during high season

Innovation for the recovery of the tourism sector in the aftermath of the COVID-19 crisis

Improvement of data collection, management and sharing

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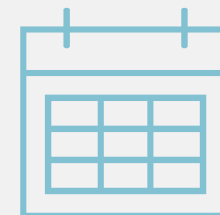
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# Application procedure

# Calendar of the call - upcoming key dates



Info session 23 June 2022 <https://www.youtube.com/watch?v=Qq0epzXz72M&t=4819s>

Opening of the call: **27 June 2022**

## On-line Technical meetings to support drafting of applications

- **07/07:** Partnership and logical framework, Indicators
- **08/09:** Work plan, mandatory activities
- **22/09:** Budget, eligibility of expenditure, annexes
- **06/10:** Q&A session

## Submission of your proposal:

- **27/10/2022** at 13:00 (Brussels time): Application Form validated on "Jems"
- **10/11/2022** at 13:00 (Brussels time): Mandatory annexes uploaded on Jems

## Assessment and selection by the Programme Committee:

- November 2022 to March 2023 (depending on the number of applications received)

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## For more detailed information



- **Programme webpage dedicated to the call:**
  - **The Terms of Reference and its technical data sheet** including the eligibility and assessment criteria
  - **The Word application form template** (courtesy version, provided for information with specific indications to facilitate the writing of the proposal)
- **The Programme Manual**
- **The Jems guide for entering the proposal on the Programme IT tool**
- **The Euro-MED 21-27 Cooperation Programme and its annexes**
- **The Euro-MED 21-27 Communication Strategy**
- **The Euro-MED 21-27 Results Amplification Strategy**
- **The online FAQ**

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# Euro-MED Academy

## What is it?

- MOOC open to anyone interested in being involved in the transition towards a more sustainable, inclusive and resilient Mediterranean.
- Developed by our 2014-2020 projects
- 6/8 courses available so far



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Making  
the **Mediterranean**  
**Green Transition**  
happen