



Announcement of the EU RURAL TOURISM 2nd open call for rural tourism SMEs

Action acronym:	EU Rural Tourism
Action grant agreement number:	101074557
Call identifier:	SMP-COSME-2021-CLUSTER
Action full name:	Eurocluster Rural Tourism
Open call Publication Date:	16/11/2023
Open call Deadline Date:	16/01/2024
Total EU funding available:	280.000 Euro
Expected duration of participation:	5 months
Service pack valued at EURO 5000 per SME.	

Information and contacts:

Web address for further information (full call text/proposal guidelines):

<https://www.euroclusterruraltourism.eu/en/calls/>

Email address for further information: info@euroclusterruraltourism.eu

This Call for proposals is available in English.



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I.BACKGROUND INFORMATION

a. The EuroCluster Rural Tourism Project

The EuroCluster Rural Tourism Project (ECRT), funded under the [EU COSME Programme](#), will support at least 190 rural tourism SMEs by improving selected digital, green and soft/social competences. This project addresses specifically the needs of these micro and nano SMEs that are still lagging behind in the green and digital transition. Rural Tourism and similar services such as Eco-Tourism, Farm-Tourism etc. respond to new trends of the European and worldwide tourism demand, increased by the COVID-19 pandemic that generated additional demand for services of this type. This project provides a unique opportunity to upscale activities and at the same time, create a critical mass of European rural tourism services in 15+ countries that are supported under this form of collaboration with a vision of internationalization. This project aims to alleviate "digital and green fear" by offering straightforward, easy-to-understand knowledge enhancement tailored to the current situation of SMEs. It presents practical solutions for digital and green internal management, marketing, and product development that align with the realistic human and financial capacity of micro-SMEs. The project establishes a unified and coherent access point for fundamental training, tools, and supplementary resources for micro-SMEs. Additionally, it defines a methodology and tools for SME business support structures that can be replicated, adapted to specific local needs, and translated into various languages to address the challenge of staying up-to-date with emerging trends, including digital and green innovations. Support will be provided through pre-approved external Assistance Service Providers (ASP) selected through an open call. The SME may select another ASP for the delivery of support, but the consortium needs to approve and to train them in order to ensure the quality of the services offered.

b. Objectives of the Call

A first call for SMEs' proposals was published in July 2023 and closed on 10 September 2023, with a result of 134 SMEs selected for funding. Through this second call for proposals, the EU RURAL TOURISM project will support at least 56 more rural tourism SMEs, by improving their digital, green and social maturity, skills, and capacities. The participants will be working closely with experts to bridge their digital, eco-sustainability and soft/social skills gaps. The following table shows the total budget of this Call and its distribution between the Consortium Partners:



Partner	Total indicative available budget	Minimum number of SMEs per partner
Venetian Cluster	35,000.00 euro	7
Czech National Cluster Association	-	0
Asociatia de Dezvoltare Intercomunitara Harghita	30,000.00 euro	6
Asociación Cluster De Turismo Sostenible de Aragón	40,000.00 euro	8
Federation Europeenne de Tourisme Rural (Ruraltour)	120,000.00 euro	24
EURACADEMY Association	60,000.00 euro	12
TOTAL	280,000.00 euro	56

The ECRT publishes its open call, respecting the principles of transparency, equal treatment, absence of conflicts of interest and confidentiality. In particular, the call is carried out by respecting the following principles:

Excellence. The proposals selected for funding will demonstrate a high quality based on the criteria set out in the call;

Transparency. The funding decision will be based on the clearly described rules and procedures stated in this call, and all applicants will receive feedback on the outcome of the evaluation of their proposals;

Fairness and impartiality. All proposals submitted will be treated equally. They are evaluated impartially by evaluation committees on their merits, irrespective of the origin or identity of the applicants;

Confidentiality. All proposals and related data, knowledge and documents are treated in confidence;

Efficiency and speed. The evaluation of proposals and the award of the financial support will follow the agreed timetable and will respect the legal framework.



c. Benefits for the beneficiaries

The direct support package to SMEs consists of:

Phase 1

- Initial and final capacity building event for all supported SMEs in a region
- Self-assessment of the current situation in order to address needs for improvement
- On-site audit, revision of the product idea and improvement plan

Phase 2

- Mentoring, technical advice and support during the implementation process.
- Budget for additional external services that may be needed for implementation
- Final evaluation and follow-up visit by advisor
- Final meeting and discussion of results of the supported actions amongst all assisted SMEs

The following list of 12 specific actions and support areas with the highest needs of improvement from the fields of digital, green and soft/social competences were defined by the consortium. Each SME will be guided during project implementation to choose and improve at least 4 out of the 12 action areas, that preferably address at least 1 from each field (digital, green and sustainable, and soft/social).

DIGITAL
Digitalization of the processes in SMEs
Digital marketing and promotion
Marketing intelligence, data analysis, marketing strategy based on data
GREEN and SUSTAINABLE
Sustainable management practices for SMEs
CO2 management and reduction to address climate change



Sustainable mobility
Gastronomy and food based on local supply chains
SOFT / SOCIAL
Social-cultural skills (host visitors from different cultural background)
Experience generation for visitors (includes development of corresponding products)
Inclusive Tourism / Visitors with special needs
Integration with the local community
Interpretation techniques for cultural, historic, natural etc. resources

The participants selected to receive Financial Support to Third Parties (FSTP) are entitled to receive a service pack, valued at EURO 5000, that enables them to design and develop a new Tourism product for international markets by integrating digital, sustainable and socio-cultural improvements into their business.

SERVICE	DETAILED CONTENT OF THE SERVICE
PHASE 1	
Participation at initial national / regional meeting	A national/regional meeting will be organised, in presence or online, in which all beneficiary SMEs are requested to participate.
Self-assessment and preparation of new product outline	Mentorship and support for self-assessment and vision outline of at least one new product.



