



Cross-Re-Tour

Cross-Domain Open Innovation for
Green & Digital Operations

Info session on the Call for Proposals
2nd of December, 2024



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**This session will be recorded.
Questions can be shared in the chat.**

Programme

- Background & Findings Online Dialogues
- Eligibility Criteria
- Application Procedure
- Selection Process & Post-award procedure
- Teaser Workshop 'Shaping Sustainable Tourism Together' in Riga, Latvia



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Transition Pathway for Tourism

In line with the EC Transition Pathway for Tourism...

... the tourism sector (incl. its businesses)
can/should **learn from other sectors**

... tourism enterprises need to become more
resilient and **competitive** for the future and potential
crises

... **knowledge** development & capacity building is
significant



**cross
-re-
tour**



INOVA+



ARCOTUR



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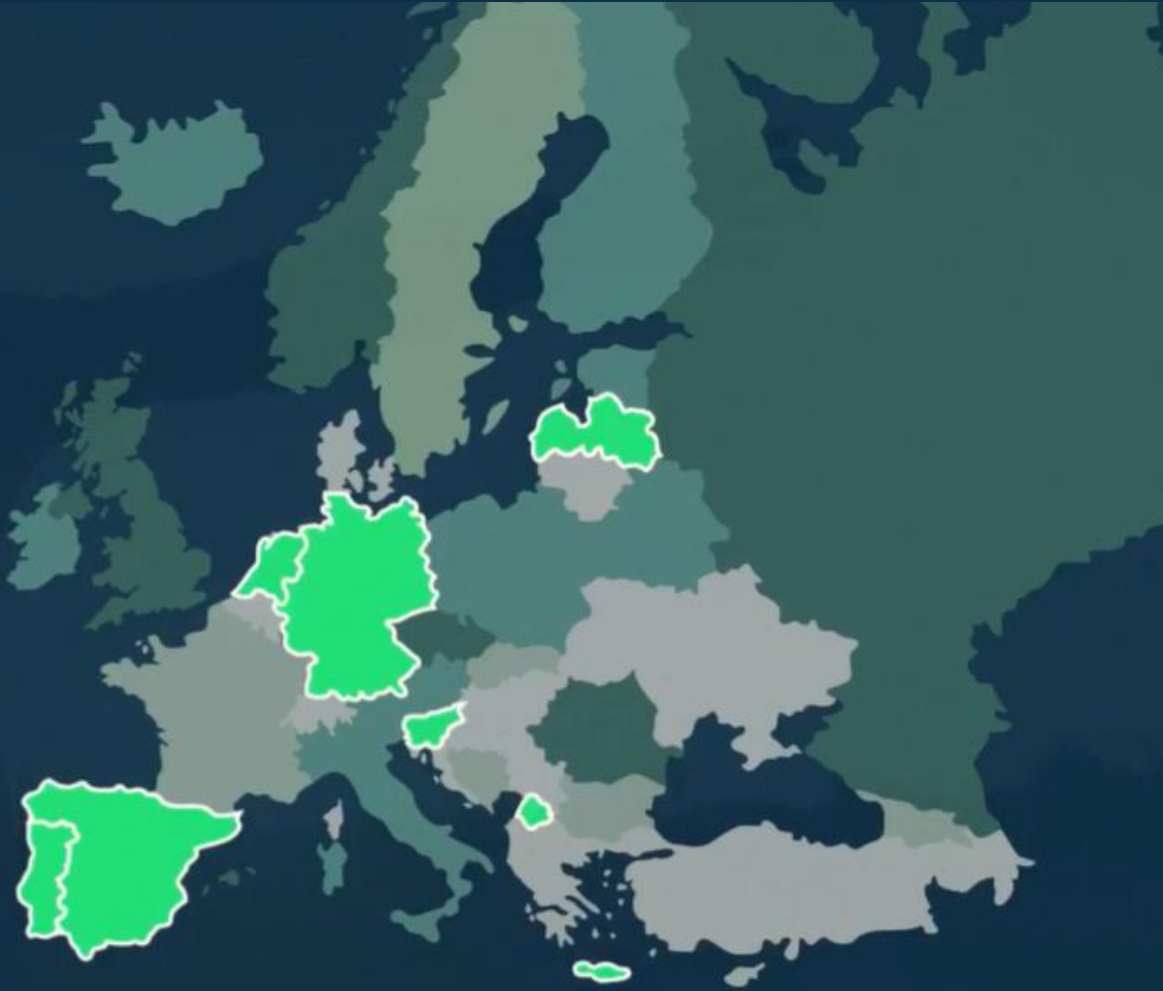
REGIONALNA RAZVOJNA AGENCIJA
Bjelasica, Komovi & Prokletije



Malta
Tourism Authority



Co-funded by
the European Union



Partners

What is it all about?

Cross-Re-Tour supports the innovation of **circular, green & digital operations** of enterprises in the tourism industry.

The project provides access to **knowledge, advisory, tools & innovations** and **connects** tourism enterprises to frontrunners in the green and digital transition from outside the tourism industry to jointly take on the transition journey.

Cross-Re-Tour provides **funding** (20K or 30K) to minimum 80 innovative, impactful & cross-domain projects to be implemented, piloted & tested over a period of 14 months, including a **workshop** on nudging techniques in Riga, Latvia a final **Show & Share event** in Malta.



