Call for SMEs

Application guidelines

TOURISME

Improving Sustainability of Tourism SMEs
Through Knowledge Transfer, International
Cooperation and Multi-Stakeholder Engagement

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1. Introduction

1.1 TouriSME project

The project TouriSME, with a budget of 1,3 M€, is co-funded by the European COSME Program and began on 16th September 2020, while it will continue its activities up until 15th March 2023 and beyond.

The project was born out of the need to improve the sustainability and competitiveness of tourism Small and medium-sized enterprises (SMEs) in Europe, under the pretext that a sustainable tourism development, in addition to positive environmental and socio-cultural impacts, provides many benefits derived from the competitive advantage of cost savings opportunities and the improvement of the offer quality. Moreover, it can address the growing consumer demand for an eco-friendlier tourism experience.

Tourism is an important economic sector in the European Union and has the potential to further boost the economic development of EU and to create employment opportunities. However, tourism results in many unwanted consequences such as pressure on natural resources, waste generation and increased carbon footprints of certain tourism destinations in general. On the other hand, if managed and practiced in a responsible and sustainable way, tourism can contribute to the preservation and sustainable development of the natural environment and the entire "ecosystem" of the local destination.

As indicated in by the European Commission, the tourism sector's competitiveness is closely linked to its sustainability, as the quality of tourism destinations is strongly influenced by their natural and cultural environment and by their integration into a local community.

In this context, TouriSME strives to promote the capacities and skills of tourism SMEs to explore and adopt sustainable solutions through a reinforced transnational and intersectoral collaboration between SMEs and tour operators from different tourism sectors in Spain, Italy, France and Cyprus.

1.1.1 Who do we address?

SMEs from any the following tourism sectors and wishing to improve their environmental performance:

Hotels and similar accommodation (NACE 55.1)

Holidays and other short-stay accommodation (NACE 55.2)

Travel agencies, tour operator reservation service and related activities (NACE 79)

1.1.2 Our objectives

In essence, TouriSME seeks to promote the adaptation of European tourism SMEs towards more sustainable, low-carbon and resource-efficient business models.

More specifically, our objectives are:

Scaling-up SMEs' activities and building their capacities through knowledge transfer, exchanges and collaboration with other SMEs, business accelerators, incubators, development agencies and other tourism industry stakeholders across sectors and nations

Supporting the **uptake of innovative solutions** that boost sustainable practices and circular business models, addressing the growing consumer demand for an eco-friendlier tourism experience

Supporting participation of SMEs in **environmental certification schemes and other initiatives** that promote sustainable tourism and that lead to competitive advantages, such as EMAS, EDEN and EU Ecolabel

1.1.3 Who are we?

The TouriSME project, coordinated by Consulta Europa projects and Innovation, is driven by a consortium composed of experienced organisations in the field of business development and support, trainings and capacity building, education and research, territorial, local and regional development and applied circular economy solutions. The consortium was brought together to provide answers and solutions to the key challenges and objectives drawn up by the project.

From this consortium, the Business Support Organisation (BSOs) will be the responsible organizations to provide direct financial support to SMEs located in Spain, France, Italy and Cyprus.

	BSO	Short description	Website
Spain	**Instituto Tecnológico de Canarias (ITC)** Calle Cebrián 3, Las Palmas de Gran Canaria, 35003, Spain	ITC is a public company with more than 25 years of experience that is committed to science and technology as essential pieces in the process of socio-economic transformation and sustainable development of the Canary Islands.	www.itccanarias.org
France	**L'Institut Paris Region** 15 rue Falguière, Paris, 75740, France	L'Institut Paris Region has the vocation of supporting research and innovation in order to help planning for sustainable territorial development in the Paris Region.	www.institutparisregion.fr
Italy	**Sistemi Formativi Confindustria (SFC**) Viale Pasteur 6, Rome, 00144, Italy,	SFC is a consortium with over 80 members belonging to two main categories of entities: Partners for Education, including VET providers, business school, the LUISS University, and partners representing the business sectors, entrepreneurs and Industries.	www.sfc.it
	Regione Autonoma Della Sardegna (RAS) Viale Trento 69, Cagliari, 09123, Italy	RAS legislates exclusively, by constitutional law, on matters such as regulation of local authorities, urban construction, agriculture, forests, research of professional trainings.	www.regione.sardegna.it
Cyprus	**Nicosia Development Agency (ANEL)** 57 Giannou Kranidioti Latsia, Nicosia, 2235, Cyprus	ANEL is an organisation founded by the municipalities of Greater Nicosia to support them on every aspect related to local and regional development.	www.anel.com.cy

