



Sustainable and Resilient

Transformation of the Rural Coastal Tourism Industry



Co-funded by the
European Union





The main aim of the project

The main aim of the project is to develop a sustainability monitoring framework and open access self-assessment tool to monitor the sustainability performance of at least 80 SMEs in the tourism sector across 5 countries, whilst boosting their awareness, development and capacity in the area of sustainable innovations.

COASTOUR project's focus is on sustainable and resilient transformation of the rural coastal tourism industry.

2023 - 2025



Partnership

Consortium partners, hereby 2 Destination Management organisations, 1 University and 4 BSO organisations represent coastal rural areas in 5 countries:

- **North Denmark EU-Office (DK) - Coordinator**
- **Danish Coastal and Nature Tourism Fund (DK)**
- **Promos Italia (IT)**
- **The Chamber of Commerce and Industry of Ponta Delgada (PT)**
- **University of Primorska, Center for Development and Knowledge Transfer (SI)**
- **Klaipeda Chamber of Commerce, Industry and Crafts (LT)**
- **Azores Destination Management Organization (PT)**

Open Call for Applications: Grants scheme for tourism businesses

ELIGIBILITY CRITERIA:

- Applicant must be a Micro, Small or Medium-sized Enterprise;

- Applicant must have VAT registration number;

- micro enterprise: fewer than 10 employees and an annual turnover (the amount of money taken in a particular period) or balance sheet (a statement of a company's assets and liabilities) below €2 million.
- small enterprise: fewer than 50 employees and an annual turnover or balance sheet below €10 million;
- medium-sized enterprise: fewer than 250 employees and annual turnover below €50 million or balance sheet below €43 million.

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Applicant must have economic activity within the following tourism sector:

- I5510 — Hotels and similar accommodation
- I5520 — Holiday and other short-stay accommodation
- I5530 — Camping grounds, recreational vehicle parks, and trailer parks
- I5610 — Restaurants and mobile food service activities
- I5630 — Beverage serving activities
- N7710 - Renting and leasing of motor vehicles
- R93 - Sports activities and amusement and recreation activities
- R91 - Libraries, archives, museums and other cultural activities
- R90 - Creative, arts and entertainment activities
- NACE division N79 — Travel agency, tour operator reservation service, and related activities
- H5010 — Sea and coastal passenger water transport
- H5030 — Inland passenger water transport

Open Call for Applications: Grants scheme for tourism businesses

Applications from tourism SMEs operating in predominantly rural or significantly rural/intermediate regions and/or coastal zones will be prioritized, if 2 applications receives equal score;

- Predominantly rural or significantly rural/intermediate regions according to urban-rural typology as an asset to define: https://ec.europa.eu/eurostat/cache/RCI/#?vis=urbanrural.urb_typology&lang=en
- Definition of 'coastal zones' employed in the context of the EU's maritime policy, i.e. zones or areas located on the coast or within 50 km from the coast in a straight line.

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- The maximum amount of grant per applicant under this Call is set to be €9000.
- There is no minimum amount.
- Funding amounts to 100% of eligible expenses up to a maximum of €9000. No co-financing on behalf of the SME is required. However, in case of any extra costs overreaching €9000, these will need to be financed by the awarded SME;
- The total indicative expected number of SMEs benefiting from Call I: 30-60 (6-12 per each country)

Open Call for Applications: ELIGIBLE ACTIVITIES

- Preparation and audit fees for sustainability certification schemes (such as EU Ecolabel, EMAS, etc). External expert training and capacity building of tourism SMEs on a broad range of topics within the green and digital transition, such as energy efficiency, resources consumption, circular solutions, waste management, water management, eco-design, green procurement, mobility and transport, social innovation;
- Travel to tourism-relevant brokerage/matchmaking/pitching/investor events focusing on sustainable and digital tourism solutions and technology providers addressing organizational challenges identified;
- External expert support for the preparation process of patent applications, feasibility studies, prototyping, pilot testing, demonstrations and pitch preparation support, FTA documents, and IT systems.
- Purchase, installment, and use of sustainability impact monitoring IT equipment, such as water consumption meters, smart waste scales, tablets, and other smart communication tools to encourage guests to sustainable behavior. (Limit of maximum 20% of total grant amount).

Open Call for Applications:

ELIGIBLE COSTS

- Costs for services provided by Sustainability Experts / Consultants (proof of evidence in the form of invoices, receipts, bank transfer of payment, report on activities and measures carried out, studies/strategies developed, deliverables proving activities were carried out).
- Costs for preparation and audit fees for sustainability certification with a third-party audited certification body (valid within the co-financing period, proof of evidence in the form of invoices, receipts, bank transfer of payment, copy of Certificate issued by Certification body, document proving application to acquire certification within the co-financing period, deliverables proving activities were carried out).
- Costs for acquiring tools and/or software/technology solutions (proof of evidence in the form of photos, invoices, receipts, bank transfer payments, deliverables proving activities were carried out, maximum limit of 20% of total grant amount).
- Costs for participation in training and capacity-building activities related to improvement of sustainability performance, including costs for travel, accommodation, and/or participation fees (Agendas, boarding passes, accommodation invoice & receipt, invoices & receipts from training provider, bank transfer payments, copy of Certificate of attendance issued by training provider)



NOTE:

Applicants can apply for more than one of the above-listed activities, and a mix of activities is encouraged. Any costs above €9000 will however need to be met by the applicant, since the grant amount cannot exceed €9000.

There is no minimum grant amount;

Tools and/or Technology Solutions expenses/costs cannot exceed 20% of each individual grant amount;

The grant under this Call does not constitute "State Aid" and as such is not to be taken into account for the calculation of the "De Minimis" rule.



