



# RESETTING Final Conference

European Support to the Digital and Green Transition of Tourism SMEs

23 May, 2024



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*EISMEA - European Innovation Council and SMEs  
Executive Agency*

# 1. Overview of EISMEA

# EISMEA – one of six executive agencies

Six executive agencies, all based in Brussels, have been established to implement EU programmes under the Multiannual Financial Framework (MFF) 2021-2027 (and the legacy of EU programmes under the MFF 2014-2020)

- **EISMEA** - European Innovation Council and SMEs Executive Agency
- **CINEA** - European Climate, Infrastructure and Environment Executive Agency
- **HaDEA** - European Health and Digital Executive Agency
- **EREA** - European Research Executive Agency
- **ERCEA** - European Research Council Executive Agency
- **EACEA** - European Education and Culture Executive Agency

# EISMEA (as of April 2021, former EASME)



## Established

1 April 2021



## Mandate

2021-2027

# 5

## Parent DGs

RTD, CNECT, GROW, REGIO, JUST

Implements parts of **3 Programmes**:

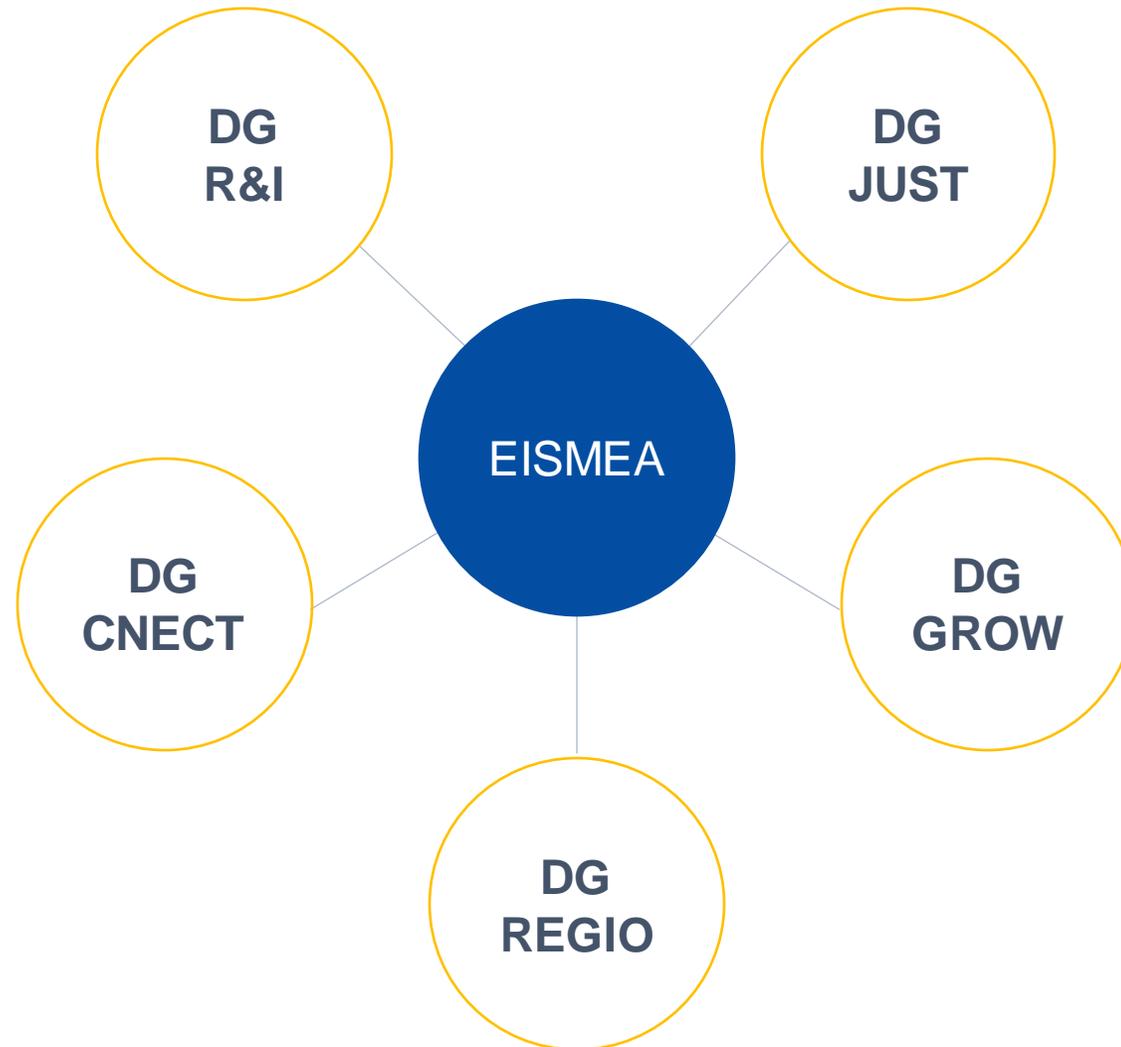
- **Horizon Europe**: European Innovation Council (EIC) and European Innovation Ecosystems (EIE)
- **Single Market Programme**: Consumer Objective, SME Pillar and Internal Market & Support to Standardisation
- **European Regional Development (ERDF)**: Interregional Innovation Initiatives (i3)