2. Open call for tourism SMEs

2.1 Why should your SME participate?

These are some of the reasons why your SME should participate in the TouriSME programme:

- **Increased knowledge** on sustainable practices within the tourism sector and facilitated access to **environmental certification** schemes that will allow your company to scale-up its activities.

- **Benefiting the environment and the society** by taking up environmentally friendly solutions that reduce some of the negative impacts coming from the tourism sector.

- Potential **competitive advantage** by getting greener in light of the ever-growing demand for an eco-friendlier tourism offer.

- Benefiting from the potential **cost saving opportunities** that sustainable practices can help your company reach.

- **Networking and collaboration** with other SMEs in your sector, business accelerators, incubators, development agencies and other tourism industry stakeholders.

- **Financial support** to participate in face-to-face and online capacity building trainings, matchmaking events, to receive tailored mentoring and advisory services from experts and certifying organizations, and to help your company cover certification and standardization costs.

- **Visibility and promotion** that your company will receive by disseminating your participation, your environmental performance improvements, and more.

2.2 What do we offer?

The TouriSME programme is built around 3 core activities, involving face-to-face trainings and webinars for capacity building and knowledge transfer, matchmaking events for transnational and cross-sectoral cooperation as well as knowledge exchanges, and training and mentoring to promote the implementation of environmental certifications and other sustainability initiatives.

Your participation in our programme is **free of charge** as there are no registration fees to any of our activities. Therefore, we will cover 100% of the eligible costs incurred in as indicated in each of the activity's description. Before you apply, please read the **"important clarifications"** at the end of this section.

Activity 1

Face-to-face and online capacity building trainings and mentoring

Activity 2

Matchmaking SMEs (B2B)

Activity 3

Access to environmental certifications

Activity 1

Face-to-face and online capacity building trainings and mentoring

This activity aims at increasing the skills and capacity of the SMEs for sustainable growth through dedicated trainings on different topics, such as energy efficiency, resources consumption, circular solutions, waste management, eco-design, green procurement, mobility or social innovation.

Climate change, the acceleration of the loss of biodiversity, the scarcity of resources and the multiplication of health risks have revealed the vulnerability of tourism and are forcing companies to find solutions to these challenges. No other sector is more dependent on the environmental quality of places. For these reasons, the capacity building trainings delivered under this activity are structured as follows:

Part 1. Introduction to sustainable tourism

This first part introduces the concept of circular economy applied to tourism in order to support companies towards a sustainable development model that renews the ways of consuming, producing, working and traveling will be discussed as well as the various stages necessary for change.

Part 2. Key practices of sustainable tourism

This part is dedicated to tourism companies who wish to engage in a sustainable tourism approach but who have not necessarily already implemented specific actions. Companies will gain knowledge on how to start relatively simple but effective actions to implement to reduce their environmental impact.

🔲 **Part 3. Deepen your sustainable tourism policy**

The third part is devoted to tourism companies already engaged in sustainable tourism practices and wishing to deepen their approach to achieve higher levels of environmental performance.

🔲 **Part 4 (optional). Access to environmental certifications trainings**

An additional part dedicated only for SMEs wishing to get certified. It will enable SMEs to understand the different steps required to access to different certification schemes (see further Activity 3).

Four (4) face-to-face trainings and/or **webinars** will be organized in your country. The first two trainings will involve Part 1 and Part 2, respectively, while the third training will involve Part 3. Depending on the profile of SMEs, the fourth training will be dedicated to deepening Part 3 according to the SME's needs or, alternatively, it will be devoted to Part 4 (access to certifications).

