



**Re-Opening of the Call for Proposals for tourism SMEs
In Germany
to be Awarded Financial Support for participation in the
European Tourism Sustainability Monitoring 2030
– ETSM2030**

Guidelines for applicants

Date of publication: Wednesday, 10 April 2024

Deadline for submission: Wednesday, 8 May 2024 at 17:00 CET

Apply here! www.etsm2030.eu

European Tourism Sustainability Monitoring 2030 (ETSM2030) is a project co-funded by the European Commission under the Single Market Programme, supporting the sustainability activity of European small and medium-sized tourism enterprises. This Call for Proposals sets out the rules for submission and selection of third parties (SMTEs) that will receive financial support under the project.

The content of this Call for Proposals conforms with the “Guidelines for awarding financial support to third parties” established in relation to the funding programme SMP-COSME-2021-TOURSME of the European Commission, under which the ETSM2030 project is funded (Grant Agreement no. 101085883), particularly section 2, and the ETSM2030 Grant Agreement, particularly articles 5, 6 and 9.

This re-opening of the Call aims to find six motivated, eligible companies from Germany for the ETSM2030 project to fill in the vacant spot in the ETSM2030 project and to establish a decent reserve list. The best rated company (see chapter 4 for the evaluation process) will fill in the vacant spot in the ETSM2030 project, whereas the remaining companies will be added to the reserve list.

List of abbreviations

- AF = Application Form
- CfP = Call for Proposals
- EC = European Commission
- EISMEA = European Innovation Council and SMEs Executive Agency
- GA = Grant Agreement
- GC = Grant Contract
- SMTE = Small and Medium-sized Tourism Enterprise

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1. ETSM2030

1.1. Key project facts

Webpage: www.etsm2030.eu

Duration: 36 months (Sunday 1 January 2023 – Wednesday 31 December 2025)

Total budget: EUR 1,138,510 (including 57% accounts for SMTEs' financial support)

SMTEs to be Involved: 84 SMTEs in six EU countries: Austria, Germany, Italy, Poland, Romania and Slovenia

Project aim: Establishing a network of tourism SMEs (SMTEs) to increase their sustainability monitoring by co-creating and co-implementing sustainable innovation projects (SIP) and by boosting participation in relevant sustainable certification schemes, in particular the EU Ecolabel and EMAS.

Project objectives:

Objective 1

- Creating a long-term monitoring system for tourism SMTEs

Objective 2

- Initiating effective mechanisms for best practice exchange

Objective 3

- Fostering innovative solutions and creating awareness

Objective 4

- Creating inter-regional digital ecosystems of sustainability innovation

Objective 5

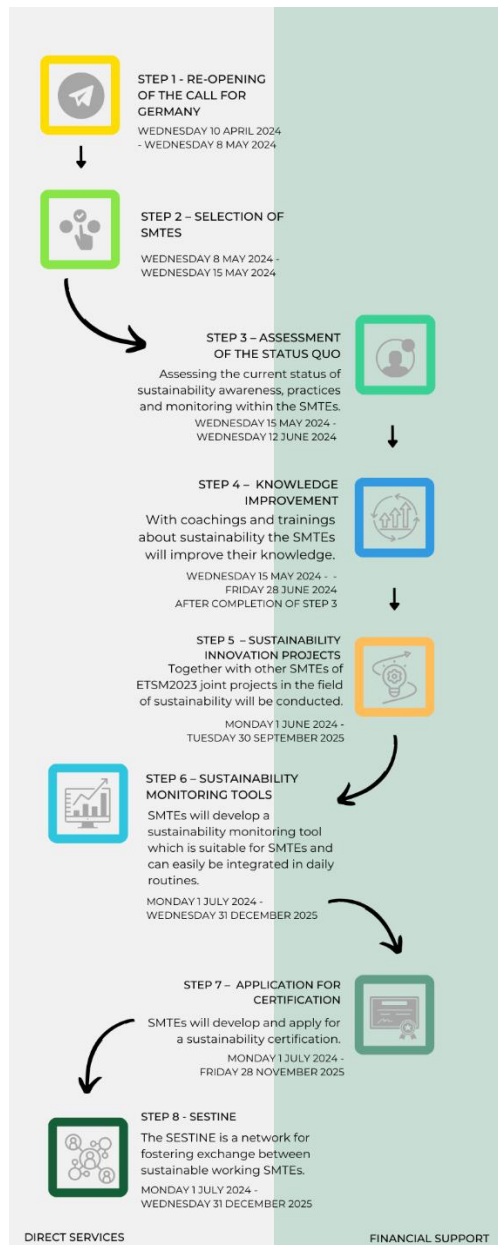
- Creating support for tourism SMTEs in developing their skills and capacities.

1.2. How the project works

On the one hand, the project consists of a bundle of activities for which the selected SMTEs receive financial support (step 3, 4, 6, and 7). On the other hand, the project consortium offers direct services to the SMTEs which create additional value for the SMTEs.

Since the Call is re-opened, for the new joining German company the project duration will start after signing the Service Agreement and run until 31 December 2025.

Since the Call is re-opened with 10 April 2024, the initially foreseen time-frame will be adjusted to the new entering company and can be illustrated as follows:



Currently 83 companies are already participating in the ETSM2030 project, whereas 80 companies are in the project right from the beginning and three joined the project later.

1.3. The project's consortium

The project is run by the international consortium created by the following partners representing six European countries: [University of Innsbruck](#) (Austria), [IMC Krems](#) (Austria), [Centre of Business Excellence \(CBE\)](#) (Slovenia), [Eurac Research](#) (Italy), Poznań University of Economics and Business (Poland), [RoMontana, National Association for Rural and Mountain Development](#) (Romania), [TourCert](#) (Germany), and [TVB Innsbruck](#) (Austria).

