



# Tourbit

Fostering digitalisation of  
European tourism SMEs'



Co-funded by the  
COSME programme  
of the European Union

# Call for Proposals - Digital Acceleration Programme

21/02/2023 Info Session

# Agenda

1. Introduction
2. Eligibility Criteria and Functioning of the Call
3. Application Process
4. Local Contact Points
5. Evaluation and Post-award Procedure
6. Matchathon
7. Closing - FAQs

# INTRODUCTION

## WHO WE ARE?



- 1 Catalan Tourist Board – Spain  
(**Catalonia**)
- 2 Barcelona Chamber of Commerce –  
Spain (**Catalonia**)
- 3 PARIS&CO – **France**
- 4 ARCTUR DOO (lead of Tourism 4.0) –  
**Slovenia**
- 5 Cluster hospitality.brussels hosted by  
hub.brussels – **Belgium**
- 6 Iceland Tourism Cluster – **Iceland**
- 7 Lapland University of Applied Sciences  
– **Finland**
- 8 NEST – Tourism Innovation Center –  
**Portugal**



## WHAT IS OUR GOAL?

**TOURBIT** (Fostering digitalisation of European tourism SMEs) is an European co-funded project that aims to support tourism SMEs in the uptake of digitalisation and innovation by fostering their skills, knowledge and network.



**From January 2022 to June 2024**

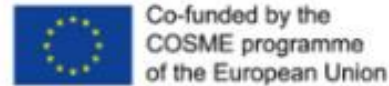
The TOURBIT project is 75% co-funded through COSME - Europe's programme for small and medium-sized enterprises.

# WHAT IS THE DIGITAL ACCELERATION PROGRAMME ?

Is a programme for selected tourism SMEs located in the Tourbit destinations which would have access to knowledge, receive financial support for the implementation of their digital project and be in touch with a transnational network of experts



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



# CALL FOR PROPOSALS

## FOR TOURISM SMES

### DIGITAL ACCELERATION PROGRAMME

The call for proposals will be open  
from 1 February 2023 – 5 April 2023 at  
17:00 CET (Brussels time).

# Call for Proposal - Overview (1)

## What is the goal of the call?

Support the implementation of innovative digitalization projects proposed by tourism SMEs

## How the SMEs will implement the projects?

1. Selection of 62 digitalisation projects
2. Direct financial support (grant) to implement it
3. With the support of a service provider (mentor, expert, consultant or technology/ innovation provider)
4. 10 months Programme until 14/04/2024



# Call for Proposal - Overview (2)

## What is the financial support foreseen for the SMEs?

- SMEs from Belgium, Finland (Lapland), & Iceland: EUR 9,000
- SMEs from Spain (Catalonia), Slovenia, France, & Portugal: EUR 8,000

## Who will deliver the financial support to the SMEs?

- Funding from their local Tourbit partners

## How the SMEs will justify the expenses?

- **Lump sum:** justification of the expenses based on project results & outputs - Need of a cost-efficient relation to the fixed funding amount

## Call for Proposal - Overview (3)

Can a Tourism SMEs applying to the Call for Proposal benefit from other activities from the Tourbit project?

- The CfP is embedded in a larger set of activities and services offered by Tourbit, SMEs are encouraged to participate to take full advantage of the Digital Acceleration Programme
- Two concrete activities are compulsory for the SMEs applying to the Call for Proposal
  - Assessing your digital maturity by replying to the [Digital Readiness Index](#)
  - Joining the [TOURBIZZ community](#)

# Call for Proposal - Overview (4)

Fill the DRI -  
Know your  
state of  
digitalisation  
and Join the  
Tourbizz  
community

Take  
advantage of  
capacity  
building offer  
(webinars  
and online  
courses)

Discover  
trends on top  
technologies  
applied to  
tourism  
businesses

Present your  
project to  
the Digital  
Acceleration  
Programme  
and get  
funding

Participate  
to the  
Matchathon -  
find a service  
provider that  
can solve  
your  
challenge

Implement  
your project  
with the  
support of a  
mentor and  
get access to  
an  
international  
network

Participate in  
Innovation  
and Start-up  
Talks and the  
Digital Skills  
Programme

Present your  
success case  
in the  
Tourbit Final  
Conference  
in BCN

## TOURBIT DIGITAL TRANSFORMATION PATH

# ELIGIBILITY CRITERIA

# ELIGIBILITY CRITERIA

- ✓ Who?
- ✓ What?
- ✓ How?
- ✓ How much and what for?
- ✓ When not?

