



# Sustainable Growth and Building Resilience in Tourism: Empowering SMEs to carry out the twin transition

**29 September 2022**

*EISMEA Unit 1.02  
SMP/ COSME Pillar*



**Moderated by:**

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EISMEA Sector 1.02.2  
Competitiveness and Internationalisation



# Policy Context of the Call

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# Together for EU Tourism: implementing Transition Pathway



*“Sustainable growth and building resilience in tourism –  
empowering support to SMEs to carry out the twin transition”  
(SMP-COSME-2022-TOURSME)*

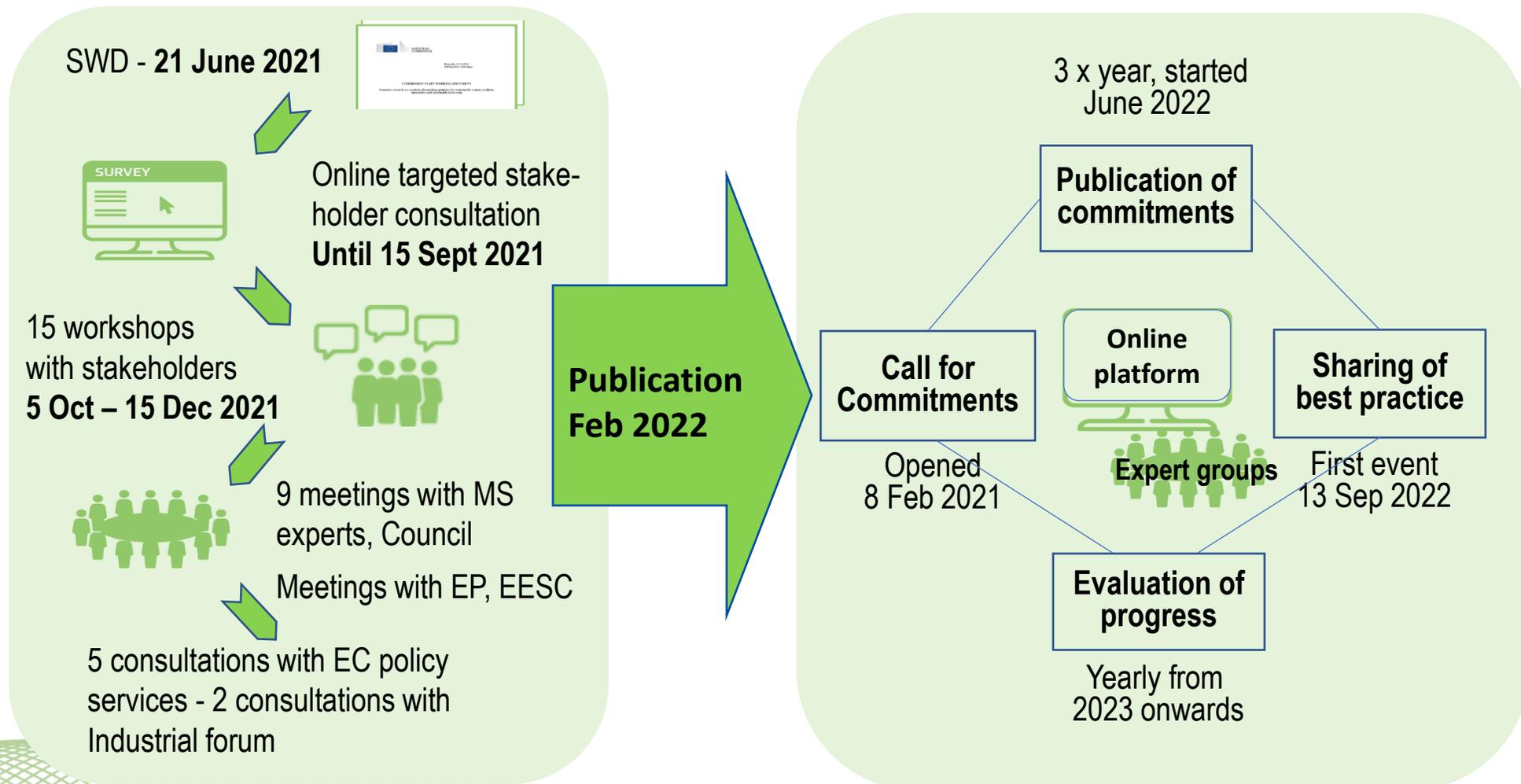
29 September 2022

Ramune Genzbigelyte Venturi  
DG GROW,G1 -Tourism Team

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# Transition pathway is a long-term process