2. Why SMTEs should apply

2.1. Benefits for selected SMTEs

Applying to ETSM2030 can bring to selected SMTEs financial support and many managerial benefits in the area of sustainability performance. During the project, selected SMTEs will be encouraged to meet the following objectives:

- Involvement in the assessment of prior sustainability awareness, monitoring and practices;
- Improvement of SMTEs' knowledge level about sustainability monitoring and practices;
- Development of self-evaluation sustainability monitoring tool suitable for selected SMTEs to be integrated in daily routines;
- Co-creation of sustainability innovation projects together with other participating SMTEs;
- Preparation and application for sustainability certifications (in particular EU Ecolabel and EMAS);
- Participating in a network of SMTEs devoted to sustainability monitoring and practices (SESTINE).

2.2. Activities eligible for receiving financial support

Following the call objectives, selected SMTEs will receive financial support for the following eligible activities:

| | | | |
|---|--|---|--|
| Fitness check of practices and strategies, and their compliance with upcoming regulations | SMTEs' preparation and application for sustainability certification | Implementation of the Environmental Footprint Methods as part of SMTEs' sustainability strategy development | Development of the participating SMTEs' sustainability strategies and implementing the improvement measures following the recommendations of status quo studies regarding sustainability performance |
| Developing mechanisms for SMTEs to transparently share sustainability relevant data and information for use by consumers, national tourism offices and other tourism actors | Upskilling and re-skilling of SMTEs on sustainability, digital innovation and data management using (online/hybrid) training and coaching | Boosting innovation in sustainable tourism by knowledge transfer and cross-sectoral collaboration | Increasing the competitiveness of the participating SMTEs by improving its capacity and uptake of innovative sustainable solutions |
| | Developing socially sustainable tourism models, considering the impact and participation of local communities and reducing problems of overtourism | Developing sustainable businessstrategies in line with forward-looking market trends, to facilitate return of investment and the diversification of serviceoffers | |

2.3. Criteria and modalities for awarding financial support

General information:

- Each selected SMTE can obtain up to approximately EUR 7.840 of EU funds through the project (given that exactly 84 SMTEs participate).
- The financial support is provided in the form of four fixed payments (see table below).
- The financial support to third parties cannot be used for the acquisition of services provided directly by the ETSM2030 consortium partners.

The prerequisite eligible activities to receive above stated payments are listed in the following table.

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| Eligible Activities | Indicative Timing | Description | Payment |
|---|---|--|--|
| Eligible Activity 1: Sustainability monitoring of the status quo | Wednesday 15 May 2024 – Wednesday 12 June 2024 | The selected SMTE undergoes a monitoring process in which they analytically assess the status quo of sustainable actions by collecting relevant measures of sustainability within their company. The results will be presented in an in-depth interview of the selected SMTE with the project consortium. (see step 3) | Payment 1: € 1.590,- Indicative Date: mid of June 2024 |
| Eligible Activity 2: training/coaching | Wednesday 15 May 2024 – Friday 28 June 2024 (after completion of Eligible activity 1) | Selected SMTEs can choose a thematical area in which they want to be trained/coached to improve their sustainability performance or sustainability monitoring skills by an external entity (e.g. consulting firm) (see step 4) | Payment 2: € 1.550,- Indicative Date: Wednesday 31 July 2024 |
| Eligible Activity 3: sustainability innovations | Monday 1 April 2024 – Monday 30 September 2025 | Implementation of a sustainable innovation project together with at least one other beneficiary SMTE. (see step 6) | Payment 3: € 2.100,- Indicative Date: Friday 31 October 2025 |
| Eligible Activity 4: final interview and certification application | Monday 1 July 2024 – Friday 28 November 2025 | The selected SMTEs will give a final interview to monitor their improvements. In addition, SMTEs will be supported in preparation and application for sustainability/environmental certifications, such as EU Ecolabel certification and EMAS registration. (see step 7) | Payment 4: € 2.600,- Indicative Date: Wednesday 31 December 2025 |

The selected SMTEs will be bound to participate in all eligible activities.

3. How to apply

This section includes all the relevant information for successfully applying to the ETSM2030 Call for Proposals.

3.1. Who can apply – Eligibility criteria

Any legal entity that fulfils the following conditions is allowed to submit its application for funding under the call:

- 1.1. Be a small or medium-sized enterprise (SME) as defined by the [EU recommendation 2003/3612](#);

| Company category | Staff headcount | Turnover | OR | Balance sheet total |
|------------------|-----------------|----------|----|---------------------|
| Medium-sized | < 250 | ≤ € 50 m | | ≤ € 43 m |
| Small | < 50 | ≤ € 10 m | | ≤ € 10 m |
| Micro | < 10 | ≤ € 10 m | | ≤ € 2 m |

In this sense, start-ups, micro, small and medium-sized enterprises, same as any other type of SME falling under this definition are eligible to apply to the call.

- 1.2. Be registered in Germany.

- 1.3. Be established for at least three financial years to be proved through the Company Registration Report;

- 1.4. Work in tourism, i. e. belong to one of these categories of the tourism industry (NACE classes and categories):

- H4910 — Passenger rail transport, interurban
- H4932 — Taxi operation
- H4939 — Other passenger land transport n.e.c.
- H5010 — Sea and coastal passenger water transport
- H5030 — Inland passenger water transport
- H5110 — Passenger air transport
- 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
- N7721 — Renting and leasing of recreational and sports goods
- N79 — Travel agency, tour operator reservation service and related activities
- N8230 — Organisation of conventions and trade shows

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- R90 — Creative, arts and entertainment activities
- R91 — Libraries, archives, museums and other cultural activities
- R92 — Gambling and betting activities
- R93 — Sports activities and amusement and recreation activities

It is also a prerequisite that the applicants fulfil the following criteria:

- 1.5. Has not been declared bankrupt or has initiated bankruptcy procedures;
- 1.6. Be not under liquidation; an enterprise under difficulty accordingly to the Commission Regulation No 651/2014 art. 2.18.
- 1.7. Conducts activities that respect climate and environmental priorities of the EU and cause no significant harm to them [reference to EU horizontal principle].

