

PROGRAMMA: COSME
CALL FOR PROPOSAL: FACILITATING EU TRANSNATIONAL TOURISM FLOWS FOR SENIORS AND YOUNG PEOPLE IN THE LOW AND MEDIUM SEASONS

OBIETTIVI GENERALI DEL BANDO

1. Support the extension of the tourism season, hence contributing to improve SME's competitiveness and jobs growth;
2. Foster transnational cooperation among the widest possible number of actors along the tourism value chain;
3. Facilitate European public-private partnerships;
4. Foster seniors and young people wider sense of European citizenship through increased intra-EU mobility.

GRUPPI TARGET

- Senior: + 55 (STRAND A)
- **Young: 15-29 (STRAND B)**
- Un sottogruppo di questi due spiegando chiaramente perché (es. solo over 75, solo ragazze madri, etc)

STRAND B – Young

Si finanzieranno fino a 2 progetti che devono essere esemplari sia per:

- la loro capacità di raggiungere il principali bisogni e limiti che i giovani percepiscono come barriere alla loro mobilità transnazionale
- la loro capacità di diventare un modello di riferimento replicabile e trasferibile

Secondo precedenti analisi le seguenti due azioni possono garantire il maggiore valore aggiunto:

- **trans-nazionali visite di studenti a siti della Memoria**
- Intra-EU "mobility schemes" tra organizzazioni di diversi paesi europei. Ovvero ogni possibile meccanismo (accordi, set di strumenti) capace di far viaggiare i giovani da un'organizzazione all'altra, escludendo il sussidio diretto ai singoli viaggi.

Perciò il progetto deve (**core business activities**):

1. Design one of the two above said "tourism concepts",
2. Run a pilot to test this concept. The pilot must be run during the low-medium seasons and at transnational level involving at least 2 different EU member states,
3. Measure and evaluate the test's results and gather the lessons learned.

Idealmente il progetto dovrebbe prevedere i seguenti step:

1. Discussion *fora* and networking activities
2. "Intelligence" work (i.e. market analysis useful for the product design)
3. Design of a tourism product (transnational trip or mobility scheme)
4. Running a pilot to test and validate the designed product
5. Measure and evaluate the results of the test and gather the lessons learned
6. Elaborate a business plan to further develop and market the designed product after the end of the project

Sono previste alcune **attività aggiuntive possibili**:

- Collaborations and commercial agreements with tourism service providers and other necessary partners;
- Business models for the products and the pilot areas.

RISULTATI ATTESI

I progetti devono mirare a raggiungere almeno (ne sono elencati anche degli altri che danno valore aggiunto al progetto) i seguenti risultati come diretta e immediata conseguenza del progetto:

- Better cooperation among different actors of the tourism value chain and youth organisations/associations
- Improved understanding of young people's needs/ constraints/ motivations and of youth market opportunities and trends
- Professionalization of tourism service providers
- New tourism products tailored to specific needs of young people
- Increased European citizenship and better understanding of other Europeans' cultures

Nel lungo periodo il progetto dovrebbe contribuire ai seguenti risultati:

- Increased intra-EU mobility of young people
- Increased tourism flows during low-medium seasons
- Improved young people's readiness to travel abroad

SCADENZA PER LA PRESENTAZIONE DELLE DOMANDE: 15 GENNAIO 2015

INIZIO PROGETTI: LUGLIO 2015

BUDGET TOTALE:

STRAND A: 1.300.000 (Massimo 220.000 date dall'UE per progetto)

STRAND B: 500.000 (2 progetti da massimo 250.000 dati dall'UE)

La commissione si aspetta di finanziare massimo 8-10 progetti in tutto

Viene finanziato massimo il 75% dei costi eleggibili

Il progetto deve essere scritto in una delle lingue ufficiali dell'UE

POSSIBILI APPLICANTI

Applicants (coordinator and partners) devono essere persone giuridiche corrispondenti alle seguenti entità:

