

## Greater Manchester Brussels Service

### Briefing: EU Funding and Tourism

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Tourism is the 3rd largest economic sector in the EU after trade and distribution and construction. The sector generates 10% of EU GDP and employs around 9.7m people across Europe. It covers a very diverse and large number of stakeholders, from national, regional and local government to private sector, multilateral and intergovernmental organisations and non-profit organisations.

For a number of years the European Commission has been running a number of initiatives to support the tourism sector. Some of these initiatives, such as the Culture Programme or the Cultural Heritage JPI, will continue with similar or larger budgets. In addition to those a number of new initiatives will also be introduced to tackle specific challenges faced by the sector.

This briefing paper is a summary of those EU funding opportunities that will be available to the Tourism Sector.

#### **CREATIVE EUROPE**

Creative Europe is the EUR1.46 billion programme in support of the culture and media sectors.

The Programme has four priorities:

- To support the capacity of the European creative and culture sectors to operate transnationally.
- To promote the transnational circulation of cultural and creative works.
- To strengthen the financial capacity of the media and culture sectors, in particular SME.
- To support transnational policy cooperation in order to foster policy development, innovation, audience building and new business models.

The budget will be shared across three areas:

- **MEDIA Sub-Programme** (56%) – to support the European film and audiovisual industries in the development, distribution and promotion of their work.
- **CULTURE Sub-Programme** (31%) – to support the culture and performing arts, literature, heritage and other areas. It will support transnational collaborations, networks, literature translations, platforms, festivals and other related activities.
- **Cross-Sectoral Sub-Programme** (13%) – to support the National Creative Europe Desks, and a new financial guarantee facility worth around EUR121m, which will be in operation from 2016. The new financial guarantee facility will enable small cultural and creative businesses to access loans offered by approved intermediary organisations.

**Deadlines:** There are several MEDIA calls open at the moment. Please check [this link](#) for further updates. The 2014 CULTURE calls closed in spring, but further annual deadlines will be set each year.

**More info** - [Creative Europe in UK](#)

**UK Contact Point** - [creative.europe@britishcouncil.org](mailto:creative.europe@britishcouncil.org) and [england@mediadeskuk.eu](mailto:england@mediadeskuk.eu)

## HORIZON 2020

Horizon 2020 is the new EUR79bn programme in support of research, development and innovation. The programme has three main Pillars: Excellence in Science, Industrial Leadership, and Societal Challenges<sup>1</sup>.

Horizon 2020 launched their first bi-annual work programmes in December 2013 and a number of current open calls are targeted at ICT Research and Innovation for Creative Industries and Cultural Heritage:

- ICT 13: 2014: Web Entrepreneurship
- ICT 15-16: Big data
- ICT 17: Cracking the language barrier
- ICT 18 : Support the growth of ICT innovative Creative Industries SMEs
- ICT 19: Technologies for creative industries, social media and convergence (Call in Oct. 2014)
- ICT 20: Technologies for better human learning & teaching
- ICT 21 : Advanced digital gaming/gamification
- ICT 22: Multimodal and natural computer interaction
- REFLECTIVE-6-2015: Innovation ecosystems of digital cultural assets (Call in 2015)
- REFLECTIVE-7-2014: Advanced 3D modelling for accessing and understanding European cultural assets

Tourism can also apply to other areas of Horizon 2020 such as the Societal Challenges or the Industrial Leadership Programme.

### Joint Programming Initiative on Cultural Heritage (JPICH)

The majority of the Horizon 2020 budget allocated to culture heritage R&D will be channelled through the Joint Programme Initiative on [Cultural Heritage](#)<sup>2</sup>.

Annual Calls for projects will be released each year as part of the Heritage Plus Programme. The Heritage Plus calls are designed to generate new, research-based knowledge to promote the sustainable use and management of cultural heritage and so to meet societal challenges and contribute to the development of the society.

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<sup>1</sup> Horizon 2020 will support 7 Societal Challenges: 1. Health, demographic change, and well-being; 2. Food security, sustainable agriculture, and the bio-based economy; 3. Secure, clean, and efficient energy; 4. Smart, green, and integrated transport; 5. Climate action, resource efficiency, and raw materials; 6. Inclusive, innovative, and reflective societies; 7. Secure societies.

<sup>2</sup> Cultural heritage exists in tangible, intangible and digital forms. Tangible heritage includes artefacts (e.g. objects, paintings, archaeological finds etc), buildings, structures, landscapes, cities, and towns including industrial, underwater and archaeological sites. It includes their location, relationship to the natural environment and the materials from which all these are made, from prehistoric rock to cutting edge plastics and electronic products. Intangible heritage includes the practices, representations, expressions, memories, knowledge and skills that communities, groups and individuals construct, use and transmit from generation to generation. Digital heritage includes texts, databases, still and moving images, audio, graphics, software and web pages.