All applicants must apply individually. It is not permitted to submit applications in partnership with other SMTEs. Only one application per SMTE is accepted.

Applying SMTEs have to agree to the Declaration of Honor (Annex 2), where the applying SMTE has to declare that it is not in any of the above-mentioned situations. Selected SMTEs have to sign the Service Agreement which defines eligible activities for both parties (Annex 5) within 3 weeks after acceptance notification. If a selected SMTE fails to sign the service agreement it will be put on the reserve list.

3.2. Application procedure

All applicants are requested to:

- Apply online through the dedicated page (<https://www.etsm2030.eu/>). Applicants shall register on the platform to access the ETSM2030 call for proposals page and the application package.
- It is recommended to fill in an application in the English language. Due to the fact that applicants would be non-native English speakers, the applications will not be evaluated based on the use of language but on the provided content. Please be clear and precise in the explanations provided in the project proposal.
- Fill in the administrative and technical information requested in the online AF on the platform.
- Complete the online application and submit all the documents requested. Applicants who fail to do so will not be considered admissible.

Proposals are admissible only if they meet the following criteria:

- Only one application per applicant can be submitted for this Call for Proposals. In the case of submissions by the same applicant of different proposals or multiple submissions of the same proposal, only the last one received will enter the evaluation process; the rest will be declared as non-admissible.
- Only proposals submitted before the deadline will be accepted. The deadline for this call is Wednesday 8 May 2024, at 17:00 CET (Brussels time).

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- Only complete proposals, including all the required information and documentation, will be accepted.
- Only proposals submitted through the below indicated online submission form will be accepted. Paper/printed versions or hand-written versions submitted by post or other means will not be accepted.

The call for proposals will be open from Wednesday 10 April 2024 to Wednesday 8 May 2024 at 17:00CET (Brussels time). Applications submitted after the deadline will not be accepted and will receive by return e-mail a "call closed" message. Potential applicants are invited not to wait until the last moment to apply. The time of receipt of the application, as recorded by the submission system, will be definite.

3.3. Application form

The structure and content of the Application Form are presented in Annex 1, together with the general instructions for filling in the application form.

The application form is divided into the following parts:

1. Information about the applying SMTEs
2. The outline of SMTEs' sustainability practices
3. SMTE's information on its willingness to implement cutting-edge developments
4. SMTE's information on its ability to network with other stakeholders in their destinations and their influence on other members of the ecosystem
5. Attachments

In part 1, the applicants are required to provide all the listed information, including:

- company name,
- company address,
- region and country,
- VAT or TAX number,
- bank name and address,
- legal representative,
- average number of employees (financial year 2022),
- turnover (2022),
- class of registered business activity,
- webpage (if available),
- social media pages (if available).

In part 2, the applicants are asked to indicate what sustainability-oriented actions or practices they have implemented in their SMTE. The answer can refer to (1) environmental, (2) social and/or (3) economic sustainability.

In part 3, the applicants' willingness to implement cutting-edge developments is assessed. Therefore, in this part, the applicants should describe the following:

- How COVID-19 has impacted their sustainability activities, and

- what motivates them to participate in the ETSM2030 project.

In part 4, the applicants are asked to indicate what tourism-or destination-based collaborative bodies or partnerships they are members of.

In part 5, the applicants can attach any documents supporting the application.

3.4. Further Information for Applicants

In case of questions further information is provided either via FAQs on the project webpage (www.etsm2030.eu) or via the following e-mail address etsm2030@uibk.ac.at. Questions regarding the call for proposals are welcome no later than 7 days before the deadline for the submission of applications.

4. Evaluation and selection process

This section includes information about the evaluation and selection process ETSM2030 will carry out. An independent Selection and Evaluation Committee will manage and supervise the process, ensuring fairness and transparency. The evaluators will generate a ranked list using the overall scores for each application.

The evaluation will happen in the following way:

- Formal eligibility check of proposals
- Technical evaluation with appointed experts
- Selection procedure

4.1. Check for Proposal Eligibility

Before proposals are evaluated technically, their administrative eligibility is verified. Only eligible submissions will be evaluated. The eligibility criteria, as referred to in section 3, will be applied to discard non-eligible proposals.

Non-eligible proposals will get a rejection letter with the proper decision justification.

4.2. Evaluation criteria

Eligible applications will be evaluated against predetermined evaluation criteria, applying predefined score points. These criteria are listed below and will be applied to discard non-eligible proposals.

The applicants will be requested to explain their sustainability monitoring needs/status quo in terms of:

- sustainability practices,
- willingness to implement cutting-edge developments,
- ability to network with other stakeholders in their destinations and their influence on other members of the ecosystem.

Moreover, the applicants shall explain how the training and advisory support and joint international sustainable innovation projects (SIP) will meet their needs and will support them in the process of recovery after COVID-19.

The evaluation will be based on the following criteria.

| Criterion | Scoring options | Description |
|--|-----------------|---|
| C1. Sustainability practices Criteria to be assessed include: <ul style="list-style-type: none"> • quantity of implemented practices • diversity of implemented practices; | 5 | Extraordinary experience in implementing sustainable practices; |
| | 4 | Broad experience in implementing sustainable practices; |
| | 3 | Average experience in implementing sustainable practices (mean value); |
| | 2 | Limited experience in implementing sustainable practices; |
| | 1 | Very limited experience in implementing sustainable practices; |
| | 0 | No previous experience; |
| C2. Willingness to implement cutting edge developments The criteria to be assessed include: <ul style="list-style-type: none"> • presentation of SMTE and the impact that COVID-19 has made on it; • SMTE's plan for COVID-19 recovery; • SMTE's intention to adopt the sustainability practices in SMTE; • link between planned sustainability implementations and SMTE's COVID-19 recovery; • willingness to allocate SMTE's human resources and time to sustainable tourism strategy | 5 | The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor; |
| | 4 | The proposal addresses the criterion very well, although certain improvements are still possible; |
| | 3 | The proposal addresses the criterion well, although improvements would be necessary; |
| | 2 | While the proposal broadly addresses the criterion, there are significant weaknesses; |
| | 1 | The criterion is addressed in an inadequate manner, or there are serious inherent weaknesses; |
| | 0 | The proposal fails to address the criterion under examination or cannot be judged due to missing or incomplete information. |
| C3. Ability to network The criteria to be assessed include: <ul style="list-style-type: none"> • quantity of SMTE's collaborative activities; • diversity of SMTE's collaborative activities; • the intensity of SMTE's collaboration/ engagement in listed activities | 5 | extraordinary ability to network |
| | 4 | high ability to network |
| | 3 | medium ability to network |
| | 2 | low ability to network |
| | 1 | very low ability to network |
| | 0 | no previous experience in networking |

