

WHITE PAPER IDENTIFYING FINANCIAL OPPORTUNITIES IN THE 2021-2027 PROGRAMMING PERIOD FOR TOURISM SECTOR ENHANCEMENT AT IT-HR TERRITORIAL LEVEL

Final Version of 08/05/2023

Deliverable Number D.3.2.1

Project Acronym	BOOST5
Project ID Number	10419539
Project Title	BOOST5 Leveraging results of 5 IT-HR projects to boost touristic valorisation of cultural, off-road, industrial and natural heritage
Priority Axis	3
Specific objective	3.1
Work Package Number	3
Work Package Title	CLUSTERING THEMATIC ACTIVITIES
Activity Number	3.2.
Activity Title	Contribution to the next programming period
Partner in Charge	Friuli Innovazione
Partners involved	All BOOST5 partners
Status	Final
Distribution	Public

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Introduction

The *White Paper identifying financial opportunities in the next programming period for tourism sector enhancement at IT – HR territorial level* is the deliverable D.3.2.1

The document aims at offering an overview of the main financial instruments available for the programming period 2021 – 2027 supporting the tourist sector in its different dimensions.

If we look at the European framework, we understand the EU has a complementary role in tourism policy, supporting and coordinating the actions taken by the Member States. There was no dedicated EU budget for tourism in the 2014 – 2020 period. The financial support to tourism could be provided through multiple EU programmes. This continues to be the case for the 2021-2027 period. However, we also know that 2023 is a key year for recovery and the transition to sustainable tourism. The EU put new funding sources in place and a vast amount of money is available to, among other things, enable tourism ecosystems to take up initiatives and speed up the transition to sustainable tourism.

The challenge here is to be able to select the most appropriate instrument (in terms of geographical scale, objectives, types of eligible actions, partnership requirements, etc.) for the given project proposal. This White Paper tries to support this exercise, explaining the rationale of the various instruments and trying to orient the action toward those that look promising, in terms of consistency of objectives and scope of action.

About BOOST5

BOOST5 is a project financed within the Italy – Croatia Interreg Cluster Call for proposals focusing on the thematic area « *Joint development of thematic cultural routes* ». It is built on the successful experience of (5) previous projects: [ATLAS](#), [MADE IN LAND](#), [REVIVAL](#), [TEMPUS UNDERWATERMUSE](#). These projects have represented and still represent a positive example of the cross-border cooperation between Italy and Croatia. Integrated benefits from the five (5) Italy – Croatia projects were able to activate and improve cooperation dynamics that made it possible to produce significant outputs for the BOOST5 project.

By leveraging on these and other successful experiences, BOOST5 seeks to accelerate the uptake and development of sustainable and innovative tourism ideas starting from the upshots of the five (5) IT-HR projects as well as from other significant examples. The purpose is to revitalize the varied natural and cultural heritage of the Italy-Croatia cross-border area – in particular minor areas of forgotten spaces / lost heritage with a low and fragmented digital tourist offer. The balancing of fragmented tourist landscape is paving the way for an innovative and sustainable tourism offer in a post-Covid era.

The White paper: methodology

The White Paper has been developed throughout a desk research phase, focused on the analysis of the main financial instruments available at European level, aimed at offering a comprehensive

overview of the relevant ones and the way they could potentially support the tourism sector in its different dimensions.

The desk analysis has been complemented by a focus on the European Territorial Cooperation (INTERREG) Programmes available for enhancing the established collaboration between Italian and Croatian partners, at cross-border or transnational level.

In order to gain an understanding of the national and regional opportunities, a survey between the partners has been organized by developing and submitting a questionnaire (see Annex I) with the aim of collecting the information about any financial support offered either at State or lower level. Questionnaires collected, further complemented by an additional desk research, have contributed to the overview offered in the section “financial instruments at national and regional level” and “private contributions”.

The results of the analysis complemented by the questionnaires’ contribution have been commented and reviewed by the partnership that also drafted a number of considerations on the policy framework and on how to tackle the available instruments in order to find and gain the financial support for future project proposals.

As to be consistent with the methodology of the best practice catalogue and the other deliverables developed in the framework of BOOST5 project, the financial instruments have been assessed against their suitability to support actions in the identified six areas:

1. **Accessibility strategies** (for less known in-land, underwater and industrial/urban areas - new transport networks)
2. **Communicating niche destinations**
3. **Innovative territorial management systems**
4. **Regenerative tourism ideas**-beyond sustainability
5. **Spreading the flow of tourists**
6. **Creating future tourism routes**

The White Paper on financial opportunities for tourism in the Interreg Italy-Croatia Programme 2021-2027 will take into account the EUSAIR Strategy Pillar 4 as a key reference point. The methodology will also focus on the connection of natural and cultural routes in the EUSAIR area, and will be in line with the objectives outlined in D 3.2.2 "EUSAIR PILLAR 4 'AIR CULTURAL ROUTES' FLAGSHIP PAPER". The methodology will provide recommendations on how to effectively access and utilize these financial resources to achieve the expected outcomes and deliverables of Boost 5.

EU Financial instruments

There is no dedicated budget for tourism in the Multiannual Financial Framework (MFF). Several EU initiatives and programmes can provide funding for tourism investments. For the 2014 - 2020 period there are twelve programmes that could be used to finance actions in the tourism sector, both under direct and shared management. For the 2021 – 2027 period this number rises to 14 such programmes, including those created to mitigate the impact of the COVID pandemic.

Name of the Instrument	Scope of action	References and notes
Recovery and Resilience Facility (RFF)	<p>ITALY: The Italian NRRP proposes to invest EUR 6.68 billion out of 68.9 billion to restart tourism and culture embracing digitalization and sustainability. Part of this sum is already allocated to specific projects indicated in the NRRP. Another part will be made available for regional and local authorities, tourism destination management organisations or tourism businesses via specific programmes or funds. The National Recovery and Resilience Plan - Ministry of Tourism. Tourism 4.0</p> <p>CROATIA: Croatia's recovery and resilience plan responds to the urgent need of fostering a strong recovery and making Croatia future ready. The reforms and investments in the plan will help Croatia become more sustainable, resilient and better prepared for the challenges and opportunities of the green and digital transitions. To this end, the plan consists of 146 investments and 76 reforms. They will be supported by €6.3billion in grants. 40.3% of the plan will support climate objectives and 20.4% of the plan will foster the digital transition</p>	<p>https://www.ministeroturismo.gov.it/wp-content/uploads/2022/03/PNRR-MITUR.pdf</p> <p>https://planoporavka.gov.hr/</p>
European Regional Development Fund and Cohesion Fund (ERDF/CF)	<p>ERDF: Investments to strengthen the environmental, socioeconomic sustainability and resilience of tourism in the long term, transforming the sector by learning from innovative solutions.</p> <p>CF: tourism-related investments in environment and in the trans-European transport networks, in particular in regions with an economy heavily dependent on tourism</p>	<p>The ERDF legislative framework includes a specific policy objective related to sustainable tourism. Besides this specific objective, sustainable tourism can be supported through any other policy objective as long as the investments contribute to achieving the corresponding objective and comply with applicable enabling conditions or requirements</p>

		https://www.agenziacoesione.gov.it/lacoesione/ https://mpgi.gov.hr/
European Social Fund (ESF+)	Actions to support youth employment measures; accompanying the green and digital transitions by driving investment in jobs and skilling opportunities	https://www.fi-compass.eu/funds/esfplus
European Agricultural Fund for Rural Development (EAFRD)	Tourism-related investments included in the national Common Agricultural Policy strategic plans	https://www.fi-compass.eu/funds/eafrd
European Maritime, Fisheries and Aquaculture Fund (EMFF)	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	https://cinea.ec.europa.eu/programmes/european-maritime-fisheries-and-aquaculture-fund_en
LIFE Programme	Tourism-related environmentally sustainable projects, especially those mitigating CO2 emissions through energy efficiency or renewable energy; projects that “marry” climate adaptation measures with tourism	https://cinea.ec.europa.eu/programmes/life_en
Horizon Europe	The development of new approaches, concepts and practices for sustainable, accessible and inclusive cultural tourism (Cluster 2 research activities)	https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/horizon
Creative Europe Programme	European Capitals of Culture scheme; cooperation projects or platforms, including cultural events in the form of music or performing arts festivals; film festivals and markets; city branding through culture; development of the creative aspects of sustainable cultural tourism, the design and fashion sectors, and the promotion and representation of those sectors outside the EU	https://culture.ec.europa.eu/creative-europe
Erasmus+	Projects covering mobility, developing competence and employability of young people in tourism, digital skills in cultural heritage, learning hospitality, and tourism research innovation	https://erasmus-plus.ec.europa.eu/it