Audit visit, report, improvement plan	Assistance to the SME to respond to the self-evaluation results, define needs for improvement, and elaborate an individual Improvement plan (implementation and reporting). Digital, green and sustainable, soft/social skill needs will be addressed and integrated in the improvement plan. The audit visit will be face to face and the travel and accommodation costs of the expert will be covered by the SME allowance through the Financial Support to Third Parties (FSTP).
PHASE 2	
Mentoring and advisory during assistance	Mentoring and advice during the full period from start of self-evaluation to final evaluation report, as specified in the individual improvement plan.
Budget for specific additional external services	Specific services that are required as a result of the improvement plan. Examples are website design, translations, certifications, SM campaigns, etc.
Second audit visit, final report	Second visit by mentor, final report. The audit visit will be face to face and the travel and accommodation costs of the expert will be covered by the SME allowance through the Financial Support to Third Parties (FSTP).
Final meeting and discussion of results of the supported action amongst all assisted SMEs	A final meeting will be organised, in presence or online, in which all beneficiary SMEs are requested to participate.
Other services	Country/region specific contingencies or additional actions, contests, participation at fairs etc.

II. ELIGIBILITY CRITERIA

a. Eligibility of applicants

This project addresses specifically the needs of micro and nano SMEs and how to cover them under the Cluster concept. Such SMEs respond to the following profile:

- Micro businesses run by individuals or by a family, with a history of operation covering at least 1 year at



the moment of submission deadline (i.e. already open and operative at the 16th of January 2023) and with maximum 10 employees.

- Located in the countryside, or in villages or towns in rural areas.
- Accommodation providers (agritourism, farm tourism, small hotel, guest house, holiday cottage, etc). Priority will be given to providers offering extra services such as food service (breakfast, half/full board), nature or farm activities, classes (culinary, crafts), guided tours, etc.

This Call is open to SMEs that comply with the following NACE classifications:

- Accommodation (I55)
- Travel agency, tour operator reservation service and related activities (N79)
- Other NACE codes or in general other activities (where NACE code does not exist) referred to the rural tourism sector

The official registration certificate provided by responsible tourism or enterprise authorities for one of the above is sufficient even if it does not contain the NACE classification code.

b. Geographical Eligibility

Participation is limited to SMEs established in the following EU member states or specific regions within a Country, as well as in the following third countries participating in the COSME programme or their regions, under the condition that at least one external Assistance Service Provider (ASP) per category of service (digital, green and sustainable management, soft/social skills) has responded to the ASP Call and has been approved by the Consortium. The maximum number of SMEs that can be selected per country to receive FSTP is expressed in brackets after each Country:

- Belgium - limited to Wallonia region (max 4 SMEs)
- Bosnia-Herzegovina (max 7 SMEs)
- Estonia (max 9 SMEs)
- Georgia (max 10 SMEs)
- Greece (max 12 SMEs)



- Ireland (max 5 SMEs)
- Italy (max 7 SMEs)
- The Netherlands (max 10 SMEs)
- North Macedonia (max 3 SMEs)
- Romania - limited to the Harghita region (max 6 SMEs)
- Slovenia (max 3 SMEs)
- Spain - limited to Aragón, Cataluña, La Rioja, Navarra regions (max 9 SMEs)

Expected total number of SMEs to be financed: 56

Received proposals from these eligible countries will be evaluated based on the criteria explained at Section IV. Evaluation Procedure.

c. Liability

The ECRT Project Consortium cannot be held liable for any damage caused to the Third-Party Beneficiaries as a consequence of implementing the action, including for gross negligence. Beneficiaries shall comply with the obligations set out in this Call for Proposals and in the Grant Agreement to be signed with the funding ECRT partner. Applicants must provide complete and accurate information and data as requested in the application form.

d. Reduction and Revocation

At any moment of implementation of the action and afterwards, the Consortium has the right to carry out checks, reviews and audits, to ascertain:

- the proper use of the lump sums as FSTP and the production of required deliverables and results;
- compliance with the obligations laid down in the Call;
- the truthfulness of the declarations and information produced by the applicants.



The contribution is reduced, rejected or revoked by the Consortium in the following cases:

- the implemented activities do not comply with the agreed activities stated in the signed bilateral Grant Agreement
- reporting does not comply with the requirements set.

e. Conflicts of interest

The Consortium must take all measures to prevent any situation where the impartial and objective implementation of the action is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest (“conflicts of interest”). Participation in the selection phase is strictly forbidden to any SME applicants which, at the time of the present Call publication, have any links with any consortium partner e.g. being part of its organisational structure, and/or as a shareholder participating in the SME.

f. Exclusion Criteria

Applicants will be excluded from the evaluation process if they present the following:

- Already selected for receiving FSTP in the first Call for SMEs of the EU RURAL TOURISM project
- Receive funds and support for the same activities from other public funds (European, National, Regional, Local funds), as double funding for the same action is not allowed;
- Present the characteristics of a “company in difficulty,” as defined by EU Commission Regulation No.651/2014;
- Lacking the necessary administrative, technical, operational and financial capacity to implement the project activities, as defined in Article 125 of EU Regulation No. 1303/2013.

g. Confidentiality

Access to the received applications will be given to the ECRT Team and its Evaluation Committees. Only the title and applicant name of each selected project will be published on the ECRT platform. During the implementation of the action and for five years after the payment of the balance, all parties must keep confidential any data, documents or other material (in any form) that is identified as confidential at the time it is disclosed (‘confidential



information’).

The confidentiality obligations no longer apply if:

- (a) the disclosing party agrees to release the other party;
- (b) the information becomes generally and publicly available, without breaching any confidentiality obligation;
- (c) the disclosure of the confidential information is required by EU or national law.

All requested data will be used only in the framework of this Call, in line with art. 13 of the EU Regulation n. 2016/679.