Application and instructions

Fill in and submit your application via project homepage: <https://eu-norddanmark.dk/about-coastour/>

The application form must be submitted online in English or in the national language of one of the eligible countries (Denmark, Italy, Slovenia, Portugal, Lithuania) with the following required supporting documents as attachments (PDF Format):

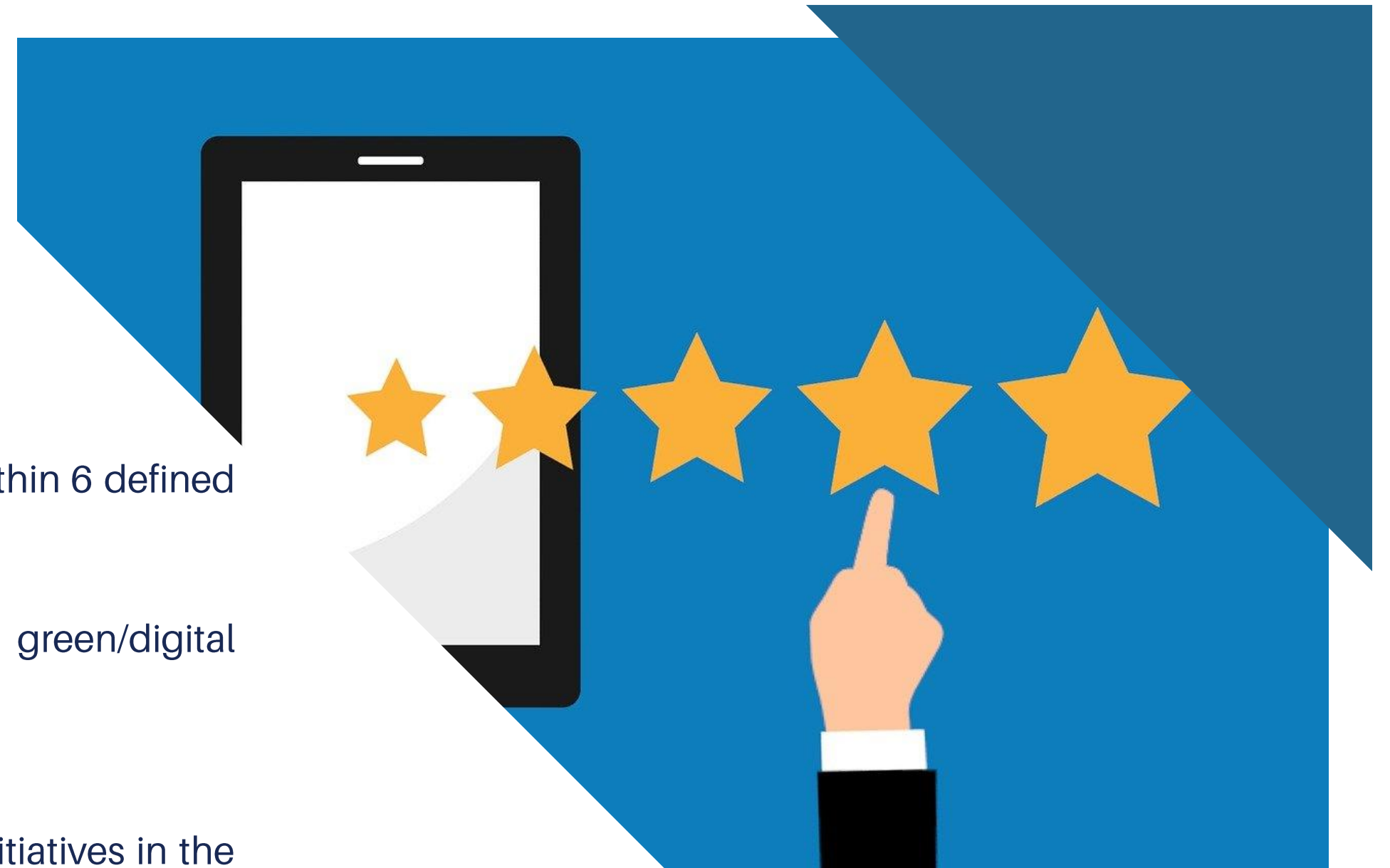
- Budget Form;
- Declaration of Legal Representative of the tourism SME signed and dated by Legal Representative;
- Copy of official Company Registration Certificate, or other suitable official document proving the operation of an enterprise. This certification can be submitted in the national language of one of the eligible countries (Denmark, Italy, Slovenia, Portugal, Lithuania), if not available in English.



Evaluation:

The committee ranks each application on a 1-5 scale within 6 defined criteria:

- ❖ Objectives and motivation of the SME;
- ❖ Short and long-term benefits to the company/EU green/digital transition pathway by implementing activities defined by the sustainability vouchers grant;
- ❖ Impact on local/regional community;
- ❖ Previous experience in implementing sustainability initiatives in the SME;
- ❖ Long-term impact and sustainability of results achieved with sustainability voucher grants after the implementation period;
- ❖ Sustainability Vouchers Implementation Commitment.



Indicative Timeline:

Timetable & Deadlines (indicative)	
Call I opening	22 December 2023
Deadline for submission of applications	12 March 2024
Evaluation & Notification of results	early April 2024
Signature of Grant Agreement with SMEs	mid April 2024
The implementation period of Grant actions	late April 2024 – December 2024
Payment of grant amount to awarded to SMEs	The latest within 30 working days after submission of the final monitoring report including the financial report





Q & A

<https://eu-norrdanmark.dk/about-coastour/>

