European Union Funding for the Development and Optimization of Digitalization in the Tourism and Culture Industry

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11th March 2016
Our programme today

- Your Pathway to EU Grants
- EU Competency in Tourism and Digital Agenda for Europe
- EU Funding Framework
- Transnational EU Funding Programmes
  - Horizon 2020
  - Creative Europe
- European Structural and Investment Funds
  - European Regional Development Fund
- Non-financial EU Support
ITB ADVISORY
KNOW HOW FOR EFFECTIVE SOLUTIONS

▪ MISSION
  ITB Advisory connects governments, tourist boards, destinations and travel trade professionals with experts, who are able to solve travel and tourism related issues

▪ VISION
  ITB Advisory strives to deliver the most trustworthy and effective advice through its certified network of consultants

▪ OBJECTIVES
  We form a network of experts in the fields of destination development, management and marketing. ITB Advisory professionals have proven know-how and track record in their specific field of expertise

▪ ITB Advisory acts as the matchmaker between its advisors and the client. With an established diagnostic methodology, ITB Advisory provides clients with the most effective and customized solutions
emcra assists you

emcra Consultancy

▪ Personalised Assistance for Successful EU-Grant Application

emcra Academy

▪ Trainings (e.g. Compact Training: Expert for EU-Funding, 25th April 2016 Berlin), Workshops, In-house Seminars, Webinars

emcra Project Management

▪ Professional Know-How for Solid EU-Project Implementation (e.g. Contract Management, Finance Management, Monitoring and Evaluation)
Your Pathway to EU Grants

- EU Funding Framework understood
- EU Funding Programme(s) identified
- Call(s) for Proposals identified
- Project Idea generated
- Project Environment browsed (Innovation)
- Project Intervention set
- Application package downloaded
- Application filled
- Application submitted
- Grant awarded!
EU Competency in Tourism

- **Tourism** is a competency of the European Union since 2009
- A „new political framework for tourism in Europe“ (2010)
  - Keeping up-to-date with new technological and IT developments
  - Respond to growing demand for customised experiences, new products, new markets => Stay competitive!
  - Promote Europe as sustainable, high-quality touristic destination (unique cultural heritage)
Digital Agenda for Europe

- Strategy that “proposes to better exploit the potential of Information and Communication Technologies (ICTs) to foster innovation, economic growth and progress” in Europe

- 4 domains of digitalization:
  - **Economy**: support ICT entrepreneurs, start-ups, SMEs, use of digital technologies in every industrial sector
  - **Society**: support e-services, training in digital skills, sustainable behaviors (reduce environmental impact of mobility), promote open data, digitalize Europe’s heritage
  - **Access and Connectivity**: better access for individuals and businesses to digital means in Europe (“wireless Europe”) and to Europe’s heritage
  - **Research and Innovation**: invest in world-class ICT research and innovation, meet current trends, support researchers, companies, access to digital infrastructures, open science

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EU Funding Framework

▪ EU Funds are delivered in form of **grants**, public contracts, prizes, loans, guarantees and equity funding

▪ Recipients of EU funds are **legal persons established in an EU Member State or a cooperation country**

▪ The Institutions providing EU Funds are:
  ➢ **The European Commission (EC)**
  ➢ **The European Investment Bank (EIB)**
EU Funding Framework

Multiannual Financial Framework (MFF) 2014-2020

Total: EUR 960 bn
EU Funding Framework

Multiannual financial framework 2014–2020 and EU budget 2014
The figures

http://ec.europa.eu/budget/mff/index_en.cfm
EU Funding Framework

- General principles applicable to EU Grants:
  - Co-financing
  - Transparency
  - Eligibility criteria
  - Selection criteria
  - Award criteria
  - Non-profit
EU Funding for Digitalization in the Tourism and Culture Industry

- **European Structural and Investment Funds (ESIF)**: 46%
- **European Agricultural Guarantee Fund (EAGF)**: 31%
- **Global Europe**: 7%
- **Transnational Programmes**: 16%

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Transnational EU Funding Programmes

- Transnational Programmes: 16%
- European Structural and Investment Funds (ESIF): 46%
- Creative Europe
- Horizon 2020
- Global Europe
- EU Agricultural Guarantee Fund
HORIZON 2020