Focus on 8 business areas



plastic



transport



food



water



equipment



energy



client
nudging



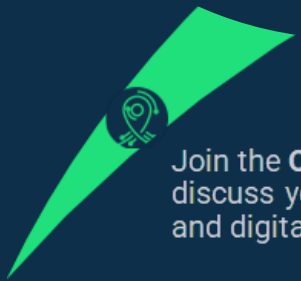
staff
nudging



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Our journey so far



Join the **Online Dialogue** to share & discuss your challenges to green and digital innovation



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Tourism SME knowledge gaps and challenges

What did we find out in the Cross-Re-Tour Online Dialogue?



plastic



transport



food



water



equipment



energy



client
nudging



staff
nudging

Common challenges across all countries and areas of operation

Lack of know-how and expertise – where to start?

Lack of time/money/staff

Bureaucracy & regulations

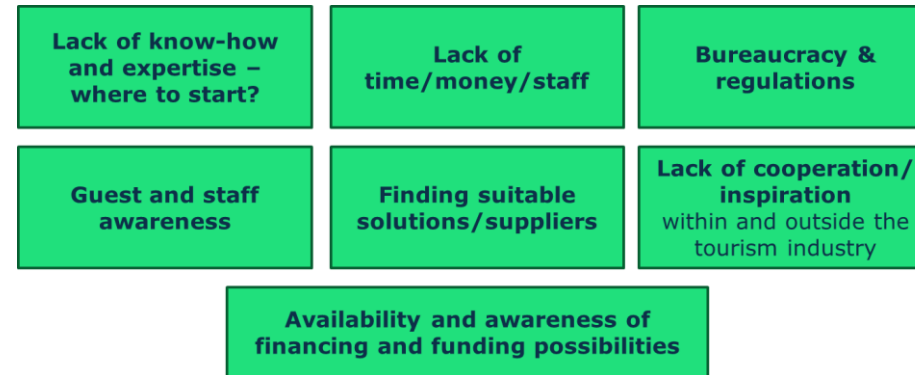
Guest and staff awareness

Finding suitable solutions/suppliers

Lack of cooperation/inspiration
within and outside the tourism industry

Availability and awareness of financing and funding possibilities

Identification of tourism SME knowledge gaps and challenges




**Call for
Challenges**

How can Cross-Re-Tour support tourism SMEs in these challenges?



Development and scope of the Call for Proposals



Admissibility and Eligibility Criteria

Admissibility Criteria

= norms and process you need to follow to be able to participate

Administrative Eligibility Criteria

= administrative requirements related to your entity or your partnership to be able to participate

Technical Eligibility Criteria

= technical requirements related to your project to be able to participate

Admissibility Criteria

- Only one application per applicant SME.
- Application is complete and includes all the required information and documents.
- Application is submitted through the online form following the established process (applications submitted via e-mail or other means will not be accepted).
- Application is submitted on time (within the deadline).



In addition, applicants need to fulfil the criteria indicated in the **Declaration of Honour (Annex 2)** and sign the declaration stating they are not in any of the mentioned situations.

Revise twice if all documents are there, if they are signed correctly etc.

Administrative Eligibility Criteria (1)

WHO CAN PARTICIPATE? POSSIBLE PARTNERSHIPS:

- A single tourism SME;
- A partnership of minimum two (2) and maximum four (4) tourism SMEs;
- A partnership comprising minimum two (2) and maximum (4) partners, including minimum one (1) tourism SME and minimum one (1) public or private entity that is/are instrumental for the tourism SME(s) to realise the project.

IMPORTANT:

- All entities need to come from the **same country.**
- A tourism SME needs to act as **main applicant.** Sole responsible entity before CRT.
- If partners other than tourism SMEs participate in a partnership a **maximum of 30% of the total grant amount** can be distributed to these entities.
- **Public entities** participating in project partnerships **cannot receive any funding.**
- **Attention!** Do not confuse project partners with service providers.



INDIVIDUAL SMES



PARTNERSHIPS
(2-4 SMES)



COLLABORATIONS
SMES-OTHER ENTITIES

Administrative Eligibility Criteria (2)

WHO CAN PARTICIPATE? CRITERIA FOR MAIN APPLICANTS

Quality as a SME = Small and medium-sized enterprise
(according to the [EC Recommendation 2003/361/EC](#))

Doubts? → [SME User Guide](#)

- Be considered an enterprise = “any entity engaged in an economic activity, irrespective of its legal form” (must be independent from large enterprises or public bodies)
- Headcount + Turnover/ Balance Sheet Total

Registered as company (natural persons cannot participate) in one of the following countries (**The Netherlands, Spain (only Catalonia), Slovenia, Germany, Latvia, Malta, Portugal, and Montenegro**)

Operate in the tourism industry, usually falling under one of the below categories/ **NACE codes** or their national equivalents.