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# 70 actions grouped under key topic areas

## Digital transition

- Data-driven tourism services
- Clear online information offer
- R&I for digital tools and services
- Interoperable data space for tourism
- Digitalisation of SMEs and destinations

## Green transition

- Circular tourism services
- Sustainable mobility
- Companies reducing environmental impacts
- R&I projects and pilots on sustainable tourism
- Experimenting environmental footprint methods for tourism

- Collaborative and smart destination governance
- Comprehensive tourism strategies
- Expanding tourism indicators
- Multimodal travelling
- Short-term rentals

Networking,  
Best practice sharing

Awareness raising  
(skills needs, transition benefits)

One-stop-shop to  
resources (skills, funding)

Facilitating travelling (cross-border, coordinated rules sharing)

Skills and education development

Fair and good quality jobs

Accessible tourism services

Diversification of tourism services, including resident perspective

**Policy & governance**

**Stakeholder support**

**Skills & resilience**

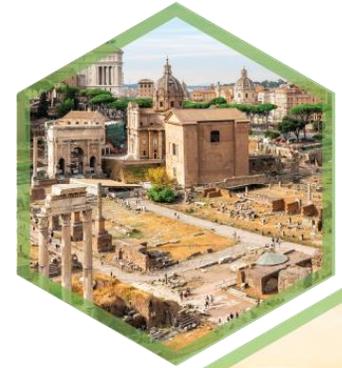
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European Commission

# Actions on policy and governance

- Strengthening **EU framework for Short-term rentals**
- Regulatory support for **multimodal travelling** through digital services
- **Revised framework for European Statistical System** (ESS) include economic, social and environmental sustainability in tourism statistics
- **EU Tourism dashboard** to support following green transition, digital transition and socio-economic resilience in tourism
- Ensuring comprehensive smart and sustainable **national/regional strategies for tourism**
- **Collaborative governance models** for tourism destinations



# Green transition

- **Sustainable mobility** – transport companies reduce GHG, sustainable mobility plans, increasing use of sustainable modalities
- **Circularity of tourism services** – reducing environmental footprint of food services, reducing waste, increasing water efficiency
- **Supporting SMEs towards green practices** – EMAS, EU ecolabel and other EN ISO 14024 type ecolabels, using EU Green public procurement criteria
- Including key **sustainability indicators on destination** level to a harmonised tourism data collection framework – linked to revising European tourism statistics
- **R&I support** for models and transferable practices for sustainable tourism
- Establishing large-scale **pilots on sustainable tourism**, e.g. on islands and remote regions
- Promoting the use of **Product and Organisation Environmental Footprint** (PEF and OEF) methodology and development of sectorial category rules for tourism ecosystem
- Also: energy efficiency of buildings and use of renewable energy, innovative models of sustainable tourism



# Actions on (sustainable)\* digital transition



- **Digitalisation of tourism SMEs and destinations** – work processes, interactions
- **Facilitating data sharing on tourism**
  - Common data sharing principles between stakeholders under a Code of Conduct
  - Improving access to tourism data to produce official statistics
  - Technical implementation to set up an interoperable tourism data space
- Establishing **data-supported destination management models**
- Tourism services benefiting from data-based innovations, artificial intelligence and virtual and augmented reality, creation of new platforms by SMEs
- Improving the online availability of information on sustainable, accessible and specifically targeted tourism offer, including information on consumer rights
- R&I support for data-driven destination management models
- R&I support for innovative tourism services with advanced technologies and digitized cultural heritage

\* The objective of digitalisation is often to support more green and resilient practices

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# Actions on skills and resilience\*



