



## **\ Report 4.1.**

***“Mapping sources of financing in support of activities in the fields of Culture, Tourism and People to People contacts”***

**September 2022**



## Table of Contents

|  |    |
|--|----|
| Introduction .....   | 3  |
| EU Funding .....   | 10 |
| Cohesion Policy .....  | 10 |
| European Regional Development Fund (ERDF) and Cohesion Fund (CF) .....   | 10 |
| European Social Fund Plus (ESF+) .....                                   | 11 |
| Just Transition Fund (JTF) .....   | 12 |
| National Operational Programmes .....                                    | 12 |
| REACT-EU .....   | 13 |
| Recovery and Resilience Facility .....                                   | 13 |
| Erasmus+ .....   | 14 |
| European Solidarity Corps .....  | 15 |
| Creative Europe Programme .....  | 15 |
| InvestEU .....   | 16 |
| Connecting Europe Facility .....   | 16 |
| Digital Europe Programme .....   | 16 |
| Single Market Programme (SMP) .....                                      | 17 |
| Horizon Europe .....   | 18 |
| European Agricultural Fund for Rural Development .....                   | 18 |
| European Maritime, Fisheries and Aquaculture Fund (EMFAF) .....          | 19 |
| LIFE Programme .....   | 19 |
| Support by the European Investment Bank (EIB) .....                      | 20 |
| Support by European Bank for Reconstruction and Development (EBRD) ..... | 20 |
| New European Bauhaus (NEB) .....   | 21 |
| Cross-Border, Transnational and Interregional Programmes .....           | 21 |
| Danube Transnational Programme .....                                     | 21 |
| Interreg Europe .....  | 22 |
| Interreg Central Europe .....  | 23 |
| Cross-Border Programmes .....  | 23 |
| National Funding .....   | 24 |
| Currently open calls .....   | 26 |

## Introduction

The tourism and cultural sectors have been particularly hard hit by COVID19 travel restrictions. Furthermore, significant changes in the overall tourism structure are expected in terms of both supply and demand, which could provide additional opportunities to expand tourism and culture based on available assets, while environmental and social sustainability of operations must be prioritized alongside economic impacts. More interventions with a stronger strategic approach and a focus on synergies are required in the new programming period to increase the efficiency of individual activities and ensure the long-term viability of project results.

Funding support for tourism and culture related projects is available through a relatively wide range of channels, each with different objectives and selection criteria for funded interventions.

The EU provides direct funding through grants or indirect funding via financial intermediaries. Grants are accessible through specific calls for proposals. In most cases, these grants co-finance projects contributing to EU policy objectives like improving European cooperation in research or education.

The beneficiaries own the results of their activity and under no circumstances shall the same costs be financed twice by the EU (non-cumulative award rule). Grants also cannot be awarded for actions already completed (non-retroactivity rule) and cannot result in a profit for their beneficiaries (they help beneficiaries to break even financially).

Indirect funding (sometimes called "access to finance") usually consists of loans, equity financing and guarantees provided by financial intermediaries. They help SMEs in particular looking to start up, expand and transfer their business. The beneficiaries also own the results of their activities.

Under the Multiannual Financial Framework for 2021-2027, new programmes have been added while some of the 2014-2020 programmes have been consolidated. All the sources of funding presented in the following sections can contribute to the development of the tourism and culture sectors by:

- Supporting the workforce in these sectors and the overall rate of employment;
- Contributing to the economic recovery from the Covid-19 pandemic;
- Supporting the digital transformation and the adoption of new technologies;
- Encouraging a sustainable development of culture and tourism;
- Supporting capacity building of relevant stakeholders;
- Improving data collection and the decision-making process based on real-time data;
- Conservation and capitalisation on heritage;
- Diversifying the cultural and tourist offer of destinations;
- Other measures.

At the same time, the actions identified in the updated Action Plan for Priority Area 3 of The Danube Region Strategy can also find funding among the sources available for the following years.



TABLE 1. EUROPEAN SOURCES OF FUNDING IN THE CULTURE AND TOURISM SECTORS

| CATEGORY  | SOURCE OF FUNDING                         | ACTIONS   | BUDGET (EUR B) | POTENTIAL BENEFICIARIES        |
|---|---|---|----------------|--------------------------------|
| Cohesion, Resilience and Values                 | European Regional Development Fund (ERDF) | <ul style="list-style-type: none"> <li>enhancing the role of culture and sustainable tourism in economic development, social inclusion, and social innovation</li> </ul>  | 226            | All types of organizations     |
|   | Cohesion Fund (CF)                        | <ul style="list-style-type: none"> <li>supporting economic recovery, job creation, competitiveness, innovation, and sustainability</li> </ul>   | 48             | All types of organizations     |
|   | REACT EU                                  | <ul style="list-style-type: none"> <li>preparing a green, digital, and resilient recovery of the economy</li> <li>focus on the most affected sectors by the COVID-19 crisis, such as tourism and culture</li> </ul>   | 50.6*          | All types of organizations     |
|   | Recovery and Resilience Facility (RRF)    | <ul style="list-style-type: none"> <li>mitigate the economic and social impact of the COVID-19 crisis and make European economies and societies more sustainable, resilient, and better prepared for the challenges and opportunities of the green and digital transitions</li> </ul>   | 724.7*         | All types of organizations     |
| Investing in People, Social Cohesion and Values | European Social Fund Plus (ESF+)          | <ul style="list-style-type: none"> <li>support youth employment</li> <li>accompany the green and digital transitions</li> </ul>   | 99.2           | All types of organizations     |
|   | Erasmus+                                  | <ul style="list-style-type: none"> <li>upskilling/reskilling the tourism and culture workforce</li> <li>capacity-building, skills development, research, and innovation</li> <li>cultural and artistic mobility</li> </ul>  | 26.5           | All types of organizations     |
|   | European Solidarity Corps (ESC)           | <ul style="list-style-type: none"> <li>promoting inclusion and diversity, democratic participation, active citizenship, environmental protection, sustainable development, climate action, and European identity</li> </ul>   | 1              | NGOs, educational institutions |
|   | Creative Europe                           | <ul style="list-style-type: none"> <li>co-creating, establishing networks, platforms, transnational policy cooperation</li> <li>supporting mobility of culture and creative professionals</li> <li>foster innovative business models and cross-sectoral spill-overs</li> <li>non-formal training of audio-visual professionals</li> </ul> | 2.5            | All types of organizations     |
|   |   |   |                |                                |

|   |                               |  |       |   |
|---|-------------------------------|--|-------|---|
| Single Market and Strategic Investments | InvestEU Fund                 | <ul style="list-style-type: none"> <li>SME policy window is aimed at facilitating access to finance for SMEs and organisations from the cultural and creative sectors and investments in tangible and intangible assets</li> <li>improving social infrastructures, social inclusion, the integration of vulnerable groups, as well as promoting education and training</li> </ul>  | 10.3* | All types of organizations through financial intermediaries     |
|   | Connecting Europe Facility    | <ul style="list-style-type: none"> <li>empowering the cultural heritage sector in its digital transformation</li> <li>helping build up the digital capabilities of cultural heritage professionals involved in cross-sectoral projects</li> </ul>  | 20.7  | Educational institutions, private or public cultural institutes |
|   | Digital Europe Programme      | <ul style="list-style-type: none"> <li>creation of data spaces (common data space for cultural heritage supports the digital transformation of Europe's cultural heritage sector)</li> <li>supports digital transformation of all SMEs active in the tourism and cultural sectors</li> </ul>   | 7.6   | All types of organizations                                      |
|   | Single Market Programme (SMP) | <ul style="list-style-type: none"> <li>boosting innovation, resilience, sustainability and quality along the tourism value chain</li> <li>large marketing campaigns carried out in cooperation and with contributions from national/regional tourism promotion bodies, by supporting the 'Joint Promotion Platform for Destination Europe' (JPP)</li> </ul>  | 4.2   | Private organizations and social enterprises                    |
| Research and Innovation                 | Horizon Europe                | <ul style="list-style-type: none"> <li>safeguarding and promotion of cultural heritage, as well as responses to and shaping multifaceted social, economic, technological and cultural transformations</li> <li>development of new approaches, concepts and practices for sustainable, accessible, and inclusive cultural tourism</li> <li>social science and humanities projects</li> <li>breakthrough, deep-tech and disruptive innovation, targeting market-creating innovation</li> </ul> | 95.5* | All types of organizations                                      |