III. PAYMENT OF FINANCIAL SUPPORT

The ECRT financial support is paid in lump sums. Payments will be made against deliverables, no financial report is required from the beneficiary since the principle is payment against expected results directly to the selected SMEs. The ECRT financial support will not be paid in the unfortunate event of SME not attaining its objectives at a promised standard, set up case by case in the initial Agreement.

The financial support will be based on the following principles:

Equal treatment: The general principle of equal treatment and non-discrimination requires that comparable situations are not treated differently unless differentiation is objectively justified.

Transparency: the financial support shall be awarded following successful evaluation of applications submitted under this Call for proposals by the established Evaluation Committee.

Non-cumulative award and no double financing: Each action may give rise to the award of only one financial support pack per SME.

Non-retroactivity: Financial support shall not be awarded retroactively or for activities outside the set duration of the project. Expenses must be incurred during the projects’ implementation period.



IV.EVALUATION PROCEDURE

a. Evaluation process

Proposals will be evaluated following the process described here below, the evaluation process will check the administrative eligibility and then attribute scores to each received proposal, SMEs will be awarded based on their ranking order up to the availability of fund, meaning that funding will be awarded on the basis of a shortlist starting from the highest score down, per Country, within the limits of the available call budget.

The result of evaluation can be:

- **Eligible and selected for funding** (up to 56 SMEs totally): all requested administrative documents are submitted, the description of the project received a score over the minimum threshold and the proposal is highly ranked within the number of SMEs per country that can receive funding among the available budget
- **Eligible but not selected for funding:** all requested administrative documents are submitted, the description of the project received a score over the minimum threshold, but the proposal is ranked in a lower position, whit not available budget in that country: depending on the score and consequent ranking, the proposals with higher score will be inserted in a reserve list, in case SMEs selected for funding fail to sign the Agreement or withdraw from the project.
- **Not eligible:** some administrative documents are missing even after request for integration, the description of the project in the application form received a score lower than the minimum threshold; those proposals are excluded from the list of eligible projects and cannot be selected for funding.

Additional proposals scoring above the minimum threshold for eligibility, but ranked lower than the 56 eligible for funding, will be highlighted as “not selected for funding because of lack of funds”. In fact, a ranking list divided per Country will be published, based on evaluation scores obtained, in order to duly inform the applicants.

Country	SME	Result
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...	...	Selected for funding/not selected for funding because of lack of funds
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If a partner encounters a situation where they lack sufficient eligible applications, or applicants withdraw by month 2 after the signature of the GA, the ranking list will become a shared resource and it will be used when a partner exhausts their eligible applications.

The evaluation process of the applications to the present Call for Participation will take approximately 3 weeks after the Call is closed. The steps are described below:

1. The Project Partners will start the administrative revision of all relevant applications and request additional documentation, if needed.
2. The “Eligibility criteria” (listed in ANNEX III) will be applied to discard non-eligible proposals. Proposals being marked as non-eligible will get a rejection letter for being classified as non-eligible.
3. Each Partner will set up a two-member Evaluation Committee for the country or countries the partner is responsible for. All eligible applications will be distributed to the Evaluation Committee members for a check of conflicts of interest.
4. If a conflict of interest for an evaluator is detected, another evaluator shall be nominated.
5. Each Evaluator will record his/her individual opinion on a standard evaluation form (Annex III). The evaluators will assess the proposal in two parts:
 - a. Part A will concentrate on the proposal's quality, with a maximum achievable score of 115. To meet the minimum standard, an overall score of at least 60 is necessary.
 - b. Part B will primarily consider business-related criteria, with a maximum achievable score of 15. To meet the minimum standard, an overall score of 9 is necessary. To meet the set requirements for Part B, a minimum threshold of 2 out of 5 is required for each single criterion, nevertheless the overall score for part B must reach at least 9 to be considered



as positive.

6. The Evaluation Committee of each partner will reach a consensus on all eligible applications they have received. During this phase, if there are ties among applications (same scoring and position), and a selection is needed to prioritize one company over another, as well as in case of applications where scores diverge significantly between the 2 individual evaluators, the Consortium Evaluation Committee will be authorized to assess these applications; the evaluation of such applications might be asked to a different pair of evaluators (of another Partner), randomly selected by the Consortium Evaluation Committee Chairman, always respecting the principle of absence of conflicts of interest. The outcome of this evaluation will then be considered as final and the resulting score will be used to rank the applications accordingly.
7. Each Partner will collect their assigned Evaluation Forms and submit them to a second level Consortium Evaluation Committee. All Partners will be represented by one member in this committee. The six-members committee will review all the evaluation forms, approve the selection of SMEs and generate a ranked list from the highest scored application to the lowest, for each geographical area.
8. The Consortium Evaluation Committee will notify each partner about the number of SME selected, which should add up to 56 SME. Furthermore, up to 17 additional applicants (distributed among partners) could be placed on a reserve list.
9. The ECRT will publish the results of the Call for SMEs, including number of proposal (automatically attributed during the submission phase) and country of origin of all received proposals, and a final list of selected SMEs, including the SMEs pointed out as “not selected for funding because of lack of funds”, final recipients' legal name, country of origin, date of award, and duration of the support. The results will be published on the official website of the European Cluster for Rural Tourism (ECRT) at https://www.euroclusterruraltourism.eu/en/services/#Financial_support, on the European Cluster Collaboration Platform (<https://clustercollaboration.eu/>) and promoted as well on ECRT's social media channels. Additionally, each consortium partner will share the list of awarded SMEs on their respective websites and social media channels.
10. In case of manifest procedural errors or shortcomings envisaged by applicants and affecting the final



decision on whether to fund the proposal, concerned applicants may inquire about the reasons for the rejection of their application by sending an email to info@euroclusterruraltourism.eu within 5 days after the publication of the results, including the following information:

- contact details and number of the application;
- the subject of the complaint;
- information and evidence regarding the alleged breach.