Just Transition Fund (JTF)	Tourism SMEs: investments in fixed capital or immaterial assets. Supporting diversification of economic activity, creating new business opportunities and helping people adapt to a changing labour market	https://www.agenziacoesione.gov.it/just-transition-fund/?lang=en
Digital Europe Programme	Creation of data spaces: the European Common Data Space for Cultural Heritage - support to the digital transformation of Europe's cultural heritage sector; creation of data spaces: mobility – support to inter-operability; Network of European Digital Innovation Hubs – support to tourism SMEs in digital transformation	https://digital-strategy.ec.europa.eu/en/activities/digital-programme
Single Market Programme	Improving the competitiveness of tourism sector enterprises, particularly SMEs, and supporting their access to markets.	https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/cpm/content/programmes-and-actions-single-market-programme_en
InvestEU	Investments to strengthen tourism's competitiveness, sustainability, and value chains; sustainable, innovative and digital measures, which could help reduce the sector's climate and environmental footprint	https://ec.europa.eu/info/business-economy-euro/growth-and-investment/invest-eu_en
Support by European Bank for Reconstruction and Development (EBRD)	Inclusive Tourism Framework – investments in hotels and tourism operators; Integrated Cultural Heritage Framework - projects located near or within a cultural heritage site, enhancing commercialisation, sustainable management and operation, connectivity and accessibility, quality and availability of amenities, of municipal infrastructure, as well as projects achieving backward linkages; Advice for Small Business programme – support to tourism SMEs through the EBRD's network of advisers and consultants	https://www.ebrd.com/property-and-tourism.html

This list may be subject to changes and new opportunities arising. Also the eligibility and availability of funding depends on the specific proposal, the stage of the programming period, and the specific rules and priorities of each funding instrument.



European Territorial Cooperation (INTERREG)

"Interreg is a goal of the EU Cohesion Policy in 2021-2027 and is funded by the European Regional Development Fund (ERDF) with a budget of EUR 10.1 billion.

The Italy-Croatia cross-border area is supported by relevant Interreg Programmes in various sectors, including the Italy – Croatia CBC Programme 2021-2027, EURO-MED Programme 2021-2027 and ADRION 2021 - 2027.

INTERREG 2021 – 2027

	Italy – Croatia CBC	EURO MED	ADRION
Relevant SOs selected	<p><u>SO4.6</u> the Programme will ensure the improvement of policies aimed to diversify and de-seasonalise tourist flows and support the social and economic development within the Programme area. Moreover, modernised policies of valorisation of the cultural heritage and innovative and sustainable integrated offers of coastal and island tourism will be implemented also able to enhance the wellbeing of the resident population</p>	<p><u>the recovery of sustainable tourism is addressed transversally in all Programme priorities</u></p> <p><u>SO2.4</u> from an environmental, economic, social and cultural point of view, the promotion of a sustainable tourism model, to balance the effects of mass tourism, is a central issue to ensure a more respectful development of environment and resources</p> <p><u>SO2.6</u> to answer the need to encourage the adoption of more sustainable economic model based on circular bioeconomy whilst fostering sustainable tourism</p>	<p>Sustainable tourism is addressed in:</p> <p><u>SO1.1</u> Developing and enhancing research and innovation capacities and the uptake of advanced technologies</p> <p><u>SO2.7</u> Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution</p> <p><u>SO2.8</u> Promoting sustainable multimodal urban mobility, as part of transition to a net zero carbon economy</p>
Actions supported	<ul style="list-style-type: none"> - Foster experiential tourism. - Develop marketing campaigns with a goal of boosting the diversification of tourism in peripheral areas - Establish cross-border sustainable brands and pilot projects 	<ul style="list-style-type: none"> - Foster sustainable tourism models which ensure the protection of the environment, including natural resources and cultural heritage - Changing tourism practices by promoting both existing and new solutions in a new innovative way: 	<ul style="list-style-type: none"> - Develop transnational Smart Specialization Strategies in the main areas of specialization of the Adriatic Ionian area as health and quality of life, agri-food and safe nutrition, energy, sustainable tourism and creative economy

	<ul style="list-style-type: none"> - Organise training activities for public authorities and tour operators on sustainable tourism - Carry out joint assessment studies of trends and impacts of tourism 	smart tourism, tourist flow management	<ul style="list-style-type: none"> - Exchange of good practices and testing of solutions for sustainable tourism through participatory approaches and multi-level governance - Set in place joint actions aimed at promoting the active involvement of citizens, tourism actors and economic operators in the development of sustainable urban mobility plans (SUMP) both in cities and in functional urban area
Calendar of calls	<p>Ist Call : open – 80 MEuro IIInd Call : II semester 2023 – 22MEuro IIIrd Call : I semester 2024 – 14,5 MEuro IVth Call : II semester 2024 – 45MEuro</p>	<p>Ist call: Governance Projects – Closed (ISO 1 - 36 M€) IIInd call: Thematic Projects – Closed (PO1/PO2 - 86 M€) IIIrd call: Governance Projects – Closed (ISO 1- 17 M€) IVth call: Thematic Projects (Strategic Territorial Projects only) Planned (PO1/PO2 - 28 M€ - 1st Semester 2024) Vth call: Thematic Projects – Planned (PO1/PO2 - 64 M€ - 2nd Semester 2024) VIth call: Thematic Projects (Test projects) – Restricted – Planned (PO1/PO2 - 27 M€ - 2nd Semester 2025)</p>	<p>Information not yet available. Ist call estimated for Spring 2023</p>

		<p>VIIth call: Thematic Projects (Transfer projects) – Restricted - Planned (PO1/PO2 - 17 M€ - 1st Semester 2026)</p> <p>VIIIth call: Thematic Projects (Transfer projects) – Restricted Planned (PO1/PO2 - 13 M€ - 2nd Semester 2027)</p>	
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National and regional instruments

In **ITALY**, there are several funding opportunities for the tourism sector, both at the national and regional level. Some of these opportunities may include:

Name of the Instrument	Scope of action	References
Fund for Development and Cohesion (FSC)	This fund is and can be used to finance tourism development projects, such as building or renovating accommodation facilities and upgrading tourism infrastructure. Fondo di Sviluppo e Coesione (FSC) - Development and Cohesion Fund: created by the European Union to promote economic, social, and territorial cohesion within member states. Managed by the Ministry for Economic Development, Italy receives a significant amount of funding from this program, which is used for various projects, including those related to tourism.	https://www.agenziacoesione.gov.it/lacoesione/le-politiche-di-coesione-in-italia-2014-2020/fondo-sviluppo-e-coesione/?lang=en
Fondo di Sviluppo del Mezzogiorno	Southern Italy Development Fund: aimed at supporting the economic and social development of southern Italy, this fund provides financing for various sectors, including tourism.	
National fund for sustainable tourism 2023-25	Fondo per il turismo sostenibile (FTS) - Fund for Sustainable Tourism: established by the 2023 Budget Law, it aims to support and implement measures that promote ecotourism and sustainable tourism, reduce environmental impact, and reduce CO2 emissions.	https://www.italiadormani.gov.it/en/Interventi/investimenti/fondi-integrati-per-la-competitivita-delle-imprese-turistiche.html
FRI-TUR 2023	"Fri-Tur" is a revolving fund for supporting businesses and investments for the development of tourism.	https://www.invitalia.it/cosa-facciamo/rafforziamo-le-imprese/fri-tur
Fondo di Investimento per il Turismo (FIT) -	Tourism Investment Fund: established by the Ministry of Tourism, this fund provides financial support to businesses and investments aimed at developing and promoting tourism in Italy.	https://www.invitalia.it/cosa-facciamo/rafforziamo-le-imprese/incentivi-imprese-turistiche-ifit
Fondo per lo Sviluppo del Turismo (FST)	Tourism Development Fund: aimed at supporting the growth and development of the Italian tourism sector, this fund provides financial support to businesses, organizations, and local governments for tourism-related projects.	