|                                   |   |  |       |                            |
|-----------------------------------|---|--|-------|----------------------------|
| Natural Resources and Environment | European Agricultural Fund for Rural Development (EAFRD)  | <ul style="list-style-type: none"> <li>conservation of small-scale built heritage (chapels, bridges, public amenities)</li> <li>construction and modernization of tourism information centres, visitor information points, and other leisure, recreational and/or sporting activities</li> </ul>   | 95.5* | All types of organizations |
|                                   | European Maritime, Fisheries and Aquaculture Fund (EMFAF) | <ul style="list-style-type: none"> <li>protection of aquatic biodiversity</li> <li>sustainable and low-impact fishing and aquaculture activities</li> <li>supply of quality and healthy seafood products</li> <li>maritime surveillance and international cooperation on ocean governance</li> <li>eco-tourism, pesca-tourism, local gastronomy (fish and seafood restaurants), accommodation, tourist trails, diving, as well as supporting local partnerships in coastal tourism</li> </ul>                  | 6.1   | All types of organizations |
|                                   | Programme for Environment and Climate Action (LIFE)       | <ul style="list-style-type: none"> <li>supporting the circular economy, energy efficiency and renewable energy measures, as well as climate-neutrality</li> <li>educating people about environmental and climate actions</li> </ul>  | 5.4   | All types of organizations |
|                                   | Just Transition Fund                                      | <ul style="list-style-type: none"> <li>diversification of economic activity, creating new business opportunities and helping people adapt to a changing labour market</li> <li>investments in microenterprises, sustainable tourism, sustainable transport, digital innovation and the training of workers and jobseekers</li> </ul>   | 19.4  | All types of organizations |
| European Financial Institutions   | EBRD  | <ul style="list-style-type: none"> <li>helping local tourism sectors grow and upgrade through investments in hotels and tourism operators (Inclusive Tourism Framework)</li> <li>enhancing the commercialization in areas around cultural heritage sites by crowding in the private sector (Cultural Heritage Framework)</li> <li>supporting SMEs in a wide range of business areas, including strategy, digital marketing, operations, quality management, energy efficiency, financial management</li> </ul> | n/a   | All types of organizations |



|        |                            |   |     |                            |
|--------|----------------------------|---|-----|----------------------------|
|        | EIB                        | <ul style="list-style-type: none"> <li>• finance tourism projects, which are an important component of wider urban regeneration projects within and outside the EU</li> <li>• loans for SMEs operating in the tourism and cultural sectors</li> </ul> | n/a | All types of organizations |
| Others | New European Bauhaus (NEB) | <ul style="list-style-type: none"> <li>• imagine and design a sustainable, aesthetic, and inclusive future</li> </ul>   | n/a | All types of organizations |

\* - In addition, allocation under NGEU

TABLE 2. PA3 ACTIONS AND POTENTIAL SOURCES OF EU FUNDING

| PA OBJECTIVES   | ACTIONS   | DESCRIPTION  | EU FUNDING  |
|---|---|--|---|
| <b>I. Developing sustainable tourism</b>  | <b>ACTION 1:</b> Promote sustainable tourism in the Danube Region and capitalize on EUSDR projects in the areas of culture, nature, and tourism   | <ul style="list-style-type: none"> <li>Develop green and blue forms of tourism (ecotourism, cultural tourism, cycling, hiking and activity tourism)</li> <li>Develop effective destination management structures/systems</li> <li>Establish excellence centers for innovation in inter-disciplinary product design</li> </ul>  | <ul style="list-style-type: none"> <li>ERDF &amp; CF</li> <li>European Maritime, Fisheries and Aquaculture Fund</li> <li>LIFE Programme</li> <li>European Social Fund Plus</li> <li>InvestEU</li> <li>Single Market Programme</li> <li>RRF</li> </ul> |
|   | <b>ACTION 2:</b> Support and promote cultural tourism in the Danube Region  | <ul style="list-style-type: none"> <li>Develop relevant clusters and networks of museums and galleries</li> <li>Develop interpretation, communication, and marketing strategies for its touristic valorization</li> <li>Organize awareness raising campaigns to stimulate an integrated approach to cultural heritage presentation and interpretation</li> <li>Organization of events / festivals with impact on regional level</li> </ul> | <ul style="list-style-type: none"> <li>Creative Europe Programme</li> <li>ERDF &amp; CF</li> <li>European Solidarity Corps</li> </ul>   |
|   | <b>ACTION 3:</b> Invest in sustainable quality products, services, innovative forms and infrastructure in the fields of tourism and culture, promote skills, education and creating jobs in the related areas | <ul style="list-style-type: none"> <li>Stimulate cross-sectoral partnerships/ projects/ initiatives</li> <li>Invest in knowledge management and human resource development</li> <li>Facilitate mobility schemes for people active in or studying the areas of tourism or culture</li> <li>Stimulate expert-to-expert exchange (E2EE)</li> </ul>  | <ul style="list-style-type: none"> <li>Erasmus+</li> <li>Creative Europe Programme</li> <li>ERDF &amp; CF</li> <li>Horizon Europe</li> </ul>  |
| <b>II. Science, research and new technologies in culture, tourism, and people</b> | <b>ACTION 4:</b> Develop a "Smart Destination Danube"   | <ul style="list-style-type: none"> <li>Develop a "Smart Destination Danube", based on sustainable quality products</li> <li>Collect good territorial evidence on cultural and tourism activities</li> <li>Develop an integrated transnational network of entities (observatories) that will collect,</li> </ul>  | <ul style="list-style-type: none"> <li>Digital Europe Programme</li> <li>ERDF &amp; CF</li> </ul>   |



|   |   |  |  |
|---|---|--|--|
| to people contacts  |   | <p>process and analyze data, and monitoring sustainable tourism impact</p> <ul style="list-style-type: none"> <li>• Digitalize the cultural resources for the preservation of the cultural memory of the Danube Region Promote the development of wellness and different forms of health tourism</li> </ul>  |  |
|   | ACTION 5: Promote and encourage the development of the cultural activities and creative sectors | <ul style="list-style-type: none"> <li>• Enhance cooperation of science and research with the cultural heritage (including underwater heritage), natural heritage and tourism sector</li> <li>• Promote strategies, concepts, networking and investments in new technologies/ digitalization in the area of culture and culture/multicultural and natural heritage</li> <li>• Develop and promote intercultural and multicultural activities and exchanges among the Danube basin</li> </ul>   | <ul style="list-style-type: none"> <li>• Horizon Europe</li> <li>• EBRD</li> <li>• Creative Europe Programme</li> <li>• InvestEU</li> <li>• ERDF &amp; CF</li> </ul> |
| III. Valorizing, promoting and protecting the cultural heritage | ACTION 6: Promote cultural heritage in the Danube Region  | <ul style="list-style-type: none"> <li>• Build on cultural diversity as strength of the Danube Region</li> <li>• Develop new and support existing Cultural Routes, protecting of cultural values</li> <li>• Investigate, revive, and promote cultural heritage, traditions, folklore, handicrafts, contemporary arts Enhance the visibility of rural/local, less visited areas, cultural tangible and intangible heritage sites as well as underwater areas</li> <li>• Strengthen cooperation and contacts between people of different origins, encourage creativity and entrepreneurship and stimulate cultural innovation and ethnic as well as economic development</li> <li>• Promote cultural heritage through knowledge transfer, digitalization, innovation, and technology with the aim of stimulating the competitiveness of the creative economy and promoting cultural tourism</li> </ul> | <ul style="list-style-type: none"> <li>• EBRD</li> <li>• Creative Europe Programme</li> <li>• InvestEU</li> <li>• ERDF &amp; CF</li> <li>• Horizon Europe</li> </ul> |

## EU Funding

The EU's 2021-2027 long-term budget, together with the NextGenerationEU recovery instrument, amount to €2.018 trillion in current prices. This unprecedented response will help repair the economic and social damage caused by the coronavirus pandemic and aid the transition towards a modern and more sustainable Europe.