## ELIGIBILITY CRITERIA

### Who can apply:

1. You need to be a **small or medium-sized enterprise - SMEs** (according to the European Commission Recommendation 2003/361/EC

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

→ “any entity engaged in an economic activity, irrespective of its legal form”

→ Registered as company → natural persons cannot participate

# ELIGIBILITY CRITERIA

## Who can apply:

2. You need to be a registered as enterprise in one of the following **territories**:

- Spain (Catalonia)
- France
- Slovenia
- Belgium
- Finland (Lapland)
- Iceland
- Portugal



# ELIGIBILITY CRITERIA

## Who can apply:

3. You need to fall under one of the following **categories**:

- Hotels and similar accommodation (NACE I5510)
- Holiday and other short-stay accommodation (NACE I5520)
- Camping grounds, recreational vehicle parks and trailer parks (NACE I5530)
- Travel agency, tour operator reservation service and related activities (NACE N79)



# ELIGIBILITY CRITERIA

## Who can apply:

4. You have to present an **individual project proposal**. Joint applications of several companies are not permitted.
5. Further you have:
  - Not received financial support under one of the following projects: EU DIGITOUR, CULTOURDATA, SMARTER AOE, TOURISM 4.0, RESETTING, DIGITOUR, TOURINN-ACT and EURO-EMOTUR
  - Not been declared bankrupt or have initiated bankruptcy procedures;
  - No convictions for fraudulent behaviour, other financial irregularities, unethical or illegal business practice
  - Not under liquidation or an enterprise under difficulty accordingly to the Commission Regulation No 651/2014 art. 2.18

# ELIGIBILITY CRITERIA

## What we expect - Types of project and activities supported

### Subjects you may address (one or several):

- Digitalisation, automatisisation or improvement of **internal processes** (digital workspace solutions, DATA ANALYTICS, and data management, improvement of CYBERSECURITY etc.)
- Digitalisation, automatisisation or improvement of **client relations and online presence** (digital marketing, sales solutions and communication, CRM, Website (including accessibility improvements), SEO, etc.)
- Improvement of **products or services using digital technologies** (e.g. ARTIFICIAL INTELLIGENCE, INTERNET OF THINGS, AUGMENTED AND VIRTUAL REALITY, CLOUD COMPUTING, BLOCKCHAIN)

# ELIGIBILITY CRITERIA

## What we expect - Types of project and activities supported

### Activities you may propose (one or several):

- Planning/ development/ establishment and implementation of (sustainable) **digitalisation strategies and action plans**, e.g. including aspects of sustainable and responsible digitalisation.
- The improvement of **digital capacities of staff**. This may include: coaching, mentoring, online courses, twinning, peer learning or other means and methods for skills improvement of staff members.
- **Implementation of digital tools and solutions** incl. standardisation and compliance adaptation such as adaptation of operational procedures, documentation, data collection etc.

# ELIGIBILITY CRITERIA

## How are you supposed to implement your project?

### Important points to keep in mind:

- Your project **needs to be supported by a preapproved service provider from the Tourbit pool of service providers** (mentor, expert, consultant, and/or technology/innovation provider)
- Service providers can apply until 31 May to the pool (→ Call on Tourbit website)
- Timeframe of your project = 10 months, amount = 8/9 K €
- Your project clearly **improves the digitalisation of your SME** and/or supports your internal **learning process** on digitalisation
- Includes to the extent possible **innovative aspects**
- Strengthen the **European tourism ecosystem** e.g. using European-developed tourism tools/ services/ providers

# ELIGIBILITY CRITERIA

## How much financial support and what can the money be used for?

- SMEs from Belgium, Finland (Lapland), and Iceland: **EUR 9,000**
- SMEs from Spain (Catalonia), Slovenia, France, and Portugal: **EUR 8,000**
- **Fixed amount granted as a lump sum**

## Eligible Cost:

- **Fees for service providers** from the Tourbit pool of service providers.
- Specific **training and capacity building**
- **Digital tools and solutions** and/or **software for standardisation and compliance adaptation**

## Non-eligible Cost:

- Investments in physical infrastructure or equipment (e.g. hardware)
- Consumable goods
- Internal staff costs for the implementation of the project activities

# ELIGIBILITY CRITERIA

## Administrative and formal requirements for participation:

- Only **one application per SME**.
- Only proposals submitted **before the deadline** will be accepted.
- Only **complete proposals** including all the required information and documentation will be accepted.
- Only proposals **submitted through the official online submission form** will be accepted. Paper/printed versions or hand-written versions submitted by post or other means will not be accepted.