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

Agencies Museums
Conventions
Camping
Transport
Accommodation
Travel Sport
Restaurants
Tour Food
Operators
Renting Hotels
Activities

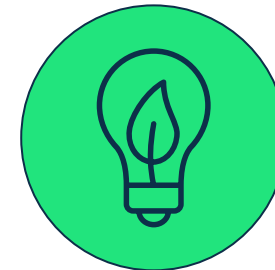
Technical Eligibility Criteria (1)

INNOVATIVE CHARACTER

"Innovation is considered as operational, process, product or business model advancements for SMEs within the tourism ecosystem, focusing on sustainable, lasting changes"

Additional aspects:

- Tools, solutions, processes, etc. adapted from other sectors (cross-sector innovation)
- Apply corporate practices within an SME context are encouraged
- Access to new, inclusive, and sustainable markets or client bases
- Note: Contextual character of innovation



RELATION TO BUSINESS AREAS



Plastic



Mobility



Food



Water



Equipment



Energy

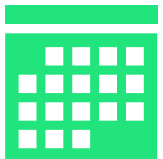
Client
nudgingStaff
nudging

Technical Eligibility Criteria (2)

ELIGIBLE PROJECT ACTIVITIES

- **Mandatory activities:** Participation of at Programme events in Riga (Latvia) 6-8 May 2025 and Valletta (Malta) in spring 2026.
- Planning and development of green and/or digital innovation studies, strategies, concepts, and/or action plans.
- The improvement of green and/or digital innovation capacities of staff.
- Implementation or piloting, adjusting or upscaling of green and/or digital innovation measures.

→ **Annex 1 – Project Financial Plan**



Technical Eligibility Criteria (3)

ELIGIBLE COSTS



- **Fixed lump sum amount of EUR 20,000 or EUR 30,000 (as selected)**
- Project justification and reporting will not be based on a cost declaration but on project results.

Categories:

- Travel, accommodation and subsistence (attendance of programme events, 2*1K fixed sum)
- Fees for service providers
- Specific training and capacity building necessary for the implementation of your project
- Costs for the development, and/or implementation of innovation measures
- Costs for sustainability certification and transition processes
- Purchase of tools, solutions, goods, software, equipment, licenses, etc. **(MAX 30%, if well justified)**

Technical Eligibility Criteria (3)

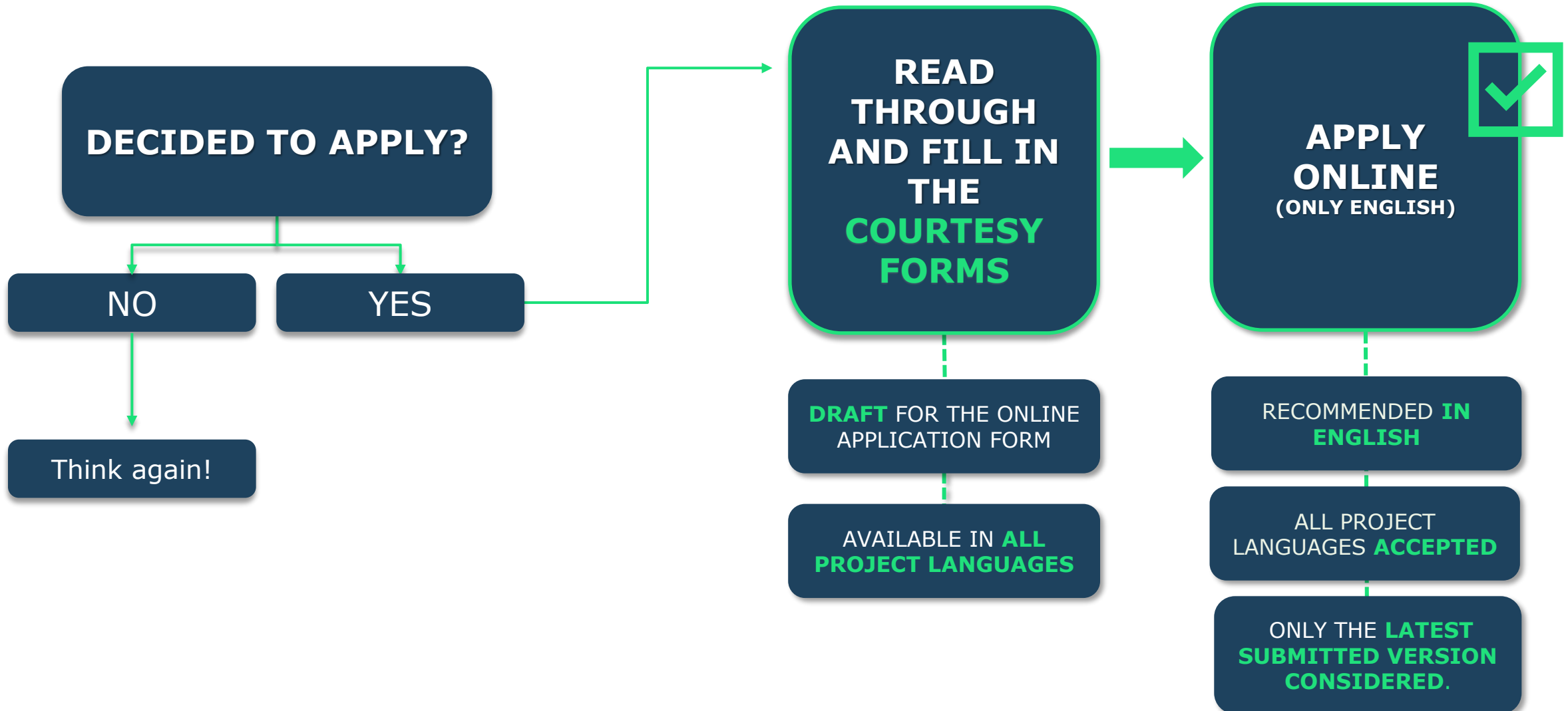
INELIGIBLE COSTS (= cannot be financed!)