The 2021-2027 programming period comes with major changes compared to the 2014-2020 period, together with a series of unique opportunities that provide new resources to critical areas such as the economy, digitalization and ecological transition, so that no region is left behind.

### Cohesion Policy

In 2021-2027 EU funds allocated to the Cohesion Policy amount to EUR 392 billion. Together with the national co-financing, about half a trillion euro will be available to finance the programmes in the EU regions and countries.

The Cohesion Policy is delivered through specific funds:

- The European Regional Development Fund (ERDF), to invest in the social and economic development of all EU regions and cities.
- The Cohesion Fund (CF), to invest in environment and transport in the less prosperous EU countries.
- The European Social Fund Plus (ESF+), to support jobs and create a fair and socially inclusive society in EU countries.
- The Just Transition Fund (JTF) to support the regions most affected by the transition towards climate neutrality.

Funds from the ERDF and ESF+ are allocated in three categories of regions (less developed, more developed, in transition), some countries benefit from the Cohesion Fund, some regions with specific needs receive dedicated funding (outermost regions and sparsely populated), and all countries benefit from the Just Transition Fund.

### European Regional Development Fund (ERDF) and Cohesion Fund (CF)

The European Regional Development Fund (ERDF) aims to strengthen economic, social and territorial cohesion in the European Union by correcting imbalances between its regions. In the 2021-2027 programming period, it enables investments in a **smarter, greener, more connected and more social Europe** that is closer to its citizens. It is complemented by the Cohesion Fund (CF) which supports investment in 15 Member States in transport, the environment, energy efficiency and renewable energy.

The new ERDF/CF Regulation (Regulation EU 2021/1058) entered into force on 1 July 2021.

In the 2021-2027 period, the Cohesion Policy will support, through its investments, the following five policy objectives (POs):

- PO1: a Smarter Europe, through innovation, digitisation, economic transformation and support to small and medium-sized businesses.
- PO2: a Greener, carbon free Europe, implementing the Paris Agreement and investing in energy transition, renewables and the fight against climate change.



- PO3: a more Connected Europe, with strategic transport and digital networks.
- PO4: a more Social Europe, delivering on the European Pillar of Social Rights and supporting quality employment, education, skills, social inclusion and equal access to healthcare.
- PO5: a Europe closer to citizens, by supporting locally-led development strategies and sustainable urban development across the EU.

The majority of the investments will target the first two POs and will also continue to promote job creation in small and medium enterprises, provide support to the health sector, improve preparedness related to unexpected emergencies, and fully develop the economic potential of tourism and culture sectors.

To strengthen the environmental, socioeconomic sustainability and resilience of tourism in the long term regions and countries are encouraged to help transform the sector by capitalising on innovative solutions. Investments in tourism are possible through all 5 policy objectives supported by the ERDF, provided that they comply with the relevant objectives, enabling conditions, or minimum requirements established for the concerned policy objectives.

A specific objective under policy objective 4 (A more social and inclusive Europe) is dedicated to exploiting the full potential of culture and tourism for an economic recovery coupled with social inclusion and environmental and financial sustainability, without causing prejudice to the possibilities for support provided from the ERDF to those sectors under other specific objectives.

At the same time, the Cohesion Fund can support tourism-related investments in environment and in the trans-European transport networks (TEN-T), in particular in regions with an economy heavily dependent on tourism.

Regarding European Territorial Cooperation (Interreg) programmes, tourism is expected to still be among the most popular topics. It can be addressed by a two-fold approach:

- through the Interreg programmes (European Territorial Cooperation regulation)
- through the mainstream programmes 'embedding cooperation'

ERDF investments in culture, sustainable tourism, and cultural heritage are possible under all five EU Cohesion policy objectives. This provides access for cultural and creative sector stakeholders to funding opportunities that contribute to the achievement of the above-mentioned policy objectives as well as individual programme objectives. The guiding principle behind this support for culture and creative industries under ERDF and CF is to strengthen the sectors' long-term resilience and environmental, social and economic sustainability and to use the COVID-19 crisis as an opportunity for transformation. In certain cases, the CF can support projects which indirectly benefit the cultural and creative sectors, e.g. when improving accessibility and environmental protection of cultural heritage sites.

## European Social Fund Plus (ESF+)

The ESF+ is a key financial instrument for investing in people. It provides much-needed resources to EU countries for the recovery of our societies and economies after the coronavirus crisis. The ESF+ finances the implementation of the principles from the European Pillar for Social Rights. With a budget of almost €99.3 billion for the 2021-2027 period, the ESF+ will continue to provide an important contribution to the EU's employment, social, education and skills policies, including structural reforms in these areas.



The ESF+ supports EU policy implementation and national structural reforms in these fields, thus contributing to EU countries' efforts to reduce unemployment, enhance quality and equal opportunities in education and training, and improve social inclusion and integration. The ESF+ promotes the horizontal principles of gender equality, respect for fundamental rights, equal opportunities, and non-discrimination in all its investments.

There are 2 main culture and tourism-related components:

- Further support youth employment: The tourism ecosystem employs a higher share of young people compared to the overall economy. Young people in or entering the labour market have been disproportionately hit by the crisis. EU countries with a large portion of people aged 15 - 29 not in employment, education or training should invest at least 12.5% of their ESF+ resources in this key area. All other EU countries must allocate an appropriate amount of their ESF+ resources to targeted actions to support youth employment measures.
- Accompany the green and digital transitions: The ESF+ makes a strong contribution to the green and digital transitions by driving investment in jobs and skilling opportunities so that workers can thrive in a climate-neutral, more digital and inclusive society.

## Just Transition Fund (JTF)

The package of the Cohesion Policy legislation also includes the new regulation on the Just Transition Fund (Regulation EU 2021/1056) which is part of the European Green Deal and the first pillar of the Just Transition Mechanism (JTM). It aims to alleviate the social and economic costs resulting from the transition towards a climate-neutral economy, through a wide range of activities directed mainly at diversifying the economic activity and helping people adapt in a changing labour market.

The Just Transition Fund aims to reduce the social and economic costs resulting from the transition to an EU climate-neutral economy by supporting a diversification of economic activity, creating new business opportunities and helping people adapt in a changing labour market. To tourism SMEs, the fund can provide investments in fixed capital or immaterial assets.

The scope of this support includes, inter alia, investments in microenterprises, sustainable tourism, sustainable transport, digital innovation and the training of workers and jobseekers. All investments contribute to the achievement of the objectives detailed in the Territorial Just Transition Plans (TJTPs). In addition, the supported activities focus on internal economic growth in key sectors in relation to the affected smart specialization strategies.

## National Operational Programmes

New programmes are being prepared for the subsequent programming period 2021-2027, which will be co-funded from the European Structural and Investment Funds (ESIF). The process of preparation of the programmes takes place concurrently at the EU and national levels.