- Facilitating **seamless cross-border travelling** for EU citizens and non-EU nationals
- Ensuring **coordinated management and information sharing** on cross-border travelling in **exceptional circumstances**, learning lessons from COVID-19
- Educational organizations to engage in **developing and renewing tourism education**
- Ensure **considering new skills profiles**; needs for digital, green and business skills
- **Pact for Skills** to support tourism workforce
  - Establish national, regional and local skills partnerships
  - Engage actors to jointly agreed training targets for the workforce
  - Organise short courses, apprenticeship schemes and blended models for the unemployed and job seekers
- **Fairness and equality in tourism jobs** with good working conditions, contracts and gender equality
- Enhancing **accessible tourism services**
- **Diversifying** and developing tourism services to **benefit both residents and visitors**, ensuring continuing well-being of local communities

\* The skills are an essential facilitator for the twin transition and long-term resilience in tourism

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# Actions aiming to support tourism actors



- **Awareness raising**
  - on changes in tourism demand towards more sustainability
  - on skills needs for twin transition in tourism, benefits of digitalization for SMEs
- **Capacity building for tourism SMEs**
  - European, national and regional digitalisation programmes for SMEs
  - Capacity-building programmes, technical and financial assistance for SMEs to engage in environmentally friendly practices and schemes
- **Best practice exchange** on comprehensive tourism strategy development on national, regional and local level
- Establishing a **collaboration platform for tourism SMEs and destinations** that provides a one-stop-shop to information, tools and best practices, networking opportunities with other actors
  - Best practice exchange and a toolbox for sustainable and data-driven destination management
  - Inventory of transferable digital tools and practices for tourism SMEs and destinations
  - Networking and best practice sharing by award-winning cities in Europe on smart tourism, culture, sustainability, innovation, accessibility and European heritage
- Improving **visibility of funding opportunities** for tourism actors on European, national and regional level

# Co-implementation framework

- Communication and outreach – by all
- **Commitments by stakeholders**
- **Stakeholder working groups** coordinated by DG GROW
- **Online stakeholder support platform**
- Engagement of all EU institutions and services
- Yearly assessment or progress



# Why do we collect and publish concrete pledges and commitments?

- To show evidence that stakeholders of the tourism ecosystem are committed to the objectives of the Transition Pathway and taking concrete actions
- Pledges demonstrate **leadership and good examples** in the tourism transition
- To help recognizing **key areas for EU-level support to support work** of the stakeholders and to **address gaps**
- To support **optimizing and facilitating synergies** between stakeholders, MS, policy areas and initiatives
- To gather information for **yearly assessment of the progress of key activities in the tourism transition** and on possible needs to refine priorities, objectives, support mechanisms



# Continuing pledge collection

Maintaining the online Call for commitments continuously open at <https://ec.europa.eu/eusurvey/runner/Together4EUTourism>

Continuous follow-up and feedback on pledge proposals with 2-3 yearly cut-off dates for publication

- Next cut-off date planned for end of September and pledge publication in October
- Following cut-off and publication date in early 2023

Latest published pledges and commitments available at: [Commitments and pledges for the transition of EU tourism \(europa.eu\)](#)

Everyone can send new pledges, extend and update their proposed and published pledges