Fondo Unico dello Spettacolo (FUS)	- Entertainment Fund: while not specific to tourism, this fund supports the entertainment industry, including events, performances, and festivals, which are an integral part of the Italian tourism experience.	
Chamber of commerce vouchers	Possibly to be refunded for 2023 Italian Chamber of Commerce vouchers are financial instruments issued by a local Chamber of Commerce that can be used by businesses to access various services or goods from other member businesses within the same community. These vouchers are often used to promote local commerce and stimulate economic growth within a particular region.	https://www.fg.camcom.gov.it/bando-turismo-anno-2022 https://www.ba.camcom.it/info/bando-voucher-turismo-anno-2022
	Chamber of commerce other initiatives	https://www.unioncamere.gov.it/cultura-e-turismo
Italy other National opportunities:	FRI-Tur (Rotating Fund for Companies to Support Business and Development Investments in Tourism) is an incentive aimed at improving hospitality services and enhancing accommodation facilities, with a focus on digitalization and environmental sustainability.	https://www.invitalia.it/cosa-facciamo/rafforziamo-le-imprese/fri-tur/cose (recursive)

CROATIA has a number of national funding programmes and incentives in place to support the development and promotion of tourism. These can include financial assistance for:

Name of the Instrument	Scope of action	References
National recovery and resilience plan (Ministry of Regional Development and EU Funds; Ministry of Tourism and Sports of the Republic of Croatia, Ministry of Science and education)	<p>Within the NPOO (National recovery and resilience plan) there are available funds for:</p> <ol style="list-style-type: none"> 1. Regional diversification and specialization of Croatian tourism through investments in the development of tourism products with high added value – EUR 124,000,000 2. Strengthening sustainability and encouraging the green and digital transition of entrepreneurs in the tourism sector - EUR 167,000,000 <p>Funding is planned for public tourist infrastructure in three groups – spa and wellness tourism, visitor centers and active tourism. Cities, counties, health and other public institutions and public trading</p>	https://mint.gov.hr/javni-pozivi-i-natjecaji-22753/regionalna-diversifikacija-i-specijalizacija-hrvatskog-turizma-kroz-ulaganja-u-razvoj-turistickih-proizvoda-visoke-dodane-vrijednosti/23233

	<p>companies with projects of mountain lodges, interpretation centers, outdoor attractions, adrenaline parks and others can apply for this, with priority given to existing facilities and those that can provide added value.</p> <p>For entrepreneurs, funds have been allocated for green and digital transition, also in three groups. Large and small entrepreneurs (hotels, campsites, tourist resorts, entertainment and theme parks) will be supported to raise the quality accommodation and tourist infrastructure.</p> <p>Funding is also allocated to the transition of private renters to hotels, and also for projects to develop products and services and business models in the tourism ecosystem with mandatory partnership of applicants.</p>	
<p>Funding calls of the Croatian National Tourist Board</p>	<p>Promotion and marketing of tourism destinations and products, including funding for advertising and public relations campaigns. The Croatian National Tourist Board (CNTB), as the national tourist organisation, wants to use promotional activities to raise awareness of Croatia as an attractive year-round tourist destination, simultaneously increasing demand for Croatian tourist products and improving tourist revenue and consumption in general. Accordingly, the CNTB plans to establish cooperation with partners from the tourism industry and actively promote the Croatian tourist offer for the express purpose of attracting a greater number of visitors at a given destination, based on the principle of the general benefit for all tourism operators. One current call is the Call for the expression of interest in the implementation of promotional campaigns with strategic partners in international markets in 2023.</p>	<p>https://www.htz.hr/en-GB/projects-and-support/strategic-projects/strategic-projects</p>
<p>eTourism – funding project of the Ministry of Tourism and Sports of the</p>	<p>Research and development of new tourism products and services, including support for technology and innovation projects in the tourism sector.</p> <p>eTourism represents a unique project of the Ministry of Tourism and Sports, which for the first time unifies public services in the Republic of Croatia in tourism, in the form of a unique information system. Electronic</p>	<p>https://mint.gov.hr/UserDocImages//2023_dokumenti//230221_bosh_HDT_eTurizam.pdf</p>

Republic of Croatia; Ministry of Science and education	public services from the fields of tourism and catering are being combined. An integrated information system of electronic public services has been created, the goal of which is to improve communication between citizens and public administration in tourism, and to improve the provision of public services by digitizing and optimizing all business processes in tourism.	https://mint.gov.hr/documents-11456/11456
FIPRO foundation	Local funding (Rijeka and region) of innovative SMEs, including development of products and services and marketing, including tourism sector.	http://fipro.hr/
Funding calls of the Croatian National Tourist Board	Promotion and marketing of tourism destinations and products, including funding for advertising and public relations campaigns. The Croatian National Tourist Board (CNTB), as the national tourist organisation, wants to use promotional activities to raise awareness of Croatia as an attractive year-round tourist destination, simultaneously increasing demand for Croatian tourist products and improving tourist revenue and consumption in general. Accordingly, the CNTB plans to establish cooperation with partners from the tourism industry and actively promote the Croatian tourist offer for the express purpose of attracting a greater number of visitors at a given destination, based on the principle of the general benefit for all tourism operators. One current call is the Call for the expression of interest in the implementation of promotional campaigns with strategic partners in international markets in 2023.	https://www.htz.hr/en-GB/projects-and-support/strategic-projects/strategic-projects

Private sector investment and funding opportunities in Italy and Croatia

Name of the Instrument	Scope of action	References
Sustainable Tourism Investment Fund in Italy	This fund is designed to support sustainable tourism projects in Italy, including those related to eco-friendly accommodations, sustainable transport, and responsible tourism activities	State budget Law 2023

Croatian Green Fund	This fund provides financing for sustainable tourism projects in Croatia, such as energy-efficient hotels and sustainable transport infrastructure	https://www.fzoeu.hr/en/home/8
Impact investing	Impact investing is a form of private sector funding that aims to generate positive social and environmental impact alongside financial returns. Impact investors may be interested in sustainable tourism projects in Italy and Croatia	<p>Here are several sustainable tourism investment funds in Italy. Here are some links to some of them:</p> <ol style="list-style-type: none"> 1. Green Arrow Capital: https://www.greenarrowcapital.com/ 2. Sustainable Tourism Investment Bond (STIB): https://www.stib.it/en/ 3. Armonia: https://www.armonia.it/ 4. Amundi Planet - Emerging Green One: https://www.amundi.com/int/Common-Content/Infrastructure-Investment/Investment-Capabilities/Emerging-Green-One
Crowdfunding	Platforms such as Kickstarter and GoFundMe offer opportunities for sustainable tourism entrepreneurs to raise funds from a large number of individuals	<p>Croinvest</p> <p>https://croinvest.eu/en/</p>
Private Equity	Private equity firms invest in businesses and real estate projects, including sustainable tourism projects in Italy and Croatia.	
Responsible Tourism Investment	Responsible Tourism Investment is a private sector investment that aims to generate positive social and environmental	<ol style="list-style-type: none"> 1. The Global Sustainable Tourism Council (GSTC) provides guidance and criteria for sustainable tourism, including responsible tourism investment: https://www.gstcouncil.org/ 2. The Responsible Tourism Partnership (RTP) is an organization that promotes responsible tourism practices, including investment: https://www.responsibletourismpartnership.org/ 3. The World Tourism Organization (UNWTO) provides resources and information on responsible tourism, including investment:

		<p>https://www.unwto.org/sustainable-development/responsible-tourism</p> <p>4. The Global Impact Investing Network (GIIN) is a nonprofit organization that promotes impact investing, which includes responsible tourism investment: https://thegiin.org/impact-investing/</p>
Intesa Sanpaolo Start Up Initiative - IT	This initiative is a program of Intesa Sanpaolo, one of the major Italian banks, that provides financing for innovative start-ups in the tourism sector	https://www.intesasanpaolo.com/it/start-up-epmi/start-up/start-up-initiative.html
Fondo Italiano d'Investimento (FII)	This is a private equity fund that provides financing to small and medium-sized enterprises in the tourism sector, including accommodation, food and beverage, and transportation.	https://www.fondoitaliano.it/en/
Fondo di Investimento per le Start-up Innovative	This is a private equity fund that provides financing to innovative start-ups in the tourism sector, including those working in sustainable tourism, digitalization, and experiential travel.	https://www.mise.gov.it/index.php/it/198-notizie-stampa/2069743-il-fondo-di-investimento-per-le-start-up-innovative
Invitalia Ventures	Invitalia Ventures is a venture capital firm that invests in innovative start-ups in the tourism sector, including those working in sustainable tourism, digitalization, and experiential travel.	https://www.invitaliaventures.it/
BancaImpresa	BancaImpresa is a private equity fund that provides financing to small and medium-sized enterprises in the tourism sector, including	

	accommodation, food and beverage, and transportation.	
Croatian Bank for Reconstruction and Development (HBOR)	Croatian Bank for Reconstruction and Development is the development and export bank and export credit agency of the Republic of Croatia.	https://www.hbor.hr/en/