## Responsible for managing:

2335 projects

EUR 1.9 billion of EU funds and more than EUR 470 million of investments in 2021

# EISMEA Parent DGs



# Unit SMP/SME Pillar

## Mission

- To strengthen the competitiveness, innovation capacity, creation growth and sustainability of the European Union's economy by implementing the Single Market Programme
- To provide high-quality support and an effective service to Small and Medium-Sized enterprises (SMEs) and entrepreneurs

## Programmes managed

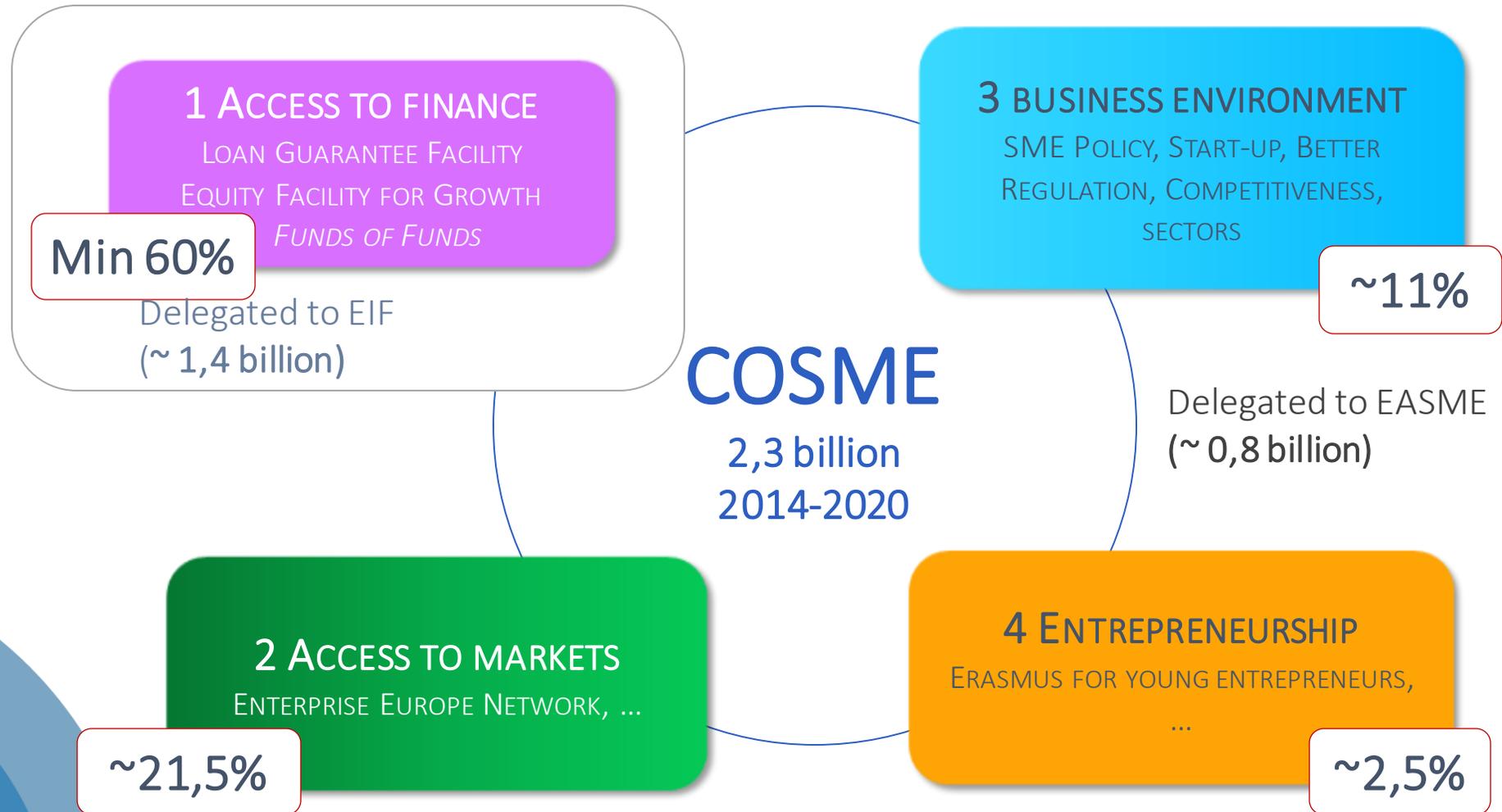
- The legacy of COSME Programme



- SME Pillar of SMP



# COSME Programme (under 2014-2020)

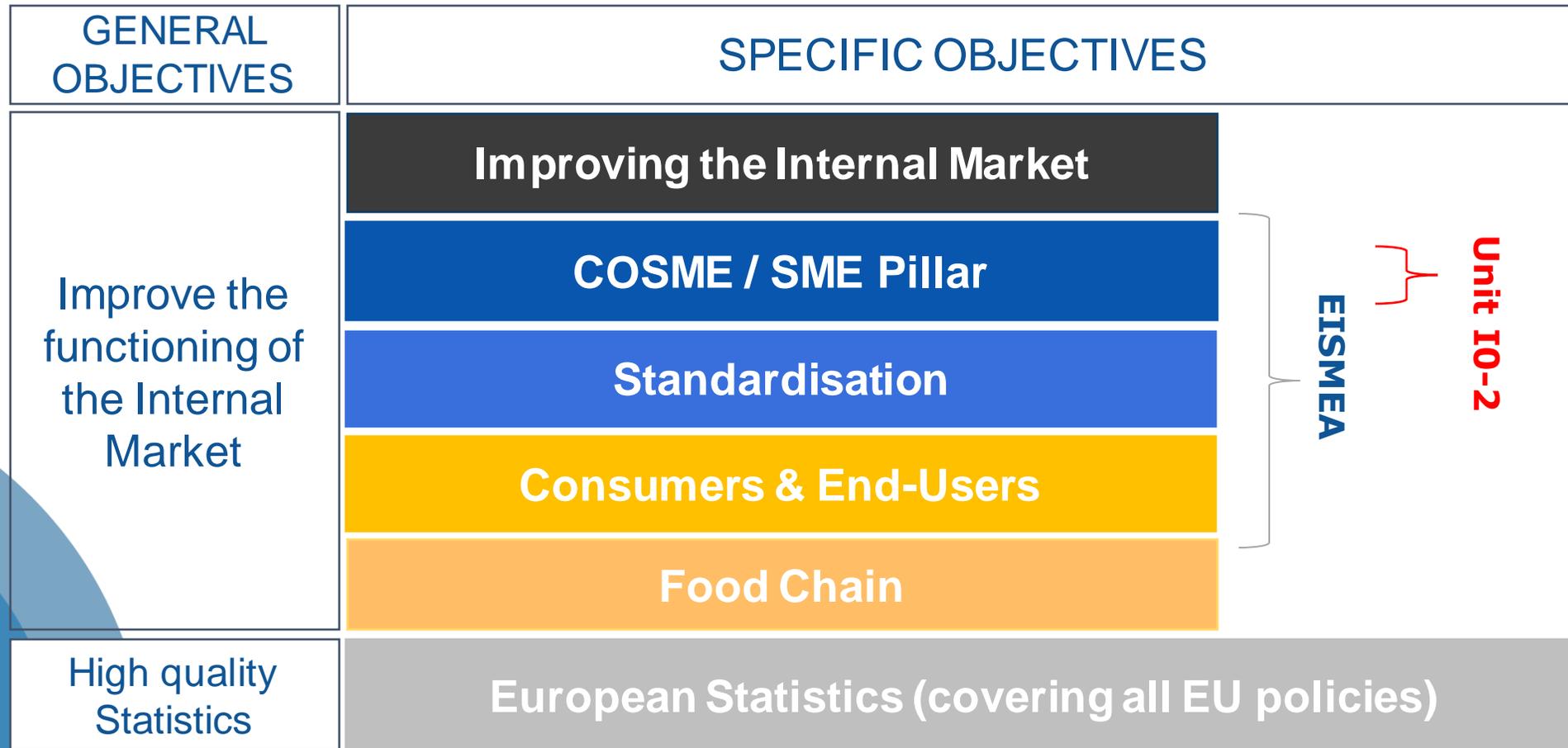


# Single Market Programme (SMP)

- The Single Market Programme (SMP) is the EU funding programme to help the single market reach its full potential and ensure Europe's recovery from COVID-19 pandemic.
- For the multiannual EU budget (2021-2027), the budget for SMP is €4.2 billion, with € 1 billion dedicated to competitiveness of enterprises.
- The SME pillar aims to provide various forms of support to businesses and especially SMEs:
  - Facilitate market access and reduce administrative burden;
  - Support the uptake of innovation and addressing global and societal challenges;
  - Foster a favorable business environment and entrepreneurial culture.