For each criterion marks from 0–5 points are given, which means that the maximum score is 15 points, but having 0 in one of the criteria does not exclude the proposal. Those proposals which pass the threshold of 5 points are included in the further evaluation process while those with lower than 5 points are rejected. Although passing the threshold does not mean that the project will be funded. The ranking is separately listed for each individual territory.

4.3. Selection of the participating SMTEs

Applying SMTEs will be selected based on the scores achieved in the Evaluation Form (Annex 3). The selection committee consists of two industry experts and two scientific experts in sustainable management and monitoring.

Ranking of proposals based on SMTEs overall score: max 15 points to achieve.

In case of the same SMTEs' score and position in the ranking, the following priority rule will be used: (1) the score in C2 Willingness to implement cutting-edge developments, (2) the score in C3 Ability to network; and (3) the score in C1 Sustainability practices.

One week after closing the call each applicant will be informed via e-mail of the (1) acceptance, (2) inclusion in the reserve ranking list or (3) rejection of the application. Moreover, the name of selected SMTEs will be published at the ETSM2030 website.

4.4. Redress Process

Within 3 working days of the delivery of a rejection letter considering the proposal as ineligible, the proposer may submit a request for redress if they believe the results of the eligibility checks have not been correctly applied.

In that case, an internal review committee of the ETSM2030 Consortium will examine the request for redress. The committee's role is to ensure a coherent interpretation of such requests, and equal treatment of applicants. Requests must be:

- Related to the evaluation process or admissibility/eligibility checks;
- Clearly describe the complaint;
- Received within the time limit (3 working days) from the reception of a rejection letter considering the proposal as ineligible or the Selection Report information letter delivered;
- Sent by the SME that has also submitted the proposal.

The committee will review the complaint and will recommend an appropriate course of action. If there is clear evidence of a shortcoming that could affect the eventual funding decision, it is possible that all or parts of the proposal will be re-evaluated. Please note:

- This procedure is concerned only with the evaluation and/or admissibility/eligibility checking process. The committee will not call into question the scientific or technical judgment of appropriately qualified experts;
- A re-evaluation will only be carried out if there is evidence of a shortcoming that affects the final decision on whether to fund it or not;

- The evaluation score following any re-evaluation will be regarded as definitive. It may be lower than the original score;
- Only one request for redress per proposal will be considered by the committee. All requests for redress will be treated in confidence and must be sent to the Open Call coordinator via email to etsm2023@uibk.ac.at

5. Processing of personal data, confidentiality, and communication

The reply to this call involves consent to collecting, recording and processing of all personal data (name, address, etc.). Such data will be processed pursuant to Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data.

According to articles 13-19 of the Grant Agreement (project number: 101085883), all the information submitted by the applicants will be handled only by the ETSM2030 project team involved in the Call for Proposals. The sender's identity and the proposal's content will be treated strictly confidential by the Selection and Evaluation Committee, who will perform the work impartially applying the highest ethical and moral standards. External evaluators will sign a declaration of confidentiality. The application will be stored on a web-based, password-protected collaborative platform to which only the ETSM2030 members will have access. Data regarding the proposal may also be exchanged between the ETSM2030 Selection and Evaluation Committee through corporate e-mail and the dedicated project communication platform. Confidential information disclosed by the applicant must be marked as confidential. The applicant shall disclose to the ETSM2030 consortium confidential information, in its sole discretion, if the applicant considers it necessary or desirable for the purpose of assessing the application.

The ETSM2030 consortium will strictly apply confidentiality rules as laid down in its consortium agreement and will not use confidential information of applicants for any purpose other than to meet the objectives of this Call for Proposals.

Any communication or publication made by participants or selected SMTEs under this CfP should clearly indicate that the development of the content, output, etc. has received funding from the EC within the scope of the ETSM2030 project (project number: 101085883) displaying the EU logo on all printed or digital material, including websites and press releases. The following disclaimer furthermore has to be visible:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Commission or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.”

The selected SMTEs under this CfP throughout their involvement with ETSM2030 will take appropriate measures to engage with the public about their involvement and highlight the EC's financial support.



Annexes

- Annex 1 Application form
- Annex 2 Declaration of honor
- Annex 3 Evaluation form
- Annex 4 Call announcement format
- Annex 5 Third Party Service Agreement

Annex 1 – Application Form

Application Form

| General company information | |
|---|---------|
| Company name | |
| Company address | |
| Region | |
| Country | Germany |
| VAT or TAX number | |
| Transaction account number | |
| Bank name and address | |
| Legal representative | |
| Average number of employees (financial year 2022) | |
| Turnover (2022) | |
| Registered business activity | |
| Webpage (if available) | |
| Social media pages (if available) | |
| Contact person information | |
| Name and Surname | |
| Phone number | |
| E-mail address | |
| SME Confirmation | |
| <p>Please indicate the category applicable to your company according to the EU recommendation 2003/361. Note that only companies that fall under either of the indicated categories are able to participate under this call.</p> <ul style="list-style-type: none"> ○ Micro enterprise (staff <10 and turnover <= € 10 m OR balance sheet total <= € 2 m) ○ Small enterprise (staff <50 and turnover <= € 10 m OR balance sheet total <= 10 m) ○ Medium-sized enterprise (staff <250 and turnover <= € 50 m OR balance sheet <= € 43 m) | |

NACE Code

Please indicate the category applicable to your company. Note that only companies falling under either of these categories are able to participate under this call. If you are unsure about your company's code, please contact your local contact point.