- Internal staff costs for the implementation of the project activities. 
- The development or improvement of a physical infrastructure, such as, for example, office furniture or renovation of the building will not be considered as eligible activities. 
- Any type of cost for activities that have received funding from another source or that have already been implemented/purchased before the award of the financial support and the launch of the Cross-domain Open Innovation Programme.
 - = No double funding
 - = No retroactive funding

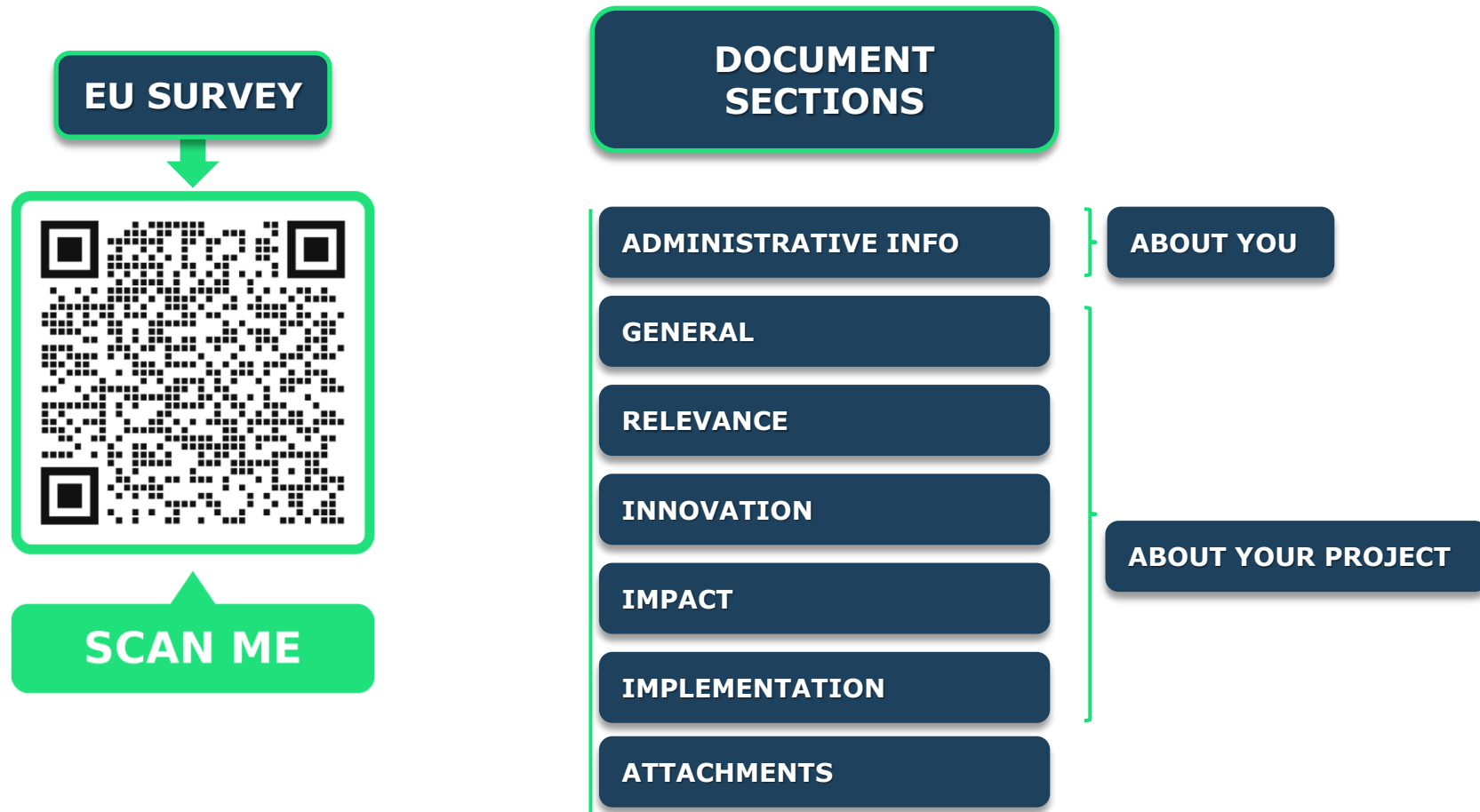


Application Procedure

1. START LINE



2. APPLICATION FORM SECTIONS



2.1 ADMINISTRATIVE INFO

COUNTRY

COMPANY INFORMATION

COMPANY CONTACT PERSON

**COMPANY LEGAL
REPRESENTATIVE**

PROJECT TITLE

NACE CODE

TYPE OF APPLICATION

2.2 GENERAL

PROJECT SUMMARY

WHAT DOES YOUR COMPANY DO?

2.3 RELEVANCE

WHICH BUSINESS AREA(S)/ CHALLENGE(S) DO(ES) YOUR PROJECT RELATE TO?

WHAT IS/ ARE THE CONCRETE CHALLENGE(S) YOU FACE IN THE AREA(S) YOU SELECTED?