Conclusion and recommendations

Summary of key findings

- 2022 was a key year for recovery and the transition to sustainable tourism. The pandemic hit the sector hard. The negative effects of the travel restrictions became obvious in many regions and countries with a high dependence on the tourism sector. The EU put new funding sources in place and a vast amount of money is available to, among other things, enable tourism ecosystems to take up initiatives and speed up the transition to sustainable tourism. However, despite tourism being an important sector in EU economies with strong multiplier effects and a valuable tool for sustainable local development, it is challenging to support the recovery and transition of the tourism ecosystem, given its fragmentation and the complex interdependencies of public and private elements;
- the development of the EU tourism sector is facing major medium- and long-term challenges related in particular to its **green transformation, digitalisation** and the **integration of new technologies**, and competitiveness and resilience while tourist behaviour is also evolving into new patterns, reflecting some of the above-mentioned challenges. Future tourism demand is likely to be driven by an increasing environmental awareness, the extended use of digital services and new technologies, the shift to more personalised travel experiences, the well-being and better interaction with local communities and culture, and the rising concerns on safety and health protocols. Most of the financial instruments respond to these needs and challenges and therefore future project proposals should strongly take these elements as basis for their actions;
- a key bottleneck that hampers or can potentially hamper the use of EU funds stays in the **fragmented policy framework**: the Commission defined the EU's current tourism strategy back in 2010. Since 2015, and until the COVID-19 pandemic, the Commission has revised tourism priorities in the context of broader policy strategies, but it did not translate these priorities into a concrete action plan to support their implementation. As a reaction to the dramatic impact of the COVID-19 pandemic on the EU's tourism sector, the Commission initiated actions towards the definition of a tourism agenda for 2030. This made complicated for ERDF and RRF implementing bodies at national and regional levels to clearly define goals in the domain and not always aware of the needs and specificities of the tourism value chain;
- tourism stakeholders and ecosystems at local and regional level might not be familiar with the possibilities within EU funded programmes. Local and regional tourism players might have good ideas but do not know about funding opportunities;

- Promote public-private- people partnerships (<https://openheritage.eu/wp-content/uploads/2022/11/Guidelines-for-public-private-people-partnerships-in-adaptive-heritage-reuse.pdf>)
- Adopt circular economy principles as general approach to cultural heritage new projects (Reuse and Renewal- Waste Reduction -Resource Efficiency- Collaboration- Sustainable Tourism - Product-Life Extension -Material Recycling- Education and Awareness- Continuous Improvement) https://www.fondazione scuola patrimonio.it/wp-content/uploads/2021/03/European-Cultural-Heritage-Green-Paper_Executive-Summary.pdf

A relevance assessment

	HIGH	MEDIUM	LOW
Accessibility strategies (for less known in-land, underwater and industrial/urban areas - new transport networks)	INTERREG IT - HR	ADRION	EURO-MED
Communicating niche destinations		INTERREG IT - HR	ERDF / RRP
Innovative territorial management systems	INTERREG IT - HR	ADRION ERDF/RRP	
Regenerative tourism ideas-beyond sustainability	INTERREG IT – HR EURO-MED ERDF / RRP		
Spreading the flow of tourists	INTERREG IT – HR EURO-MED		
Creating future tourism routes	INTERREG IT - HR	ADRION	

Guidelines for future projects

1. The best project ideas address **societal challenges**. Project results shall be beneficial for specific end-users and ideally have longterm effects. Projects create added value by introducing a new type of service, facilitating the development of a new product, or enhancing partnerships. An entity's regular activities are usually not financed. Programme documents as well as local, regional, and national tourism strategies provide good guidance to relate projects ideas to societal issues and opportunities;
2. In order to select the best financial instrument that could potentially support the project idea, an assessment of the **relevance** of the proposal against the overall strategy of the financial instrument should be carried out. Whilst for sectoral instruments this could be a relatively simple exercise, when it comes to regional development instruments (INTERREG, ERDF, etc.) this could be potentially more complicated;
3. **Networking** / setting up the stakeholders context is essential. Some, especially small players such as local tourism agencies and SMEs, might find this challenging and could need help to develop project ideas and applications. Larger players, such as regional tourism boards, destination management organisations, and tourism agencies need to prepare themselves to support the smaller players in multiple ways and to take the lead in larger integrated projects that represent local and regional destinations. Networking and exchange also take place beyond funding programmes. European Regions for competitive and sustainable tourism are united in NECSTouR (www.necstour.eu). This network provides an important link between regional and wider European levels of government, highlighting the importance of tourism as a driver for sustainable development and competitiveness. Network members have a common voice to highlight the need for funding and cooperation at European level;
4. When planning a project proposal, applicants shall always consider the **complementary funding approach for cultural heritage** toward tourism. As widely described in previous chapters of this document, tourism is mostly considered in a cross-sectoral approach and therefore a single tourism related action could be further split in smaller projects collecting funds from alternative sources.



ANNEX I: Financial Instruments on national and regional level - Partners' Contribution

Name of the Partner institution: **TECNOPOLIS (APULIA REGION-IT)**

Contact person: Davide De Nicolò – Chief Project Officer

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Telephone: +39 080 4045714

Services offered:

Tecnopolis is a Science Park and Incubator located near Bari, Italy. Its primary role is promoting and supporting entrepreneurship and business creation and development through information events, capacity-building, incubation and acceleration programmes.

Tecnopolis boasts specific experience in its own incubator, created in 1984, and in technical assistance and consultancy provided to other incubators and science parks in Europe and the Mediterranean.

In its over thirty years of activity in the field of incubation of new businesses, Tecnopolis has developed experiences and skills in all phases and declinations of the incubation process, from the promotion of new entrepreneurship, to information services for guidance and guidance, to the technical-economic pre-feasibility, up to the business development processes, the search for funds for financing, partnerships, internationalization and cooperation between companies. The business areas in which the new initiatives were developed were also the most diverse in a process of progressive specialization and adaptation to the needs of the market.

Today it accompanies new businesses in acceleration paths, access to subsidized loans, and risk capital.

Rural Development Fund 2021-2027

Geographical scope: regional across Italy

Type of instrument: mixed

Amount granted: currently not available

Type of actions:

Multifunctionality represents a fundamental component of Italian agriculture and, over the years, its role is strengthening as confirmed by the data of the 7th General Census of Agriculture released by Istat during 2022 and referring to the agricultural year 2019-20.

Between 2010 and 2020, the incidence of companies with related activities on the total number of Italian agricultural companies grew from 4.7% to 5.8% as a result of a smaller reduction in the number of companies.

Furthermore, multifunctional companies are run more frequently by young entrepreneurs than the whole of farms (18.7% of companies with related activities have a head of the company under 41 against 9.3% of farms) and are more digitized, a factor, the latter, directly linked to the younger age of the company managers.

The impact of multifunctional activities on the Italian agricultural sector is also very evident from an economic point of view, with a production value of over 12.5 billion euros in 2021, which has grown by around 50% in the last ten years and represents, now permanently, more than a fifth of the total value of the primary sector of our country (Fig.1).

In the light of the role played by related activities in the primary sector, in the Italian PSP 2023-27, approved by Commission decision of 2 December 2022, a national intervention with regional specifications was envisaged, based on rural development, to support investments on farms for diversification into non-agricultural activities.

The intervention is activated throughout the national territory - with the exception of the Bolzano PA which will support diversification exclusively through provincial resources - demonstrating the fact that the social, environmental, territorial, landscape and food functions of agriculture find expression in practices and activities now widespread throughout the country.

The intervention falls within those relating to investments and is divided into six actions, corresponding to different types of investments in related activities, each of which may be supported on the basis of the choices made by the regional Management Authorities. In this framework will be supported: Farmhouse and Tourist-recreational activities and activities related to rural traditions and the enhancement of natural resources e landscaping.

Time-frame: currently not available

Implementation: open call for proposals will be launched at regional level in future months/ years

Where to find additional information: <http://www.pianetapsr.it>

Integrated Business Facilitation Programs in Tourism

Geographical scope: Puglia Region

Type of instrument: grant

Amount granted: grant cover part of eligible costs (from 25% to 45%) depending on beneficiary size and on cost category.

Type of actions: Investments can be made in local units located/to be located in the territory of the Puglia Region and concerning:

- new tourist-hotel activities, through the physical and/or functional recovery of unfinished structures, legitimately started, intended for tourist-hotel activities;
- expansion, modernization and restructuring of existing tourist-hotel structures in order to raise the quality standards and/or classification;
- construction of tourist-hotel structures through the consolidation and restoration and conservative rehabilitation of buildings of artistic and historical interest;
- consolidation, restoration and conservative rehabilitation of rural buildings, farms, trulli, towers, fortifications for the purpose of transforming the property into hotel structures;
- structures or interventions through which the territorial tourist offer is improved with the aim of favouring the seasonal adjustment of tourist flows.