**TABLE 3. NATIONAL OPERATIONAL PROGRAMMES**

| Country | National Operational Programmes  |
|---------|--|
| Romania | <ul style="list-style-type: none"> <li>• Sustainable Development Operational Program (PODD)</li> <li>• Operational Program Transport (POT 2021-2027)</li> <li>• Education and Employment Operational Program (POEO)</li> <li>• Social Inclusion and Dignity Operational Program (POIDS)</li> </ul> |

|                       |   |
|-----------------------|---|
|                       | <ul style="list-style-type: none"> <li>• Smart Growth, Digitization and Financial Instruments Operational Program (POCIDIF)</li> <li>• Just transition Operational Program (POTJ)</li> <li>• 8 Regional Operational Programs (POR)</li> </ul>   |
| <b>Czech Republic</b> | <ul style="list-style-type: none"> <li>• Operational Programme Technologies and Application for Competitiveness</li> <li>• Operational Programme John Amos Comenius</li> <li>• Operational Programme Employment+</li> <li>• Operational Programme Transport</li> <li>• Operational Programme Environment</li> <li>• Integrated Regional Operational Programme</li> <li>• Operational Programme Just Transition Fund</li> <li>• Operational Programme Fisheries</li> </ul> |
| <b>Slovenia</b>       | <ul style="list-style-type: none"> <li>• Single Operational Programme Slovenia</li> </ul>   |
| <b>Croatia</b>        | <ul style="list-style-type: none"> <li>• Operational Programme Competitiveness and Cohesion 2021-2027 (OPKK)</li> <li>• Operational Programme Effective Human Resources 2021-2027 (OPULJP)</li> <li>• Integrated Territorial Programme 2021-2027 (ITP)</li> </ul>   |

Other national / regional programmes are established through the Partnership Agreements adopted by each country.

## REACT-EU

As a part of the NextGenerationEU, REACT-EU provides additional €50.6 billion (in current prices) for assistance aimed at fostering development in the context of the COVID-19 pandemic and its social consequences, as well as preparing a green, digital and resilient recovery of the economy. Special attention is paid to regions that were hardest hit by the crisis due to their dependence on the most affected sectors, such as tourism and culture. Since REACT-EU is channelled through the 2014-2020 cohesion policy, the support possibilities for the tourism sector under the ERDF and the ESF in the current programming period apply to these additional resources. This covers, for example, working capital and productive investments in SMEs, investments in green and digital transition or training of workers.

REACT-EU resources are implemented through regional and national cohesion policy programmes. The tourism-related components of these programmes should be consulted to find out about the scope of support in each EU country or region.

## Recovery and Resilience Facility

The Recovery and Resilience Facility (RRF) is the centerpiece of Europe's recovery plan, NextGenerationEU. It finances reforms and investments in EU countries from the start of the pandemic in February 2020 until 31 December 2026. Its aim is to mitigate the economic and social impact of the COVID-19 crisis and make European economies and societies more sustainable, resilient and better prepared for the challenges and opportunities of the green and digital transitions. It is relevant for all industrial ecosystems, including tourism. EU countries are responsible for developing national recovery and resilience plans, containing investments and



reforms to address the key challenges identified in the European Semester framework, and to support the green and digital transition.

The national recovery and resilience plans determine how the funds are allocated. Depending on the EU country, tourism and culture are covered either by specific measures that modernize the sectors or horizontal measures that are relevant to all sectors. The European Commission has defined seven flagship initiatives, for which it encourages EU countries to put forward investments and reforms. Several of these flagships may lend themselves to tourism or culture investments, such as:

- renovate: renovating tourism and culture infrastructure to improve its energy performance ('Nearly Zero Energy Building'), accessibility and resource management, and to develop circular business models (example: for food & waste management)
- reskill and upskill: providing trainings to tourism and culture entrepreneurs, workers and destination managers in support of the green and digital transitions
- modernize: supporting the digitalization of public administrations responsible for tourism and culture policy and promoting data sharing between public administrations, destination managers and businesses
- recharge and refuel: investing in clean mobility and improving connectivity to tourism destinations, especially tourism hotspots (examples: waterborne, buses, public transport)

## Erasmus+

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Erasmus+ is the EU programme in the fields of education, training, youth, and sport. These are key areas that support citizens in their personal and professional development.

Tourism organisations and vocational and education training providers offering courses relevant to upskilling/reskilling the tourism workforce may engage in a number of development and networking activities in the fields of academic and vocational training, schools, adult/lifelong learning, youth and European sport events. Projects can cover mobility, developing the competence and employability of young people in tourism, digital skills in cultural heritage, learning hospitality, and tourism research innovation.

The programme has no direct tourism component. Indirectly, tourism enterprises and their (future) staff can benefit from the development of skills and the training of young people.

There is a strong link between education and culture. Through the Erasmus+ programme, schools, universities, libraries, museums, cultural centres, among other formal and non-formal learning institutions, have the opportunity to experiment with new creative approaches. Erasmus+ is key to capacity-building, skills development, research and innovation both for adult education and youth work. For instance, opportunities can be seized through job-shadowing, training, and exchanges. Moreover, Erasmus+ can also contribute to increased opportunities for cultural and artistic mobility. HeritagePRO - an initiative of six European partners from five countries who developed interdisciplinary training for professionals of different disciplines towards sustainable management and preservation of cultural heritage, is an example of a project funded under the 2014-2020 Erasmus+ programme, which can serve as inspiration for future applicants.

## European Solidarity Corps

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The European Solidarity Corps programme is particularly relevant for educational institutions, NGOs, cultural institutions, and social enterprises interested in developing volunteering and solidarity projects that contribute to promoting inclusion and diversity, democratic participation, active citizenship and European identity.

More specifically, the European Solidarity Corps seeks to fund volunteering activities that aim to promote:

- Social inclusion and diversity
- Environmental protection, sustainable development, and climate action
- Digital transformation
- Democratic participation
- Health prevention, promotion, and support.

## Creative Europe Programme

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Creative Europe is the EU's flagship programme providing specific support to the cultural and creative sectors. It seeks to develop all cultural sectors in Europe and to protect Europe's shared cultural heritage, in particular by providing various funding opportunities aimed at co-creation, skills development, network and platform building, knowledge-sharing and mobility, as well as distribution and promotion of content.

The general objectives of the Creative Europe programme are to:

- safeguard, develop and promote European cultural and linguistic diversity and heritage
- increase the competitiveness and the economic potential of the cultural and creative sectors, in particular the audio-visual sector.

The programme covers the following strands:

- The Culture sub-programme supports projects that seek to strengthen the sector's capacity to operate transnationally by co-creating, establishing networks, platforms for emerging artists and supporting mobility of culture and creative professionals, as well as the circulation of their works. It also aims to create and engage audiences, with a focus on inclusion and diversity, and to foster innovative business models and cross-sectoral spill-overs.
- The MEDIA sub-programme addresses the needs of the EU film and other audiovisual industries, all undergoing digital transformation. These industries include theatrical feature films, high quality mini-series, documentaries, videogames and other genres. MEDIA offers financial support and help with non-formal training of audiovisual professionals, and through all the stages of the audiovisual work production cycle: from development, through production, to distribution and promotion, including by facilitating access to markets.
- The cross-sectoral strand of Creative Europe promotes transnational policy cooperation and development and supports the setup of a network of Creative Europe Desks - a peer-led network that includes 38 national Creative Desks, which provide programme-related assistance in each participating country. It also supports innovative projects across all creative sectors and introduces an action to support independent journalism in news media.

## InvestEU

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The InvestEU programme is based on the Investment Plan for Europe and it is aimed at providing long-term funding to companies and supporting EU policies for a recovery from a deep economic and social crisis. It brings together the European Fund for Strategic Investments and 13 other EU financial instruments from the previous funding period. Among these instruments, the Cultural and Creative Sectors Guarantee Facility (CCS GF) will be continued under InvestEU, and new financial tools (equity) will be developed with the CCS in sight.

In addition to the CCS Guarantee Facility, the Policy Windows of the InvestEU fund that focus on Research, Innovation and Digitisation, SMEs, and Social Investments and Skills are all relevant for the cultural and creative sector. In particular, the SME policy window is also directly aimed at facilitating access to finance for SMEs and organisations from the cultural and creative sectors and investments in tangible and intangible assets, including in cultural heritage. In the field of social investment and skills, financial support aims at improving social infrastructures, social inclusion, the integration of vulnerable groups as well as promoting education and training - all activities that can fall under the remit of cultural and creative organisations. Individual artists or groups and bands can also benefit from the small micro-loans offered.