[choose from the list or type]

- H4932—Taxi operation
- H4939—Other passenger land transport n.e.c.
- H5010—Sea and coastal passenger water transport
- H5030—Inland passenger water transport
- H5110—Passenger air transport
- 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
- N7721—Renting and leasing of recreational and sports goods
- N79—Travel agency, tour operator reservation service and related activities
- N8230—Organisation of conventions and trade shows
- R90—Creative, arts and entertainment activities
- R91—Libraries, archives, museums and other cultural activities
- R92—Gambling and betting activities
- R93—Sports activities and amusement and recreation activities

C1. SMTEs' sustainability practices [max. 500 words]

What sustainability-oriented actions or practices have you implemented in your SMTE so far?

Advice to answer this question: Actions and practices can refer to (1) environmental sustainability, such as energy- and water-saving management, waste management, assessment of the carbon footprint of the SMTE's performance etc., (2) social sustainability, such as gender or age equity policy, supporting staff educational development, preferential green local suppliers policy, engagement in local community and neighbourhood initiatives, training to staff on sustainability issues etc., and (3) economic sustainability, such as alternative energy use, waste management, adopting digital innovations, offering environment-friendly or services or products, promoting sustainable behaviour among customers or employees, focusing on ecotourism or inclusive tourism market segments, formulation of sustainability certificates and labels implementing sustainable policy or management plan etc.

C2. SMTEs' willingness to implement cutting-edge developments [max. 500 words]

How has COVID-19 impacted your SMTE's sustainability?

What motivates your SMTE to participate in the ETSM2030 project?

Advice to answer this question: Please let us know how the pandemic affected the performance and overall stability of your SMTE. What aspects of your SMTE's functioning were disrupted the most, and which elements have stayed resilient or strengthened? Please also explain what your motivations and expectations related to participation in ETSM2030 are.

C3. SMTEs' ability to network with other stakeholders in their destinations and their influence on other members of the ecosystem [max. 500 words]

What tourism- or destination-based collaborative bodies or partnerships are you a member of?

Advice to answer this question: Tourism- or destination-based collaborative bodies or /partnerships refer to Destination Marketing/ Management Organisations, tourism associations and boards as well as professional or social associations, clusters, cooperation networks, local action groups focusing on tourism etc.

Annex 2 – Declaration of Honor

Declaration of Honor

On behalf of _____ (company name), located in _____ (official company address), company VAT (or TAX) number _____, represented for the purposes of signing and submitting the application for the financial support, carried out by the project ETSM2030 (call ETSM2030), and the Declaration of Honor by _____ (name of legal representative and position in the company).

By signing this document, I declare that:

1. I have the legal authorisation of the above-mentioned company for submitting this application.
2. The legal status of the above-mentioned company is defined as SME according to the European Commission (2003/361/EC available at the link: http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en).
3. The above-mentioned company is not in any of the following situations:
 - a. it is bankrupt or being liquidation, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
 - b. it or persons having powers of representation, decision making or control over it have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
 - c. it has been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the European Investment Bank and international organisations;
 - d. it is not in compliance with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established or with those of the country of the contracting authority or those of the country where the contract is to be performed, to be proved by the deliverance of official documents issued by the local authorities, according to the local applicable rules;
 - e. it or persons having powers of representation, decision making or control over it have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests;
 - f. it is subject to an administrative penalty for being guilty of misrepresenting the information required by the contracting authority as a condition of participation in a grant award procedure or another procurement procedure or failing to supply this

information or having been declared to be in serious breach of its obligations under contracts or grants covered by the Union's budget.

4. The natural persons with power of representation, decision-making or control over the above-mentioned SME are not in the situations referred to in a) to f) above.

The above-mentioned company falls into at least one of the categories of tourism SMEs (Eurostat classes 27):

- H4910—Passenger rail transport, interurban
- H4932—Taxi operation
- H4939—Other passenger land transport n.e.c.
- H5010—Sea and coastal passenger water transport
- H5030—Inland passenger water transport
- H5110—Passenger air transport
- 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
- N7721—Renting and leasing of recreational and sports goods
- N79—Travel agency, tour operator reservation service and related activities
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- R92—Gambling and betting activities
- R93—Sports activities and amusement and recreation activities

§ The above-mentioned company is located (company headquarters or other business premises) and active in at least one of the following regions:

- Austria,
- Germany,
- Italy,
- Poland,
- Romania,
- Slovenia

§ The above-mentioned company has not made false declarations in supplying the information required by the Call for proposals as a condition of participation or does not fail to supply this information. All provided information from the above-mentioned company stated in the application form are correct and complete.

§ The above-mentioned company has the necessary resources as and when needed to carry out its involvement in the proposed and submitted project.

§ The above-mentioned company agrees on sharing the provided information necessary to implement the proposal with the Evaluation Committee and European Commission.

§ There is no conflict of interest from the above-mentioned company linked to this public call.

§ Project costs that exceed the maximum amount of financial support will be covered by the above-mentioned company or its sponsors.

§ The above-mentioned company will fulfill the following publicity requirements:

- a. hanging up the poster on receiving financial support from EU funds in the company premises (provided by the project coordinator);
- b. publication on the SME website or social media page on receiving financial support from EU funds;
- c. publication of at least one social media post on the received financial support.

§ Upon completion of the project, the above-mentioned company will submit a report on the implemented activities and results in the agreed time and format.