Each beneficiary SME will receive financial support in form of a *Training Voucher* valued for a maximum of EUR 2,000 if based in Spain, France or Italy (EUR 500 per face-to-face training), or EUR 1,200 if in Cyprus (EUR 300 per training).

Type of costs covered:

- National travel expenses to participate in our activities, including transportation, accommodation and daily allowance.

Activity 2

Matchmaking SMEs (B2B)

This activity aims at creating synergies business-to-business (B2B) to facilitate the exchange of good practices among SMEs and technology and sustainable solutions providers, fostering networking and technical cooperation from the same sector and across sectors.

Two (2) international matchmaking events will be organized in each supporting country.

Each beneficiary SME will receive financial support in form of a *Matchmaking Voucher* valued for a maximum of EUR 4,000 if based in Spain, France or Italy (EUR 2,000 per event), or EUR 2,200 if in Cyprus (EUR 1,100 per event).

Type of costs covered:

- International travel expenses to participate in our activities, including transportation, accommodation and daily allowance.

Activity 3

Access to environmental certifications

This activity aims specifically at promoting environmental certifications and other EU initiatives, such as EMAS, EU eco-label, ETIS or EDEN.

In synergy with Activity 1, one (1) additional face-to-face training and one (1) webinar focused on environmental certifications (Part 4) will be carried out but, in addition, SMEs interested in accessing sustainable and environmental certifications could count on **tailored mentoring and advisory services** from experts and sustainable solution providers, and/or **costs of certification** as well. We will facilitate a list of experts and certifying organizations that provide service in your country, but we will also take into consideration additional ones proposed by you, provided that the normal contracting rules applicable in your country are followed (detailed information will be available on the contractual agreement sent if your application is selected).

Each beneficiary SME will receive financial support in form of a *Certification Voucher* valued for a maximum of EUR 1,000 if based in Spain, France or Italy, or EUR 600 if in Cyprus.

Type of costs covered:

- Individual mentoring and advisory services from experts, consultants, and certification providers.
- Costs of certification or standardization.

Important clarifications

■ **Is it possible to apply to individual activities?**

Participation in activities 1 and 2 is <u>mandatory</u>, whereas activity 3 is optional. Therefore, your SME may participate in either:

a) Activities 1 and 2; or

b) Activities 1, 2 and 3

Thus, the maximum funding to be received depends on the activities you participate in, and the country:

Country	Activities 1 and 2	Activities 1, 2 and 3
Spain	EUR 6,000	EUR 7,000
France	EUR 6,000	EUR 7,000
Italy	EUR 6,000	EUR 7,000
Cyprus	EUR 3,400	EUR 4,000

■ **How will costs be covered?**

Your SME will receive an advancement of **50%** of the total vouchers value, while the remaining part (up to the other **50%**) will be refunded after the verification of results of the programme implementation, based on a monitoring report (see section 2.5). The vouchers represent maximum amounts and, therefore, the financial support your SME might receive could be less if incurred costs at the end of the programme are below these caps.

■ **What happens if travelling is not possible due to COVID-19 travel restrictions?**

All activities will have to be organized online, but we will try our best to adapt them as much as possible to the national restrictions standing at the time.

■ **What if our SME wishes to engage more in environmental certifications (Activity 3)?**

If needed, there is certain flexibility to move budget from Activities 1-2 to Activity 3 (Access to environmental certifications). However, the maximum funding per SME established for your country cannot be surpassed, which is EUR 7,000 for Spain, Italy and France, and EUR 4,000 for Cyprus.

Such flexibility will be assessed case by case, according to your company's needs.

■ **How long does the programme last?**

12 months

2.3 Who can apply?

To be eligible for the TouriSME's programme your company must comply with **all of the following requirements**:

1. Be a **Small and medium enterprise (SME),** as defined by the EU recommendation 2003/361[1]:

Company category	Staff headcount	Turnover	OR	Balance sheet total
Medium-sized	< 250	≤ € 50 m		≤ € 43 m
Small	< 50	≤ € 10 m		≤ € 10 m
Micro	< 10	≤ € 10 m		≤ € 2 m

2. Be a tourism SME from one the following **categories of tourism industry**[2]:

- Hotels and similar accommodation (NACE 55.1)
- Holiday and other short-stay accommodation (NACE 55.2)
- Travel agencies, tour operator reservation service and related activities (NACE 79)

3. Be located in **Spain, Italy, France** or **Cyprus**.

2.4 How to apply?

Before getting started, please note that we will only accept applications submitted in **English**.