# MFF 2021-2027 | SMP

Coordinated package of 6 previously separate programmes across DGs to become strands of one programme – Budget: EUR 4,2 billion (€ 1 billion is dedicated to competitiveness of enterprises)



# Sector I-02-2: Competitiveness and Internationalisation

## Policy Areas



*SME Support*



*Intellectual property*



*Digitalisation & Innovation*



*Tourism*



*SME Policy*



*Public Procurement*



*Construction*



*Internationalisation*

## Stakeholders



- **14 DGs**
- **31 Units**



- **32 Contractors**
  - **294 Beneficiaries**
- ↳ 49 Subcontractors

**Total Budget: € 150M**

**Total Actions: 94**



## 2. Financing of tourism through COSME and SMP

# Tourism Calls through COSME and the SMP

- Tourism Calls support the twin transition of SMEs, towards **more sustainable practices and digitalisation, in line with the actions in the Transition Pathway for Tourism and Agenda for Tourism 2030**
- Prior to 2019, the Call focus was on the development of **tourism products**. As from 2019, more emphasis was placed on **tourism SME growth**.
- Between **2019 to 2022, EUR 47,5 million** were allocated to tourism projects focused on support to SMEs
- Another call (2023) has just been published: **Transitioning to a More Sustainable and Resilient Ecosystem : Empowering Tourism SMEs**
- Budget **EUR 8.5 million**. Deadline **21 Feb `24**