- Public authorities (national, regional, local) and their networks or associations at European, international, national, regional and local level;
- International organisations;
- Youth/seniors organisations/associations/federations
- Universities;
- Training and educational institutions;
- Research centres;
- Destination management organisations and their networks/associations;
- Travel agents and tour operators and their umbrella associations;
- Non-profit organisation (private or public), NGOs, civil society organizations, foundations, think-tanks, umbrella associations, networks or federations of public or private bodies, whose core activity falls under the following fields: tourism, youth or senior policies, or any other field that is strictly related to the object of the proposal;
- Chambers of commerce and industry, chambers of handicrafts or similar bodies and their umbrella associations;
- Small and Medium Size enterprises (SMEs) attive da almeno 2 anni nei seguenti settori: tourist accommodation, tourism information, booking, catering, travel agencies and tour operators, attractions, leisure (recreational, cultural and sporting activities), tourism related transport
- Any other public or private entity active in the following fields: tourism, youth or senior policies, or any other field that is strictly related to the object of the proposal.

Possono essere considerate enti affiliati al progetto le entità che hanno un legame diretto di capitale o legale con gli applicanti.

È obbligatorio che a portare avanti il progetto sia una **partnership transnazionale** composta da:

- Minimo 4 massimo 8 enti da **almeno 4 diversi Paesi**, di cui:
 - Almeno 1 ente pubblico (nazionale, regionale o locale o network)
 - 1 associazione, federazione o organizzazione attiva nel campo young o senior (deve essere scritto nello statuto)
 - 1 impresa o un'associazione di imprese attiva nel turismo

- Se del consorzio non fa parte almeno un ente pubblico nazionale o regionale, bisogna allegare una lettera di supporto al progetto da un ente pubblico nazionale o regionale di almeno 1 dei 4 paesi europei partecipanti

Altri tipi di imprese (promozione, media, ICT development and others) possono essere incluse sono come subcontractors e non partner.

Non è obbligatorio, ma viene considerato valore aggiunto se la SME coinvolta è micro (fino a 10 addetti) o piccola (fino a 50).

Viene considerato valore aggiunto anche se ci sono più di 4 paesi e una giusta rappresentanza tra pubblico e privato.

Il progetto deve durare da 12 a 15 mesi

CRITERI DI SELEZIONE

1. **capacità finanziaria.** Gli applicanti devono avere stabili e sufficienti entrate finanziarie per la durata del progetto (tranne per gli enti pubblici):

- per progetti inferiori ai 60.000 euro devono solo firmare una dichiarazione d'onore
- per progetti superiori devono anche allegare il conto profitto e perdite e il bilancio

2. **capacità operativa.** Gli applicanti devono dimostrare di avere le necessarie competenze per gestire il progetto. A tale scopo devono allegare il curriculum delle persone coinvolte nel progetto e una lista dei progetti precedenti sviluppati nel settore.

CRITERI DI VALUTAZIONE

1. Relevance of the actions proposed in view of the objectives established in the call 30

- *How relevant is this proposal to the general objectives of the published call for proposal? How well is the proposal in line with the policy context (section 1) and with the expected results? To what extent the proposed activities might have a European added value? Is there any complementarity between the proposed project and other actions being taken at European level?*
- *Has the project proposal a real transnational dimension? Are more than 4 countries involved? Is there a widely geographical coverage and balance? How clearly defined and strategically chosen are the project partners (different types of partners, relevance of the partners to the project, degree of involvement of the partners)? Are the partners able to guarantee successful continuation of the project in the future?*
- *To what extent can the designed concept be reasonably considered as an attractive and innovative tourism product for the proposed targets? How well does it fit with the expectations/needs of the identified target group?*
- *Is the proposed "pilot test" of the designed concept relevant to the objectives of the Call? Does it offers sufficient elements (considering the evaluation methodology proposed) to reach significant conclusions?*