## Connecting Europe Facility

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The Connecting Europe Facility (CEF) aims to build, develop, modernize, and complete the trans-European networks in the transport, energy and digital sectors. In order to empower the cultural heritage sector in its digital transformation, the CEF programme also supports the Europeana initiative. The Europeana research grants programme is particularly relevant for the cultural heritage sector. Proposals can address cultural heritage in general or focus on one of its specific sectors (such as galleries, libraries, archives, or museums). There are also specific opportunities for academic disciplines that use digital cultural heritage as a resource for research (for instance, disciplines within the humanities, such as Archaeology, History, Linguistics, History of Art, and Architecture).

The Connecting Europe Facility funds can support different sectors:

- **Transport:** promoting interconnected and multimodal networks in order to develop and modernise rail, road, inland waterway and maritime infrastructure, as well as ensuring safe and secure mobility
- **Energy:** contributing to the further integration of the European energy market, improving the interoperability of energy networks across borders and sectors, facilitating decarbonisation, and ensuring security of supply
- **Digital:** contributing to the deployment of digital connectivity infrastructure throughout the Union.

## Digital Europe Programme

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The Digital Europe work programme, which runs from 2021 to 2022, shapes and supports the digital transformation of Europe's society and economy. Its ultimate goal is to support the strategic autonomy of the EU single market.

This programme supports the creation of data spaces, with three projects particularly interesting for the tourism sector:





1. A coordination and support action explores the governance of a future data space for tourism
2. The European common data space for cultural heritage supports the digital transformation of Europe's cultural heritage sector
3. The data space for mobility is key to tourism and so is interoperability: the data space for tourism needs to be interoperable with the one for mobility, the one for cultural heritage, and others which may be developed in the future.

Moreover, SMEs active in the tourism sector can benefit from the services provided by the network of European digital innovation hubs to support them in their digital transformation.

## Single Market Programme (SMP)

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The SMP Work Programme 2021 aims to provide EU countries with the tools to recover and repair from the COVID-19 crisis. The final objective is to make the single market stronger and more resilient. The 2021 work programme is composed of five annexes, which are aligned with the overall objectives of the SMP. Annex 2 is relevant for the fields of tourism and culture as it focuses on improving the competitiveness of enterprises, particularly SMEs, and supporting their access to markets, including businesses from the tourism and culture sector.

The SMP aims to boost the competitiveness and sustainability of SMEs, including in the tourism sector. One important pillar of the SMP aims to foster the competitiveness, capacity building and sustainability of enterprises especially SMEs including those in the tourism sector.

A selection of relevant calls for tourism related SMEs according to Annex 2 of the Work Programmes 2021 and 2022 comprises:

### ***COVID-19 Recovery - Sustainable growth in tourism - support to SMEs***

The action's purpose is to guide the forward-looking recovery of the tourism ecosystem by providing support for the digital and green transformation of tourism companies, particularly SMEs, and boosting innovation, resilience, sustainability and quality along the tourism value chain.

The activity may also include the provision of financial support to third parties, e.g. SMEs and B2B matchmaking. The maximum co-financing rate shall be up to 100% of the eligible costs for financial support to third parties and up to 90% of the eligible costs for all other cost categories.

### ***Promoting trans-European tourism products in third countries***

The specific objective of this project is to contribute to a series of large marketing campaigns carried out in cooperation and with contributions from national/regional tourism promotion bodies, by supporting the 'Joint Promotion Platform for Destination Europe' (JPP) set up by the European Travel Commission (ETC), with the EU support. These campaigns would combine, among other things, digital campaigns on the web and social media, with broad outreach, and public relations through cooperation with media, attendance to travel trade exhibitions and familiarisation trips.

At the same time, the action aims at fostering innovative, smart and inclusive solutions in tourism SMEs through the European Capital of Smart Tourism and European Destinations of Excellence (EDEN) awards. This initiative includes the implementation of two Union-wide competitions for the selection and award of destinations in 2024 and 2025.



## Horizon Europe

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Horizon Europe is the research and innovation framework programme, running from 2021-2027. Horizon Europe has a budget of around €95.5 billion for 2021-2027 (in current prices). This includes €5.4 billion from NextGenerationEU to boost the economic recovery and make the EU more resilient for the future, as well as an additional reinforcement of €4 billion.

The Global Challenges and European Industrial Competitiveness pillar (pillar 2) supports research relating to societal challenges and reinforces technological and industrial capacities through clusters. It sets EU missions with ambitious goals tackling some of our biggest problems. It also includes activities pursued by the Joint Research Centre, which supports the EU and national policymakers with independent scientific evidence and technical support.

Within cluster 2 ‘Culture, Creativity and Inclusive Society’, research and innovation activities are offered to meet the EU goals and priorities on enhancing democratic governance and citizen participation, on the safeguarding and promotion of cultural heritage, and to respond to and shape multifaceted social, economic, technological and cultural transformations.

The development of new approaches, concepts and practices for sustainable, accessible, and inclusive cultural tourism are among the research activities foreseen within this cluster. These research opportunities on cultural tourism will continue and further develop those already provided through the previous framework programme, Horizon 2020.

There are also funding opportunities for individuals doing research through the Marie-Sklodowska-Curie Actions, where the European Research Council supports social science and humanities projects, which could also be relevant for cultural and creative organisations. For projects focused on innovation there is a new scheme under the European Innovation Council which focuses mainly on breakthrough, deep-tech and disruptive innovation, targeting market-creating innovation in particular.

At the same time, a new Knowledge and Innovation Community (KIC) dedicated to supporting innovation ecosystems in the Cultural and Creative Sectors and Industries will connect the various institutional and individual players, facilitating access to finance, retraining and upskilling CCSI professionals.

In addition, the Startup Europe initiative aims at building a healthy ecosystem that allows startups across the EU to scale-up and accelerate their businesses. The STARTS programme supports innovation in both art and industry to develop more creative, inclusive, and sustainable technologies

## European Agricultural Fund for Rural Development

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The Common Agricultural Policy (CAP) under the European Agricultural Fund for Rural Development (EAFRD or so-called Second Pillar) supports the vibrancy and economic viability of rural communities through rural development measures.

Many rural areas in the European Union suffer from structural problems such as a lack of attractive employment opportunities, skill shortages, under-investment in connectivity, infrastructure, and essential services, as well as youth drain. It is fundamental to strengthen the socio-economic fabric in those areas, particularly through job creation and generational renewal, bringing jobs and growth to rural areas, promoting social inclusion, and the development of ‘smart villages’ across the European countryside. New rural value chains such as renewable energy, the emerging bioeconomy,



the circular economy, and various types of tourism activities can offer a sustainable growth and job creation for rural areas.

EU countries have the possibility to include tourism-related investments in their Common Agricultural Policy (CAP) strategic plans, which will be implemented from January 2023 onwards. Such support could, for instance, include interventions linked to territorial economic development and rural infrastructure, the renewal of villages and/or actions aimed at the conservation of small-scale built heritage (chapels, bridges, public amenities), construction and modernisation of tourism information centres, visitor information, and other leisure, recreational and/or sporting activities.

## European Maritime, Fisheries and Aquaculture Fund (EMFAF)

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The EMFAF runs from 2021 to 2027 and supports the EU common fisheries policy (CFP), the EU maritime policy and the EU agenda for international ocean governance. The EMFAF has as a priority to increase employment and territorial cohesion in coastal and inland communities depending on fishing and aquaculture.

The fund supports actions and investments that contribute to the protection of aquatic biodiversity and to sustainable and low-impact fishing and aquaculture activities. It also promotes the supply of quality and healthy seafood products to European consumers, supports the development of a sustainable blue economy in coastal communities, and contributes to maritime surveillance and international cooperation on ocean governance.