- The EU Programme for Research and Innovation
  - “ICT for digital content and for cultural and creative industries”
  - “Cultural heritage”
  - “Reducing energy consumption and carbon footprint”
  - “Smart, green and integrated transport”
  - “Protecting the environment, sustainably managing natural resources, water, biodiversity and ecosystems”
  - “Innovative spatial and urban planning”
  - “Freedom and security of Europe and its citizens”
HORIZON 2020: Budget

**Industrial Leadership**
EUR 17.0 billion

**Societal Challenges**
EUR 29.7 billion

**Excellent Science**
EUR 24.4 billion

**European Institute of Innovation and Technology**
EUR 2.7 billion

**Euratom (2014-2018)**
EUR 1.6 billion

**Other**
EUR 3.2 billion

Source: European Commission
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HORIZON 2020: Areas of Funding for Digitalization in Tourism

<table>
<thead>
<tr>
<th>I. Excellent Science</th>
<th>II. Industrial Leadership</th>
<th>III. Societal Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERC</td>
<td>LEIT</td>
<td>Health, demographic change and well-being</td>
</tr>
<tr>
<td>FET</td>
<td>Leadership in Enabling and Industrial Technologies:</td>
<td>Bioeconomy, Food security, sustainable agriculture</td>
</tr>
<tr>
<td>Marie Skłodowska-Curie Actions</td>
<td>ICT, Nanotechnology, Advanced Materials, Biotechnology, Advanced Manufacturing and Processing, Space</td>
<td>Secure, clean and efficient energy</td>
</tr>
<tr>
<td>Research Infrastructures</td>
<td>Access to risk finance</td>
<td>Smart, green and integrated transport</td>
</tr>
<tr>
<td></td>
<td>Innovation in SMEs</td>
<td>Climate action, environment, resource-efficiency and raw materials</td>
</tr>
</tbody>
</table>

Source: EU-Büro des BMBF

Secure societies

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<table>
<thead>
<tr>
<th>Area of funding</th>
<th>Calls for proposals (selection)</th>
<th>Amount in EUR million</th>
<th>Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information and Communication Technologies</td>
<td>Tools for smart digital content in the creative industries</td>
<td>17.00</td>
<td>25/04/2017</td>
</tr>
<tr>
<td></td>
<td>Support technology transfer to creative industries</td>
<td>14.00</td>
<td>12/04/2016</td>
</tr>
<tr>
<td></td>
<td>SME Instrument</td>
<td>60.00 (2016)</td>
<td>Next cut-off date: 14/04/2016</td>
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## HORIZON 2020: Areas of Funding for Digitalization in Tourism

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<tr>
<td>Europe in a changing world: reflective societies</td>
<td>Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction</td>
<td>11.0</td>
<td>04/02/2016</td>
</tr>
<tr>
<td></td>
<td>Cultural heritage of European coastal and maritime regions</td>
<td>Not published yet</td>
<td>02/02/2017</td>
</tr>
<tr>
<td></td>
<td>European cultural heritage, access and analysis for a richer interpretation of the past</td>
<td>9.0</td>
<td>02/02/2017</td>
</tr>
<tr>
<td></td>
<td>Etc.</td>
<td></td>
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|                  |                                                                                               |                       |                |
|                  |                                                                                               |                       |                |
Innovative products and services:

- 3D modeling and representations of objects for accessing EU cultural assets
- Creation of virtual museums
- Participative digital platforms
- Advanced user interfaces
- Databases of digital cultural assets
- Methods of quality management of digital content
- Applications
- Softwares
- Etc.
HORIZON 2020: Participant Portal

HORIZON 2020: Conditions

- Basically (Research and Innovation Actions): max. 100% of direct eligible costs
- Market-driven projects (Innovation Actions): max. 70% of direct eligible costs
- Indirect costs: unique flat rate of 25% of direct eligible costs
- Programme Countries
  - EU-28; Candidate countries; Associated countries; Third Countries
- Applicants
  - Legal entities from profit and non-profit sector: universities, research organizations, associations, SMEs from creative industries, companies, technology providers
  - Usually, three independent institutions from three different countries
HORIZON 2020: Project Example

CHESS – Cultural Heritage Experiences through Socio-personal interactions and Storytelling

- **Objective**: make museum collections more engaging to visitors, especially the young „digital natives“. Improve visitor’s experience with apps.