The partner responsible for the evaluation of the application will answer within 5 working days and, under request, will supply an unsigned version of the evaluation forms from the two evaluators, ensuring that their names are not disclosed. In case the complaint is grounded, a re-evaluation procedure will take place: the submitted application will be re-evaluated by the Consortium Evaluation Committee, analysing the former evaluation forms and the issue of the complaint; eligibility will be checked again (administrative documents, call requirements, etc.) and a new score will be given to the submitted application. This score is the final one and will be included in the ranking.

11. Once the evaluation process is completed, selected successful applicants shall be informed by email asking for confirmation of reception. A letter of acceptance will be forwarded to them in due course.

12. The letter of acceptance shall be signed by the selected applicant within 7 days 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 applicant from the reserve list.

13. If applications do not reach the minimum score defined in the Full Call Details to cover the assigned number of SMEs for each partner, the call may be re-opened at a later date following the above procedure.

14. Signed individual and consensus forms plus other relevant documents shall be retained by the respective project partners / beneficiaries for at least 5 years.

b. Evaluation criteria of applications

Each partner will delegate the task of evaluation to two competent evaluators, fluent in the language of the



applicant (in order to check administrative documents) in the countries covered by the Call for SMEs (with English as evaluation transversal language). An evaluation form will be completed for each eligible applicant. Only proposals ranked equal to or over 60 points in the Proposal Evaluation Form, Section A, and have successfully reached the minimum threshold of 9 in Section B, will be pre-selected.

V. POST-SELECTION PROCEDURE AND REPORTING

a. Grant Agreement between ECRT and SME

After receipt of the letter of acceptance, a Grant Agreement (Annex IV) will be prepared by the partner responsible for each country or region and will be sent to each SME. The selected SMEs might be requested and are expected to provide evidence of financial standing (either an official copy of the profit and loss account, balance sheet, or income tax statements demonstrating good financial capability, for the previous year, or alternatively for the last year for which accounts were closed). Each beneficiary and each ECRT partner (funding entity) will sign a bilateral specific agreement; by signing this agreement, the beneficiary agrees and accepts the financial support and commits to implement the activities under its own responsibility, in accordance with the agreement's conditions and obligations.

Both parties need to sign the Grant agreement that includes: introduction and definitions, grant offer, purpose of the Grant, grant funding period, amount of the grant, timing of Grant payments, reduction and recovery of Grant, Managing the grant, confidentiality, visibility, amendment, liability, force majeure, payment arrangements, settlement of disputes, conflict of interests, ethics and values, general information obligations, record keeping.

Following the approval of the individual improvement plan, a complementary agreement will be signed by both parties committing both to the actions foreseen by the plan and the cost of each action.

b. Transfer of funds

The payment of the financial support instalment will be done directly to the SME as a reimbursement for already received services, within 30 days from the validation of the final technical reporting. This reporting shall include all documentation and proof that justifies that planned and financed activities have been fully implemented.



The FSTP will be disbursed by each partner at the conclusion of the support period, contingent upon the successful fulfilment of both Phase 1 and Phase 2 of the project. To validate their completion, each SME is required to produce specific deliverables. These deliverables serve as the basis for justifying the payment, which will be provided in the form of a lump sum.

Rules of payment will be detailed within the Grant Agreement.

In order to better monitor the progress of each project, two phases are defined, with a report due after each phase.

For Phase 1, there are specific deliverables associated with the interim report. These include:

- participation at initial national / regional meeting;**
- self-assessment and preparation of new product outline;**
- audit visit, report, improvement plan.**

In Phase 2, the specific deliverables associated with the final report are:

- implementation of the improvement plan;**
- public visibility of the new product that was created through this plan;**
- second audit visit, final report;**
- final meeting and discussion of results of the support action amongst all assisted SMEs.**

A dedicated reporting template will be provided to all participating SMEs.

Once the partner conducts a successful review and approves the SME's reports, a payment of 5,000 Euro will be disbursed to the SME.



VI. PERSONAL DATA PROTECTION

Any personal data provided under this Call, in any of the documents or forms on the on-line platform, will be processed by each Consortium partner in compliance with article 13 of EU Regulation 2016/679. "Information to be provided where personal data are collected from the data subject".

In the forms, filled in by the participants, the Consortium will indicate specific information about Personal Data responsibilities and roles of each national partner.

VII. HOW TO APPLY

a. General rules and deadline for submission of applications

Participation in this call for proposals is completely free of charge for SMEs.

This call is published for 60 days on: European Cluster Collaboration Platform (ECCP), Enterprise Europe Network (EEN), Funding and Tenders Portal (F&T), EuroCluster Rural Tourism website (ECRT), each Consortium Partner's individual website and Euroclusters' and Consortium Partners' social media channels. If any changes are made to the call deadline, they will be published immediately on the call page and all potential applicants will be informed.

The application form is available on the following website: https://clustersubmissionplatform.eu/eurocluster_post/2nd-eururaltourism-smes-open-call/ and can be submitted only through this web page.

You can find in annex a copy of the application form (Annex I).

Only one application per applicant can be submitted. Different applications or multiple submissions of the same application by the same applicant will be rejected, and the most recent application will be used.

The Application Form (Annex I) has to be filled ONLINE and will be checked for eligibility.

The following should be attached with the application:

- **registration of the business with the responsible local, regional or national authorities (tourism**



- authorities, chambers of commerce or similar);
- personal data of the legal representative (copy of ID or passport), this person must be coincident with the name that appears in the registration of the business with the abovementioned authorities;
 - CV with list of projects and experiences from core staff;
 - duly signed declaration form (ANNEX II of the Call for SME).

In case an applicant has applied in the First Call for SMEs and already submitted the required documents, that applicant can declare in the online application form that documents were already submitted and they will be retained for the evaluation, unless the applicant prefers to re-upload the updated documents.

Proposals must be submitted online in **ENGLISH only**. All legal documents (registration, ID) and any other relevant supporting materials can be uploaded in the national language of the proposer.