# Informal Commission Expert Group 'Together for EU Tourism – T4T'

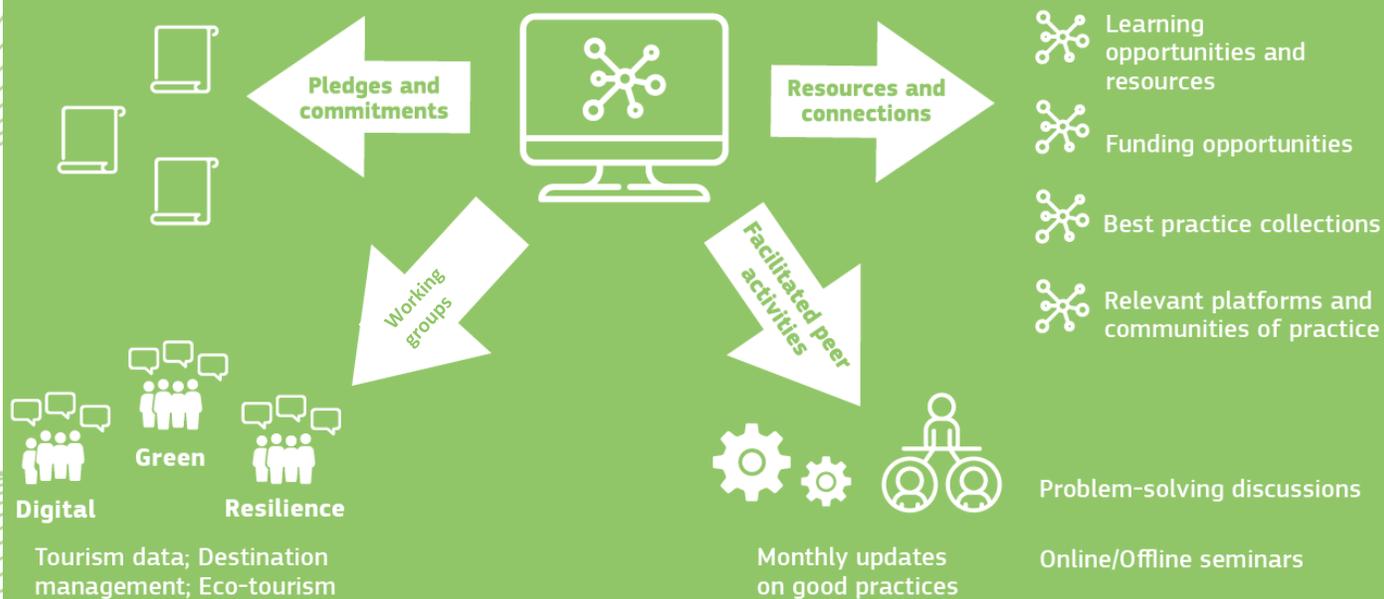
**To follow up, monitor and support actions** in the Transition Pathway for Tourism

- Composed of max. 50 members to make up **three sub-groups**:  
**Green Transition    Digital Transition    Resilience/Inclusion/Skills**
- **Call for applications** to select members to be published on Register of Commission Expert Groups and on DG GROW website this autumn
- Open to individuals in a personal capacity and individuals representing a common interest in the field of tourism
- Also open to organizations and associations representing different sectors of the tourism industry, regions, local destinations, trade unions, social partners, organisations involved in research and innovation activities
- Call will be open for four weeks – all encouraged to apply!

# Stakeholders Support Platform ( DG GROW tool)

## Together for EU Tourism

Collaboration Platform



Interfaces for other industrial ecosystems



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# Stakeholders Support Platform Together for EU tourism

## PLANNED TIMETABLE

Launch of the call	September 2022
Evaluation of the tenders	Q4 2022
Contract signature	Q1 2023
Project charter and greenlight from the EC's Information Technology and Cybersecurity Board	Q2 2023
Limited test version of the platform	Q3 2023
Platform available to all stakeholders	Q4 2023



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# Continuing collaboration and follow-up

- Working with the CZ presidency and the Council to establish an EU Agenda for tourism
- Follow-up with Member States experts in Tourism Advisory Committee
- Continuing collaboration within the Commission policy services as well as with the Parliament, EESC, CoR
- Listening to the needs and suggestions from stakeholders
- Taking stock of the progress in the European Tourism Day in May 2023

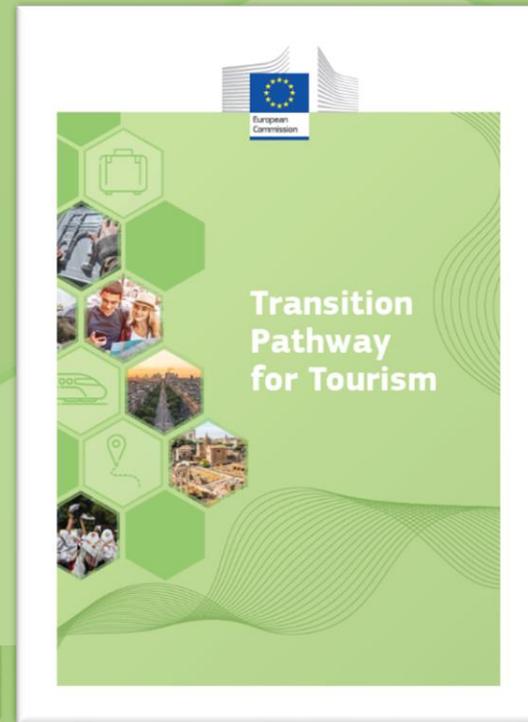
# Funding sources for transition?