Eligible investments programmes range from 1 to 40 millions euro depending on beneficiary size;

Beneficiaries: small, medium and large enterprises in the tourism sector

Time-frame: open for submission

Implementation: open call for proposals

Where to find additional information:

<https://www.sistema.puglia.it/portal/page/portal/SistemaPuglia/piaturismo>

L.E.A.D.E.R. local programmes

Geographical scope: Puglia region

Type of instrument: grant

Amount granted: 50% of investment between 30.000 and 70.000 euro.

Type of actions: Investments in the creation and development of non-agricultural activities

Beneficiaries: Micro-enterprises, small enterprises and individuals in rural areas setting up non-agricultural activities.

Time-frame: periodically open to submission

Implementation: open call for proposals

Where to find additional information: <https://psr.regione.puglia.it/tutti-i-bandi-gal>

NIDI - Support fund for new business initiatives

Geographical scope: Puglia region

Type of instrument: mixed: grant + loans

Amount granted: Investments programmes can range from 10.000 up to 250.000 euro and support is provided from 80% up to 100% depending on type of beneficiary and specific type of proposal approved.

Type of actions:

Costs eligible for funding are:

- production machinery, plants, equipment, commercial vehicles;
- non-personalized computer programs;
- building and similar works.

For Youth Teams and Women's Enterprises only, the following are also eligible:

- development of B2B and B2C platforms, exclusive e-commerce systems and mobile apps.

Tourism Enterprises must include investments in at least two of the following additional types of sustainable and innovative investment:

- technological tools connected to the activity and aimed at innovating organizational processes and services for guests;
- development of platforms and mobile apps, also for the management of electronic booking systems;
- interventions to improve the accessibility of the facility to people with disabilities;
- sustainable means of transport for guests.

For Tourist Businesses, the costs for building and renovation works are eligible overall within the limit of 20% of the eligible investment amount in other assets.

A small portion of management fees can also be financed.

Beneficiaries: people who have lost their jobs, young people and women who want to start associated professional studies or micro-enterprises, established for less than 6 months or not yet established, existing micro and small businesses that want to achieve a generational takeover in their management, employees who intend to safeguard their employment by taking over the companies in crisis or the confiscated companies for which they work.

Time-frame: open for submission

Implementation: open call for proposals

Where to find additional information:

<https://www.regione.puglia.it/web/competitivita-e-innovazione/-/nidi-fondo-di-sostegno-per-le-nuove-iniziativa-d-impresa>

PASS Laureati

Geographical scope: Puglia region

Type of instrument: reimbursement voucher

Amount granted: reimbursement up to 10.000 euro for international Master's degrees and up to 7.500 euro for national Master's degrees

Type of actions: Puglia Region supports Apulian graduates who want to attend a post-graduate Master's degree in Italy or abroad to raise the levels of skills, participation and educational success, by financing training vouchers that promote the growth of professional skills and abilities.

The objective of the intervention remains the acquisition by the participants of a job, even self-employed, within six months of the end of the course.

Beneficiaries: all graduate Puglia citizens having limited income threshold as prescribed by the call.

Time-frame: periodically open for submission until availability of funds

Implementation: first in – first financed

Where to find additional information:

<https://www.sistema.puglia.it/SistemaPuglia/passlaureati2022>

Name of the Partner institution: **ZADRA NOVA - Zadar County**
Development Agency (HR)

Contact person: Larisa Maruna

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Telephone: +385994076681

Services offered: Zadar County Development Agency ZADRA NOVA is a regional public body established in 2006 to support local capacities in the implementation of EU Structural Funds and regional development policy in Zadar County. The thematic scope of the Agency includes strategic planning, SME development, promotion of EE & RES and creation and implementation of development programs according to the objectives of the Zadar County development strategy. Through the implementation of various projects, ZADRA nova creates a network of reliable partners from local governments, institutions, universities, SME's, associates and EU experts, and strengthens the interregional and cross-border cooperation. Acting as a regional development agency and by cooperating with regional public bodies and local authorities, the Agency has the capacity to influence policies on local and regional level. ZADRA NOVA consists of seven departments: Management board, Director's office, Department of regional development, Department of strategic planning and development management, Department of program and project preparation, Department of program and project implementation and Department of general and financial activities.

Name of the instrument: **Interreg Danube Transnational Programme 2021-2027**

Geographical scope: Serbia, Bulgaria, Bosnia and Herzegovina, Romania, Slovenia, Ukraine, Hungary, Moldova

Type of instrument: financial support

Amount granted: *maximum* 1.876.968,90 €

Type of actions: sustainable and inclusive tourism, Clustering, Education and training for the diffusion of digital technologies

Beneficiaries: Local public authority, Regional public authority, Sectoral agency, Interest groups including NGOs, Higher education and research organisations, SME, General public

Project is strengthening the institutional capabilities of public authorities and stakeholders of small and medium-sized urban settlements and communities as well as improving multi-level cooperation to develop and implement territorial strategies and coordinated instruments for local and macro-regional development focused on sustainable tourism

Time-frame: application phase: November 21, 2022

Implementation: Applications for funding can be submitted online during calls for project proposals. At minimum, three calls for proposals will be opened in the 2021-2027 programming period.



Projects are usually selected based on a two-step application procedure: in the first step, applicants submit an Expression of Interest outlining the project's objectives via the Joint Electronic Monitoring System (Jems). Promising proposals will be invited to submit a detailed Application Form.

Applications will be assessed against a set of quality criteria defined in applicants' manual describing the programme's expectations in terms of content. Decisions on project selection are taken by the programme's Monitoring Committee.

- JEMS

Where to find additional information:

<https://www.interreg-danube.eu/about-dtp/new-funding-2021-2027>

Name of the Partner institution: **STEP RI (HR)**

Contact person: Aneta Gojković

e-mail: aneta.gojkovic@uniri.hr

Telephone: +385 51 265-972

Services offered:

The Science and Technology Park of the University of Rijeka – STEP RI was established in 2008 by the University of Rijeka in order to become the premier science and technology hub, facilitating the commercialization of research & development and foster cooperation between the Academia and the business sector. It is a widely recognized centre for innovative and entrepreneurial support as well as a major regional provider of business know-how.

STEP RI provides business consulting for innovation, competitiveness and business growth, as well as consulting programs and advising processes for the establishment of start-ups, new products and services development, scaling-up of existing businesses, IPR protection support, assessment and commercialization strategies for SMEs and researchers that want to become entrepreneurs. STEP RI also provides digitalization and innovation support to companies, since it developed and/or piloted support programs and methods which include using audit tools such as the VDMA readiness assessment, EDIH maturity assessment, EEN SCALE UP audit methods, HEInnovate and IMPROVE methodology.

Moreover, STEP RI provides business support programmes based on global up-to-date best practices such as: design thinking, disruptive innovation, business model innovation, servitization, digitalization, sustainable development and social entrepreneurship.

STEP RI is a recognized centre for the entrepreneurial support by the Ministry of Economy, a member of the National network of BSOs and a partner in the Croatian EEN consortium. Since 2013, it organised more than 350 events for more than 6.000 participants, which makes it a major regional provider of business know-how.



Republic of Croatia, Ministry of Tourism and Sport: Regional diversification and specialization of Croatian tourism through investments in the development of tourism products of high added value

Geographical scope: Croatia

Type of instrument: grant

Amount granted: maximum 14.811.865,42 EUR

Type of actions: recovery and the resilience of the tourism sector; encouraging sustainable forms of tourism; development and/or adaptation of public tourism infrastructure

Beneficiaries: National, regional and local public bodies and their associations; publicly owned company, medical institution registered for health tourism, public institution for managing protected areas, public institution for sporting activities

Time-frame: project proposals from 7/11/2022 - 3/11/2023

Implementation: open call for proposals

Where to find additional information:

<https://mint.gov.hr/javni-pozivi-i-natjecaji-22753/regionalna-diversifikacija-i-specijalizacija-hrvatskog-turizma-kroz-ulaganja-u-razvoj-turistickih-proizvoda-visoke-dodane-vrijednosti/23233>



Republic of Croatia, Ministry of Tourism and Sport: Enhancing sustainability and fostering the green and digital transitions of tourism entrepreneurs

Geographical scope: Croatia

Type of instrument: grant

Amount granted: total amount 165.903.510,52 EUR

Type of actions: development of environmentally friendly tourism products; resource efficiency and green and digital transition; fostering the development of products, services and business models in ecosystems in the tourism value chain that contribute to the green and digital transitions and to addressing key challenges in the tourism sector

Beneficiaries: micro, small, medium-sized and large enterprises (hotels, camps, amusement and theme parks), renters, sole proprietors