Then, follow these steps to successfully submit your application:

1. Click on the **"Apply now"** button available on https://tourisme-project.eu/call-for-smes
2. Fill out all sections of the **application form.** If you wish to consult it beforehand, a template of the form's structure is available in Annex I.
3. **Accept** the privacy policy and declaration of honour at the end of the form.
4. Click on "**Submit**".

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[1] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32003H0361
[2] https://ec.europa.eu/eurostat/documents/3859598/5902521/KS-RA-07-015-EN.PDF

5. You will receive a confirmation e-mail with a copy of your answers (check the spam folder too). If you do not, please contact us to info@tourisme-project.eu.

> **The deadline for application is on 15.09.2021 at 17:00 CET**

2.5 What is expected from participating SMEs?

During our programme, we would require only a few things from your SME:

- Your active participation in the programme's activities.

- Report on data that will allow us to monitor your sustainability performance. We will provide you with a simple template to be filled out periodically.

- Allow us to access and use such data, and publicly disseminate the results.

- Provide us with basic information of your company such as logo, description and contact information to publicly disseminate in our website and thus facilitate potential matchmaking between your company, other tourism service providers, certifying organisations, sustainable solution experts, etc.

- Keep and send invoices and payment statements of the costs you incur in during our programme (see section 2.2 for reference on eligible costs).

- Your commitment to improve your SME's sustainability performance in energy conservation, waste management, water management, sustainable mobility, green procurement, etc. and, if wanted, to aim at acquiring an environmental certification.

- Give visibility to the TouriSME project and of EU funding while participating in the programme. We will provide you with a standard sticker showcasing the project's logo and EU emblem and disclaimer to be visibly placed in your establishment (window, counter, etc.). Indications for dissemination on social media will also be provided (hashtags, keywords, etc.).

3. Evaluation process

3.1 Evaluation Committee

The Evaluation Committee is composed of 2 evaluators from each of the following four partner organizations: Consulta Europa, L'Institut Paris Region, Instituto Tecnológico de Canarias and Scuola Superiore Sant'Anna. Therefore, the committee will be formed by 8 evaluators, coordinated by Consulta Europa.

3.2 Evaluation process

The evaluation process of applications, which will take approximately 4 weeks after the call deadline is closed, is summarized in the following steps:

1. Administrative revision of applications and request of documentation, if needed.
2. Evaluation Committee's coordinator distributes applications proportionally among all evaluators (SME general information, i.e., company name, country, etc. will be hidden from evaluators to ensure a fair, independent process). In this way, each of the four evaluating partner organisations will review 25% of the total amount of applications received.
3. Two evaluators from each organization evaluate each application and prepare an <u>individual</u> evaluation form.
4. These 2 evaluators will communicate together to prepare a single <u>consensus</u> evaluation form.
5. Evaluation Committee's coordinator will collect all consensus evaluation forms and generate a ranked list from the highest scored application to the lowest, according to country.
6. Evaluation Committee meets to validate the results and agree on the final list of selected SMEs and a reserve list.

To achieve our project objectives in relation to geographical distribution, we will select **at least 12 SMEs** in each of the eligible countries: Spain, France, Italy and Cyrus.

3.3 Selection criteria

The evaluation will be carried out based on an **environmental** and **economic** criterion, while some relevant **variety aspects** will also be considered for the final selection. These criteria will be applied to the data you provide us in the application form (see Annex I).

ENVIRONMENTAL CRITERIA

a. Environmental commitment

Environmental commitment sub-criterion relates to the SME's current participation in environmental certification schemes (EU ecolabel, EMAS, etc.) or the adoption of relevant sustainable practices such as the installation of photovoltaic panel, involvement of guests, reduction of food waste, etc. (see section 3 of Annex further examples) to improve the environmental impact. The greater and more diversified initiatives your SME is already engaged in, the higher the score will be.