2. Quality of the proposed actions 30

- *To what extent has the project been well thought out or prepared (including the outline of the business plan)? How coherent is the overall project design? Is the used language sufficiently clear (not misleading or confusing)?*
- *To what extent does the proposal meet the general requirements of the call stated in section 2.4.? Is the product concept designed accordingly to a robust business plan? Does the proposed methodology and repartition of tasks among partners(including the timetable and monitoring) seem to be effective? Does the proposal justify the choice of the chosen target group? Is the link between identified needs, proposed actions, specific objectives and expected results well described and justified? Are the proposed activities appropriate and realistic?*
- *Does the project present a clear description of the work (work packages), deliverables, milestones, and expected results measured by performance indicators? Is there a risk analysis / a quality management plan? How clear is the role of each partner? Is it clearly and separately mentioned according to the tasks and objectives of the proposal?*

3. Impact on target audience 30

- *To what extent are the project's outputs likely to produce - in the short term – the expected results? To what extent is the project likely to produce - in the medium-long term – a tangible impact on seniors/young people tourism flows in Europe during the low and medium seasons? Will the project realistically contribute to create real and measurable effects both on the chosen target beneficiaries and on the economy of the targeted territories/communities?*
- *To what extent is the project likely to continue and be self-sustainable in the future -medium to long term- (Is there a business plan? Is it realistic? Are the partners committed)?*
- *Are there expected multiplying effects? Is the designed concept transferable/replicable at European level? Does the project offer opportunities for cross-fertilisation? To what extent is the project building on or creating synergies with existing experiences, good practices or initiatives?*
- *Is the proposal detailed enough to allow the evaluation committee to estimate the real impact and relevance of the proposed actions? To what extent does the proposal contain objectively verifiable indicators for evaluating the project outcomes, also after the end of the project? Are the proposed indicators appropriate, realistic and measurable?*
- *Is the communication strategy well designed? To what extent will the dissemination of the expected results, lessons learned, good practices, realistically be successful and reach a wide audience? Are the communication tools and channels appropriate?*

4. Budget and cost-effectiveness 10

- *To what extent is the budget clear, detailed as well as coherent with the technical description? Are all budget items well described in the project description?*
- *Does the breakdown of the budget, category by category, offer a way of ensuring that the amount of the grant awarded is reasonable in relation with the expected results and impact (Cost-effectiveness)?*
- *To what extent is the proposed expenditure necessary for the implementation of the project (Cost-efficiency)?*
- *Are subcontracted tasks strictly “not core activities”?*

PER PASSARE UNA PROPOSTA DEVE RAGGIUNGERE UN TOTALE DI 70 PUNTI, OGNI CATEGORIA DI CRITERI DEVE OTTENERE UN PUNTEGGIO DI ALMENTO IL 50% DEL MASSIMO PREVISTO.

Il cofinanziamento del 25% deve essere sotto forma di:

- risorse proprie degli applicanti
- income generato dal progetto
- contributo da parti terze

Il 70% del finanziamento viene anticipato (30 giorni dopo la firma dell'accordo)

Il 30% viene dato a completamento.

Se la capacità finanziaria dell'applicante non è considerata sufficiente può essere richiesta una garanzia bancaria.

Se si subappaltano delle parti di progetto, bisogna scegliere la migliore offerta e bisogna già spiegarlo nel progetto.

COSTI ELEGIBILI DIRETTI:

- the costs of personnel working under an employment contract with the applicant
- costs of the personnel of national administrations to the extent that they relate to the cost of activities which the relevant public authority would not carry out if the project concerned were not undertaken;
- subsistence allowances (for meetings, including kick-off meetings where applicable, conferences etc.)
- costs of travel (for meetings, including kick-off meetings where applicable, conferences etc.),
- depreciation cost of equipment (new or second-hand): only the portion of the equipment's depreciation corresponding to the duration of the action/project and the rate of actual use for the purposes of the action;
- costs of consumables and supplies, provided that they are identifiable and assigned to the action/project;

- costs entailed by implementation contracts awarded by the beneficiaries for the purposes of carrying out the action/project,
- costs arising directly from requirements linked to the implementation of the action/project (dissemination of information, specific evaluation of the action, translations, reproduction);
- costs relating to a pre-financing guarantee lodged by the beneficiary of the grant, where required;
- costs relating to external audits where required in support of the requests for payments;
- non-deductible value added tax (IVA)

COSTI ELEGIBILI INDIRETTI:

Il 7% dei costi diretti può essere considerato come spese generali