Time-frame: project proposals from 7/11/2022 - 3/11/2023

Implementation: open call for proposals

Where to find additional information:

<https://mint.gov.hr/javni-pozivi-i-natjecaji-22753/jacanje-odrzivosti-te-poticanje-zelene-i-digitalne-tranzicije-poduzetnika-u-sektoru-turizma/23234>



European structural and investment funds - European agricultural fund for rural development

Geographical scope: Croatia

Type of instrument: grant

Amount granted: total amount 132.722.80,84 EUR

Type of actions: tourism in rural areas, investment activities in the sectors of processing, marketing or direct sales of products, services in the field of social services, intellectual services

Beneficiaries: agricultural entrepreneurship

Time-frame: TBA

Implementation: upcoming

Where to find additional information:

<https://strukturnifondovi.hr/en/natjecaji/natjecaj-za-tip-operacije-6-4-1-razvoj-nepoljoprivrednih-djelatnosti-u-ruralnim-podrucjima/>

THE EEA and Norway Grants

Geographical scope: Croatia and Norway

Type of instrument: grant

Amount granted: The minimum amount of grant assistance applied 200,000 EUR/ 1,500,000 EUR.
Small Grant Scheme for SMEs (SGS 1) for focus areas Green Industry Innovation and Blue Growth:
Minimum 50,000 EUR/maximum 200.000,00 EUR.

Type of actions:

- 1) Green Industry Innovation - development, implementation and investment in innovative environmentally friendly technologies, development of green products and services, development and implementation of “greener production processes”
- 2) Blue Growth - development and investment in maritime supra-structures; development and investment in coastal and maritime tourism; development and investment in blue biotechnology; development and investment in seabed mining resources; development of products and solutions related to maritime transport, development of solutions on blue energy; development of innovative products and solutions within fisheries and aquaculture; development of innovative solutions related to marine litter and waste; development of innovative technologies for water supply, including desalination

Beneficiaries: SMEs and large enterprises with no more than 25 % public ownership, registered as legal persons in Croatia, any private or public entity, commercial or non-commercial, established as a legal entity in Norway or Croatia.

Time-frame: Project proposals from: 23/11/2022 - 31/01/2023

Project activities must be completed by 30 April 2024 at the latest

Implementation: open call for proposals, 3rd call

Where to find additional information:

<https://eeagrants.org/currently-available-funding/hr-innovation-3rd-call-for-proposals---increased-competitiveness-for-croatian-enterprises>

<https://www.innovasjon Norge.no/en/start-page/eea-norway-grants/calls-for-proposals/third-call-for-proposals-is-launched-under-the-business-development-and-innovation-programme-in-croatia/>

Creative Europe Programme (CREA) - European Cooperation Projects

Geographical scope: EU member states (+ 13 non-EU countries)

Type of instrument: grant

Amount granted: small scale project - maximum 200.000,00 EUR; medium scale project - maximum 1.000,000 EUR, large scale projects maximum 2.000,000, 00 EUR

Type of actions: Transnational creation and circulation: to strengthen the transnational creation and circulation of European works and artists; Innovation: to enhance the capacity of European cultural and creative sectors to nurture talents, to innovate, to prosper and to generate jobs and growth.

Beneficiaries: legal entities - public or private bodies

Time-frame: Project proposals from 17/11/2022 - 23/02/2023; starting date: the project starting date and duration will be fixed in the Grant Agreement (August - October 2023); normally the starting date will be after grant signature. Retroactive application can be granted exceptionally for duly justified reasons— but never earlier than the proposal submission date; duration: 48 months

Implementation: open call for proposals

Where to find additional information:

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search;callCode=CREA-CULT-2023-COOP;freeTextSearchKeyword=;matchWholeText=true;typeCodes=1;statusCodes=31094501,31094502,31094503;programmePeriod=null;programCcm2Id=43251814;programDivisionCode=null;focusAreaCode=null;destinationGroup=null;missionGroup=null;geographicalZonesCode=null;programmeDivisionProspect=null;startDateLte=null;startDateGte=null;crossCuttingPriorityCode=null;cpvCode=null;performanceOfDelivery=null;sortQuery=sortStatus;orderBy=asc;onlyTenders=false;topicListKey=callTopicSearchTableState>

Fipro foundation

Geographical scope: Primorje – Gorski kotar County (Croatia)

Type of instrument: grant or combination - 50% loan and 50% grant; depends on the call for proposals

Amount granted: maximum 6.636,00 EUR (for grant); maximum 26.544,56 EUR (for combination)

Type of actions: development of the commercialization of innovative products or services (applicable also for tourism sector)

Beneficiaries: small enterprises or natural person

Time-frame: TBA - recurring call

Implementation: TBA - recurring call

Where to find additional information:

<http://fipro.hr/>

<https://www.rijeka.hr/en/published-public-call-allocation-funding-fipro-foundation-innovative-entrepreneurial-projects-rijeka/>

Name of the Partner institution: **SIPRO** Development Agency – Ferrara (IT)

Contact person:

e-mail: info@siproferrara.com

Telephone: +39 0532 243484

Services offered: Sipro as a Development Agency offers its knowledge and competencies for its shareholders which includes public authorities of Ferrara, the Chamber of Commerce, and the province assuring the institutional management capacity necessary to sustain and guide them.

Programma Regionale (PR) FESR Emilia-Romagna 2021-2027 (Regional Programme ERDF – Emilia-Romagna 2021-2027)

Geographical scope: *(please indicate the geographical scope of the instrument if wider than IT – HR area)*

- Regional level ITH5

Type of instrument: *(please indicate whether the type of financial support provided – i.e. grant, loan, tax credit, etc.)*

- ERDF supports the implementation of policies, advisory services and studies through grants, tenders, and other financial instruments.

Amount granted: *(please indicate the minimum / maximum amount per project granted)*

Type of actions: *(please describe the type of activities that are eligible under the given financial instrument; be synthetic and focused without listing eligible costs but main scope of eligible projects / actions)*

- The activities and actions eligible under ERDF are completely in synergy with the main European and national strategies, focused on:

	Priority	% Of the total resources	Total budget
1.	Research, innovation, and competitiveness	52%	500.000.000 €
2.	Sustainability, decarbonization, biodiversity and resilience	29%	303.000.000 €
3.	Sustainable mobility and air quality	4%	40.000.000 €
4.	Attractiveness, cohesion, and territorial development	12%	120.000.000 €

(The remaining 3% is dedicated to technical assistance)

In the field of **innovative business models and entrepreneurial mentoring/acceleration paths** through ERDF– Emilia-Romagna 2021-2027 two call for proposal are currently open:

Priority 1 - Specific Objective 1.1 To develop and strengthen research and innovation capacities and the introduction of advanced technologies – 1.1.5. Support for innovative start-ups

The first one will fund **innovative** small and micro **start-ups**.

The call for proposal was close on the 17th of February 2023 at 1:00 p.m. The eligible actions include:

- productive development of research results or technological solutions deriving from one or more enabling technologies;
- definition of a business model;
- adaptation of products/services to the needs of potential customers;
- engineering of prototypes and industrial development plans (scale-up);
- opening and/or development of foreign markets

The amount of total resources available to fund projects are 5 million euros, which 1.5 million euros reserved for **Cultural and Creative Industries** and **Service Innovation**.

For more information check the link below (only available in Italian): <https://fesr.regione.emilia-romagna.it/opportunita/2022/bando-per-il-sostegno-allo-sviluppo-delle-start-up-innovative>

- *Priority 1 – Specific Objective 1.3 To strengthen the sustainable growth and competitiveness of SMEs and the creation of jobs in SMEs, including through productive investment – 1.3.6 Support for female entrepreneurship and the development of new female businesses*

The second call supported **female entrepreneurship** and was closed 2023

on the 28th of March 2023 at 1:00 p.m. This call for proposal is intended for SMEs with a prevalence of female participation. The eligible actions include strategies to increase competitiveness and quality of female run businesses. The amount of total resources available is 3 million euros.

For more information check the link below (only available in Italian):

<https://fesr.regione.emilia-romagna.it/opportunita/2022/sostegno-imprenditoria-femminile>

Beneficiaries:

Each priority has different specific objective, each with an amount of resources and different types of beneficiaries for example: SMEs, Universities, Technopoles, Research institutions and organizations, Start-ups, Regional and local authorities, entrepreneurs etc.