# Tourism calls for proposals: Topics 2019-2023

- 2019

Sustainable tourism development

Budget: 6M€

- 2020

Digitalisation, innovation & new technologies

Budget: 9M€

- 2021

COVID-10 recovery thro` sustainable tourism

Budget: 12M€

- 2022

Twin transition and ecosystems

Budget: 20,5M€

- 2023

Competitiveness of tourism ecosystems

Budget: 8,5M€

# WP 2018 TOURSYN

- WP 2018 – Supporting the Development and Promotion of Transnational Thematic Tourism Products: Exploiting Synergies between Tourism and Cultural and Creative Industries
- Competitiveness; Promotion of Europe as a global tourist destination of excellence; support of innovative projects; sustainable solutions and products.
- 7 Projects awarded (started in 2019, co-financing period now over): FISHFEST, CHARM, MAPPAE, TraCEs, MeDryDive, TRAMES, EU UNESCO4ALL TOUR

# WP 2019 TOURCOOP

- Boosting sustainable tourism development and capacity of tourism SMEs through transnational cooperation and knowledge transfer
- Facilitate Tourism SMEs' capacities and skills; Uptake of sustainable solutions; growth potentials; innovative management solutions for sustainable tourism; cross-sectoral cooperation
- 6 Projects awarded (started in mid-2020/beginning-2021, co-financing period now over): CEnTOUR, ETGG2030, EU ECO-TANDEM, SUSTOUR, TOURBAN, TOURISME