- Tourism can be supported under 15 EU funding programmes: [https://ec.europa.eu/growth/sectors/tourism/funding-guide\\_en](https://ec.europa.eu/growth/sectors/tourism/funding-guide_en), e.g.
  - Research and Innovation projects under Horizon Europe
  - Skills support under Erasmus+
  - Creative Europe Programme for culture
  - Cohesion policy funds, European Regional Development Fund -- specific objective for sustainable tourism
- Support and technical assistance to SMEs under Single Market Program SME pillar
- Currently open EU funding opportunities: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search>
- National support under National recovery and resilience plans (15 MS)
- Technical Support Instrument (7 MS)
- Support mechanisms for SMEs: EEN, European Cluster Collaboration platform, Digital Innovation Hubs, EIC accelerator, YourEurope portal, ...
- Support for destinations: European Destinations of Excellence Awards (EDEN), Smart Tourism Capitals awards



# Thank you!

[EU-TOURISM-PATHWAY-2030@ec.europa.eu](mailto:EU-TOURISM-PATHWAY-2030@ec.europa.eu)



Together for  
EU Tourism





# The main Call requirements

Alan VELLA, Call Coordinator, EISMEA I.02.2

# General Guidance 1

- Available Call Budget: **EUR 20.5M EUR**
- Deadline: **30 November 2022 at 17.00hrs CET**
- Project Budget: Expected Range **2M-4M EUR per project**
- Duration: **24-36 months**
- Applicants cannot submit more than one proposal

# General Guidance 2

- Mandatory Templates (choose the correct budget table!)
- Supporting Documents (CVs, Operational Capacity etc)
- Eligible Participants: Legal entities established in EU MS and specific non-EU countries
- Trans-national consortium

# Consortium Composition

- **Min. 5 and Max. 8 entities** (excl. affiliated entities) **from min. 5 countries**
- **Min. 2 BSO from 2 different countries**
- **Min. 1 DMO**
- **Min. 1 entity with knowledge transfer/training of SMEs capacity** (ex. university, training centre, research centre);
- **Min. 1 entity with competence in communication**

# Tips

- Consult the Operational Capacity Requirements!
- Different experts must be included for the individual profiles (ex. the project manager cannot also occupy the role of tourism or capacity building expert).
- Consult the Award Criteria: *relevance, quality, impact!*
- Definition of tourism SME guided via NACE codes

# Key Call Objectives

- Enhance the competitiveness of tourism SMEs
- Capacity building of tourism SMEs
- Facilitate SMEs green and digital transition
- Support SME development / scaling up
- Foster innovative solutions for sustainable tourism (new business models, innovative services, heightened resilience)
- Promote best practice exchanges, knowledge sharing and transfer

# Examples of Possible Themes

- Seasonality concerns
- Diversification of tourism offers
- Regenerative tourism (authentic offers/well-being of host communities)
- Services for/Needs of varied travel groups
- Cultural heritage (material/non material)
- Natural heritage and biodiversity

# Activities to be Included in Proposal

- Lessons learnt/best practices concerning SMEs
- Training, Knowledge Transfer and ad-hoc mentoring activities for tourism SMEs
- Involvement and Capacity Building for local tourism ecosystems
- Methodology on the Proposed Activities
- Proposed Exploitation and Networking Initiatives

# Five compulsory deliverables

1. Compilation of a user-friendly list or compendium of lessons learnt, and/or best practices;
2. The actual Call draft;
3. Evaluation process and selection of the minimum 50 innovative projects;
4. Technical progress report;
5. Communication and dissemination strategy

# Provision of technical and financial support mechanisms for SMEs 1

- Selection of at least 50 innovative projects submitted by third parties:
  - Single tourism SME
  - Partnership of min. 2 and max. 4 tourism SMEs
  - Partnership of min. 2 and max. 4 partners, including min. 1 tourism SME and 1 public/private entity
- Pre-existing or new partnerships
- Members of each partnership must be based in the same country