HOW DO YOU PROPOSE TO SOLVE YOUR CHALLENGE? WHAT IS YOUR CONCRETE PROJECT PROPOSAL?



plastic



transport



food



water



equipment



energy



client
nudging



staff
nudging

Describe the challenge(s) your company faces in integrating sustainability and digital solutions, and how they relate to your business and the industry.

Describe how you plan to address the challenge and outline the steps or phases of the proposed project to solve it. Make each stage of the project clear and actionable.

2.4 INNOVATION

IN WHAT WAY DOES THE PROPOSED PROJECT REPRESENT AN INNOVATION FOR YOUR COMPANY AND/OR THE INDUSTRY?

Explain how your proposal introduces innovation or improvement for your company, and how it goes beyond industry standards, considering aspects like new markets, cross-sector solutions, corporate tools for SMEs, or scaling existing solutions.

2.5 IMPACT

WHAT WILL YOU BE ABLE TO ACHIEVE THROUGH YOUR PROJECT?

Describe how your project drives your company's green and digital transformation, with measurable impact, scalability, and potential as an industry benchmark.

2.4 IMPLEMENTATION

WHAT SUPPORT FROM EXTERNAL SERVICE PROVIDERS DO YOU NEED TO IMPLEMENT YOUR PROJECT?

Describe the external support needed for the project, including any expertise required from external providers.

INTERNAL CAPACITY FOR PROJECT IMPLEMENTATION:

Provide a description of the staff member(s) managing the project, including their qualifications, years of experience, and relevant background, whether in the industry or other sectors.

PARTNERSHIP DESCRIPTION (IF APPLICABLE)

Provide a brief description of your project partner(s), including their type (e.g., tourism SMEs, public/private entities), their role in the project, and how you will collaborate or divide tasks for successful implementation.

2.6 ATTACHMENTS

2.6.1 FINANCIAL PLAN

**STEP 1
READ INSTRUCTIONS**



**PAYMENT OF GRANT
AMOUNTS DEPENDANT
UPON COMPLETION OF
ACTIVITIES**

**FUNDING IS AWARDED
TO MAIN TOURISM SME**

**MEASURES FEASIBILITY
AND COST-EFFICIENCY
OF YOUR PROPOSAL**



Annex 1 - Project Financial Plan

Applicant Company Legal Name (original language)										
Applicant Company Commercial Name (if applicable)										
Country										
Project Name										
Contact Person Name										
Contact Person E-mail										
Partnership Entity 1 (if applicable): Legal Name								Yes/No	Amount (€)	
Partnership Entity 2 (if applicable): Legal Name								Will you distribute funds to partner entity 1?		
Partnership Entity 3 (if applicable): Legal Name								Will you distribute funds to partner entity 2?		
Total grant amount (select option)								Will you distribute funds to partner entity 3?		

N°	Business Area	Activity Type	Activity description	Cost Type	Provider selected? (Yes/No)	Month Start	Month End	Evidence (result or deliverable)	Weight (%)	Budget (€)
1	Other (ne Travel	Travel	Attendance at the Workshop in Riga (Latvia) on 6-8 May 2025. Participation by XX (please indicate the number) company representatives.	Travel co/n/a (travels	M2	M2	Participation at the entire programme and signature of the attendance list	#DIV/0!	1 000 €	
2	Other (ne Travel	Travel	Attendance at the "Show and Share" event Valetta (Malta) in spring/summer 2026. Participation by XX (please indicate the number) company representatives.	Travel co/n/a (travels	M14	M14	Participation at the entire programme and signature of the attendance list	#DIV/0!	1 000 €	
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								#DIV/0!		
								#DIV/0!		
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ATTACHMENTS

2.6.2 DECLARATION OF HONOUR

**CONFIRM COMPLIANCE WITH
RELEVANT LEGAL, FINANCIAL,
AND ETHICAL REQUIREMENTS**

**MUST BE SIGNED BY COMPANY
LEGAL REPRESENTATIVE**



Full name legal representative:	Signature and stamp (if applicable) ¹
On behalf of (company legal name):	
Done in [Place, date]	

On behalf of [company name] established in [official company address, country], with VAT/ registration number [VAT/registration number], represented for the purposes of signing the present Declaration of Honour by [name of legal representative], [position in the company].

By signing this document, I declare that:

- 1) I have the legally binding authorisation of the above-mentioned company for signing this declaration;
- 2) All information contained in this application and in the accompanying documents is accurate, the company has not made false declarations or held back relevant information;
- 3) The legal status of the above-mentioned company **is defined as small and medium-sized enterprise (SME)** according to the Commission Recommendation 2003/361/EC. Available [here](#).
- 4) The above-mentioned company is registered under one of the following NACE Codes or their national equivalents: I5510, I5520, I5530, I5610, I5630, N7710, N7721, N79, N82.3, R90, R91, R92, R93, H4910, H4932, H4939, H5010, H5030, H5110, OR is directly operating in the tourism industry.
- 5) The above-mentioned company is **not** in one of the following situations:
 - a) it is bankrupt or being wound up, 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