# WP 2020 TOURINN

- New Technologies, Innovation Uptake and Digitalisation in the tourism sector
- Enable smart and sustainable growth of tourism SMEs; reinforce transnational and cross-border cooperation; facilitate SMEs' capacity and skills; use of new digital technologies; new business models; innovative solutions within the ecosystem, including public-private partnerships
- 9 Projects awarded (start in end-2021/beginning-2022, co-financing up to end 2024): EU digiTOUR, CuITOURData, Tourism 4.0, Tourbit, Digitour, Tourinn-act, Smarter AOE, RESETTING, EURO\_EMOTUR

# WP 2021 TOURSME

- COVID-19 Recovery through Sustainable Tourism Growth and SME Support
- Enhance the sustainability performance and strategies of tourism SMEs; capacity building in the area of sustainable innovations; mechanisms for best practice exchange; dissemination of tools; knowledge sharing among SMEs
- 10 Projects awarded (started in beginning-2023, co-financing up to end 2025): CE4RT, I-STARS, COASTOUR, ECOTOURS, ETSM 2030, FIRST MILE, LOOK UP, STAR GROWTH, SUSRUR, TRACE

# WP 2022 TOURSME

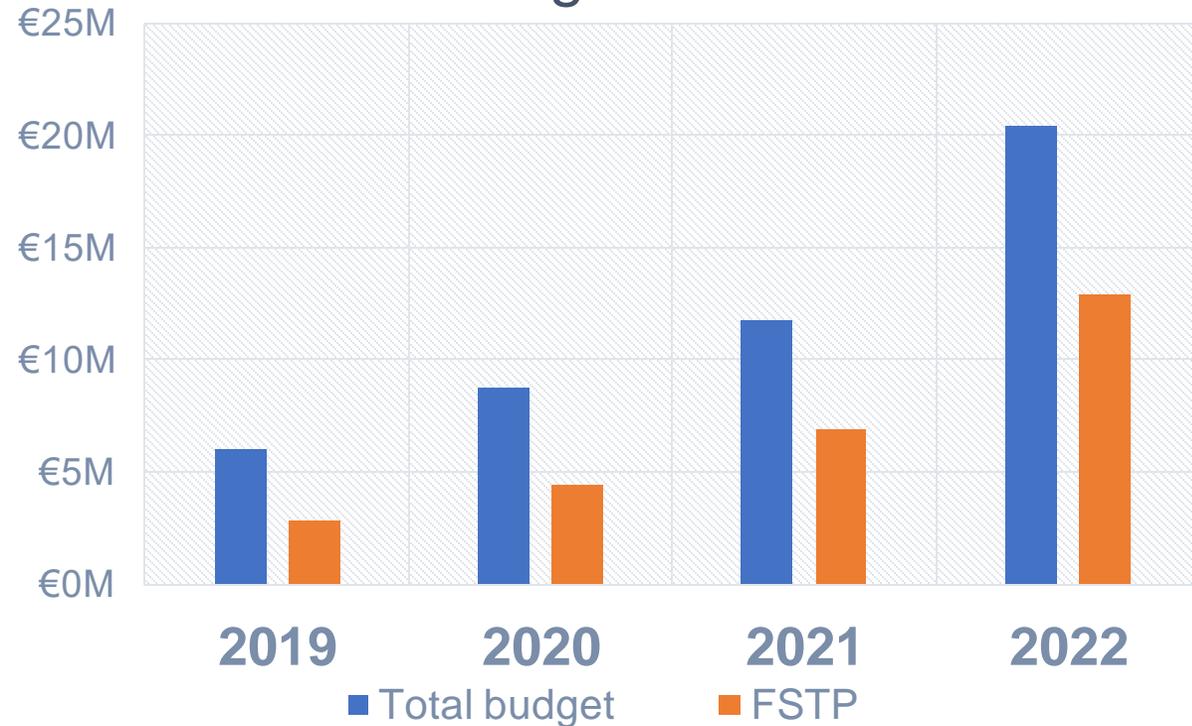
- Sustainable growth and building resilience in tourism – empowering SMEs to carry out the twin transition
- Enhance competitiveness and capacity building of SMEs; facilitate the twin green and digital transition; provide support to SMEs; development/implementation/ scaling-up of products, processes, services and/or business models; exchange of best practices; knowledge sharing.
- 6 new projects commenced implementation in September 2023 (ST3ER, fuTOURiSME, Cross-Re-Tour, BEFuture, SMARTIES for SMEs, FU-TOURISM).
- Minimum 50 Innovative Projects: Innovation in the Tourism Ecosystem via solutions for sustainable, digital and inclusive tourism