Annex 3 – Evaluation form

Evaluation form

Individual evaluation/ Consensus

| | | |
|--|----------|-----------------|
| Proposal No.: | Acronym: | |
| 1. SMTEs' sustainability practices | | Score: (0-5) |
| 2. SMTEs' willingness to implement cutting-edge developments | | Score: (0-5) |
| 3. SMTEs' ability to network with other stakeholders in their destinations and their influence on other members of the ecosystem | | Score: (0-5) |

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| | |
|---------|---------------------------------------|
| Remarks | Overall score: <i>(Maximum 15)</i> |
|---------|---------------------------------------|

I declare that, to the best of my knowledge, I have no direct or indirect conflict of interest in the evaluation of this proposal.

| | |
|-----------|--|
| Name | |
| Signature | |
| Date | |

| | |
|-----------|--|
| Name | |
| Signature | |
| Date | |

Annex 4 – Announcement of an open call for recipients

Announcement of the re-opening of the open call for recipients of financial support

Action acronym: ETSM2030

Action grant agreement number: 101085883

Action full name: European Tourism Sustainability Monitoring 2030

European Tourism Sustainability Monitoring 2030 (ETSM2030) is a project co-funded by the European Union under the Single Market Programme, supporting the sustainability activity of European small and medium-sized tourism enterprises. This Call for Proposals sets out the rules for submission and selection of third parties that will receive financial support under the project.

This re-opening of the Call aims to find six motivated, eligible companies from Germany for the ETSM230 project to fill the vacant spot in the ETSM2030 project and to establish a decent reserve list. The best rated company (see chapter 4 for the evaluation process) will fill in the vacant spot in the ETSM2030 project, whereas the remaining companies will be added to the reserve list.

The types of activities to perform that qualify for receiving financial support are:

- Fitness check in terms of SMTEs' sustainability practices and strategies, and compliance check for upcoming regulations;
- SMTEs' preparation and application for sustainability certification;
- Implementation of the Environmental Footprint Methods as part of SMTEs' sustainability strategy development;
- Development of SMTEs' sustainability strategies and implementing the improvement measures following the recommendations of status quo studies regarding sustainability performance;
- Developing mechanisms for SMTEs to transparently share sustainability relevant data and information for use by consumers, national tourism offices and other tourism actors;
- Upskilling and re-skilling of SMTEs on sustainability, digital innovation and data management using (online/hybrid) training and coaching;
- Boosting innovation in sustainable and resilient tourism through knowledge transfer and cross-sectoral collaboration;
- Increasing the competitiveness of SMTEs by improving their capacity and uptake of innovative sustainable solutions geared towards increased resilience;
- Developing sustainable business strategies in line with forward-looking market trends, to facilitate return of investment and the diversification of service offers;
- Developing socially sustainable tourism models, considering the impact and participation of local communities and reducing problems of overtourism.

Date of publication: Wednesday 10 April 2024

Indicative Deadline: Wednesday 8 May 2024 at 17:00 CET

Expected duration of participation: 20 months



ETSM2030

European Tourism Sustainability

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Maximum amount of financial support for each third party: EUR 7.840,-

Call identifier: 101085883

Language in which proposal shall be submitted: English

Web address for further information (full call text/proposal guidelines): www.etsm2030.eu

Email address for further information: etsm2030@uibk.ac.at



ETSM2030

European Tourism Sustainability

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Annex 5 – Third Party Beneficiary Service Agreement



**Funded by
the European Union**

Single Market Programme (SMP/SME Pillar)

“COVID-19 Recovery through Sustainable Tourism Growth and SME
Support” (SMP – COSME – 2021 – TOURSME)



Third Party Beneficiary Service Agreement

This THIRD PARTY BENEFICIARY SERVICE AGREEMENT (hereinafter “Service Agreement”) is based upon the SINGLE MARKET PROGRAMME (SMP/SME PILLAR) Guidelines for Awarding Financial Support to Third Parties for the Call COVID-19 Recovery through sustainable Tourism Growth and SME Support (SMP-COSME-2021-TOURSME), and is made on [DATE], hereinafter referred to as the Effective Date BETWEEN:

- Universität Innsbruck (UIBK), as the responsible partner for the Financial Support for Third Parties (FSTP) under the “European Tourism Sustainability Monitoring 2030” project, in short ETSM2030 (hereinafter referred to as “Project”), established in Innrain 52, 6020 Innsbruck, therein the Department of Management and Marketing, represented for the purposes of signing the Agreement by Birgit Pikkemaat (authorized project leader at the Department), hereinafter referred to as “UIBK”

AND

- [COMPANY NAME], established in [Address, City, Country, VAT number], represented for the purposes of signing the Agreement by [NAME SURNAME], [Role], hereinafter referred to as the “beneficiary SME”

1. Description of the Project

The European Sustainability Monitoring 2030 (ETSM2030) is a project co-funded by the European Union (EU) to foster sustainability certification and sustainability knowledge within SMTEs as well as bring together sustainable working SMTEs in a network, where exchange is encouraged. The ETSM2030 project is part of the Single Market Programme, which is a European programme to support competitiveness amongst SMTEs within the EU.

ETSM2030 aims at establishing a network of tourism SMEs (SMTEs) to increase sustainability monitoring by co-creating and co-implementing sustainable innovations projects (SIP) and by boosting participation in relevant sustainable certification schemes, in particular the EU Ecolabel and EMAS.

The ETSM2030 project team sets criteria for the selection of 84 SMTEs, then the selection of the SMTEs will be made via an open call in six EU countries (Austria, Germany, Italy, Poland, Rumania, and Slovenia). After selecting the SMTEs which will participate in the program, the SMTEs will be boosted in their sustainability performance.

First, the status quo of the SMTEs’ sustainability awareness, practices and monitoring is assessed. In the second step the ETSM2030 will improve the knowledge level about sustainability monitoring and actions by developing a sustainability monitoring tool which is suitable for the SMTEs and can easily be integrated in their daily routines. Through this

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monitoring and indicator system and by using digital tools, the sustainability practices among the participating European SMTEs can be benchmarked.