ATTACHMENTS

2.6.3 LEGAL STATUS DECLARATION

PROVE THE LEGAL EXISTENCE OF THE COMPANY



INDICATE THE NAME(S) OF THE AUTHORISED LEGAL REPRESENTATIVES

IF NOT

ARTICLES OF ASSOCIATION OR BYLAWS NEEDS TO BE PRESENTED

INDICATE ANY RELEVANT POWERS GRANTED TO THEM

IF NOT

A POWER OF ATTORNEY DOCUMENT NEEDS TO BE PRESENTED

Netherlands: Extract from the Dutch Chamber of Commerce – Uittreksel KvK
Spain (Catalonia): Commercial Registry Extract – Copia simple del Registro Mercantil
Germany: Extract from the Commercial Register – Handelsregisterauszug
Slovenia: Extract from the Agency of the Republic of Slovenia for Public Legal Records and Related Services (AJPES) Business Register – Izpis iz Poslovnega Registra Slovenije (AJPES - Agencija Republike Slovenije za javnopravne evidence in storitve)
Portugal: Permanent Certificate from the Commercial Registry – Certidão Permanente de Registo Commercial
Montenegro: Extract from the Central Tourist Register of Montenegro – Izvod iz Centralnog turističkog registra
Latvia: Extract from the Register of Enterprises (electronic version) – Izraksts no Uzņēmumu reģistra (elektroniskā versija)
Malta: Certificate of Incorporation from the Malta Business Registry

ATTACHMENTS

2.6.3 PROOF OF IDENTITY OF THE LEGAL REPRESENTATIVE

ID CARD

OR

PASSPORT

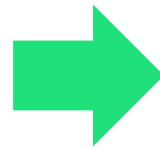
FURTHER INFORMATION

QUESTIONS OR REQUESTS FOR TECHNICAL ASSISTANCE

HOW

NO LATER THAN 5 DAYS BEFORE
THE DEADLINE FOR THE
SUBMISSION OF APPLICATIONS

SUBJECT OF MESSAGE: "Cross-Re-
Tour – Call for Proposals".



E-MAIL ADDRESS
info@crossretour.eu

OR

NATIONAL CONTACT POINT
(AVAILABLE ON GUIDELINES FOR APPLICANTS)

TIMELINE

QUESTIONS OR REQUESTD FOR TECHNICAL ASSISTANCE

Stages	Dates
Opening of the call	21 November 2024
Call closure (Deadline)	22 January 2025, 17:00 h, CET
Call online Info Session	2 December 2024, 10:00h, CET
Call evaluation results	February/ March 2025
Signature of Grant Contracts with awarded applicants	March 2025
Launch of the Cross-domain Open Innovation Programme – Project implementation start	April 2025
Project launch and workshop in Riga (Latvia)	6-8 May 2025
Project closure “Show and Share” event in Valletta (Malta)	spring/summer 2026
Closure of the Cross-domain Open Innovation Programme –Project implementation completion	May 2026



Project Evaluation and Selection

Evaluation Criteria (1)

Criterion	Weight	Score	Description
Relevance	15%	0 - 5	<p>Extent to which the proposal:</p> <ul style="list-style-type: none">• aligns with the overall vision and strategy of the applicant SME/ partnership towards a sustainable transformation.• addresses and aligns with one or more of the business areas and activities defined by Cross-Re-Tour.• addresses a specific challenge faced by the applicant SME/ partnership.• responds to industry trends and necessities.
Innovation	35%	0 - 5	<p>Extend to which the proposal:</p> <ul style="list-style-type: none">• goes beyond the state of the art in the industry.• reflects an innovation or significant improvement for the individual applicant SME/ partnership in terms of operations, processes, products, services, business models, etc.• adopts, uses or transfers a solution from another sector or industry or a corporate solution to an SME context.• enables access to new, inclusive, and sustainable markets or client bases.

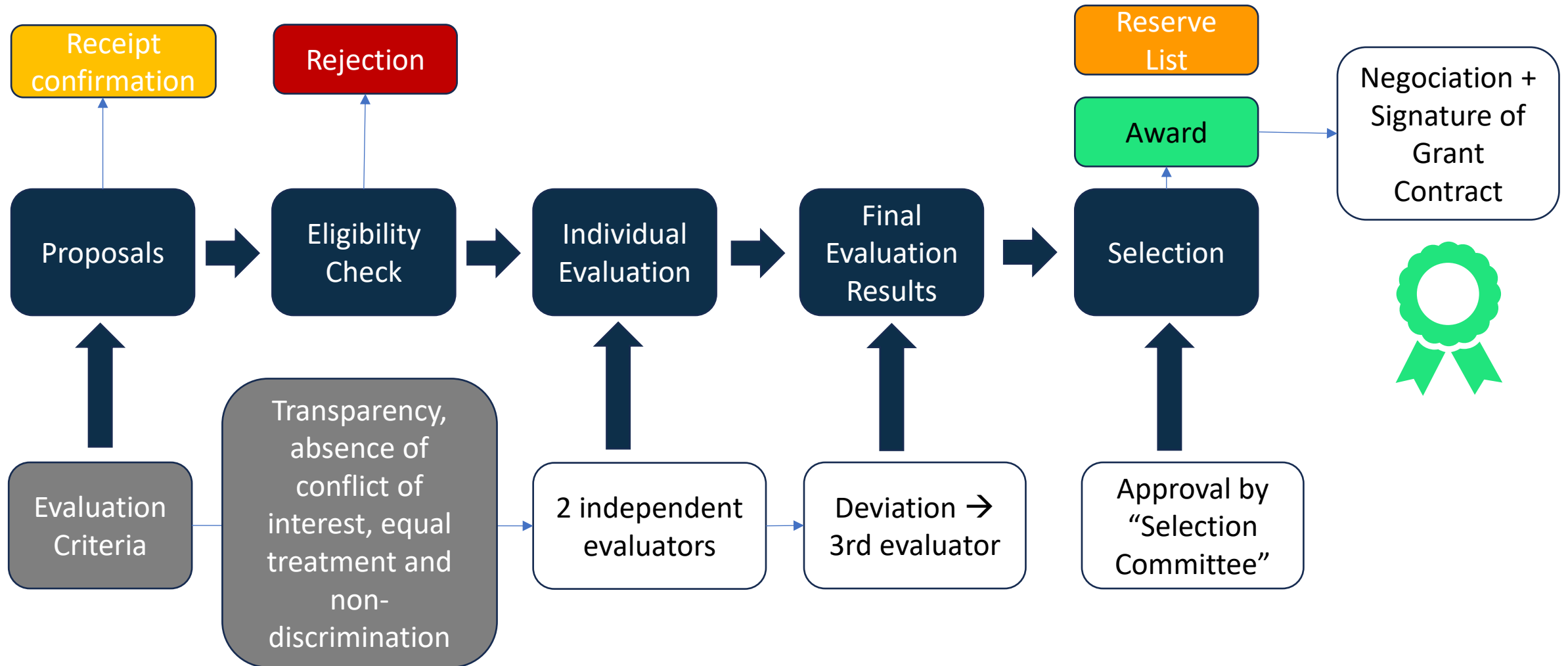
Minimum
threshold:
2/5 points in each
individual criterion