# Provision of technical and financial support mechanisms for SMEs 2

- Amount dedicated to FSTP: **minimum 60% of the EU grant**
- Financial support via **lump sums**
- Budget for each supported innovative project: **range 20K-30K EUR**
- At least **70%** of the financial support must be dedicated to the SME/s included in each supported innovative project
- Reimbursement of costs: **100% FSTP, 90%** all other cost categories

# Provision of technical and financial support mechanisms for SMEs 3

- The supported innovative projects shall come from **min. 3 eligible countries**
- Distribution among the countries shall be balanced
- Importance for the consortium to closely monitor the SMEs/partnerships



# Expected Impacts 1

- Enhanced resilience and competitiveness of tourism SMEs
- Uptake of sustainability, innovation and digitisation principles
- Transnational cooperation between tourism stakeholders
- New business models
- Tourism synergies with local communities

# Expected Impacts 2

- Innovative tourism services
- Increased cooperation between SMEs
- Enhanced interest in sustainability-oriented business practices
- Knowledge transfer and peer learning
- Provision of best practices to further facilitate COVID-19 tourism recovery



**Thank you!**



# Financial and Budgetary Context of the Call

Milos **STANOJEVIC**, Financial Officer, EISMEA C.01.2

# Financial documents for submission

- ❖ **Summarised budget table** (Application Form Part A – filled in directly online)
- ❖ **Detailed budget table** (Application Form Part B – filled in template to be uploaded in PDF format)

- ✓ *financial data in both tables need to match – if not, Summarized budget table takes precedence*
- ✓ *no paper (hard copy) submission – all submission is online!*



# Detailed budget table



# 1. Instructions & 2. Start

- Introductory pages (not to be submitted)
- Submit only sheets 3, 4 & 5
- Complete 1 Detailed budget table per each member or A.E.
- If no cost in a certain category – box to be left empty

## INSTRUCTIONS (DETAILED BUDGET TABLE ACTION GRANTS – PROPOSAL/GRANT PREPARATION)

### General

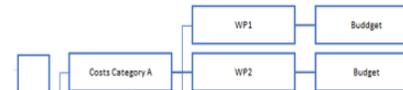
The file is composed of **5 sheets** (Instructions, Start, Detailed table, Consolidated table (participants) and Consolidated table (project)) which must be used to create your detailed budget table.

Depending on the instructions in the call document, you should submit the budget table either as part of your **proposal** and/or during grant preparation:

- for proposal: merge, scan and attach it as a **single PDF** to your Application Form Part B (Funding & Tenders Portal Submission System; only sheets 3, 4, and 5 needed; for sheets 3 and 4: **one per beneficiary/affiliated entity**; more details on technical instructions are in the Online Manual)
- for grant preparation (if needed, after changes requested by the EU): merge, scan and attach it as a single PDF to your Description of the Action (DoA) Part B (Funding & Tenders Portal Grant Preparation tool).

**ATTENTION!** You may be asked to provide an Excel file by email during evaluation and grant preparation, if needed.

The budget table is broken down by cost category and work packages. For technical reasons the number of work packages has to be the same in all categories. Please leave them empty, if there are no costs.



## START (DETAILED BUDGET TABLE – PROPOSAL/GRANT PREPARATION)

### PROJECT DATA

Project number:

Project acronym:

Participant short name:

Participant PIC:

### WORK PACKAGES & TRAVELS

Add a new WP

Update Detailed Budget Table

Index	Name	Description	Number of travels	Delete

1. Instructions

**2. Start**

3. Detailed table

4. Consolid table (participant)

5. Consolid table

# 3. Detailed table

- One per member or A.E.
- Eligible costs ONLY
- List each item only once
- List each cost in it's main WP section
- Use your (best) estimates
- ✓ *White cells: data to enter*
- ✓ *Blue cells: auto-calculated*

Project number:	
Project acronym:	
Participant short name:	
Participant PIC:	

ATTENTION: This table should be filled out one per participant (beneficiary, affiliated entity)

ATTENTION: This table may ONLY contain eligible costs (i.e. costs that comply with the eligibility rules of the grant agreement that is part of your call documents). At proposal stage and during grant preparation, it should contain estimated costs/income. Costs must be estimated in EUR.