- Score 3: relevant and diversified initiatives have been adopted and the SME is eco-certified or eco-labelled
- Score 2: relevant and diversified initiatives have been adopted
- Score 1: a minimum of relevant initiatives has been adopted
- Score 0: no activities declared

Minimum threshold: None. Score 0 on Environmental commitment does not disqualify your SME, as we welcome all interested SMEs starting from the bottom in terms of sustainability.

b. Environmental relevance

Environmental relevance sub-criterion relates to, based on the current situation of the SME, the potential improvements in terms of carbon footprint, water consumption, waste production or awareness of behaviour change. The assessment will focus on the actions that SMEs plan to implement, and the resources planned to support these.
Data collected in the application form to assess this sub-criterion refers to the ambition you have for your organisation in terms of sustainable tourism, the means you plan to engage to reach your goals, and the objectives you set in terms of sustainable practices to be implemented in the framework of TouriSME.

- Score 5: high potential
- Score 3: medium potential
- Score 1: low potential
- Score 0: no potential

Minimum threshold: 1. A score below this threshold in Environmental relevance will disqualify your application.

ECONOMIC CRITERIA

Economic criteria relates to the recent evolution of turnover and potential financial capacity of the SME to invest in the resources needed for sustainable practices and/or environmental certificates and standards. Having in mind the economic impacts of COVID-19 pandemic in the tourism industry, we will only consider data from 2018 and 2019.

- Score 3: turnover is increasing (+ 5%)
- Score 2: turnover is stable (+/- 5%)
- Score 1: turnover decreases (between - 6% and - 30%)
- Score 0: turnover decreases (below - 30%)

Minimum threshold: None. Score 0 on Economic criteria does not disqualify your SME.

After applying the Environmental and Economic criterions, each SME will obtain a **total score between 0 and 11**.

The minimum global threshold to reach is set to score 3 (i.e., Environmental commitment + Environmental relevance + Economic criteria scores ≥ 3). However, notice that there is also a **minimum specific threshold set for Environmental relevance of score 1**. Applications under these thresholds will be rejected.

Case examples:

Case 1: if your global score reaches 2 and your environmental relevance score is equal to 0, your application will be rejected.
Case 2: if your global score reaches 2 and your environmental relevance score is equal to 1 (or 2), your application will be rejected.
Case 3: if your global score reaches 3 (or higher) and your environmental relevance score is equal to 0, your application will be rejected.
Case 4: if your global score reaches 3 (or higher) and your environmental relevance score is equal to 1 (or higher), your application will be selected to enter the ranking list.

The final selection will take place selecting the SMEs at the top of the ranking but taking into account the characteristics representing diversity of SMEs under the "variety aspects" presented below.

VARIETY ASPECTS

Even though the Variety aspects will not generate any scoring, these will contribute to ensure the representativeness of different groups of participating SMEs in terms of dimension, local context, geographical region, premises and equipment types in accommodations, and destination and transport types proposed by travel agencies and other reservation services.

For instance, considering that the total number of SMEs selected is not unlimited, if two SMEs have the same scoring but belong to two different groups (e.g., SMEs located on seaside areas versus SMEs located in mountainous areas), the Evaluation Committee might favour the SME belonging to the group where its numbers are much smaller than the other one.

■ **Dimension**

Measured with number of employees.

■ **Local context**

Urban, countryside, mountainous, seaside.

■ **Geographical region**

Region within participating country.

■ **Premises and equipment types in accommodations** *(only for NACE 55.10 and 55.20)*

Number of buildings, presence of a swimming pool, etc.

■ **Destination and transport types proposed by travel agencies and other reservation services** *(only for NACE 79)*

Travels using flight, train or other transport means. Destinations inside or outside Europe.

3.4 Notification of selected SMEs and feedback on the evaluation

Once the evaluation process is completed, all applicants will receive a **notification by e-mail** about the results, which will lead to one of these scenarios:

■ **NO SELECTION**
The notification will be sent together with an unsigned copy of the <u>consensus evaluation report</u>.

