



# EISMEA Support to the digital and green transition of Tourism SMEs

**DIGITOUR Final Conference**

**Sofia, Bulgaria  
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*EISMEA - European Innovation Council and SMEs  
Executive Agency*

# EISMEA – one of six executive agencies

Six executive agencies, all based in Brussels, have been established to implement EU programmes under the Multiannual Financial Framework (MFF) 2021-2027 (and the legacy of EU programmes under the MFF 2014-2020)

- **EISMEA** - European Innovation Council and SMEs Executive Agency
- **CINEA** - European Climate, Infrastructure and Environment Executive Agency
- **HaDEA** - European Health and Digital Executive Agency
- **EREA** - European Research Executive Agency
- **ERCEA** - European Research Council Executive Agency
- **EACEA** - European Education and Culture Executive Agency

# EISMEA (as of April 2021, former EASME)



## Established

1 April 2021



## Mandate

2021-2027

# 5

## Parent DGs

RTD, CNECT, GROW, REGIO, JUST

Implements parts of **3 Programmes**:

- **Horizon Europe**: European Innovation Council (EIC) and European Innovation Ecosystems (EIE)
- **Single Market Programme**: Consumer Objective, SME Pillar and Internal Market & Support to Standardisation
- **European Regional Development (ERDF)**: Interregional Innovation Initiatives (i3)

## Responsible for managing:

2335 projects

EUR 1.9 billion of EU funds and more than EUR 470 million of investments in 2021

# Single Market Programme (SMP)

- The Single Market Programme (SMP) is the EU funding programme to help the single market reach its full potential and ensure Europe's recovery from COVID-19 pandemic.
- For the multiannual EU budget (2021-2027), the **budget for SMP is €4.2 billion**, with € 1 billion dedicated to competitiveness of enterprises.
- SMP's predecessor was COSME: **budget of € 2,3 billion** in the 2014-2020 period
- SMP (and COSME before) provides various forms of support to businesses and especially SMEs