ATTENTION! List each budgeted cost item ONLY once in this table, for the main WP.

ATTENTION! White cells mean that you are required to enter data. Blue cells are calculated automatically.

## EU PROJECT BUDGET TABLE (PER PARTICIPANT)

### PROJECT COSTS

#### A. Personnel costs

	Costs (actual costs)			Also working for other work packages? YES/NO and which WP	Description of project role/activities/responsibilities	
	Type of rate (monthly/other)	Rate (amount)	Time (months/other of work on the action)			Total (EUR)
	a	b	c= a*b			
<b>Total personnel (all WPs)</b>				<b>0.00</b>		



# 4. Consolidated table per participant

- Shows different cost heading per work package
- Upon correct entry of data in the Detailed table this table is automatically calculated by the system

EU GRANTS DETAILED BUDGET TABLE (ACTION GRANTS)											
Project number:											
Project acronym:											
Participant short name:											
Participant PIC:											
CONSOLIDATED COSTS PER WORK PACKAGE (PER PARTICIPANT)											
COSTS PER WORK PACKAGE											
	A.1 Employees A.2 + A.3 Natural persons under direct contract and seconded persons	A.4 SME owners	B. Subcontracting costs	C. Purchase costs						D. Other cost categories	E. Indirect costs
				C.1 Travel and subsistence	C.1 Travel	C.1 Accomodation	C.1 Subsistence	C.2 Equipment	C.3 Other goods, work and services		
	a1 + a2	a3	b	c1	c1a	c1b	c1c	c2	c3	d1	$e = \text{flat-rate} * (a1 + a2 + a3 + a5 + b + [c1a + c1b + c1c] + c2 + c3 + d1 + d2 + d3 + d4 + d5 + d6)$
TOTAL COSTS PARTICIPANT	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00



# 5. Consolidated table per project

- Shows costs per work package/ per participant
- To be manually filled in by the Coordinator
- Must match financial data entered and automatically calculated in other tables

EU GRANTS DETAILED BUDGET TABLE (ACTION GRANTS)											
Project number:											
Project acronym:											
ATTENTION! Delete columns that do not apply for your grant.											
CONSOLIDATED COSTS PER WORK PACKAGE (PROJECT)											
PROJECT COSTS PER WORK PACKAGE											
	A.1 Employees A.2 + A.3 Natural persons under direct contract and seconded persons	A.4 SME owners	B. Subcontracting costs	C. Purchase costs						D. Other cost categories	E. Indirect costs
				C.1 Travel and subsistence	C.1 Travel	C.1 Accomodation	C.1 Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties	
	a1 - a2	a3	b	c1	c1a	c1b	c1c	e2	e3	d1	$e = \text{flat-rate} * [a1 + a2 + a3 + a5 + b + [c1a + c1b + c1c] + e2 + c3 + d1 + d2 + d3 + d4 + d5 + d6]$
PARTICIPANT [name]											
TOTAL COSTS PARTICIPANT (Proposal Step)											
TOTAL COSTS PARTICIPANT (Grant Preparation Step)											
PARTICIPANT [name]											
TOTAL COSTS PARTICIPANT (Proposal Step)											





# Cost categories



# 3. Detailed budget table



***Per participant!***

- **PROJECT COSTS**

- **A. Personnel costs**
- **B. Subcontracting costs**
- **C. Purchase costs**
- **D. Other cost categories**
- **E. Indirect costs**

- **PROJECT INCOME**

- **EU Contribution**
- **Revenues and contribution by third parties**
- **Own resources**





# A. Personnel costs

- **A.1 Employees (or equivalent)**
- **A.2 Natural persons under a direct contract**
- **A.3 Seconded persons**
- **A.4 SME owners without salary**



# Costs for employees or equivalent

## ❖ Eligible personnel:

- ✓ **employment contract** (or equivalent) with the beneficiary + **assigned** to the action;

## ❖ Eligible costs:

- ✓ **salaries, social security contributions, taxes** and **other costs** linked to the remuneration (if arise from national law or the employment contract + actually incurred).

