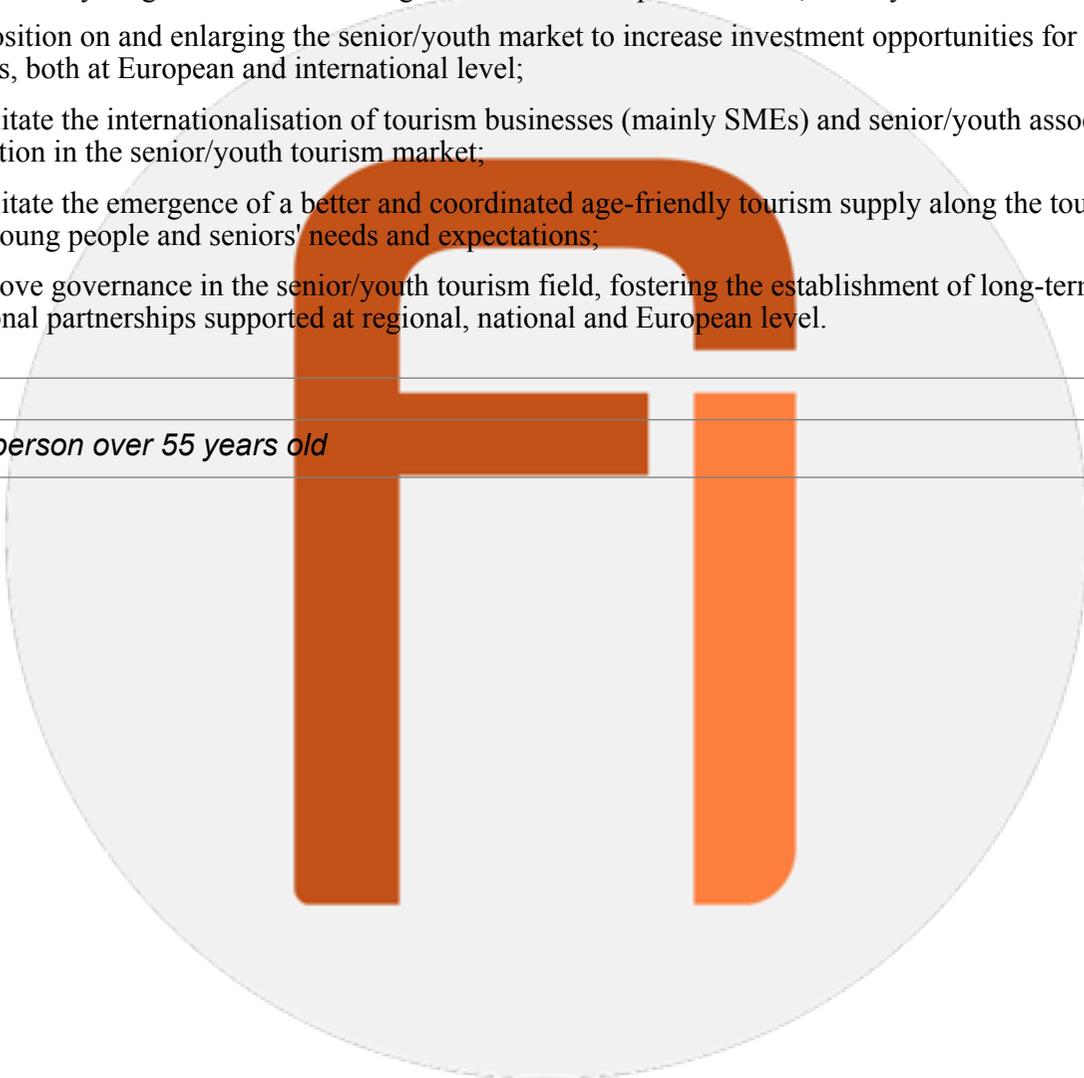


# SINTESI DI BANDO

<b>Oggetto</b>	<b>Increasing tourism flows in low/medium seasons</b> Under this objective, partnerships which facilitate the increase of tourism flows during the low and medium seasons between European Union (EU) Member States and/or non-EU countries are supported. The targets will be two specific groups, notably seniors and the youth.
<b>Durata</b>	Proposals' duration must be between 12 months and 18 months
<b>Importo</b>	166.000,00 (8 progetti per ogni tema) finanziati al 75% massimo sono 125.000,00
<b>Obiettivi generali</b>	<p>For the three themes, the following objectives are relevant:</p> <ul style="list-style-type: none"><li>➤ Stimulate competitiveness of the tourism industry in Europe;</li><li>➤ Diversify, innovate and enhance the quality of the European sustainable tourism offer;</li><li>➤ Foster the dissemination of more sustainable and responsible business models across the EU tourism offer;</li><li>➤ Create a favourable framework to SME's cooperation;</li><li>➤ Foster transnational cooperation of all actors along the tourism value chain;</li><li>➤ Facilitate long-term European public-private partnerships.</li></ul>