An automatic acknowledgement of receipt is provided upon reception. **In case a receipt is not received immediately after submission, the applicant should get in contact with info@euroclusterruraltourism.eu.**

After the date and time of closure of the call, any modifications to an already filed application will be discarded.

Further information about applications: Questions may be sent by e-mail no later than 7 days before the deadline for the submission of applications to the following e-mail address info@euroclusterruraltourism.eu, indicating clearly the reference of the Call and the question. The EuroCluster Rural Tourism Project Consortium 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.

b. Where and how to send applications

The application shall be completed exclusively online at this [link](#).

(https://clustersubmissionplatform.eu/eurocluster_post/2nd-eururaltourism-smes-open-call/).

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



ANNEX I

The EuroCluster Rural Tourism Project will support, through the 2nd Call for SMEs, at least 56 rural tourism SMEs with a budget of 280,000 EUR, by improving their digital, green and soft/social competences. This project addresses specifically the needs of micro and nano SMEs that are still lagging behind in the green and digital transition. The EU Rural Tourism Cluster project will assist in total at least 190 SMEs in at least 15 countries with a total budget of 950,000 EUR.

DEADLINE: 16th of January 2024 (60 days after publication of the CALL on the Funding and Tender portal: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/>)

For more information, contact info@euroclusterruraltourism.eu

* Required

DISCLAIMER

By sending your reply, you agree that the information provided therein will be used for internal processing and will be evaluated by the EU Rural Tourism Cluster in the context of the call for support to rural SMEs. Information provided is undisclosed to third parties.

*I accept it

ELIGIBILITY

1. Are you the owner or manager of a Rural Tourism service*

YES/NO IF NO THANK YOU NOTE IS SENT

2. Type of accommodation please select*

- Accommodation (I55)

- Travel agency, tour operator reservation service and related activities (N79).

-other - please specify

IF N/A THANK YOU NOTE IS SENT

3. Has your company received any public funding under another project for the same activities described in this proposal? *



YES/NO * IF YES THANK YOU NOTE IS SENT

A. Company Information

4. Company Name in English *
5. Company Name in the Original Language *
6. Name and Surname of Legal Representative*
7. Business Address *

Street _____ Number _____

Post code _____ Country _____

Village, Town or City _____

if a business is situated in the countryside: Name of the nearest town or city _____

8. Business online presence (website, online booking link, etc.) *
9. Date of Establishment *
10. Name and Surname of Contact person: *
11. Email*
12. Phone Number*
13. Business Registration Number*
14. Number of employees (Full Time Equivalent) in 2022*
15. Annual Turnover of the SME for tourism services in 2022 in EUROS*
16. Briefly describe the personal profile of the owner or responsible manager and his/her **motivation** to participate in this call. (max 300 words)

B. Self -Assessment



17. Have you already planned any digital, green and soft/social actions to improve management and services of your business, or to provide new products?

YES /NO

If yes, which ones? If not, why not?

18. In relation to your business and its current digital, green and soft/social competences, please, assess and rate the following dimensions as follows: **5–Outstanding, 4–Good, 3–Adequate, 2- Basic, 1-None**

- Digital management of your business
- Digital marketing – website, social media, web data analysis, evaluation, and follow-up of digital campaigns, etc
- Mobility and accessibility of visitors, attention to clients with reduced mobility
- Sustainable management (e.g. energy efficiency, waste reduction and management, food waste minimization, noise control, sustainable water management, circular economy applications).
- Social sustainability (e.g. friendly personnel policies, gender equality, age-friendly and family friendly services and products).
- Welcoming visitors from different countries and cultural backgrounds
- Creating positive experiences for your visitors
- Information on and interpretation of the surrounding area to guests (e.g. natural and cultural environment, local communities)

C. Ambition and impact

19. Please briefly describe the new product and/or service improvement that you want to implement through COSME support (**WHY and WHAT** you want to do with the support).

(The following examples are not exhaustive: a new service of gastronomy catering for special needs or preferences, improving accessibility of persons with reduced mobility, creating/publishing code of conduct for visitors, introducing quality certification, networking/clustering with complementary businesses in the area, etc) (max 300 words)

20. Briefly describe **HOW** you plan to improve your digital, green and soft/social competences in this context and use them in the new product or service (preferably address all three competences).

(The following examples are not exhaustive: understand the convenience of counting with a set of recommendations, decalogue of measures on sustainability for clients, and/ or network and align with other companies in your destination around the same issue, design and incorporate measures to be a family friendly and/ or age friendly establishment or activity).



21. Describe the proposal’s expected **IMPACTS**, include the expected outcomes, outputs, and potential of the results as future Best Practice. (max 500 words)

(For example, reach new segments of clients thanks to the improvement and/ or diversification of your offer: more sustainable, suitable for different segments around food needs preferences, suitable for different age segments, suitable for people with functional physical diversities and disabilities, suitable for different segments where compatible (family friendly, adult friendly, bike friendly, pet friendly))

22. Please select your preferred Assistance Service Provider for the pre-approved [list](#) of experts. (This field is not mandatory)

Business Mentoring Expertise _____

Technology and Digital Expertise _____

Green and Sustainable Management Expertise _____

Soft/Social Skills Expertise _____

Direct upload basic minimum files that accredit eligibility:

- registration of the business with tourism authorities
- personal data of the legal representative (copy of ID or passport) - *this person must be coincident with the name that appears in the registration of the business with tourism authorities*
- Duly signed declaration form (ANNEX II of the Call for SME)
- CV/list of projects and experiences from core staff

In case you already submitted the same documents when applying for the EU RURAL TOURISM First Call for SMEs, they can be retained as valid for this Call as well.

After submitting the application, an automated receipt confirmation will be sent to your email. If you do not receive this email, please contact us at info@euroclusterruraltourism.eu.