# WP 2023 TOURSME

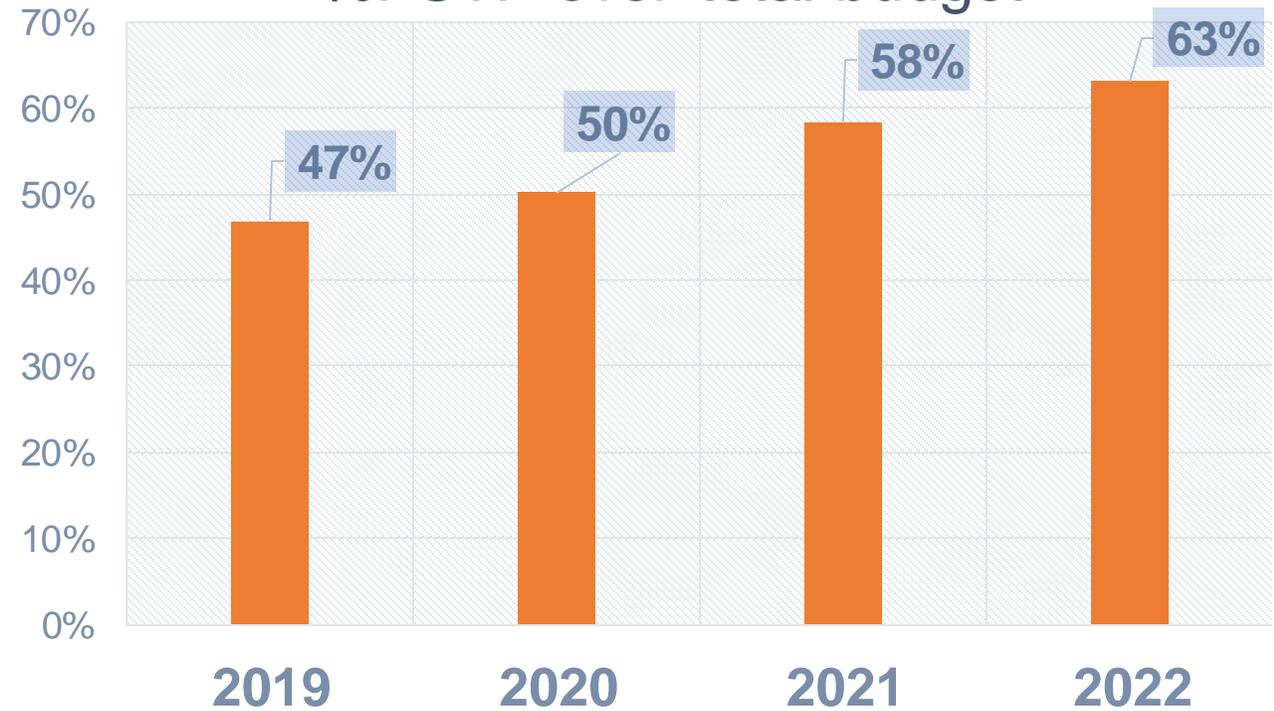
- Transitioning to a more sustainable and resilient ecosystem – empowering tourism SMEs
- Enhance the competitiveness of tourism ecosystem, in particular the SMEs in the tourism ecosystem. Equip and empower SMEs to become more resilient by building capacity to successfully carry out the twin transition towards more sustainable, digital and competitive practices as prioritised in the Tourism Transition Pathway.
- 4 new projects to be funded for a maximum available budget of EUR 8 500 000.

# Budget & Financial Support to Third Parties (FSTP)

## Budget & FSTP



## %FSTP over total budget



# Other EISMEA coordinated tourism calls/actions

- [European portal to provide integrated support for tourism SMEs and stakeholders: Transition Pathway Stakeholder Support Platform: Implementation for Tourism Ecosystem](#) (call for tenders, contract signed in 2023)
- [Crisis management and governance in tourism](#) (call for tenders, contract started in end-2022)
- [Study on unbalanced tourism growth at destination level](#) (call for tenders, contract ended in 2022)

# Thank you

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*European Innovation Council and Small Medium Sizes Executive Agency (EISMEA)*

**European Commission**