# Tourism calls for proposals: Topics 2019-2022

2019

Sustainable tourism development

6M€ \* 6 projects

2020

Digitalisation, innovation & new technologies

9M€ \* 9 projects

2021

COVID-19 recovery thro' sustainable tourism

12M€ \* 10 projects

2022

Twin transition and ecosystems

20,5M€ \* 6 projects

2023

More sustainable and resilient economy

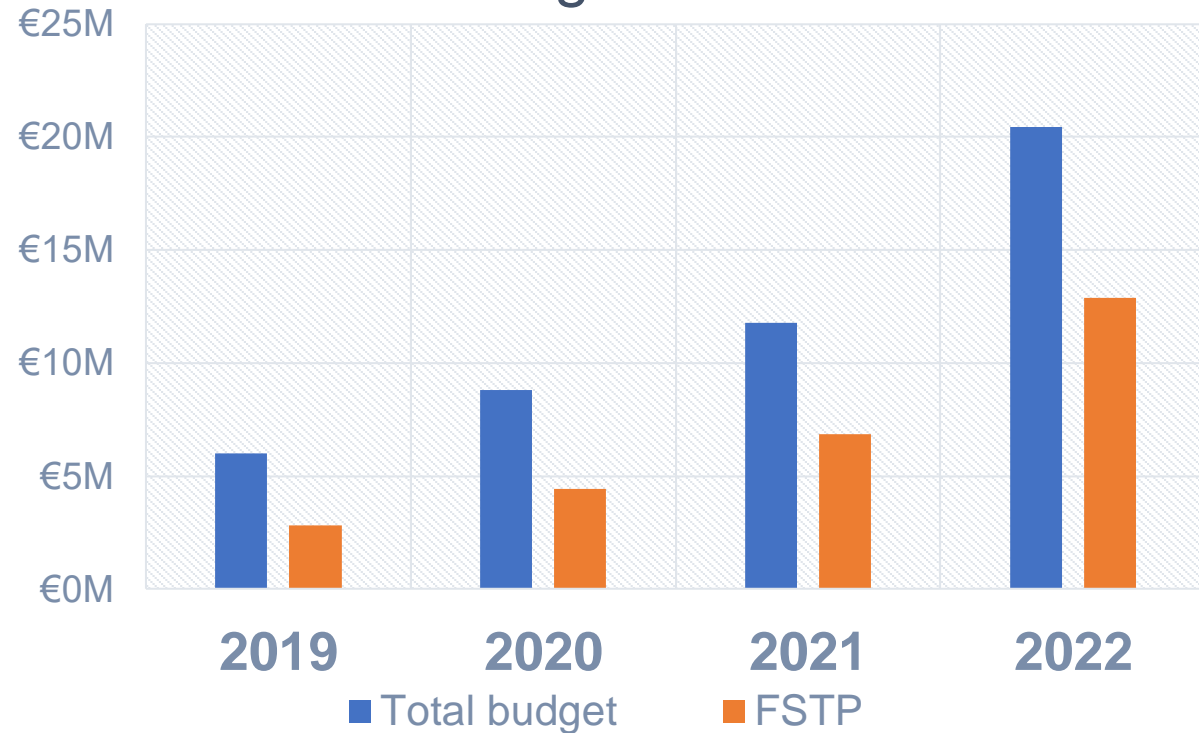
8,5M€ \* 4 projects

# Tourism Calls through COSME and the SMP

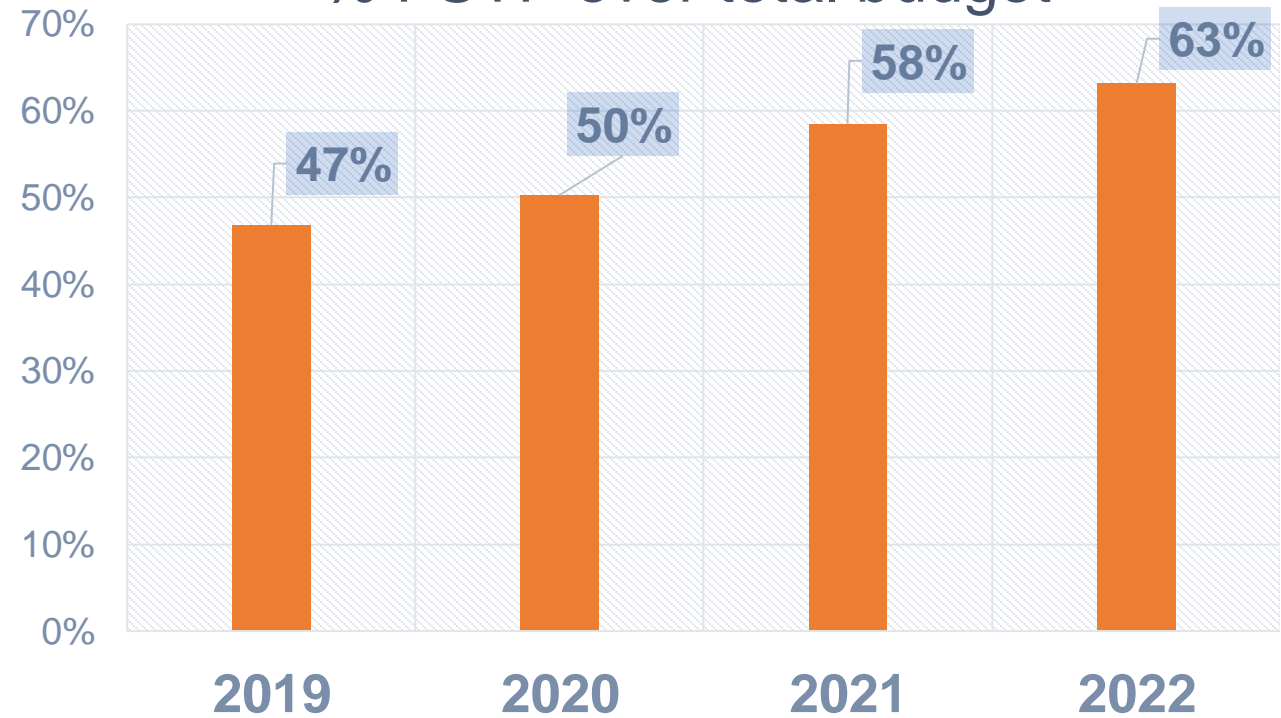
- In line with the actions in the **EU Transition Pathway for Tourism and Agenda for Tourism 2030**
- Support the twin transition of SMEs, towards **more sustainable practices and digitalisation**
- **EUR 56 million** were allocated to tourism projects between **2019 to 2023**, with focus on SME support
- **11,500** estimated SMEs supported financially and non-financially (2019-22)

# Budget & Financial Support to SMEs (FSTP)

## Budget & FSTP



## % FSTP over total budget



# Eligible Activities as Financial Support to SMEs

## Knowledge Transfer

- Boosting skills
- Capacity building
- Training courses
- Coaching sessions
- Twinning
- Matchmaking
- Communication
- Awareness Raising & Networking events

## Business Oriented

- Business Mentoring
- New models & strategies
- Data collection
- Scaling-up of products
- Market studies
- Regulatory compliance
- GDPR requirements
- Resilience mgt. support

## Sustainability

- Certification schemes
- Env.-friendly operations
- Mapping strategies
- Measuring impacts
- Linking other ecosystems
- Agritourism organic practices
- Investments contributing to green transformation

## Digitalisation, innovation and smart tourism

- Public-private partnerships
- Innovative tourism products
- Adoption of digital tools and smart technologies
- Online markets, digital and distribution channels
- Use of neuromarketing techniques



# Thank you

**Alan VELLA**

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Sector Competitiveness and Internationalization

*European Innovation Council and Small Medium Sizes Executive Agency (EISMEA)*

**European Commission**