Annex II

DECLARATIONS FORM

Information concerning other EU grants for this project	YES/NO
Please note that there is a strict prohibition of double funding from the EU budget (except under EU Synergies actions). We confirm that, to our best knowledge, neither the application as a whole nor any parts of it have benefitted from any other EU grant. If NO, explain and provide details.	
We hereby declare that the information provided is true and correct. We also understand that any wilful dishonesty may render for refusal of this application.	
We hereby declare that our company is not bankrupt, subject to insolvency or winding up procedures, its assets are not being administered by a liquidator or by a court, it is not in an arrangement with creditors, its business activities are not suspended, or it is not in any analogous situation arising from a similar procedure provided under national legislation or regulations.	
We confirm that our company is not part of a bigger group of enterprises (such as holdings or similar).	
We have the adequate legal capacity to participate in the Call for Proposals and especially to submit all required documents.	
Any person legally authorised to represent it has not been involved in fraud, corruption, cooperation with a criminal organisation, money laundering or other illegal activity.	
We declare that our company is not subject to a conflict of interest.	

By signing this declaration, I hereby declare that I have read and accepted terms and conditions set out in this Call for Proposals and its annexes; I have read the Confidentiality and Communication rules applicable to this Call for Proposals;

Date

Name.....



ANNEX III

EVALUATION FORM

COMPANY NAME				
EVALUATOR NAME		SIGNATURE		
DATE				
RESULT SCORE	PART A		PART B	

PART A Proposal Evaluation Criteria	Max. score
A. Quality of the proposal Overall general description of the company, achievements, actual needs with respect to the transition to a digital and green economy and to a more eco-sustainable tourism offer.	30
Comments	
B. Motivation and Management expertise of project (Q16) The background motivation, vitality and expertise of the SME, the profiles of the core person or team.	15
Comments	
C. Innovation potential of the proposal (Q19) The actions proposed (WHY and WHAT to do). The consistency of the problem described and the fit with the selected plan for improvement; capacity issues, challenges.	20



Comments	
D. Implementation concept (Q20) HOW will the improvements be implemented. The selection of innovative ideas to address it. Consistency with point C.	15
Comments	
E. Impact of the proposal (Q21) How the improvements will drive the green and digital transition of the SME. How will it improve its business situation and competitiveness	20
Comments	
F. All 3 fields of support are covered in the proposal At least 1 action from each field (digital, green and sustainable, and soft/social) is selected.	15
Comments	
TOTAL points threshold for Part A (minimum points to be considered for selection): 60	Min. 60

PART B Business Evaluation Criteria	Score (1-5)
Enterprise viability: Does the company demonstrate a competitive advantage? Is it financially and commercially viable, and does it possess the management and financial resources to absorb project intervention? Score: (Minimum threshold is 2 out 5)	



Comments	
Business benefit: Does the intervention reflect the management strategy and vision and will the expected outputs bring further expansion of the business? Is the company annual turnover for rural tourism activities below 100.000 € (preference to finance very small companies)? (Minimum threshold is 2 out 5)	
Comments	
Capacity / Skills: Which is the level of current technical skills to implement new projects and ideas proposed by the experts: In case the SME does not have them, what actions/ideas are proposed to offset this lack of skills internally? Level of business networking skills, especially the affiliation to local, regional or national professional bodies (Minimum threshold is 2 out 5)	
Comments	
TOTAL points threshold for Part B (minimum points to be considered for selection): 9	Min. 9
<p>Scoring options:</p> <p>0: No information is available to address the criterion under examination or cannot be judged due to missing or incomplete information;</p> <p>1 Poor: The criterion is addressed in an inadequate manner, or there are serious inherent weaknesses;</p> <p>2 Fair: While information regarding the criterion is provided, there are significant weaknesses;</p> <p>3 Good: The business addresses the criterion well, although improvements would be necessary;</p> <p>4 Very good: The business addresses the criterion very well, although certain improvements are still possible;</p> <p>5 Excellent: The business successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.</p>	



ANNEX IV

Draft version of the Grant Agreement **to be signed with awarded rural tourism SMEs**

The Parties to this Grant Agreement are:

EuroCluster Rural Tourism (ECRT)'s Partner

Organization Name: *(Name of organisation)*

Represented by: *(Name of the legal representative, position within the company)*

As ECRT project's authorised partner *(The Authority)*

And

The Company: *(Name of the awarded applicant company)*

Represented by: *(Name of the legal representative, position within the company)*

As beneficiary of the Grant (The Grantee)



1. Introduction and Definitions

1.1 This Grant Agreement contains the terms on which grant funding is provided to the Grantee for the Project.

2. Grant Offer

2.1 The Authority offers to pay the Grantee the grant funding set out in this Grant Agreement on condition that the Grantee complies fully with the terms of this Grant Agreement.

2.2 The Grantee acknowledges that the Authority agrees to provide funding only for the amount, period and purposes set out in this Grant Agreement.

3. Purpose of the Grant

3.1 The beneficiary SMEs will receive a direct equity-free funding under the form of Grant for receiving a service pack valued at 5000 EUR that will enable them to design and develop a new Tourism product for international markets by integrating digital, sustainable and socio-cultural improvements into their business. The Grantee will be guided during project implementation to choose and improve at least 4 out of the 12 action areas, that preferably address at least 1 from each field (digital, green and sustainable, and soft/social).

DIGITAL (Digitalization of the processes in SMEs, Digital marketing and promotion, Marketing intelligence, data analysis, marketing strategy based on data);

GREEN and SUSTAINABLE (Sustainable management practices for SMEs, CO2 management and reduction to address climate change, Sustainable mobility, Gastronomy and food based on local supply chains);



SOFT / SOCIAL (Social-cultural skills (attend visitors from different cultural background), Experience generation for visitors (includes development of corresponding products), Inclusive Tourism / Visitors with special needs, Integration with the local community, Interpretation techniques for cultural, historic, natural etc. resources).

3.2 The Grantee accepts responsibility for the proper use and administration of all funding provided under this Grant Agreement and undertakes to use such funding only for the purpose of carrying out the Project in accordance with the Project outputs and activities set out in the submitted Application Form.