In the following step the participating SMTEs receive specific trainings and coaching about sustainability, how to monitor it and to take advantage of a collaborative learning platform. Also, the SMTEs reveal potential for sustainability innovation projects (SIPs).

Due to this learning effects and cross-border exchange of the SMTEs they are encouraged to apply for established sustainability certification schemes (EU-standards) and be part of the "SESTINE" network (Sustainability European SMTE Innovation Network of Excellence).

2. Duration of the Agreement

The present agreement enters into force on the effective day of signature and will last until 31st of December 2025.

3. Declarations and Obligation of the Beneficiary

By signing this document, the beneficiary declares to meet the requirements set out in the ETSM2030 Open Call for SMTEs Support.

4. Eligible Activities and Costs

During the ETSM2030 program, the beneficiary SMEs will receive the financial support under the form of lump sums for the following eligible activities:

- Fitness check of the beneficiary SMEs' practices and strategies, and their compliance with upcoming regulations;
- The beneficiary SMEs' preparation and application for sustainability certification;
- Implementation of the Environmental Footprint Methods as part of the beneficiary SMEs' sustainability strategy development;
- Development of the beneficiary SMEs' sustainability strategies and implementing the improvement measures following the recommendations of status quo studies regarding sustainability performance;
- Developing mechanisms for beneficiary SMEs' to transparently share sustainability relevant data and information for use by consumers, national tourism offices and other tourism actors;
- Upskilling and re-skilling of the beneficiary SMEs' on sustainability, digital innovation and data management using (online/hybrid) training and coaching;
- Boosting innovation in sustainable tourism by knowledge transfer and cross-sectoral collaboration;
- Increasing the competitiveness of the beneficiary SMEs' by improving its capacity and uptake of innovative sustainable solutions;

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- Developing sustainable business strategies in line with forward-looking market trends, to facilitate return of investment and the diversification of service offers
- Developing socially sustainable tourism models, considering the impact and participation of local communities and reducing problems of overtourism.

If an applicant participates in another Open Call funded/co-funded by EU funds on the same topic, the services acquired must be different. Double funding of same or similar activities is not allowed.

5. Financial Aspects and Payment Arrangements

The beneficiary SMTE will receive a maximum amount of € 7.840,-.

The payments to the SMTEs follow the lump sum approach, where for proving a certain result/achievement of objectives a payment can be claimed by the participating SMTEs. Within the maximum amount set out above, the beneficiary SMTE will be bound to participate in all eligible activities. The lump sum has to be used for fulfilling the eligible activities and cannot be used to purchase services from the consortium partners. If a SMTE does not complete the planned eligible activities, it will not get the financial support foreseen. Payments will not be transferred to SMTEs without proof of eligible activities. If the SMTEs do not produce any eligible activities, they are excluded from the project.

In the following table these eligible activities and payments – participating SMTEs will receive after finishing the eligible activities – are explained. First of all, SMTEs must be aware of the time periods when their high involvement and workloads are required for the project. Second, to get the lump sum the SMTE has to achieve and proof at least one eligible activity for each payment which is described more in detail in the table below. Finally, the amount of the lump sum and the indicative date of payment are defined.

| Eligible Activities | Indicative Timing | Description and Reporting | Payment |
|--|---|--|---|
| Eligible Activity 1: Sustainability Monitoring of the status quo | Wednesday 15 May 2024 – Wednesday 12 June 2024 | The selected SMTE undergoes a monitoring process in which they analytically assess the status quo of sustainable actions by collecting relevant measures of sustainability within their company. The results will be presented in an in-depth interview of the selected SMTE with the project consortium. (see step 3) Requirement for payment 1: participation in the interview and certificate of attendance. | Payment 1: € 1.590,- Indicative Date: Mid of June 2024 |
| Eligible Activity 2: Training/ Coaching | Wednesday 15 May 2024 – Friday 28 June 2024 (After completion of eligible activity 1) | Selected SMTEs can choose a thematical area in which they want to be trained/coached to improve their sustainability performance or sustainability monitoring skills by an external entity (e.g. consulting firm) and before starting the training / coaching the thematical area is approved by the ETSM2030 consortium. Requirement for payment 2: Participation in at least 80% of the training / coaching sessions where the attendance is monitored by a confirmation from the expert who conducts the training / coaching. As well as questionnaire with feedback which must be submitted for each unit attended. | Payment 2: € 1.550,- Indicative Date: Wednesday 31 July 2024 |
| Eligible Activity 3: Sustainability Innovations | Monday 1 April 2024 – Monday 30 September 2025 | Implementation of a sustainable innovation project together with at least one other beneficiary SMTE. The selected SMTEs must submit a proposal with a short description including an estimation of costs. At the end, a report on the implementation of a SIP must be submitted. After reporting the SIP, payment 3 can be claimed from the SMTE. Requirement for payment 3: delivery of SIP report. | Payment 3: € 2.100,- Indicative Date: Friday 31 October 2025 |

| | | | |
|---|---|---|--|
| <p>Eligible Activity 4: final interview and certification application</p> | <p>Monday 1 July 2024 – Friday 28 November 2025</p> | <p>The selected SMTEs will give a final interview to monitor their improvements. In addition, SMTEs will be supported in preparation and application for sustainability/environmental certifications, such as EU Ecolabel certification and EMAS registration.</p> <p>Requirement for payment 4: participation in the final interview and report of status quo of application for certification. In addition, for the sustainability certification as well as the sustainability monitoring, which will be completed with the final interview, a proposal with a short description including cost estimation is required.</p> | <p>Payment 4: € 2.600,-</p> <p>Indicative Date: Wednesday 31 December 2025</p> |
|---|---|---|--|

6. Financial Audits and Controls

EISMEA will monitor that ETSM2030 beneficiaries, and the beneficiary SME comply with the conditions for Financial Support to Third Parties (FSTP) set out in Annex1 of the ETSM2030 Grant Agreement and may take any action foreseen by the Grant Agreement in case of noncompliance vis à vis the beneficiary concerned.