- **Activities**: Testing of various techniques for delivering personalised interactive stories in different sites such as the New Acropolis Museum in Greece and the Cité de l’Espace in France. Development of narrative-driven cultural “adventures” through hybrid structures, which adapt continuously to their visitors and involve multiple users with different interfaces.

- **Grant amount**: EUR 2,859,712 from 2011 to 2014.

- **Beneficiaries**: DIGINEXT SARL (Coordinator)

HORIZON 2020: Project Example

Undersafe – Keeping underground tourist destinations safe

- **Objective**: Caves, catacombs and tunnels become increasingly popular, about 27 million people visit these attractions every year, this is why it is necessary to ensure their safety.

- **Activities**: development of a wireless intelligent system providing round-the-clock detection and early warning about potential dangers to tourists and guides. Special necklace or bracelet connected to a central monitoring system issue alerts e.g. when people enter non-visitor areas.

- **Grant amount**: EUR 1,045,400 from 2011 to 2013

- **Beneficiaries**: INNOWACJA POLSKA SPZOO (Coordinator)

HORIZON 2020: Project Example

SMART-ISLANDS: 3D Smart Webservices for Mediterranean Islands

- **Objective:** showcase places of interest in the Mediterranean islands. By the end of the project, 14 Mediterranean islands from Greece, Italy, Spain, Cyprus and Malta will have benefited from a SMART-ISLANDS platform enhancing tourism development.

- **Activities:** Development of applications that provide island citizens and visitors accurate services, data and information. Development of a location based service mobile app for iPad & Android Tablet providing information on travelling, accommodation, entertainment, leisure, history, weather, health and public issues.

- **Grant amount:** EUR 795,000 from 2011 to 2014

- **Beneficiaries:** EPSILON INTERNATIONAL SA (Coordinator)

http://cordis.europa.eu/project/rcn/191898_en.html
HORIZON 2020: Project Example

PASSME: Personalised Airport Systems for Seamless Mobility and Experience

- **Objective:** deliver novel solutions for passengers, airports and airlines to address the anticipated increase in demand for commercial flights in Europe by 2050. Reduce travel time by at least 60 minutes by integrating information between all stakeholders.

- **Activities:** real-time passenger-centric system for managing passenger flows that use input from the airport and passengers to provide predictive analytics on passenger flows; smartphone application that measures physiological/psychological state and links with airport/airline services to provide relevant and timely information to support the passenger in decision-making.

- **Grant amount:** EUR 4,631,211 from 2015 to 2018

- **Beneficiaries:** TECHNISCHE UNIVERSITEIT DELFT (Coordinator)

http://cordis.europa.eu/project/rcn/193396_en.html
Creative Europe: Priorities for Culture

- The EU Programme to support the European cultural and creative sectors
  - “Stimulating interest in and improving access to European cultural heritage”
  - “Skills, competences and know-how for the cultural and creative players” (digital shift)
  - “Internationalisation of cultural and creative players”
  - “European and international networking”
  - “International touring, events, exhibitions and festivals”

- Synergy effects on Tourism industry
Creative Europe: Budget

- EUR 457.8 million from 2014 to 2020

- Most of this budget (70%) is allocated to the “Transnational Cooperation projects”
Creative Europe: Areas of Funding for Digitalization in Culture

- **Category 1 – Smaller scale cooperation projects:**
  - Project leader and at least two other partners having legal seat in at least three different participating countries
  - EU grant of max. EUR 200,000 representing max. 60% of the eligible budget

- **Category 2 – Larger scale cooperation projects:**
  - Project leader and at least five other partners having legal seat in at least six different participating countries
  - EU grant of max. EUR 2,000,000 representing max. 50% of the eligible budget
Creative Europe: Application and Conditions

▪ One Call per year: 05/10/2016

▪ Executive Agency Education, Audiovisual and Culture: [https://eacea.ec.europa.eu/creative-europe/funding_en](https://eacea.ec.europa.eu/creative-europe/funding_en), access to application package and e-form

▪ Maximum duration of a project (eligibility period): 48 months

▪ Funding scheme is open to cultural and creative operators which have had a legal personality for at least 2 years
Follow the VIKINGS

- **Objective**: bring together a network of partners to broaden and develop the audience to Viking heritage and its sites across Europe via ICT technologies. Facilitate the exchange of tangible and intangible cultural material relating to the Viking World. Make the transnational Viking heritage accessible and understandable to a world-wide audience.