The European Maritime and Fisheries and Aquaculture Fund co-finances projects alongside national funding streams, with each EU country receiving a share of the total budget in relation to the size of its fishing industry. In accordance with the rules of the fund, EU countries draw up their national programmes, specifying how they intend to spend the money depending on their needs. Therefore, the relevance to the tourism ecosystem might differ from one EU country to the other.

One of the fund's priorities focuses on enabling a sustainable blue economy in coastal, island and inland areas, and fostering the development of fishing and aquaculture communities. This priority is the most relevant for the tourism ecosystem, as it supports community-led local development and could cover tourism-related projects such as eco-tourism, pesca-tourism, local gastronomy (fish and seafood restaurants), accommodation, tourist trails, diving, as well as supporting local partnerships in coastal tourism.

## LIFE Programme

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The LIFE Programme supports projects in environment and climate action. Tourism activities related to green transition can benefit from the programme and may be eligible, particularly tourism projects supporting the circular economy, energy efficiency and renewable energy measures, as well as climate-neutrality.

While the LIFE programme has no specific tourism theme, environmentally sustainable projects, especially those mitigating CO<sub>2</sub> emissions through energy efficiency or renewable energy, may benefit from funding. Similarly, projects that relate climate adaptation measures to tourism may also be eligible.

In general terms, funding would be provided via 'standard action projects' following an annual call for proposals. LIFE does not finance big infrastructure projects, but it may support investment in 'Green Infrastructure' by providing services which can include recreational and tourist activities.



Cultural and creative projects that raise public awareness about and inspire public engagement with environmental issues will also find relevant funding opportunities here. Initiatives that seek to educate people about environmental and climate actions could also apply to this fund. In addition, cultural projects that aim to provide environmental solutions, by protecting biodiversity, contributing to the circular and climate-resilient economy, reducing greenhouse gas emissions, or drawing on renewable energy, are eligible for support under this opportunity.

## Support by the European Investment Bank (EIB)

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The European Investment Bank is the main lending instrument of the European Union. The EIB offers loans, guarantees, equity investments, and advisory services and operates both in the EU and around the world.

The EU policy context for tourism is diverse. Accordingly, and given the diversified nature of tourism, projects for this sector are eligible under various objectives of the EIB. In fact, there is already some flexibility for financing the sector within existing eligibility and public policy objective considerations. To date, EIB financing has been based on the following eligibility criteria:

- **SME development:** Tourism investments by SMEs are eligible for multi-beneficiary Intermediated Loans (MBIL), provided the loan amount does not exceed €50 million. The bank's assessment is based on the complexity of each project and most of the due diligence is delegated to the intermediary bank, as it is a typical loan type and the individual MBIL investments in the tourism sector are usually small and well below the €50 million threshold.
- **Urban regeneration:** The bank can also finance tourism projects which are an important component of wider urban regeneration projects within and outside the EU. Eligibility is conditional on the integration of the project proposal into urban regeneration plans for the economic, social, and environmental transformation of a specific urban area or neighbourhood.
- **Regional development in cohesion regions:** Within the EU, since the financing of the first tourism projects, EIB direct lending to the sector has contributed support to less developed regions and cohesion regions, which are currently considered EIB priority cohesion regions.

## Support by European Bank for Reconstruction and Development (EBRD)

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Projects financed by the EBRD address a wide range of sustainable practices and associated market trends in tourism. Of the 39 countries where the EBRD operates, 11 are within the EU. There are 3 programmes with specific relevance to the tourism sector, providing beneficiaries with a combination of financing and technical assistance.

1. The relevant projects financed by the EBRD under the Inclusive Tourism Framework are entirely tourism related. The framework aims to help local tourism sectors grow and upgrade through investments in hotels and tourism operators.
2. Under the Integrated Cultural Heritage Framework ("ICHF"), the EBRD is seeking to support a holistic and integrated approach to regional development in pilot locations where heritage resources can act as drivers of economic growth and sustainable tourism development. The EBRD provides financing for projects located near or within a cultural heritage site, enhancing the commercialisation of areas around cultural heritage sites by supporting the private sector and engaging with a multitude of actors and stakeholders. This contributes to the sustainable development and the competitiveness of cultural heritage tourism. Additionally, the EBRD funds projects contributing to the sustainable management and

operation of cultural heritage, projects improving connectivity and accessibility to cultural heritage sites, projects improving the quality and availability of amenities, municipal infrastructure, as well as projects achieving backward linkages. Strengthening cultural heritage can help to diversify tourist attractions, facilitate higher local tourism expenditure, support marketing and branding strategies of cities/regions, and create jobs in the local economy.

3. The EBRD's Advice for Small Business programme under the Small Business Initiative supports small and medium-sized enterprises (SMEs) from several sectors, including tourism. Through its network of international advisers and local consultants, the EBRD supports SMEs in a wide range of business areas, including strategy, digital marketing, operations, quality management, energy efficiency, financial management and beyond.

## New European Bauhaus (NEB)

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The New European Bauhaus initiative aims to develop a creative and interdisciplinary movement that connects the European Green Deal to the everyday life of the EU citizens. It is a platform for experimentation aimed at uniting citizens, experts, businesses, and institutions to imagine and design a sustainable, aesthetic, and inclusive future.

The calls for proposals supporting the achievement of the New European Bauhaus objectives are offered from different EU funding programmes. Cultural and creative stakeholders can benefit from many such calls. In particular, the cultural and creative sector can contribute to the transformation of the built environments reflecting values such as aesthetics, sustainability, and social inclusion. Other funding opportunities might involve cultural and creative stakeholders in defining and implementing co-design processes to address social and environmental challenges through multidisciplinary collaboration. Finally, cultural and creative stakeholders can become partners and key members of the NEB community.

## Cross-Border, Transnational and Interregional Programmes

**Interreg** is one of the key instruments of the European Union (EU) supporting cooperation across borders through project funding. Its aim is to jointly tackle common challenges and find shared solutions in fields such as health, environment, research, education, transport, sustainable energy and more.

### Danube Transnational Programme

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The Danube Transnational Programme is one of the programmes of the European Territorial Cooperation objective, better known by Interreg, funded by the European Union (one of the goals of European Union cohesion policy).

Geographically, the Danube Transnational Programme area overlaps with the territory addressed by the EU Strategy for the Danube Region (EUSDR) and comprising also the Danube river basin. Strong complementarities with the broader EU Strategy for the Danube Region (EUSDR) are sought.





| Priority areas                                   | Specific objectives   |
|--|---|
| A smarter Danube Region                          | <p>1.1 Developing and enhancing <b>research and innovation capacities</b> and the uptake of advanced technologies</p> <p>1.2 Developing skills for smart specialization, industrial transition and entrepreneurship</p>   |
| A greener, low carbon Danube Region              | <p>2.1 Promoting <b>renewable energy</b> in accordance with directive (EU) 2018/2001, including the sustainable criteria set out therein</p> <p>2.2 Promoting climate change adaptation capacities in the Danube Region and disaster management on transnational level in relation to environmental risks, taking into account ecosystem-based approaches</p> <p>2.3 <b>Sustainable, integrated, transnational water and sediment management</b> in the Danube River Basin ensuring good quality and quantity of waters and sediment balance</p> <p>2.4 <b>Protecting and preserving the biodiversity</b> in ecological corridors and eco-regions of transnational relevance in the Danube Region</p> |
| A more social Danube Region                      | <p>3.1 Accessible, inclusive and effective labour markets</p> <p>3.2 Accessible and inclusive quality services in <b>education, training</b> and lifelong learning</p> <p>3.3 <b>Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation</b></p>  |
| A better cooperation governance in Danube Region | <p>4.2 Increased institutional capacities for territorial and macro-regional <b>governance</b></p>  |

The first call for proposals is going to be officially launched in September 2022.

## Interreg Europe

Interreg Europe is an interregional cooperation programme, co-funded by the European Union. The European Union strives to reduce disparities between the levels of development, growth and quality of life in and across Europe's regions. The programme contributes to this objective and runs from 2021 to 2027.