Moreover, EISMEA may at any time during the implementation of the ETSM2030 project and up to five years after the end of the project, arrange for financial audits to be carried out, by external auditors, or by the EC services themselves including the European Anti-Fraud office (OLAF).

The audit procedure shall be deemed to be initiated on the date of receipt of the relevant letter sent by the EC. Such audits may cover financial, systemic, and other aspects (such as accounting and management principles) relating to the proper execution of the grant agreement. They shall be carried out on a confidential basis.

The beneficiary SME shall make available directly to the EC all detailed information and data that may be requested by the EC or any representative authorised by it, with a view to verifying that the Grant Agreement is properly managed and performed in accordance with its provisions and that costs have been charged in compliance with it. This information and data must be precise, complete, and effective.

The beneficiary SME shall keep all sub-project deliverables and the originals or, in exceptional cases, duly authenticated copies – including electronic copies – of all documents relating to the sub-project contract for up to five years from the end of the project. These shall be made available to the EC were requested during any audit under the Grant Agreement.

To carry out these audits, the beneficiary SME shall ensure that the EC's services and any external body(ies) authorised by it have on-the-spot access at all reasonable times, notably to the subproject applicant offices, to its computer data, to its accounting data and to all the information needed to carry out those audits, including information on individual salaries of persons involved in the project.

They shall ensure that the information is readily available on the spot at the moment of the audit and, if so requested, that data be handed over in an appropriate form. Based on the findings made during the financial audit, a provisional report shall be drawn up. It shall be sent by the EC or its authorized representative to the beneficiary concerned, which may make observations thereon within one month of receiving it. The Commission may decide not to consider observations conveyed or documents sent after that deadline.

The final report shall be sent to the beneficiary concerned within two months of expiry of the aforesaid deadline. Based on the conclusions of the audit, the EC shall take all appropriate measures which it considers necessary, including the issuing of recovery orders regarding all or part of the payments made by it and the application of any applicable sanction.

The European Court of Auditors shall have the same rights as the EC, notably right of access, for the purpose of checks and audits, without prejudice to its own rules.

In addition, the EC may carry out on-the-spot checks and inspections in accordance with Council Regulation (Euratom, EC) No 2185/96 of November 11th, 1996 concerning on-the-spot checks and inspections carried out by the Commission to protect the European Communities' financial interests against fraud and other irregularities.

7. Promoting the Action and Give Visibility to the EU Funding

The beneficiary SMEs must promote the sub-project, the ETSM2030 project and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner and to highlight the financial support of the EC. The ETSM2030 Communication team will guide and support these communication activities.

Unless the European Commission or the ETSM2030 Coordinator requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.), any publicity, including at a conference or seminar or any type of information or promotional material (brochure, leaflet, poster, presentation etc.), and any infrastructure, equipment and major results funded by the grant must:

- I. display the EU emblem
- II. display the ETSM2030 logo and
- III. include the following disclaimer: *Co-funded by the European Union under the Grant Agreement 101085893. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.*



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When displayed in association with a logo, the European emblem should be given appropriate prominence. This obligation to use the European emblem in respect of projects to which the EC contributes implies no right of exclusive use. It is subject to general third-party use restrictions which do not permit the appropriation of the emblem, or of any similar trademark or logo, whether by registration or by any other means. Under these conditions, the Beneficiary is exempted from the obligation to obtain prior permission from the EC to use the emblem. Further detailed information on the EU emblem can be found on the European web page.

Any publicity made by the beneficiary SME in respect of the project, in whatever form and on or by whatever medium, must specify that it reflects only the author's views and that the EC or ETSM2030 project is not liable for any use that may be made of the information contained therein.

The EC and the ETSM2030 Consortium shall be authorized to publish, in whatever form and on or by whatever medium, the following information:

- a. the name of the beneficiary SME;
- b. contact address of the beneficiary SME;
- c. the general purpose of the project; d. the amount of the financial contribution foreseen for the project;
- d. after the final payment, and the amount of the financial contribution actually received;
- e. the geographic location of the activities carried out;
- f. the list of dissemination activities and/or of patent (applications) relating to foreground;

- g. the details/references and the abstracts of scientific publications relating to foreground and, if funded within the sub-project, the published version or the final manuscript accepted for publication;
- h. the publishable reports submitted to ETSM2030;
- i. any picture or any audio-visual or web material provided to the EC and ETSM2030 in the framework of the project.

The beneficiary SME shall ensure that all necessary authorizations for such publication have been obtained and that the publication of the information by the EC and ETSM2030 does not infringe any rights of third parties.

Upon a duly substantiated request by the beneficiary SME, if such permission is provided by the EC, the ETSM2030 Consortium may agree to embargo project publicity if disclosure of the information indicated above would risk compromising the beneficiary's security, academic or commercial interests.

8. Personal Data Protection

Any personal data under the ETSM2030 Open Call for SMEs Support and the Third Part Beneficiary Service Agreement will be processed by each Consortium partner, in compliance with the article 13 of EU Regulation 2016/679 (GDPR).

The beneficiaries must process personal data under this Agreement in compliance with applicable EU and national law on data protection (including authorisations or notification requirements).

The beneficiaries may grant their personnel access only to data that is strictly necessary for implementing, managing and monitoring the Agreement.

The beneficiaries must inform the personnel whose personal data are collected and processed by the ETSM2030 Consortium. For this purpose, they must provide them with the Consortium privacy statement(s), before transmitting their data to the Consortium.



Signatures

Universität Innsbruck

Birgit Pikkemaat

Authorized project leader at the

Department

Place and date

Signature

Beneficiary SME name

Name / Surname of Legal Representative

Role

Place and date

Signature

(two handwritten signature Agreement copies and enclose copy of the Identity Card of the Legal Representative)