3.3 The Grant must not be used to support activities different from the ones mentioned above.

3.4 The Grantee declares and agrees that it will not apply for, nor it has received, duplicate funding coming from public funds and calls (European, National, Regional, Local, included other European SMP-COSME-2021-CLUSTER calls – Euroclusters), in respect of any part of the Funded Activities or any related administration costs that the Authority is funding in full under this Grant Agreement and that it may be prosecuted for fraud should it dishonestly and intentionally make such an application.

4. Grant Funding Period

4.1 The grant funding period is from [*Start Date*] to [*End Date*].

4.2 Project Implementation will begin on the day after the last of the two Parties signs this Grant Agreement.

4.3 For this Agreement to be signed, the Grantee should have selected an appropriate and competent Assistance Service Provider (ASP). All ASPs involved must be accredited by the Authority for the grant to be justified.

5. Amount of the Grant



The Authority will provide the cost of the service pack valued a xxx EURO in line with the Call for SMEs specifications.

6. Timing of Grant payments

6.1 The Grantee will receive the Financial Support from the Authority in one instalment: the Grantee will receive 100% of Financial Support at the end of the support period and upon receipt of the Final Report.

To receive the final payment, the Grantee must confirm the successful completion of both Phase 1 and Phase 2 actions.

In Phase 1, there are specific deliverables associated with the interim report. These include:

- participation at initial national / regional meeting;
- self-assessment and preparation of new product outline;
- audit visit, report, improvement plan.

The Grantee needs to confirm the completion of Phase 2 actions (final report) and submit the following deliverables:

- implementation of the improvement plan;
- public visibility of the new product that was created through this plan;
- second audit visit, final report;
- final meeting and discussion of results of the supported action amongst all assisted SMEs.

The full payment of 5000 EURO will be paid by the Authority to the Grantee upon the successful completion of the service pack and the submission of the two reports, within 30 days after the approval of the final report.



6.2 The Authority will not authorise the payment unless the Grantee has:

- (a) signed and returned a copy of this Grant Agreement to the Authority;
- (b) agreed to comply with the terms of this Grant Agreement, including the reporting requirements.

6.3 The Authority reserves the right to withhold the payment of the grant funding if it has reasonably requested information and/or documentation from the Grantee and this has not been provided to the Authority within the timescales reasonably required.

7. Reduction and Recovery of Grant

7.1 Without prejudice to the Authority's other rights and remedies, the Authority may withhold or suspend payment of any grant funding due to the Grantee in case of non-compliance with the present Agreement.

7.2 If the Grantee fails to comply with any of the terms of this Agreement, the Authority may require that all or part of the grant funding be repaid.

7.3 If the Authority detects false reporting, fraud, any other situation that invalidates the justification of grant payments received by the SME or determines to terminate the project for reasons according to <1.8.5> below, it is entitled to immediately stop any further possible pending payments and require from the Grantee that unjustified amounts are repaid.

8. Managing the Grant

Reporting



8.1 The Grantee will receive and fill up two templates for the technical reports during the Funding Period starting from *Start Date*:

ECRT_Technical - Interim Report at month 3 containing all data described in part 6; and,

ECRT_Technical - Final Report at month 5 containing all data as described in part 6.

The Authority will only make the grant payment when the Final Report has been submitted to the Authority, in the format requested and with all the information that is required.

Monitoring and Evaluation

8.2 The Authority will monitor the progress of the Project throughout the Funding Period and reserves the right to carry out Evaluation Visits, after giving reasonable notice.

8.3 The method and timing of the Evaluation Visit, and the Evaluation of the Project, will be at the Authority's discretion.

8.4 The Grantee will make staff available to meet with, answer questions and provide management information to the Authority or the evaluator appointed by the Authority.

8.5 The Authority and the Grantee will undertake a joint review of the Project if the Authority considers it necessary to refocus the Project outputs. If, at any stage, the Project outputs are not achieving the agreed objectives, impact and delivery, the Authority may terminate the Project.

8.6 If the Authority requests information from the Grantee about the use of grant funding provided under this Grant Agreement for procurement, the Grantee will provide sufficient information to show that its procurement processes are transparent, fair, allow for competition and were cost-effective, according to the national procurement law and subcontracting procedures related to public funding.

9. Confidentiality



Each Party will treat the other's information as confidential, keep it safe and not disclose it to a third person without the original owner's prior written consent unless disclosure is expressly permitted by this Grant Agreement.

9.1 Sensitive information

The parties must keep confidential any data, documents or other material (in any form) that is identified as sensitive in writing ('sensitive information') — during the implementation of the action.

Unless otherwise agreed between the parties, they may use sensitive information only to implement the Agreement.

The SME beneficiaries may disclose sensitive information to their personnel or other participants involved in the action only if they:

- (a) need to know it in order to implement the Agreement and
- (b) are bound by an obligation of confidentiality.

It may disclose sensitive information to third parties, if:

- (a) this is necessary to implement the Agreement or safeguard the EU financial interests and
- (b) the recipients of the information are bound by an obligation of confidentiality.

The confidentiality obligations no longer apply if:

- (a) the disclosing party agrees to release the other party
- (b) the information becomes publicly available, without breaching any confidentiality obligation
- (c) the disclosure of the sensitive information is required by EU, international or national law.

9.2 Classified information

The parties must handle classified information in accordance with the applicable EU, international or national law on classified information (in particular, Decision 2015/44417 and its implementing rules).

Deliverables which contain classified information must be submitted according to special procedures agreed with the granting authority.

Action tasks involving classified information may be subcontracted only after explicit approval



(in writing) from the consortium.

Classified information may not be disclosed to any third party (including participants involved in the action implementation) without prior explicit written approval from the consortium.

9.3 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced.