Evaluation Criteria (2)

Criterion	Weight	Score	Description
Impact	25%	0 - 5	<p>Extent to which the proposal:</p> <ul style="list-style-type: none"> • results in an improvement of the applicant SME's/ partnership's environmental, social and economic sustainability (e.g. efficiency, CO2 emissions, resource use, circularity, cost savings, community impact, inclusiveness, effectiveness of sustainable measures, etc.) • is scalable and/or ensures continuity and long-term sustainability for the applicant SME/ partnership. • is transferable to or inspiring for other businesses as industry benchmark or good practice.
Implementation	25%	0 - 5	<p>Extent to which the proposal:</p> <ul style="list-style-type: none"> • is well developed and defined in terms of provided detail and clarity. • demonstrates a cost-effective intervention (project financial plan and cost breakdown). • appears feasible and realistic within the proposed timeframe (14 months) and budget limitations (EUR 20,000 or EUR 30,000). • demonstrates skills and experience of the applicant SME's staff/ partnership to manage the project implementation.

Minimum
threshold:
2/5 points in each
individual criterion

Selection Process





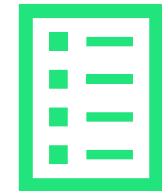
Post-award Negotiation, Reporting and Payments

Negotiation Phase

- Revision of the project activities and cost-efficiency (based on evaluator results).
- Possible budget adjustments or addition of activities.
- All ok? → Signature of the **Grant Contract**



For partnerships → Signature of an agreement in between partners.



Additional Documentation:

- Financial Identification Form
- Any other additional administrative documentation



Failure in the procedure → Rejection of the grant award

Reporting Procedures and Payments

Reporting Step	When?	What?
Inception Questionnaire	2 months after the start of the programme	Online Questionnaire Initial feedback and update on the project
Mid-term-report	After month 7	Online Questionnaire + Individual Interview
Final Report	After month 14 (end of the programme)	Online Questionnaire + Individual Interview + All final deliverables