■ **NO SELECTION (IN RESERVE LIST)**
The notification that your SME has not been selected but is in the reserve list will be sent together with an unsigned copy of the <u>consensus evaluation report</u>.

■ **SELECTION**
The notification will be sent to selected beneficiary SMEs together with a <u>contractual agreement</u> and indications on next steps. This agreement should be signed within 2 weeks after receiving the notification, otherwise the applicant's interest in participating in the programme will be considered withdrawn and its spot will be offered to the next ranked SME on the reserve list.

4. How to contact us

For more information on this call and the TouriSME project, please contact us via e-mail to info@tourisme-project.eu.

To stay tuned on our activities and more opportunities, we would also like to invite you to visit our website, subscribe to our newsletter and follow us on our social media.

www.tourisme-project.eu

Privacy policy

TouriSME is responsible for the processing of the personal data provided with your consent when completing the application form. You are informed that these data will be processed in accordance with the General Data Protection Regulation (EU) 2016/679 of 27 April 2016 (GDPR), which includes the corrigendum of 23 May 2018, and other applicable rules, for the management of TouriSME project activities and to send other content-related electronic communications, under the protection given by your consent when applying. Personal and sensitive company's data provided will only be used in the framework of the evaluation process of the present call. We will store such data until these are no longer necessary for us to process in this framework, and it will not be rented, sold neither transferred to third parties.

Annex I. Application form template

Note: This annex contains only the structure of the application form but not the form itself, which is to be filled out electronically by following the indications detailed in paragraph 2.4.

SECTION 1. General Information

Field Name	Field Value	Field Type
Name of your organization		Text
VAT identification number of your organisation		Text
Website of your organisation		Text
Location of your organisation	Cyprus France Italy Spain	Single choice list
Address		Text
Post code		Text
City		Text
Contact person Gender	Madam Mr.	Single choice list
Contact person First Name		Text
Contact person Family Name		Text
Contact person Email address		Text
Contact person Telephone number		Text
Contact person Position	Owner Manager Other	Single choice list

Please specify if your company will participate in Activity 3 in addition to Activities 1 and 2 (both are mandatory)

Field Name	Field Value	Field Type
Participation in activity 3: Access to environmental certifications	Yes No	Single choice list

SECTION 2. SME's eligibility and economic data

Field Name	Field Value	Field Type
Type of activity	Hotels and similar accommodation (NACE 55.10) Holiday and other short-stay accommodation (NACE 55.20) Travel agency and tour operator activities (NACE 79.1) Other reservation service and related activities (NACE 79.9)	Single choice list
Number of employees in your organization	<10 from 10 to 49 from 50 to 249	Single choice list
Annual turnover of your organisation 2019 (prior to COVID-19 pandemic)	<2 M€ from 2 to 10 M€ from 10 to 50 M€	Single choice list
Evolution of turnover from 2018 to 2019	turnover has increased more than 5% turnover was stable (+/- 5%) turnover has decreased (between - 6% and - 30%) turnover has decreased (below -30%)	Single choice list

SECTION 3. Environmental commitment

Certification or ecolabeling of your organization *All eligible SMEs*		
Field Name	Field Value	Field Type
ISO 9001	Not adopted Successfully adopted	Single choice list
ISO 14001	Not adopted Successfully adopted	Single choice list
ISO 22000	Not adopted Successfully adopted	Single choice list
ISO 50001	Not adopted Successfully adopted	Single choice list
ISO 45001/OHSAS 18001	Not adopted Successfully adopted	Single choice list
EMAS	Not adopted Successfully adopted	Single choice list
EU Ecolabel	Not adopted Successfully adopted	Single choice list
Green Globe	Not adopted Successfully adopted	Single choice list
Green Key	Not adopted Successfully adopted	Single choice list
Nordic Swan	Not adopted Successfully adopted	Single choice list
Blue Angel	Not adopted Successfully adopted	Single choice list
NF Environment	Not adopted Successfully adopted	Single choice list
ECORISMO	Not adopted Successfully adopted	Single choice list
Legambiente Turismo	Not adopted Successfully adopted	Single choice list
BIO HOTELS d'Italia	Not adopted Successfully adopted	Single choice list
AENOR Medio Ambiente / AENOR Residuo Cero	Not adopted Successfully adopted	Single choice list
HES - Hoteles Eficientes Sostenibles	Not adopted Successfully adopted	Single choice list
Other (please specify)	Not adopted Successfully adopted	Single choice list