**Deadlines:** Several calls related to the culture and creative sector were launched in December 2013, please check [this link](#) for further updates. The 2014 Heritage Plus call closed on 29 April, but further annual calls will be released each year.

**More info** – [Creativity website](#); [Digital Agenda for Europe](#); [Connecting Europe Facility](#); [Joint Programme Initiative on Cultural Heritage](#)

**Contact Point** – [Horizon 2020 National Contact Points in UK](#)

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## **COSME – COMPETITIVENESS OF SMES**

With a budget of EUR2.3bn COSME is the programme in support of business competitiveness in the EU. Around EUR108m will be ring-fenced to tourism actions that can not be financed under any of the other EU programmes – i.e. Creative Europe and Horizon 2020.

The new COSME Tourism Work Programme will contribute to the implementation of the 2010 Tourism Communication “Europe, the world’s No 1 tourist destination” and will ensure a sustainable continuation of initiatives already undertaken under COSME 2014, as well as under the European Innovation Partnerships<sup>3</sup>.

The Work Programme will have five objectives:

- To increase tourism demand.
- To diversify the tourism offer.
- To enhance tourism quality, sustainability, accessibility, skills, information, and innovation.
- To improve socio-economic knowledge of the sector.
- To increase visibility of Europe’s diverse destinations, and of Europe as a tourist destination.

Projects must be transnational and include private and public involvement.

### **A number of calls for projects will be released in 2014 as part of the Tourism Work Programme:**

- [Diversifying EU tourism offer and products](#) – sustainable transnational tourism products  
Publication: Mid-June 2014      Deadline: Mid-September 2014  
Budget: EUR1m
- [Increasing tourism flows in low/medium seasons](#)  
Publication: End June 2014      Deadline: September 2014  
Budget: EUR1.65m
- [European Destination of Excellence \(EDEN\) – \*UK is not part of the EDEN Initiative\*](#)  
Publication: April 2014      Deadline: June 2014
- [Synergies between tourism, high-end and creative industries](#)  
Publication: Spring 2014      Deadline: July 2014  
Budget: EUR0.4m

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<sup>3</sup> The European Innovation Partnerships (EIPs) are a new approach to EU research and innovation. Driven by specific societal challenges they are aimed to find new solutions by mobilising the associated sectors and markets. There are currently 5 EIPs: Active and Healthy Aging; Agricultural, Sustainability and Productivity; Smart Cities and Communities; Water; and Raw Material.

- Industrial cultural heritage routes – physical, virtual, or thematic  
Publication: End May 2014      Deadline: July 2014  
Budget: EUR1m
- Fostering Accessible Tourism entrepreneurship and management  
Publication: June 2014      Deadline: September 2014  
Budget: EUR0.65m

**More Info:** [COSME](#); [Tourism Unit](#)

**UK Contact Point** – [Enterprise Europe Network](#)

## OTHER EU PROGRAMMES

There are also a number of other EU Programmes which are not sector focused and could also support tourism related activities. Below are just a few of them:

- **ERASMUS + - [Erasmus+](#)** is the EUR14.7bn programme in support of education (at all levels), training and youth. Key Action 2 is aimed at supporting strategic partnerships, and cooperation for innovation and exchange of good practice. Actions could include opportunities to boost skills for tourism and culture professionals, as well as designing innovative methodologies for boosting those skills.
- **Structural Funds** – The Structural Funds programmes could potentially finance activity in tourism/culture as long as they contribute to one of the thematic objectives of the Programmes.  
Most of the Structural Funds budget is allocated to regions, however around 11% of the total EU provision is allocated to the European Territorial Cooperation Programmes (ETCs). The Northwest of England is eligible to three ETCs – [Northwest Europe Interreg B](#), [Interreg Europe](#) and [Atlantic Area Interreg B](#). All three programmes will launch their Operational Programmes at the end of 2014.
- **The Employment and Social Innovation (EaSI) Programme** – [EaSI](#) is the EU programme in support of sustainable employment, social protection, better working conditions and combating social exclusion and poverty. The EUR919.4m budget is split in three axis: PROGRESS which focuses on employment and social policies; EURES which is a large job mobility scheme; and the “Microfinance and Social Entrepreneurship Initiative” which is an access to finance scheme.

## UPCOMING EVENTS

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|-----------------|---|
| 6 June          | <a href="#">Mind the Accessibility Gap: Rethinking Accessible Tourism in Europe</a> (Brussels, Belgium) |
| 17-20 June      | <a href="#">Identity, Industry and Culture</a> (Ferrol, Spain)  |
| 24 June         | <a href="#">TOURISMLink Review Conference</a> (Brussels, Belgium)                                       |
| 11-12 September | <a href="#">European Tourism Forum 2014</a> (Turin, Italy)  |

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