The EUR 379M budget is aimed to help local, regional, and national governments across Europe to develop and deliver better policy. The programme creates an environment and opportunities for sharing solutions to regional development issues and supports the exchange of good practices and policy learning among European regions in 29 countries - the EU27, Norway and Switzerland.

Under the **More Social Europe** topic, the programme supports the culture and tourism sectors for economic development, social inclusion, and social innovation.



## Interreg Central Europe

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The Interreg CE programme area stretches across nine EU Member States. It covers all regions of Austria, Croatia, the Czech Republic, Hungary, Poland, Slovakia and Slovenia, and selected regions in Germany and Italy.

During the next programming period the programme will fund actions in the following thematic fields (non-exhaustive list):

- Developing and implementing strategies and solutions for sustainable tourism that capitalise on Central Europe's natural heritage (e.g. protected areas, wetlands, landscapes) through participatory approaches and that avoid usage conflicts
- Skills for sectors of relevance for smart specialisation, e.g. Industry 4.0, digitalisation, green economy, bio-economy, silver economy
- Enabling cross-sectoral cooperation to help businesses (e.g. from traditional economic sectors, cultural and creative industries, tourism, health care or silver economy) to sustainably integrate digital technologies (e.g. artificial intelligence, cybersecurity, Internet of Things) into product and service development
- Integrated territorial development strategies, e.g. addressing demographic change, climate change, public services of general interest (such as health, education, social services) and tourism and culture.

## Cross-Border Programmes

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Most of the Interreg Cross-Border Programmes for the period 2021-2027 are focusing on:

- Enhancing the role of culture and sustainable tourism in economic development, social inclusion, and social innovation
- Promoting integrated and inclusive local development actions in the social, economic and environmental fields, in the fields of culture, natural heritage, sustainable tourism, as well as security in non-urban areas
- Promotion of local culture and preservation of historical heritage
- Development of sustainable nature and culture-oriented tourism of international relevance

A detailed list of Cross-Border Programmes regards:

- |   |   |
|---|---|
| • Austria - Germany                             | • Romania - Hungary   |
| • Austria - Hungary                             | • Romania - Republic of Moldova                                 |
| • Bulgaria - North Macedonia                    | • Romania - Ukraine   |
| • Bulgaria - Serbia                             | • Slovakia - Austria  |
| • Croatia - Serbia                              | • Slovakia - Czech Republic                                     |
| • Croatia - Bosnia and Herzegovina - Montenegro | • Slovakia - Hungary  |
| • Germany - Czech Republic                      | • Slovenia - Austria  |
| • Hungary - Croatia                             | • Slovenia - Croatia  |
| • Hungary - Serbia                              | • Slovenia - Hungary  |
| • Romania - Serbia                              | • Hungary - Slovakia - Romania - Ukraine                        |
| • Romania - Bulgaria                            | • Black Sea Basin ENI CBC (Moldova, Bulgaria, Romania, Ukraine) |

## National Funding

The national funding opportunities are harder to capture given the diversity of stakeholders involved (national and subnational authorities, donor organizations).

### Austria

- Contributions to the construction and conversion of cycling and hiking trails
- General tourism funding
- Basic services and village renewal in rural areas

### Romania

- Attractive Romania
- National Company for Investments
- National Cultural Fund
- RO-CULTURA, CULTIN, ACCES Programmes

### Croatia

- Regional diversification and specialization of Croatian tourism through investments in the development of tourist products with high added value
- Strengthening sustainability and encouraging the green and digital transition of entrepreneurs in the tourism sector
- Calls for grants for the green transition of small renters to entrepreneurs in tourism and hospitality
- Calls for grants to encourage networking activities in clusters and research and development in companies in the entire value chain of tourism and hospitality
- Strengthening the capacity of the system for resistant and sustainable tourism

### Hungary

- Rural development and village tourism tenders

### Czech Republic

- State tourism support program
- National program to support tourism in the regions (2016 - 2020) (extended to 2022)
- Support for professional training of employees (POVEZ II.)
- Digital transformation of enterprises (NPO)

### Slovenia

- Support for micro, small and medium-sized companies in the field of tourism to increase material and energy efficiency
- Financing investments for the sustainable growth of Slovenian tourism (TOURISM 1)
- Public Fund of the Republic of Slovenia for Entrepreneurship

### Slovakia

- De minimis state aid scheme for SMEs
- Large state aid scheme for SMEs





## Serbia

- Digitization of Serbia's tourist offer (2021-2023)
- The Culture for Democracy Project
- Balkans Arts and Culture Fund (BAC)

## Bulgaria

- Accommodation Assistance Program
- Support of enterprises registered under the Law on Tourism as a tour operator or tourist

## Republic of Moldova

- UNDP/Moldova: Small Grants Programme
- Moldova Future Technologies Activity (USAID)

## Bosnia and Herzegovina

- Cultural Grants Program (USAID)
- USAID's Developing Sustainable Tourism (Turizam) project
- Balkans Arts and Culture Fund (BAC)

## Montenegro

- IDF credit lines in the field of tourism
- Program of incentive measures in the field of tourism
- U.S. Ambassadors Fund for Cultural Preservation (AFCP) Grants Program
- Creative Montenegro - Economic Valorisation and Creative Industries

## Currently open calls

This section contains only open calls or calls with a multiple cut-off deadline model. The remaining funding sources mentioned in previous chapters do not have open calls, and no accurate forecasts of future opportunities are available.

For up to date opportunities it is advisable to monitor the Funding & Tenders Portal and tender aggregators such as DevelopmentAid.

TABLE 4. OPEN CALLS

| Open calls  | Objective   | Deadline   | PA action   | Eligible applicants   |
|---|---|------------|---|---|
| Perform EU <i>Creative Europe Programme</i>   | <ul style="list-style-type: none"> <li>Support cross-border touring and digital distribution of performing arts works, in a sustainable, inclusive, fair and innovative way</li> </ul>  | 08-11-2022 | A2 (organization of events / festivals with impact on regional level)<br>A6 (promote cultural heritage, traditions, folklore, handicrafts, contemporary arts) | Public or private bodies established in a Creative Europe participating country |
| Support for the implementation of the European Heritage Label <i>Creative Europe Programme</i>                                    | <ul style="list-style-type: none"> <li>Development of synergies between EHL sites, national coordinators and active players in the cultural heritage sector;</li> <li>Building of the capacity of EHL Sites and EHL National Coordinators;</li> <li>Support to the communication and promotion activities of the EHL sites and the EHL in general</li> </ul>                          | 05-10-2022 | A6 (investigate, revive, and promote cultural heritage)   | Public or private bodies established in a Creative Europe participating country |
| Establishing a European Heritage Hub to support a holistic and cost-effective follow-up of the European Year of Cultural Heritage | <ul style="list-style-type: none"> <li>Promote a joint action, by pooling cross-sectorial expertise and resources - both public and private - in the cultural heritage sector;</li> <li>Provide the Commission with relevant data, analysis, studies and recommendations on how to better integrate the heritage dimension in public policies at all public sectors levels</li> </ul> | 18-10-2022 | A5 (enhance cooperation of science and research with the cultural heritage)<br>A6 (investigate, revive, and promote cultural heritage)                        | Public or private bodies established in a Creative Europe participating country |