Have you already implemented the following sustainable practices in your company? *Hotels and similar accommodation (NACE I5510) & Holiday and other short-stay accommodation (NACE I5520)*		
Field Name	Field Value	Field Type
Formulation of a sustainable policy or management plan	Yes No	Single choice list
Assessment of your organisation's carbon footprint	Yes No	Single choice list

Reducing energy consumption	Yes No	Single choice list
Using renewable energy	Yes No	Single choice list
Monitoring energy consumption	Yes No	Single choice list
Reducing water consumption	Yes No	Single choice list
Monitoring water consumption	Yes No	Single choice list
Reusing water and/or wastewater	Yes No	Single choice list
Reducing plastic use	Yes No	Single choice list
Reducing food waste	Yes No	Single choice list
Recycling waste	Yes No	Single choice list
Reusing furniture, small appliances, and amenities	Yes No	Single choice list
Using materials made of recycled products	Yes No	Single choice list
Monitoring waste production	Yes No	Single choice list
Promoting sustainable mobility	Yes No	Single choice list
Training to staff on sustainability issues	Yes No	Single choice list

Have you already implemented the following sustainable practices in your company? *Travel agencies, tour operator reservation service and related activities (NACE N79)*		
Field Name	Field Value	Field Type
Formulation of a sustainable policy or management plan	Yes No	Single choice list
Have you ever assessed the carbon footprint of your activities?	Yes No	Single choice list
Implementing a carbon offset system	Yes No	Single choice list
Contract with or choose only green accommodations	Yes No	Single choice list
Promoting sustainable mobility	Yes No	Single choice list
Training to staff on sustainability issues	Yes No	Single choice list

SECTION 4. Environmental relevance

The objectives that you agree to set in your company in the framework of TouriSME and the implementation of their related practices.

Ambitions All eligible SMEs		
Field Name	**Field Value**	**Field Type**
Could you describe briefly how do you envisage sustainable tourism in your organisation? What is your vision?	(200 words max)	Text
Could you describe the means you will plan to engage or deepen sustainable tourism policy in your organisation (human resources, equipment, financial grant)?	(200 words max)	Text

Objectives Hotels and similar accommodation (NACE I55.10) & Holiday and other short-stay accommodation (NACE I55.20)		
Field Name	**Field Value**	**Field Type**
Awareness and behavioural change		
Raising awareness to visitors	yes no	Single choice list
Raising awareness to employees	yes no	Single choice list
Corporate Social Responsibility (CSR)		
Knowing its carbon footprint	yes no	Single choice list
Implementing a carbon offset system	yes no	Single choice list
Promoting social engagement	yes no	Single choice list
Promoting eco-friendly activities	yes no	Single choice list
Energy conservation		
Knowing its energy consumption	yes no	Single choice list
Modifying lighting equipment	yes no	Single choice list
Upgrading of household equipment's and optimizing their uses	yes no	Single choice list
Optimizing heating and ventilation management system	yes no	Single choice list

Diversifying its energy sources	yes no	Single choice list
Saving energy in building construction	yes no	Single choice list
Green procurement		
Changing cleaning products, using ecological labels	yes no	Single choice list
Developing short circuits and responsible consumption	yes no	Single choice list
Promoting reuse and products made of recycled materials	yes no	Single choice list
Purchasing efficient household equipment	yes no	Single choice list
Sustainable mobility		
Promote eco-mobility	yes no	Single choice list
Waste management		
Knowing its waste volume	yes no	Single choice list
Preventing waste production	yes no	Single choice list
Improving waste sorting	yes no	Single choice list
Fighting against food waste	yes no	Single choice list
Promote recycling and reuse	yes no	Single choice list
Water conservation		
Knowing its water consumption	yes no	Single choice list
Reducing its consumption	yes no	Single choice list
Recycling and using greywater	yes no	Single choice list
Diversifying its water supply	yes no	Single choice list
Optimizing pool maintenance	yes no	Single choice list
Certification		
Sensitize my company to EU Ecolabel, GREEN KEY certification, etc.	yes no	Single choice list