- The call of proposal under *Priority 1 - Specific Objective 1.1 To develop and strengthen research and innovation capacities and the introduction of advanced technologies – 1.1.5. Support for innovative start-ups*, about supporting the development of innovative start-ups, is addressed to micro and small enterprises that are registered on the date of application in the Special Section of the Companies Register.
- The call of proposal under *Priority 1 – Specific Objective 1.3 To strengthen the sustainable growth and competitiveness of SMEs and the creation of jobs in SMEs, including through productive investment – 1.3.6 Support for female entrepreneurship and the development of new female businesses*, to support female entrepreneurship, is addressed to Small and medium-sized enterprises, predominantly owned by women.

Time-frame: *(please describe starting and final date of eligibility of the activities or any other information that is considered appropriate to understand the time-frame of the financial instrument – i.e., application phase, duration of the intervention, etc. This deliverable has been disseminated from January 2023 so do not*

include financial instruments that will be closed earlier. If you have noticed any financial instrument to be offered in the future, please include it even though not all information is available now.)

- This Programme is funded under the new 2021-2027 programming period
- The deadline of the call of proposal under *Priority 1 - Specific Objective 1.1 To develop and strengthen research and innovation capacities and the introduction of advanced technologies – 1.1.5. Support for innovative start-ups*, about supporting the development of innovative start-ups, is on the 17th February 2023 at 13.00.
- The deadline of the call of proposal under *Priority 1 – Specific Objective 1.3 To strengthen the sustainable growth and competitiveness of SMEs and the creation of jobs in SMEs, including through productive investment – 1.3.6 Support for female entrepreneurship and the development of new female businesses*, to support female entrepreneurship, is on the 28th March 2023 at 13.00.

Implementation: *(please describe the ways the instrument is implemented in the application phase – i.e., via open calls for proposals, first in – first financed, etc.)*

Where to find additional information: *(please indicate any useful website, information that could help in better understanding the given financial instrument, no matter whether available in English or any other language)*

- More information and documents are available (only in Italian) on the dedicated Emilia-Romagna Region website:
 - <https://fesr.regione.emilia-romagna.it/2021-2027>
 - <https://fesr.regione.emilia-romagna.it/2021-2027/documenti/programma-regionale>

Name of the Partner institution: **MARCHE REGION (IT)**

Contact person: Raffaella Triponi – Marche Region

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Telephone: +390718063823

Services offered:

Marche Region, with the Directorate for integrated programming of EU and national resources, supports and advises regional structures on European and national programming activities. Main activities of the Directorate include:

- *Planning and Coordination of all activities relating to negotiated planning interventions and derivative instruments*
- *Coordination of the unitary regional programming of European and national funds*
- *ERDF and ESF managing authority;*
- *Coordination and Implementation of Integrated Territorial Interventions (ITI) both related to the Strategy for Inner Areas and Urban Strategies;*
- *Coordination and execution of first level controls on the ESF and ERDF, also in connection and coordination with the activities carried out by the implementation structures;*
- *Formulation of the proposal for a regional economic and financial document and the related update note;*
- *Control and monitoring of the economic-financial effects of sectoral programs and activities;*
- *Accounting supervision of the ERDF and ESF programmes, of the FSC and of the PNRR, in collaboration with the Budget, Accounting and Financial Items Directorate;*
- *Monitoring of PNRR resources;*
- *Coordination of activities relating to information systems for the management of tenders relating to Community and national funds and to further related development systems connected to the implementation of national legislation.*

List of National Financial Instruments under the Italian PNRR – Piano Nazionale di Ripresa e Resilienza

QUADRO DELLE MISURE E RISORSE (MILIARDI DI EURO):



M1C3 – TURISMO E CULTURA

6,68

Mld

Totale

Ambiti di intervento/Misure	Totale
1. Patrimonio culturale per la prossima generazione	1,10
Investimento 1.1: Strategia digitale e piattaforme per il patrimonio culturale	0,50
Investimento 1.2: Rimozione delle barriere fisiche e cognitive in musei, biblioteche e archivi per consentire un più ampio accesso e partecipazione alla cultura	0,30
Investimento 1.3: Migliorare l'efficienza energetica di cinema, teatri e musei	0,30
2. Rigenerazione di piccoli siti culturali, patrimonio culturale religioso e rurale	2,72
Investimento 2.1: Attrattività dei borghi	1,02
Investimento 2.2: Tutela e valorizzazione dell'architettura e del paesaggio rurale	0,60
Investimento 2.3: Programmi per valorizzare l'identità di luoghi: parchi e giardini storici	0,30
Investimento 2.4: Sicurezza sismica nei luoghi di culto, restauro del patrimonio culturale del Fondo Edifici di Culto e siti di ricovero per le opere d'arte (<i>Recovery Art</i>)	0,80
3. Industria Culturale e Creativa 4.0	0,46
Riforma 3.1: Adozione di criteri ambientali minimi per eventi culturali	-
Investimento 3.1: Sviluppo industria cinematografica (Progetto Cinecittà)	0,30
Investimento 3.2: <i>Capacity building</i> per gli operatori della cultura per gestire la transizione digitale e verde	0,16
4. Turismo 4.0	2,40
Investimento 4.1: Hub del turismo digitale	0,11
Investimento 4.2: Fondi integrati per la competitività delle imprese turistiche	1,79
Investimento 4.3: Caput Mundi-Next Generation EU per grandi eventi turistici	0,50
Riforma 4.1: Ordinamento delle professioni delle guide turistiche	-

PNRR – Patrimonio culturale per la prossima generazione (Cultural heritage for the next generation)

Geographical scope: Italy

Type of instrument: different instruments

Amount granted: € 1.10 billion

Type of actions:

The first intervention in support of "cultural heritage for the next generation" involves investments to create a digital heritage of culture: investments will be made to digitize cultural heritage, encouraging its use and the development of services by the cultural sector. This line of action will also support interventions dedicated to improving the accessibility of places of culture and environmental sustainability, in terms of energy efficiency, museums, cinemas and theatres (public and private).

Beneficiaries:

Time-frame:

Starting date: 01/07/2021

Final date: 30/06/2026

Implementation:

Investments	Implementation		Amount of investment
	From	To	Available resources (mln €)
4.1 Digital Tourism Hub	01/07/2021	30/06/2026	114
4.2 Integrated funds for the competitiveness of tourism enterprises: including 6 different measures: 4.2.1 Improvement of accommodation infrastructures through the Tax Credit instrument 4.2.2 Digitization of Agencies and Tour Operators 4.2.3 Development and resilience of tourism businesses 4.2.4 Support for the creation and consolidation of tourism SMEs (Special Section "Tourism" of the SME Guarantee Fund)	01/07/2021	30/06/2026	1786

<p>4.2.5 Business Revolving Fund (FRI) for business support and development investments</p> <p>4.2.6 Enhancement, competitiveness and protection of accommodation through the participation of the Ministry of Tourism in the National Tourism Fund</p>			
<p>4.3 Caput Mundi-Next Generation EU for major tourist events</p>	<p>01/07/2021</p>	<p>30/06/2026</p>	<p>500</p>

Where to find additional information: *(please indicate any useful web-site, information that could help in better understanding the given financial instrument, no matter whether available in English or any other language)*

<https://pnrr.cultura.gov.it/misura-1-patrimonio-culturale-per-la-prossima-generazione/>

PNRR Regeneration of small cultural site, cultural, religious and rural heritage

Geographical scope: Italy

Type of instrument: different types of instruments

Amount granted: €2.72 billion

Type of actions:

The investments will allow the enhancement of the great heritage of history, art, culture and traditions present in small Italian towns and rural areas, supporting the recovery of cultural heritage, the activation of entrepreneurial / commercial initiatives, revitalising the socio-economic fabric of the places, contrasting the depopulation of the territories and favouring the conservation of the landscape and traditions.

Beneficiaries: Tourists, Companies, SMEs, start-ups, associations, tourism operators, local, regional and central administrations.