# ELIGIBILITY CRITERIA

- ✓ **Who?** → SMEs registered in the “right” destination under the “right” NACE code
- ✓ **What?** → Activities to support your company’s digitalisation
- ✓ **How?** → Through the support of one or several service providers from our pool
- ✓ **How much and what for?** → A fixed amount: 8.000 €/ 9.000 €
- ✓ **When not?** → If you don’t play by the rules

# APPLICATION PROCESS



# DEMO!



## HOW TO APPLY?

All applicants are required to read the [Guidelines for Applicants](#) and submit their project proposal through the [online application system](#) using the [official application form template](#) before the **deadline: 5 April 2023**.

Before the presentation of your project proposal under the CfP, it is mandatory:

- To assess your company's state of digitalisation with the [Tourbit Digital Readiness Index \(DRI\)](#). *This prerequisite serves you to better understand your digitalisation strengths and weaknesses and know which steps you should take for improvement or in which area of digitalisation you could work on with your project.*
- To register for free under the [TourBIZZ community](#) and create your profile.

[Apply now!](#)

[Download application form template](#)

## STEPS:

1. Read the [Tourbit Call for SMEs](#) and carefully check the eligibility criteria
2. Join the [Tourbizz community](#) by creating a profile
3. Fill in the [Digital Readiness Index](#) and save the report
4. Download the [Application form Template](#)
5. Prepare your project proposal and save it as pdf
6. Fill in the online [Application form](#) you will need to include:
  - The Digital Readiness Index report (pdf format)
  - Your profile in the Tourbizz Community (link)
  - Your CV (1 min. - 3 max.) (pdf format)
  - Application form template (pdf format)
7. **Submit before 05/04/2023 at 17h00 CET**

FREQUENTLY ASKED  
QUESTIONS (FAQ)

# LOCAL CONTACT POINTS

# Local Contact Point - Spain (Catalonia)



Generalitat de Catalunya  
Government of Catalonia  
**Catalan Tourist Board**



**Cambra**  
de Comerç de Barcelona

## Contact person(s):

### Catalan Tourist Board:

Sandra de Puig Faura

[sandradepuig.ext@gencat.cat](mailto:sandradepuig.ext@gencat.cat)

### Barcelona Chamber of Commerce:

Leonie Hehn

[lhehn@cambrabcn.cat](mailto:lhehn@cambrabcn.cat)

# Local Contact Point - France

# PARIS&CO

## Contact person(s):

### Paris & Co:

Anna Veyrenc

[anna.veyrenc@parisandco.com](mailto:anna.veyrenc@parisandco.com)

Marie Texier

[marie.texier@parisandco.com](mailto:marie.texier@parisandco.com)

# Local Contact Point - Slovenia



## Contact person(s):

**ARCTUR:**

Vesna Kobal

[vesna.kobal@arctur.si](mailto:vesna.kobal@arctur.si)

# Local Contact Point - Belgium

## Contact person(s):

### Hub Brussels Hospitality:

Frédéric Suche

[fsuche@hub.brussels](mailto:fsuche@hub.brussels)

Véronique Renard

[vrenard@hub.brussels](mailto:vrenard@hub.brussels)



# Local Contact Point - Finland (Lapland)

**LAPIN AMK**<sup>7</sup>  
Lapland University of Applied Sciences

## Contact person(s):

**Lapland University of Applied  
Sciences:**

Eija Raasakka

[eija.raasakka@lapinamk.fi](mailto:eija.raasakka@lapinamk.fi)

Anu Harju-Myllyaho

[anu.harju-myllyaho@lapinamk.fi](mailto:anu.harju-myllyaho@lapinamk.fi)



# Local Contact Point - Iceland



## Contact person(s):

### Iceland Tourism Cluster:

Asta Kristin

[asta.kristin@icelandtourism.is](mailto:asta.kristin@icelandtourism.is)

David Johannsson

[david@ssnv.is](mailto:david@ssnv.is)

# Local Contact Point - Portugal



## Contact person(s):

**NEST - Tourism Innovation Center  
Portugal:**

Marta Salvador

[marta.salvador@innovtourism.pt](mailto:marta.salvador@innovtourism.pt)

# EVALUATION AND POST-AWARD PROCEDURE

# EVALUATION AND SELECTION OF APPLICATIONS

What happens once you have submitted your proposal?