Pre-financing upon Grant Contract Signature: 30% of total grant amount



Pre-financing upon reporting approval: 30% of total grant amount

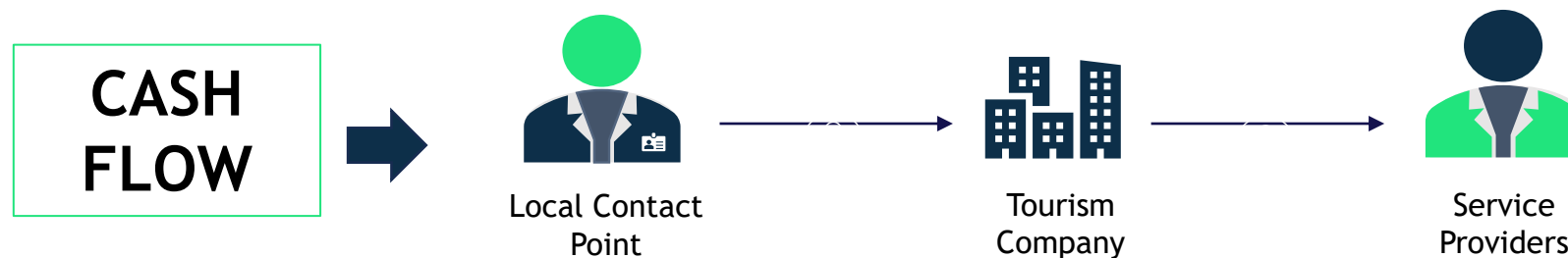
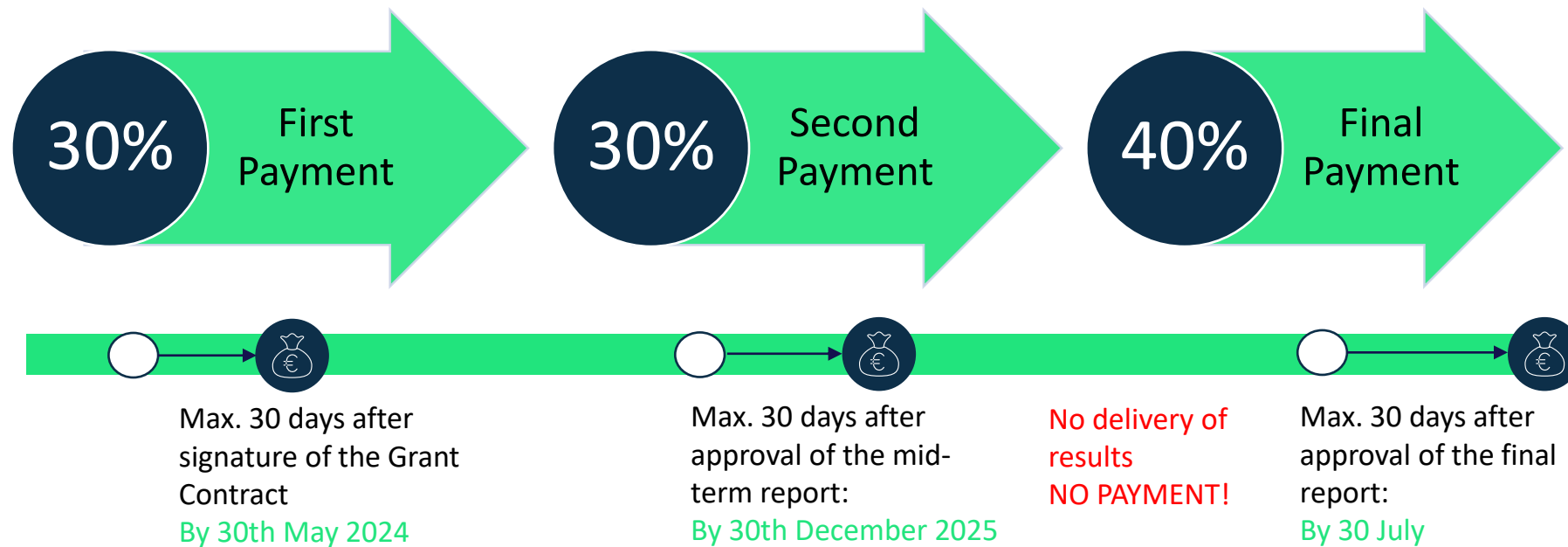


Final payment upon submission of project results and reporting approval: 40% of total grant amount



Payment Calendar

- The Grant is a fixed amount paid in form of a lump sum: 20.000 € or 30.000 €





Kicking-off Cross-Re-Tour:
**SHAPING
SUSTAINABLE
TOURISM TOGETHER**
6–8 May 2025
RIGA, LATVIA

Why Attend?

This workshop is a unique opportunity for tourism SMEs to:

- **Kickstart Your Projects**
- **Master Client & Staff Nudging**
- **Connect & Share Ideas**
- **Find Inspiration**



Programme Highlights

6 May (Evening)

- **Welcome dinner** and networking for SMEs.

7 May (All Day)

- **Getting to know the project** and each other.
- **Interactive workshop** on Client/Staff Nudging strategies.
- Explore Riga's charming Old Town on a **guided tour**.
- **Networking dinner** in a charming local restaurant.

8 May (Morning until Lunch)

- Visit sustainability-focused businesses through **inspiring site tours**.
- **Exchange ideas** and gather inspiration for your ongoing projects.

Want to Know More?

Contact Us: info@crossretour.eu

Stay Tuned for Updates: www.crossretour.eu



WEBINAR ON TRANSPORT



ARE YOU A
TOURISM SME?

DO YOU WANT TO
KNOW MORE ABOUT
SUSTAINABLE
TRANSPORT?



9 DECEMBER 2024
10:00 CET



REGISTER HERE





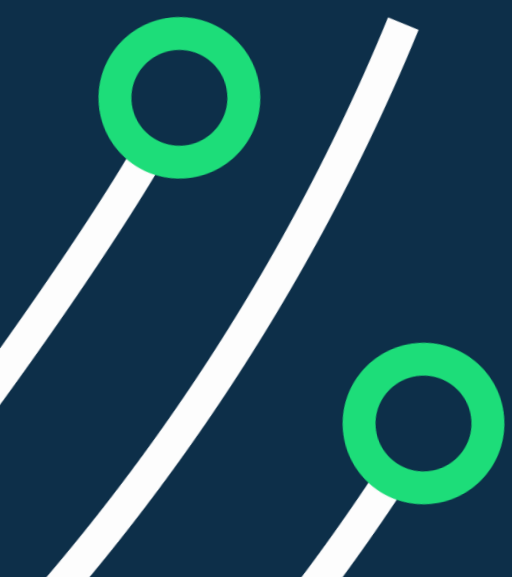
Join the
Tourbizz-Community



Get inspired
by our series of **webinars**



Check our website for
publications, tools & best practices



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