## SINTESI DI BANDO

<b>Obiettivi specifici</b>	<ul style="list-style-type: none"><li>➤ Facilitate seniors and youth transnational mobility within the EU, lifting obstacles alongside the tourism value chain (e.g. accessible barriers scaling up the use of innovation and technologic tools, products and services facilitating transnational mobility schemes for the young market and enabling senior citizens to pursue active, healthy and more independent travel mobility);</li><li>➤ Reposition on and enlarging the senior/youth market to increase investment opportunities for the tourism industry, SMEs and businesses, both at European and international level;</li><li>➤ Facilitate the internationalisation of tourism businesses (mainly SMEs) and senior/youth associations and their introduction or consolidation in the senior/youth tourism market;</li><li>➤ Facilitate the emergence of a better and coordinated age-friendly tourism supply along the tourism value chain, matching the specific young people and seniors' needs and expectations;</li><li>➤ Improve governance in the senior/youth tourism field, fostering the establishment of long-term public and private transnational partnerships supported at regional, national and European level.</li></ul>
<b>Target</b>	<i>Any person over 55 years old</i>



## SINTESI DI BANDO

<b>Attività ammesse</b>	<p>The project proposals under this strand must develop the following "core" activities:</p> <ol style="list-style-type: none"><li>1) Design and develop a transnational mobility model around a specific tourism product(s) for an age-friendly tourism; and</li><li>2) Run a pilot test to validate the model; and</li><li>3) Measure and evaluate the test's results and gather the lessons learned.</li></ol> <p>Once the proposal contains the core activities, the following additional activities are also possible for funding, provided that applicants clearly motivate the choice and demonstrate that they are necessary for the better implementation of the abovementioned activities:</p> <ul style="list-style-type: none"><li>▪ Defining a common knowledge and data set. In a context of fragmentation of studies and data collection but also of knowledge gaps, rationalisation of existing knowledge and pooling of data sources at EU level is suggested to come up with comprehensive, evidence-based and comparable data;</li><li>▪ Supporting mutual learning and benchmarking activities. Given the diversity of situations and experiences across Europe, best practices exchange and sharing at EU level would be beneficial;</li><li>▪ Designing and implementing training and capacity building programmes (e.g. improving professional skills of service providers, fostering the emergence of start-ups and entrepreneurship at international level, etc...);</li><li>▪ Implementing cost-efficient models regarding the use of Information Technology (IT) solutions in the ageing field;</li><li>▪ Proposing common standardisation tools and dynamics in terms of financial inclusion and accessibility, in order to enhance senior consumers' confidence (e.g. mainstreaming electronic payments, encouraging online and cross-border bookings/purchases, facilitating accessible physical sites and transports, facilitating virtual access to web sites or call services, etc.);</li><li>▪ Fostering clustering and networking activities at European level;</li><li>▪ Creating synergies and participating in European initiatives (e.g. eCalypso, EDEN, TourismLink, Tourism Business Portal, Cultural Routes, European Capital of Culture, European Innovation Partnership on Active and Healthy Ageing, etc.) and transnational programmes and policies (e.g. Macro-regional strategies, twinning policies between cities, etc.);</li><li>▪ Awareness raising events relevant to the call objectives.</li></ul>
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# SINTESI DI BANDO

## Risultati ammessi

### Expected results:

- Increased tourism flows and a higher volume and quality of transnational trips undertaken by seniors during the low/medium seasons in the EU, thus reducing the seasonality patterns in the EU;
  - Medium to long term strategies implemented in the design and development of a transnational mobility model, tailored on senior specific needs, considering the dynamics of the product offer for seniors;
  - A common approach developed on the supply-side, by improving transnational cooperation and by increasing long-lasting agreements between the public sector, senior associations/organisations and tourism service providers (mainly SMEs);
  - Balanced employment levels across seasons enhanced and job creation supported;
  - Increased competitiveness of the tourism SMEs, business associations and industry (e.g. internationalisation, introduction/consolidation in the senior market, improving investment opportunities, etc.);
  - Establishment of specific indicators to quantify, evaluate and monitor the results of the proposed activities and results.
- For guidance purposes, other potential achievements are possible:
- Improved knowledge of the senior tourism market identifying the needs of senior tourists and lifting existing obstacles to senior travel mobility;
  - Improvement and adoption of more homogenous standards of services and offers for senior travels throughout Europe;
  - An efficient model of economic incentives set up to support the transnational mobility model/scheme;
  - Tourism promoted effectively as a strategy for active and healthy ageing ;
  - Accessibility in tourism offers facilitated effectively, along with intermodal transfer and cross-border/transnational connectivity;
  - Increased awareness-raising of Europe as a sustainable, quality and safe destination.

## SINTESI DI BANDO

<b>General Indicators of the call for THEME 1</b>	<p>Applicants must ensure that the project outcomes and impacts are presented against <b>all</b> the following indicators:</p> <ol style="list-style-type: none"><li>1. Number of countries/stakeholders participating in transnational cooperation projects;</li><li>2. Number of jobs and SMEs created/supported;</li><li>3. Number of created public-private partnerships;</li><li>4. Number of schools or youth/senior associations involved in an exchange mechanism;</li><li>5. Increase in the number of nights spent by tourists in EU Member States/COSME participating countries or other countries participating in COSME, during the low season by the target group.</li></ol> <p>Moreover, specific outcome indicators have to be defined for each project proposal, depending on the concrete results/outcomes foreseen.</p>
<b>Scadenza Modalità di presentazione</b>	Piattaforma on line, scadenza il 30 giugno
<b>Modalità di pagamento</b>	Tre tranche, a stati di avanzamento