- **Activities**: Audience Development – through a variety of means especially the use of new technologies (social media, mobile applications, website). Investigate innovative ways of presenting Viking heritage to the public to create a better visitor experience.

- **Grant amount**: EUR 1,960,000 from 2015 to 2019

- **Beneficiaries**: SHETLAND AMENITY TRUST (Coordinator)

European Structural and Investment Funds (ESIF)
ESIF: 11 Thematic Objectives

1. Strengthening research, technological development and innovation

2. Enhancing access to, and use and quality of, information and communication technologies

3. Enhancing the competitiveness of SMEs

4. Supporting the shift towards a low-carbon economy

5. Promoting climate change adaptation, risk prevention and management

6. Preserving and protecting the environment and promoting resource efficiency

7. Promoting sustainable transport and improving network infrastructures

8. Promoting sustainable and quality employment and supporting labour mobility

9. Promoting social inclusion, combating poverty and any discrimination

10. Investing in education, training and lifelong learning

11. Improving the efficiency of public administration
European Regional Development Fund (ERDF)

- Thematic Concentration:
  - „Innovation and Research“
  - „The Digital Agenda“
  - “Support for Small and Medium-sized Enterprises (SMEs)”
  - „The Low-Carbon Economy“
“Least developed regions”

“Regions in transition”

“Most developed regions”
ERDF: Find Calls and Conditions

European Regional Development Fund

The ERDF aims to strengthen economic and social cohesion in the European Union by correcting imbalances between its regions.

The ERDF focuses its investments on several key priority areas. This is known as 'thematic concentration':

- Innovation and research;
- The digital agenda;
- Support for small and medium-sized enterprises (SMEs);
- The low-carbon economy.

Further information

ERDF: Project Example

Protecting Pompeii for future generations

- Objective: reverse the deterioration of the site while consolidating disparate sites into a single excavated area. The project is expected to attract an average of 300,000 extra visitors per year by 2017

- Activities: Five Executive Plans have been drawn up to organise and oversee the various aspects of the works. They are implemented with the use of digital technologies: e.g. the Plan of Fruition, Service Improvement and Communication will improve services for visitors and develop promotional activities

- Grant amount: EUR 78,000,000 from 2012 to 2017

- Beneficiary: Soprintendenza Speciale per i Beni Archeologici di Napoli e Pompei

Non-financial support initiated by the EU for the Tourism sector (selection)

- 1: Support to SME re. Digital Tourism
- 2: Enterprise Europe Network
- 3: Enhancing European Tourism Offer
- 4: Virtual Tourism Observatory
1a: Tourism Business Portal

- „Build your business“
- Tools & tutorials
- Opportunities
- Useful links

1b: Conferences and other events

- 6 webinars for SMEs on digital tourism (2015)

1c: Digital Tourism Network

- New since March 2015: industry representatives from the public and private sector, with digital and non-digital backgrounds

Objectives:
- to analyse the trends and opportunities of digital tourism
- improve SMEs' inclusion in the global digital value chain
- to elaborate policy recommendations

Kick-off meeting contacts, presentations and results:

2: Enterprise Europe Network

- Contact Points
- Sector Group on "Tourism and Cultural Heritage", + 16 others
- Partnering opportunities
- Events
- Success Stories
- Support packages
- Technology transfer
- etc.

http://een.ec.europa.eu/about/sector-groups
http://een.ec.europa.eu/content/support-packages-innovative-smes

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3: Enhancing what European tourism has to offer, e.g. sustainable tourism

→ European Tourism Indicator System (ETIS)
  ▪ Step-by-step guide
  ▪ Set of indicators
  ▪ Dataset sheet
  ▪ etc.

4: Virtual Tourism Observatory

- Country profiles
- Eurostat statistics
- Eurobarometer
- Policy and legislation
- Studies and reports
- Useful links

https://ec.europa.eu/growth/tools-databases/vto/

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Further…
Guide on EU Funding for the Tourism Sector, updated version


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