|   |   |  |   |   |
|---|---|--|---|---|
| <b><i>Creative Europe Programme</i></b>   |   |  |   |   |
| Sustainable growth and building resilience in tourism - empowering SMEs to carry out the twin transition<br><b><i>Single Market Programme (SMP)</i></b> | <ul style="list-style-type: none"> <li>Foster innovative solutions for sustainable tourism;</li> <li>Help SMEs in the development/ implementation/ scaling-up of products, processes, services and/or business models;</li> <li>Adopt existing or build new effective mechanisms for the exchange of best practices and dissemination of transferable tools and knowledge sharing between SMEs</li> </ul> | 30-11-2022                             | A1 (develop green and blue forms of tourism)<br>A3 (stimulate cross-sectoral partnership; invest in knowledge management and human resource development)<br>A5 (promote strategies, concepts, networking and investments in new technologies/ digitalization in the area of culture)<br>A6 (encourage creativity and entrepreneurship and stimulate cultural innovation and ethnic as well as economic development) | Minimum five (5) and a maximum of eight (8) entities (excluding affiliated entities) from minimum five (5) different eligible countries (business support organisations, destination management organization) |
| Women in the Blue Economy<br><b><i>European Maritime, Fisheries and Aquaculture Fund (EMFAF)</i></b>  | <ul style="list-style-type: none"> <li>Increase the participation and representation of women in the different sectors of the sustainable blue economy</li> <li>Support women's leadership and entrepreneurship in the sustainable blue economy through targeted actions: e.g., training, mentoring, coaching, etc.</li> </ul>  | 22-09-2022                             | A1 (develop green and blue forms of tourism)<br>A3 (invest in knowledge management and human resource development)  | Consortium of at least 3 applicants (representatives from different sectors of the blue economy and NGOs, maritime clusters, universities, active in promoting gender equality)                               |
| PSLF-PROJECTS<br><b><i>Just Transition Mechanism</i></b>  | <ul style="list-style-type: none"> <li>Addressing serious social, economic and environmental challenges deriving from the transition towards the EU's 2030 climate and energy targets</li> <li>Types of projects: investments in renewable energy and green and sustainable mobility;</li> </ul>  | 19-10-2022<br>(multiple cut-off dates) | A1 (develop green and blue forms of tourism)<br>A4 (digitalize the cultural resources)  | Public bodies or private bodies entrusted with a public service mission   |



|   |   |            |   |                                    |
|---|---|------------|---|------------------------------------|
|   | digitalisation; environmental infrastructure for smart waste and water management; sustainable energy, energy efficiency and integration measures, including renovations and conversions of buildings; biodiversity, as well as up-skilling and re-skilling, training, and social infrastructure, including care facilities and social housing  |            |   |                                    |
| Sustainable and resource-efficient solutions for an open, accessible, inclusive, resilient and low-emission cultural heritage: prevention, monitoring, management, maintenance, and renovation (Built4People)<br><b>HORIZON</b> | <ul style="list-style-type: none"> <li>Deliver technically and socially innovative, sustainable, energy and resource-efficient solutions for the cost-effective improvement and preservation of cultural heritage built environment along all relevant aspects: inclusiveness, accessibility, resilience, environmental and energy performance.</li> <li>Ensure the proposed solutions cover all relevant aspects of the heritage built environment's life cycle: design, renovation works, operation, monitoring and management, and maintenance.</li> </ul> | 24-01-2023 | A6 (investigate, revive, and promote cultural heritage)   | Legal entities (research oriented) |
| MSCA Doctoral Networks 2022<br><b>HORIZON</b>   | <ul style="list-style-type: none"> <li>The MSCA Doctoral Networks aim to train creative, entrepreneurial, innovative and resilient doctoral candidates, able to face current and future challenges and to convert knowledge and ideas into products and services for economic and social benefit.</li> </ul>  | 15-11-2022 | A5 (enhance cooperation of science and research with the cultural heritage)<br>A3 (facilitate mobility schemes for people active in or studying the areas of tourism or culture; simulate expert-to-expert exchanges) | Legal entities (research oriented) |
| MSCA COFUND 2022<br><b>HORIZON</b>  | <ul style="list-style-type: none"> <li>MSCA COFUND co-finances new or existing doctoral programmes and postdoctoral fellowship schemes with the aim of spreading</li> </ul>   | 09-02-2023 | A5 (enhance cooperation of science and research with the cultural heritage)   | Legal entities (research oriented) |



|   |  |            |   |   |
|---|--|------------|---|---|
|   | the best practices of the MSCA including international, inter-sectoral and interdisciplinary research training, as well as international and cross-sectoral mobility of researchers at all stages of their career  |            | A3 (facilitate mobility schemes for people active in or studying the areas of tourism or culture; simulate expert-to-expert exchanges)  |   |
| MSCA Staff Exchanges 2022<br><b>HORIZON</b>   | <ul style="list-style-type: none"> <li>The scheme fosters a shared culture of research and innovation that welcomes and rewards creativity and entrepreneurship and helps turn ideas into innovative products, services or processes</li> </ul>  | 08-03-2023 | A5 (enhance cooperation of science and research with the cultural heritage)<br>A3 (facilitate mobility schemes for people active in or studying the areas of tourism or culture; simulate expert-to-expert exchanges) | Legal entities (research, technical, administrative and managerial staff supporting R&I activities)   |
| EIC Accelerator Open<br><b>HORIZON</b>  | <ul style="list-style-type: none"> <li>Supports companies (principally SMEs, including start-ups) to scale up high impact innovations with the potential to create new markets or disrupt existing ones. The EIC Accelerator provides a unique combination of funding from EUR 0.5 to EUR 17.5 million and Business Acceleration Services</li> </ul>   | 05-11-2022 | A6 (encourage creativity and entrepreneurship and stimulate cultural innovation and ethnic as well as economic development)   | SMEs and start-ups  |
| Innovation investments Strand 1- GREEN<br>Innovation investments Strand 2a - GREEN<br><b>Interregional Innovation Investments Instrument (I3)</b> | <ul style="list-style-type: none"> <li>Business investments related to a sustainable blue economy, contributing to the coastal protection</li> <li>Business investments in circular economy to replicate and scale up successful circular economy solutions</li> <li>Business investments in renewable energy and energy efficiency to make industry more sustainable</li> <li>Investments in the management of natural resources</li> </ul> | 18-10-2022 | A1 (develop green and blue forms of tourism)  | Minimum 5 entities from 5 different regions in 3 eligible countries. The coordinator must be either a public body, private non-profit organisation or international organisation. |



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|---|---|------------|---|---|
|   | <ul style="list-style-type: none"> <li>Innovative investments in decarbonisation, reducing greenhouse gas emissions and contributing to improve air quality, health and wellbeing</li> </ul>  |            |   |   |
| Supporting the clean energy transition of the business sector<br><b>Programme for Environment and Climate Action (LIFE)</b> | <ul style="list-style-type: none"> <li>Foster the market uptake of energy efficiency measures including, wherever relevant, the use of renewables and the deployment of heat pumps at the value chain level</li> <li>Proposals are expected to carry out activities aiming at triggering interest, awareness, knowledge and know-how (e.g. through the organization of roundtables at sector or territorial level) on the multiple benefits achievable from collaborative approaches between large and small companies operating in the same value chain</li> </ul>   | 16-11-2022 | A1 (develop green and blue forms of tourism)  | At least 3 applicants (beneficiaries; not affiliated entities) from 3 different eligible countries  |
| Support to Ukrainian displaced people and the Ukrainian Cultural and Creative Sectors<br><b>Creative Europe Programme</b>   | <ul style="list-style-type: none"> <li>Support Ukrainian artists and cultural organisations to create and showcase their art and works in Ukraine and in Creative Europe participating countries</li> <li>Help Ukrainians displaced by the war, in particular children, in Ukraine or Creative Europe participating countries, have access to culture and/or facilitate their integration into their new communities through culture</li> <li>Prepare the post-war recovery of the Ukrainian cultural sectors through needs assessments, capacity building and investment planning</li> <li>Prepare and train Ukrainian cultural heritage professionals with regard to the protection of Ukrainian cultural heritage from risks.</li> </ul> | 29-11-2022 | A2 (organization of events / festivals with impact on regional level)<br>A6 (strengthen cooperation and contacts between people of different origins) | Consortium of at least 2 organizations: at least one organisation of the consortium is based in Ukraine and – at least one organisation of the consortium is based in another Creative Europe participating country |