10. Visibility – European Flag and Funding Statement

10.1 The Grantee shall acknowledge the grant funding provided by the Authority for the Project in materials produced during the Funding Period and at related public events unless the Authority directs otherwise. Where the Authority directs that its funding must not be acknowledged, the Grantee will comply with this instruction.

10.2 The Grantee must consult the Authority regarding the content of any promotion or publicity regarding the Project [particularly if it proposes to use any of the Authority’s branding or logos] and is obliged to obtain the Authority’s written consent before using any such content. On the other hand, the Grantee must ensure the promotion and visibility of the European flag as well as the ECRT logo.

10.3 The emblem provided by Consortium Partner to the Grantee will need to remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

10.4 The Grantee shall include the following text in all documents as well as dissemination activities: “This project has indirectly received funding from the European Innovation Council and SMEs Executive Agency (EISMEA), entrusted by the European Commission, via an Open Call issued and executed under the SMP-COSME-2021-CLUSTER ECRT PROJECT, co-funded under the COSME Programme of the European Union”. In fact, the Grantee must ensure that all project publications and similar include a proper acknowledgment referring to ECRT as co-funded by the COSME Programme of the European Union, and to the respective Funding Organization.



10.5 Consequences of non-compliance: if the Grantee breaches any of its obligations under this Article, the grant may be cancelled.

11. Amendment of this Grant Agreement

11.1 This Grant Agreement may be amended only by written agreement of the Parties and such amendments must be recorded in writing, signed by both Parties and attached to the signed original of this Grant Agreement.

12. Liability

12.1 The Authority will be not responsible for any false declaration made or undersigned by the Grantee; the Grantee will be the only responsible legally and financially shall it be found guilty of false declarations and statements regarding the company, its nature, business and all related information.

12.2 Except in case of force majeure, the Grantee must refund the ECRT consortium for any damage it sustains as a result of the implementation of the action or because the action was not implemented in full compliance with the Agreement. This compensation will be done with a partial or total refund of the lump sum awarded that was contracted.

13. Force Majeure

13.1 'Force majeure' means any situation or event that:

- prevents either party from fulfilling their obligations under the Agreement;
- was an unforeseeable, exceptional situation and beyond the parties' control;



-
- was not due to error or negligence on their part (or on the part of third parties involved in the action), and;
 - proves to be inevitable in spite of exercising all due diligence.

14. Payment Arrangements

14.1. Bank account for payments: The payments to the Grantee will be made to the following bank account, an official bank certificate containing below data has to be provided:

- Name of bank: *[insert the name Bank account reference (IBAN and BIC codes)]*
- Full name of the account holder: *[insert the full name]* The name of the account holder must be identical to the one of the beneficiaries of this grant agreement.
- IBAN code: *[insert the IBAN code]*

14.2 Costs of payment transfers

- the beneficiary bears the cost of transfers charged by its bank;
- the party causing a repetition of a transfer bears all costs of the repeated transfer.

15. Settlement of Disputes

15.1 The parties shall endeavour to settle their disputes amicably. If, and to the extent that, any such dispute, controversy, or claim has not been settled amicably, the court of the nationality of the Authority shall have exclusive jurisdiction. Nothing in this Consortium Agreement shall limit the Parties' right to seek injunctive relief in any applicable competent court.



16. Conflicts of interest

16.1 Conflicts of interest

The beneficiary SMEs must take all measures to prevent any situation where the impartial and objective implementation of the Agreement could be compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other direct or indirect interest ('conflicts of interest').

They must formally notify the Consortium without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.

16.2 Consequences of non-compliance

If a beneficiary SME breaches any of its obligations under this Article, the grant may be reduced and the grant or the beneficiary may be terminated.

17. Ethics and Values

17.1 Ethics

The action must be carried out in line with the highest ethical standards and the applicable EU, international and national law on ethical principles.

17.2 Values

The beneficiaries must commit to and ensure the respect of basic EU values (such as respect for human dignity, freedom, democracy, equality, the rule of law and human rights, including the rights of minorities).

17.3 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced

18. General information obligations

18.1 Information requests



The beneficiaries must provide — during the action or afterwards — any information requested in order to verify the proper implementation of the action and compliance with the other obligations under the Agreement.

The information provided must be accurate, precise, and complete and in the format requested, including electronic format.

18.2 Participant Register data updates

The beneficiaries must keep — at all times, during the action or afterwards — the information provided to the Consortium up to date, in particular, their name, address, legal representatives, legal form and organisation type.

18.3 Information about events and circumstances which impact the action

The beneficiaries must immediately inform the granting authority (the Consortium) of the following:

- (a) events which are likely to affect or delay the implementation of the action or affect the EU's financial interests, in particular:
 - (i) changes in their legal, financial, technical, organisational or ownership situation (including changes linked to one of the exclusion grounds listed in the declaration of honour signed before grant signature)
- (b) circumstances affecting:
 - (i) the decision to award the grant or
 - (ii) compliance with requirements under the Agreement.

18.4 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced

19. Record keeping

19.1 Keeping records and supporting documents

The beneficiaries must keep adequate records and other supporting documents to prove the proper implementation of the action as described in art. 1.6 and in line with the accepted standards in the respective field (if any). The beneficiaries must keep any adequate records and



supporting documents to prove that their cost accounting practices have been applied in a consistent manner, based on objective criteria, regardless of the source of funding, and that they comply with the eligibility conditions set out in the Call for SMEs.

The records and supporting documents must be made available upon request or in the context of checks, reviews, audits or investigations.

If there are on-going checks, reviews, audits, investigations, litigation or other pursuits of claims under the Agreement the beneficiaries must keep these records and other supporting documentation until the end of these procedures.

The beneficiaries must keep the original documents. Digital and digitalised documents are considered originals if they are authorised by the applicable national law. The granting authority may accept non-original documents if they offer a comparable level of assurance.

For the Authority:

Full Name:

Signature:

Company name:

Date:

For the Grantee:

Full Name:

Signature:

Company Name:

Date: