



Co-funded by the COSME programme
of the European Union

Workshop 1st Call RESETTING

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RESETTING Overview



This project has received funding from the COSME Programme (EASME) under grant agreement No.101038190

Resetting Project

Relaunching European smart and sustainable tourism models through digitalization and innovative technologies

Facts and figures



AIM: facilitate a transition towards more resilient, circular and sustainable operational models of European tourism enterprises through innovative and digitally driven solutions



30 months duration
from January 2022 to June 2024



8 participants from
5 different countries



Funded by the
COSME Programme
Grant agreement No.101038190

Storyline

Limitation

Lack of resources to stimulate Tourism SMEs to adopt new sustainable business models through digitalization and innovative technologies.

Need

To enable tourism SMEs a transition to more resilient, innovative, circular, and sustainable business models that add more value to the product/service of companies, with a lighter ecological footprint.

Offer

A Tourism Innovation Ecosystem that offers a Crossed-sector Community, Sustainable Tourism Tools (STTs) portfolio, and a Grant of 9,000€ (max) to support SMEs in the transition to a successful and sustainable digital transformation.

Consortium

RESETTING consortium is composed of 8 partners from 5 European countries:

2 leading technological sites, 2 service providers,
1 public institution and 3 private companies/associations



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How do we want to do it?



Digital
marketing
Intelligence
tools



Community
to create
sinergies



European
Smart
Tourism Tools
(STTs)
Observatory



B2B
Marketplace
for
Sustainable
Tourism
Experiences



Training
activities
and
workshops



9,000€
voucher to
implement
digital
solutions



RESETTING

What we offer



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Digital Marketing Intelligence



Digital Marketing Intelligence

Managing marketing communication efforts concerning social media and websites (using social listening tools and monitoring of campaigns and performance of website)



Satisfaction index

Track text mining and sentiment analysis concerning the visit using evaluating reviews in social media to analyze satisfaction (using a proxy such as emotions, attitudes, interaction). Combining with track using online surveys in a convenience sample of tourists to measure engagement perceptions



Quality Index

Analyse gaps in the operation of the service provider versus tourist expectations and benchmarks. The process of creation of this tool will start with a cluster of 12 SMEs from each municipality

Community platform



It will include Twinning, **Matchmaking**, Peer Learning, and Knowledge Sharing features



SMEs Community to promote relationships, synergies, interactions, and cooperation to co-create innovative products and solutions and share best practices



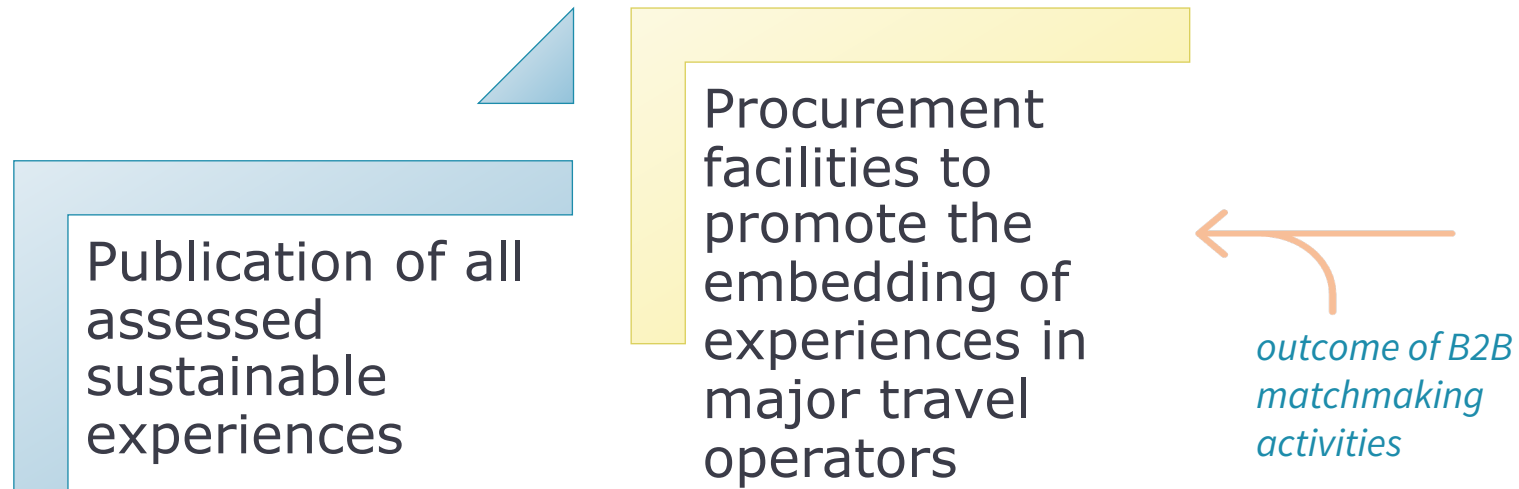
European Smart Tourism Tools (STTs) Observatory

Provide a classified view of the offer of STTs in Europe

Understand the value delivery chain to clear how can help leverage the tourism business

Select STTs that do not affect the sustainability of destinations

B2B Marketplace for Sustainable Experiences



Training Activities and Workshops

MENTORING

- Individual mentor assignment
- Consultory
- Guidance
- Follow-up

TRAININGS

- A serie of activities personalized due to the needs of each selected SME in three different areas:
 - Sustainability and Circularity
 - Reskilling and upskilling
 - New technologies

MEETUPS

- On-line courses about the implementation of different technological solutions
- The total of 7 activities

SUCCESS BUSINESS CASES

- On-line meetings with enterprises and companies that are role models in the digitalization of the sector
- The total of 7 activities

WEBINARS

- On-line webinars related to good practices in sustainable tourism
- The total of 7 activities

HACKATON

- Challenges and opportunities of SMEs in the tourism sector
- On-line event including all 60 SMEs

Voucher to implement digital solutions

The aim of these fundings is to adopt Smart Tourism Tools that RESETTING project will elaborate to foster the digital transition of the SMEs selected.



The selected SMEs will each receive a voucher of up to €9.000 each in order to implement the action plan presented in the **Application form**.



The exact financial support will depend on the budget presented in the application form by the SMEs and clearly defined in the **Action Plan Agreement**.*



This call finances up to three (3) SMEs per country, in total 15 SMEs max., as following: up to three in Spain, up to three in Portugal, up to three in Italy, up to three in Greece and up to three in Albania.

**Please, see the Financial support chapter for further details.*



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How to apply



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Who can apply?

The 3 compulsory requirements that have to be met to participate are:

1. Be a Small and medium enterprise (SME) as defined by the [EU recommendation 2003/361](#):

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



Who can apply?

The 3 compulsory requirements that have to be met to participate are:

2. Be a tourism SME from one of the following categories, corresponding to Nace codes I55 and N79:

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



Who can apply?

The 3 compulsory requirements that have to be met to participate are:

3. Be registered in:

- The **province of Tarragona (Spain)**
- The **municipality of Lisbon**, although the rest of the Portuguese territory can be also considered **(Portugal)**
- **Heraklion province (Greece)**
- **Tirana, Vlora, Shkodra, Gjirokastra, Fieri, Berati or Korça (Albania)**
- **Coastal municipalities of the Marche region: San Benedetto del Tronto, Grottammare, Cupra Marittima, Pedaso and Porto San Giorgio (Italy)**

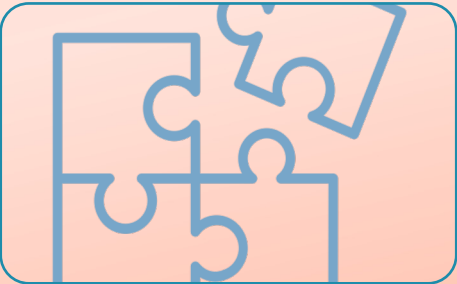


List of eligible activities



Travel, registration and accommodation costs

- Allowing active participation of tourism SMEs in support activities such as training courses, workshops, study visits, coaching sessions, twinning, matchmaking, peer learning, knowledge sharing events etc.*



Digital innovation and smart tourism investments

- Costs of advisory services and skills improvement
- Costs in improving employees' skills to digitalize the operations of SMEs, etc.
- Compliance adaptations are necessary to improve the possibility of cooperation with other actors of the value chain in the area of digitalization, innovation, new technologies.
- Costs related to the adaptation of operational procedures, documentation, data collection etc.

** It is important to underline that this set of activities should foster transnational and cross-border cooperation in digitalization, innovation new technologies and smart tourism.*

Financial support



Voucher

Minimum amount: **EUR 7,000**

Maximum amount: **EUR 9,000**

Only costs from the **list of the eligible activities** can be included and have to be defined in the **Budget of the action** section of the application form. After the selection, the exact amount is agreed with the relevant **Business Support Organisation (BSO)** in the **Action Plan Agreement (APA)**.

Payments

- A pre-financing payment of **75%** of the voucher total value is made at the latest **30 days** after the entry into force of the **APA**
- The beneficiaries will have **6 months** to use the funds granted starting from the signing of the **APA**
- A **3-month extension** can be granted providing a written justification
- The beneficiaries will have **one month** from the moment that all the activities of the **APA** have been undertaken to present the **financial and final reporting**
- The payment of the **balance** will be done within **30 days** from the validation of the **financial reporting** documenting the cost claimed for the implementation of the Action Plan*

** If the financial and final reporting are not provided in time or incomplete, the funding received will need to be promptly returned.*

How to apply?

application form available
through this link:

<https://www.resetting.eu/opencall>

Submission opening date:

1st June 2022, 09:00 CET

Submission deadline:

1st September 2022, 17:00 CET.

The Evaluation Committee assessment:

from September 2nd to October 15th, 2022.

Assessment outcome: by late October'22.

Activities begin in November'22 and last for 6 months
after the signature.



FAQS at:

opencall2022@resetting.eu

or [resetting.eu](https://www.resetting.eu)

English is the official language.

Applications in another language will not be
evaluated.

SMEs commitment

Throughout the project's lifespan, the applicants shall comply with the following requirements:

Each applicant will implement its proposed action plan as selected from the list of proposed services.

The applicants will not transfer or assign directly or indirectly any portion of the support to other ends not included in the initial application.

The applicants will implement their action plan in accordance with the rules and requirements of the call and in accordance with the contract.

SMEs commitment

The applicants will designate a person to lead the communication between the applicant and the RESETTING consortium throughout the duration of the action plan. In addition, a pilot project coordinator will be responsible (per project partner) for the management of the action plan and replying to any request of information within the scope of the contract.

The applicants will supply any information requested by the RESETTING consortium partners for the purpose of ensuring that these requirements are complied with any written request or direction received from the European Commission concerning the proper management of the action plan.

The applicants will not be entitled to require further supporting for the mere reason that they disagree with the results of the support by the RESETTING consortium partners.

The applicants will comply with dissemination and communication requirements as described in the Confidentiality and Communication Rules (next chapter) relating to the Open Call published together with the application documentation of the Resetting call.

Evaluation process (committee)

Experts

The evaluation will be carried out by an **Evaluation Committee** consisting of 2 experts from the RESETTING consortium partners.

Rapporteurs

BSOs will nominate a "rapporteur" of SMEs application who will liaise closely with the Evaluation Committee and who will be responsible to elaborate a concise report for each applicant/SME.

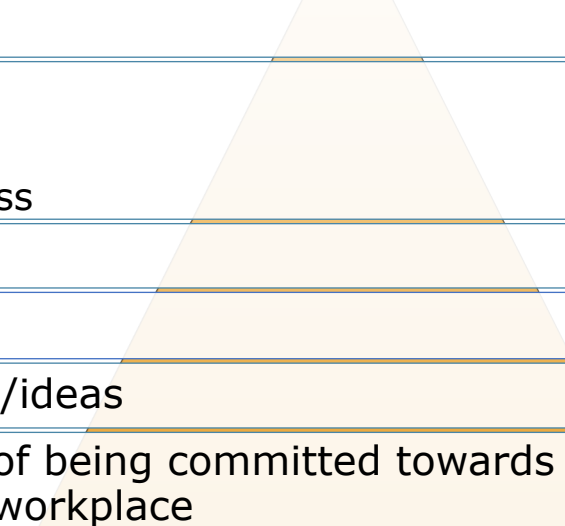
Quality insights

These four members will be in charge of providing quality insights in regard to their reputation and financial status.

Evaluation process (criterion)

All the **eligibility criteria** have to be met in the proposal. They must be **scored over 3 points out of 5** in any of the six main criteria. Otherwise, it will suppose the disqualification of the proposal.

These criteria are:

- 
1. Enterprise viability
 2. Proposals should clearly demonstrate that:
 - a) the project reflects the management strategy and vision
 - b) the expected outputs bring further expansion of the business
 3. Cross-cutting
 4. Innovative approach
 5. Level of current technical skills to implement new projects/ideas
 6. Attainment of any label/certification demonstrating proof of being committed towards responsible/ethical/fair/equal opportunities principles in the workplace

Evaluation process (results)

The applicants will be informed about the decision made by the Evaluation Committee by the end of October 2022 via email. The notification can be:

- 1** **Non selected:** your application has not been selected for the program.
- 2** **Non selected (in reserve list):** your application has not been selected for the program but has been put on the reserve list. It will be chosen in case one of the selected companies does not finally participate.
- 3** **Selected:** your application has been selected for the program. the RESETTING consortium partners will engage in a contract negotiation regarding the specific terms and conditions of the service.

The final decision will also be published on the RESETTING website.



RESETTING Q&A Session



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Thank you!

A project coordinated by

eurecat



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