Time-frame:

Starting date: 01/07/2021

Final date: 30/06/2026

Implementation:

Investments	Implementation		Amount of investment
	From	To	Available resources (mln €)
<p>2.1 Attractiveness of villages The investment aims at supporting the economic and social development of many small Italian villages and historical centres that offer enormous potential thanks to the culture, history and traditions that characterise them. A model will be developed to guide tourism in a more sustainable flow promoting visits to areas that are not well known.</p>	01/07/2021	30/06/2026	1020

<p>2.2 Protection and enhancement of architecture and rural landscape</p> <p>This proposal aims to boost a broad and systematic process of identifying, conserving and enhancing a wide range of historic rural buildings and protecting the rural landscape, in line with the objectives of protecting cultural heritage and supporting local development processes.</p>	01/06/2022	31/12/2025	600
<p>2.3 Programs to enhance the identity of parks and historic gardens</p> <p>The investment aims at regenerating and redeveloping parks and historic gardens of Italian cities, in particular by enhancing and highlighting the cultural heritage within these, to improve the quality of life of citizens and create new poles of touristic attraction.</p>	01/06/2022	31/12/2024	300
<p>2.4 Earthquake safety in places of worship, restoration of the cultural heritage of the Fondo Edifici di Culto [Fund for Religious Buildings] (FEC) and recovery of artistic sites (Art Recovery)</p> <p>Reduce seismic vulnerability in places of worship and avoid, not just the expenses to reconstruct churches that have been destroyed but also the loss of artwork. We predict we will be acting on three separate levels: protect places of worship, thereby preventing damage from earthquakes, restore the Fund for Religious Buildings heritage (FEC), make deposits to allocate to art works that have been involved in earthquakes. The regions of Central Italy already hit by major seismic events will be prioritised.</p>	01/06/2022	31/12/2025	800

Where to find additional information: *(please indicate any useful web-site, information that could help in better understanding the given financial instrument, no matter whether available in English or any other language)*

<https://pnrr.cultura.gov.it/misura-2-rigenerazione-di-piccoli-siti-culturali-patrimonio-culturale-religioso-e-rurale/>

PNRR – Industria culturale e creativa 4.0 (Cultural and creative industry 4.0)

Geographical scope: **Italy**

Type of instrument: different types

Amount granted: € 0.46 billion

Type of actions:

The measure envisages two lines of intervention:

1. investment in the film and audiovisual sector to improve its competitiveness. This will contribute to employment and growth in the sector and generate spin-offs (i.e. tourist and commercial flows linked to the accommodation of film and audiovisual companies).
2. support the evolution of cultural and creative industry operators. This will involve intervening both on the processes of the sector, reviewing public procurement for cultural events with a view to greater environmental sustainability, and on skills, supporting the capability building of operators on green and digital issues.

Beneficiaries: Tourists, Companies, SMEs, start-ups, associations, tourism operators, local, regional and central administrations.

Time-frame: *May 2022 - June 2026*

Implementation:

Investments	Implementation		Amount of investment
	From	To	Available resources (mln €)
3.2 Film industry development (Cinecittà Project): The main goal is to strengthen the competitiveness of the Italian film and audiovisual sector. At the same time, the project aims to mitigate the social and economic impact of the crisis due to the pandemic with the aim of promoting economic growth, employment and competitiveness, including through actions on the training of workers in the cinematographic sector.	ongoing	30/06/2026	300

<p>3.3 Capacity building for cultural operators to manage the digital and green transition:</p> <p>The overall objective of the investment is to support the recovery and revitalization of the cultural and creative sectors by:</p> <ol style="list-style-type: none"> 1. supporting the ability and action of cultural and creative operators to implement innovative approaches, also through digital means, and increase their management and economic skills 2. encouraging the "green" approach along the whole chain, reducing the ecological footprint of cultural production and participation, promoting innovation and inclusive eco-design, also in terms of the circular economy, to guide the public towards more responsible environmental behaviour. 	ongoing	31/12/2023	155
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Where to find additional information: <https://pnrr.cultura.gov.it/misura-3-industria-culturale-e-creativa-4-0/>

Name of the instrument: PNRR – Turismo 4.0 (Tourism 4.0)

Geographical scope: **Italy**

Type of instrument: *tax credit, loans*

Amount granted: €2.40 billion

Type of actions:

The funds allocated by the PNRR under Mission 1 for "Tourism 4.0" (€2.40 billion) aim to improve the quality of tourism by:

- Raising the competitive capacity of enterprises;
- Promoting tourist offers based on environmental sustainability, Innovation and digitalization of services
- Improving accommodation facilities and related services
- Implementing public investments for greater usability of the Tourist heritage
- Providing credit support for the tourism sector
- Providing Tax incentives for small and medium-sized enterprises in the sector

Beneficiaries: Tourists, Companies, SMEs, start-ups, associations, tourism operators, local, regional and central administrations.

Time-frame:

Starting date: 01/07/2021

Final date: 30/06/2026

Implementation:

Investments	Implementation		Amount of investment
	From	To	Available resources (mln €)
4.1 Digital Tourism Hub	01/07/2021	30/06/2026	114
4.2 Integrated funds for the competitiveness of tourism enterprises: including 6 different measures: 4.2.1 Improvement of accommodation infrastructures through the Tax Credit instrument	01/07/2021	30/06/2026	1786

<p>4.2.2 Digitization of Agencies and Tour Operators</p> <p>4.2.3 Development and resilience of tourism businesses</p> <p>4.2.4 Support for the creation and consolidation of tourism SMEs (Special Section "Tourism" of the SME Guarantee Fund)</p> <p>4.2.5 Business Revolving Fund (FRI) for business support and development investments</p> <p>4.2.6 Enhancement, competitiveness and protection of accommodation through the participation of the Ministry of Tourism in the National Tourism Fund</p>			
<p>4.3 Caput Mundi-Next Generation EU for major tourist events</p>	<p>01/07/2021</p>	<p>30/06/2026</p>	<p>500</p>

Where to find additional information: *(please indicate any useful web-site, information that could help in better understanding the given financial instrument, no matter whether available in English or any other language*

<https://www.ministeroturismo.gov.it/pnrr/>

<https://www.ministeroturismo.gov.it/wp-content/uploads/2022/03/PNRR-MITUR.pdf>

Name of the instrument: FESR/ ERDF Regione Marche 2021-2027

Geographical scope: *Marche Region*

Type of instrument: *grants, tenders, and other financial instruments.*

Amount granted: Overall picture of financial resources

data in millions of euros	REGIONAL PROGRAMMES (PR)	COMPLEMENTARY OPERATIONAL PROGRAMMES (COP)	TOTAL
FESR MARCHE REGION	586	104	690

Type of actions:

The 21-27 programming period faces unprecedented challenges: the will to follow up on the political guidelines of the UN 2030 Strategy and the European Green Deal on the environment are compounded by the need to address in the short and long term the continuing consequences of the COVID-19 pandemic and, most recently, the energy crisis. In this context, the Program of the Marche Region has, as its main objective, to contribute to the recovery of the economic and social structure, promoting an approach based on the sustainability of investments in the area.

Beneficiaries: Each priority has different specific objective with different typologies of beneficiaries that will be described in detail in each call

Time-frame: 2021-2027

Implementation:

Strategic Objectives	POR Endowment	POC Endowment
OBJ 1: A more competitive and smarter Europe	310,9	

<i>OBJ 2: A greener, low carbon transitioning towards a net zero carbon economy</i>	220,4	
<i>OBJ 3: A more connected Europe by enhancing mobility</i>		49,5
<i>OBJ 5: Europe closer to citizens by fostering the sustainable and integrated development of all types of territories</i>	33,9	54,5

Marche's Regional Programme ERDF 2021-2027 has been officially approved by the Regional Council with DGR 1605/2022 on 03/12/2022. At the time of redaction of this document, we do not have further details concerning its detailed implementation.

Where to find additional information: <https://www.regione.marche.it/Entra-in-Regione/Fondi-Europei/FESR>

Name of the Partner institution: **FRIULI VENEZIA-GIULIA REGION (IT)**

Geographical scope: *Friuli Venezia-Giulia Region*

Contact person:

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Friuli Innovazione

e-mail: claudia.baracchini@friulinnovazione.it

Type of instrument: *grants, tenders, and other financial instruments.*

The Autonomous Region of Friuli Venezia Giulia offers financing for cultural and tourism activities. In particular, for the cultural sector, the Region offers financing for the energy costs of theaters, cinemas, concert halls and dissemination centers. In addition, the Region supports projects, events and promotional initiatives that favor the dissemination of the image of Friuli Venezia Giulia and the increase in tourist movement and that produce important positive repercussions in the tourist and economic fields on the territories concerned.

Where to find additional information:

[Regione Autonoma Friuli Venezia Giulia - Attività culturali](#)

[Regione Autonoma Friuli Venezia Giulia - Progetti, manifestazioni e iniziative promozionali](#)

The **Culture & Creativity Cluster of Friuli Venezia Giulia** is the structure of the public-private partnership for the economic, cultural and social development of cultural and creative industries.

Where to find additional information:

[Cluster Cultura & Creatività del Friuli Venezia Giulia \(creativefvg.eu\)](http://creativefvg.eu)



FESR/ ERDF Regione FVG 2021-2027

At present, information regarding the detailed implementation of the FVG Regional Programme ERDF 2021-2027 is unavailable.

Where to find additional information: <https://europa.regione.fvg.it/it/programmi-36605/coesione-italia-21-27-friuli-venezia-giulia-36659/coesione-italia-fesr-39934>