- ❖ Calculation: present it in **monthly rates** for each person who will work on the action.



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- 

# Costs for natural and seconded persons

- ❖ **Seconded persons** by a third party against payment;
- ❖ **Natural persons** under direct contract (not employment): civil, free-lance or expert, eligible if:
  - ✓ Works under conditions similar conditions as employees (supervision, office presence, etc);
  - ✓ Costs are not significantly different from those for personnel performing similar tasks;
  - ✓ Work results belong to the beneficiary;
  - ✓ Costs declared amount solely to remuneration + taxation costs for the person in question.

# Costs for SME owners and natural persons

## ❖ **SME owners** are eligible if:

- ✓ Owner/co-owner + beneficiary of the action + SME + not receiving a salary;

## ❖ **Natural persons** are NOT eligible;

## ❖ Cost calculation method:

- ✓ Unit cost (daily rate) x number of day-equivalents worked on the action
- ✓ Unit cost (daily rate) to be used: Commission Decision C(2020)7715 or Annex 2a

## B. Subcontracting costs

- ❖ Autonomous - no direct supervision by the beneficiary (as opposed to *in-house consultants*);
- ❖ Allowed, under following conditions:
  - ✓ NO core tasks - specific tasks of the action;
  - ✓ Described in Annex 1;
  - ✓ Budgeted in Annex 2 or *ex post* approved;
  - ✓ If above **30%** of total costs – must be justified in the application;
  - ✓ Can be declared only as *actual costs* incurred;
  - ✓ Best value for money or lowest price;
  - ✓ No Conflict of interest

## B. Subcontracting costs

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  - ✓ Can be declared only as *actual costs* incurred;
  - ✓ Best value for money or lowest price;
  - ✓ No Conflict of interest



# C. Purchase costs

- ❖ Services, works or goods;
  - ✓ Necessary to carry out the action;
  - ✓ Do not fall in any other cost category;
  - ✓ Do not have to be indicated in Annex 1.
  
  - ❖ Sub-categories:
    - **C.1 Travel and subsistence**
    - **C.2 Equipment**
    - **C.3 Other goods, works and services**
- 



# Travel, accommodation and subsistence

## ❖ Eligibility rules:

- ✓ Only for the personnel working on the action;
- ✓ Justified: necessary under the action + calculation provided in the Description column.

## ❖ Can be budgeted as **actual** (incurred) or **unit** (pre-fixed amount) costs

- ✓ For Unit costs, values from the *Commission Decision C(2021)35* to be used.



# Equipment

- ❖ Eligible
  - ✓ New or second-hand;
  - ✓ Renting and leasing.
  
- ❖ Basic rule : **Depreciation**
  - ✓ Eligible to declare: corresponds to **DURATION** of the action + **RATE** of actual use for the action;
  - ✓ Recorded in the assets register (acc. to *international accounting standards* or *usual practice of the beneficiary*).



# Other goods, works and services

- ❖ Examples: catering, meeting room rent, leaflets printing, consumables and supplies, dissemination, translations, publications, financial statements certificates, financial guarantees, etc.
    - ✓ Purchased specifically for the implementation of the action
    - ✓ Best value for money or the lowest price;
    - ✓ Declared costs actually incurred.
- 



## E. Indirect costs

- ❖ **Running or operating costs (overheads)**
  - ✓ Not directly linked to the action implementation and not to be attributed directly to it;
  - ✓ Reimbursed at the flat-rate of 7% of the eligible direct costs;
  - ✓ Automatically calculated by the IT system applying the rate of 7% to the sum of the eligible costs;
  - ✓ Example: stationery, rent of the office, utilities etc;
  - ✓ No breakdown of these costs is required.
- 



# Project income

- ❖ EU contribution (grant): **100% for FTSP** and **90% for all other cost categories**.
  - ❖ Revenues and contributions by third parties:
    - ✓ **income generated by the action** such as *direct revenues* or *receipts* (e.g. conference participants fees, sales of books);
    - ✓ **financial contributions** from third parties.
  - ❖ **Own resources** or the **own contribution** of the beneficiary
- 



Thank you!