Eligibility  
check

Proposal  
technical  
evaluation

Selection/  
award

Negotiation  
phase

Grant Contract  
Signature and  
administrative  
documents

Matchathon  
(selection and  
agreement with  
your service  
provider(s))

## EVALUATION AND SELECTION OF APPLICATIONS

### Technical evaluation criteria and selection process:

Criterion	Weight	Score	Description
<b>Relevance</b>	50%	0 - 5	<ul style="list-style-type: none"> <li>Digitalisation challenge of the SME addressed</li> <li>Industry trends</li> <li>Effectiveness to solve challenges</li> <li>Progress for your company's digital transformation</li> </ul>
<b>Innovation</b>	10%	0 - 5	<ul style="list-style-type: none"> <li>Innovative aspects</li> </ul>
<b>Impact</b>	20%	0 - 5	<ul style="list-style-type: none"> <li>Impact (Environmental, Social, Economic)</li> <li>Scalability and contribution to tourism industry competitiveness.</li> </ul>
<b>Implementation</b>	20%	0 - 5	<ul style="list-style-type: none"> <li>Skills and experience of the SME's internal staff (CV)</li> <li>Proposal fit with strategy/ business model of your company</li> <li>Cost effectiveness and efficiency</li> </ul>

→ Minimum score for approval: 3/5

→ Award on country-based ranking

# EVALUATION AND SELECTION OF APPLICATIONS

## Reporting procedure and payments?

What?	When?	How much?
<b>Inception questionnaire (general feedback)</b>	2 months after programme start (M3)	20% of grant (at project start)
<b>Mid-term report (questionnaire + interview)</b>	After 5 months of project duration (M6)	30% of grant
<b>Final Report (questionnaire + interview)</b>	After completion of the project in M11	50% of grant

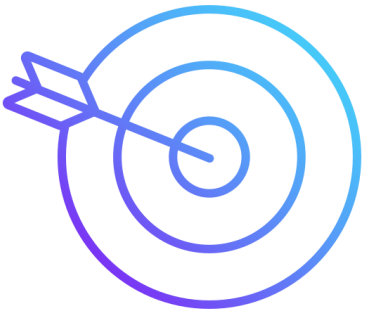
## CALENDAR OVERVIEW

Stages	Dates
Opening of the call	1 February 2023
Online informative session	21 February 2023 - 11:00 h CET
Deadline for any questions	7 days before call closure
Deadline for submission of applications	<b>5 April 2023, 17:00h CET</b>
Information to applicants on the evaluation	Maximum 6 weeks after the closure of the call
Notification of award	18 May 2023
Signature of the Grant Contract	Maximum 4 weeks from the notification of the award
Launch of the Digital Acceleration Programme	15 June 2023
End of the Programme	14 April 2024

# THE TOURBIT MATCHATHON



# TOURBIT MATCHATHON



**SAVE THE DATE!!**

**1<sup>st</sup> and 2<sup>nd</sup> of June 2023**

**Meet your potential Service Provider**

**Start ideating your project implementation**

**Be awarded with entries for the 4YFN (MWC in BCN 2024)**

## 1<sup>st</sup> June 2023

- Trends
- Pitches by Services Providers
- Booking Agendas

## 2<sup>nd</sup> June 2023

- Meetings between SP and SMEs
- Presentation of the ideas
- Awards

# Timetable Tourism SMEs

Deadline for  
submission of  
applications

**05**  
April 2023

Notification of  
award

**18**  
May 2023

Online  
Matchathon

**1-2**  
June 2023

Launch of the  
Digital  
Acceleration  
Programme

**15**  
June 2023

End of the Digital Acceleration  
Programme (10 months)

**14** April 2024

[www.tourbit.eu](http://www.tourbit.eu)



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