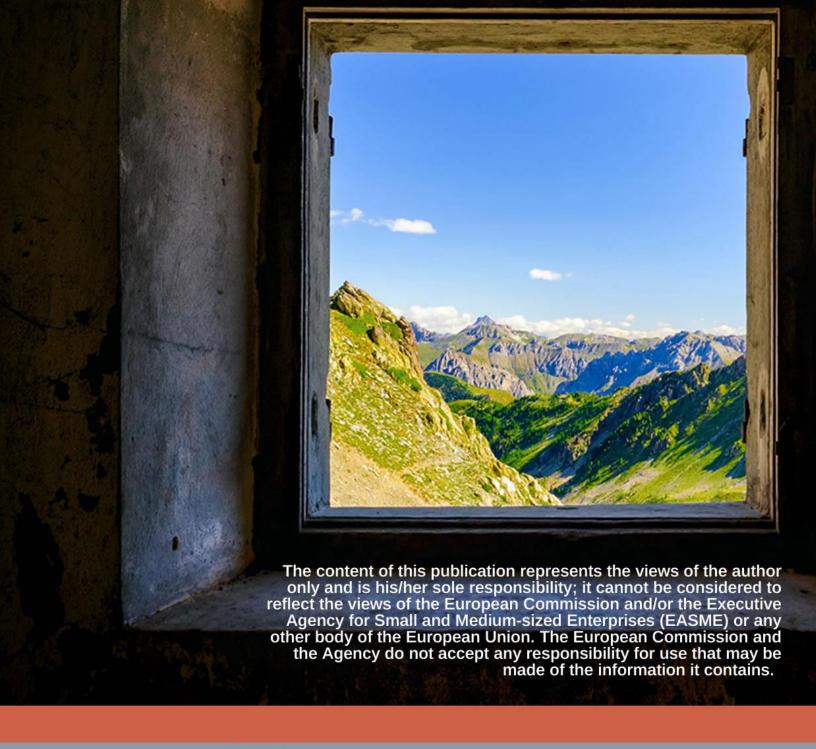| Objectives *Travel agencies, tour operator reservation service and related activities (NACE N79)*		
Field Name	Field Value	Field Type
Awareness and behavioural change		
Raising awareness to visitors	yes no	Single choice list
Raising awareness to employees	yes no	Single choice list
Developing sustainable tours		
Promote eco-mobility	yes no	Single choice list
Promoting eco-friendly activities	yes no	Single choice list

SECTION 5. Variety aspects

Information entered in this section should be as accurate as possible, but not necessarily exact.

Location All eligible SMEs		
Field Name	Field Value	Field Type
Main landscape surrounding your location	Urban Countryside Mountainous Seaside	Single choice list

Services, premises and equipment Hotels and similar accommodation (NACE I55.10) & Holiday and other short-stay accommodation (NACE I55.20)		
Field Name	Field Value	Field Type
Accommodation capacity (people)		Number
Number of rooms		Number
Number of accommodation buildings		Number
Number of floors (in average, if more than one accommodation building)		Number
Number of elevators	0 1 2 3 >3	Single choice list
Number of parking spaces for customers	no parking 1-10 spaces 11-50 spaces >50 spaces	Single choice list
Presence of a garden and its area	no garden 1-50 sq meters 51-250 sq meters >250 sq meters	Single choice list
Presence of a swimming pool	Yes No	Single choice list
Bathroom equipped with a bathtub	Yes No Partially (not all rooms are equipped)	Single choice list
Bedrooms equipped with a fridge	Yes No Partially (not all rooms are equipped)	Single choice list
Bedrooms are air conditioned	Yes No Partially (not all rooms are air conditioned)	Single choice list

Destination & type of transport offered *Travel agencies, tour operator reservation service and related activities (NACE N79)*		
Field Name	Field Value	Field Type
Total number of travel packages sold in **2019**		Number
Part of travels using flight	0-100	%
Part of travels using train/bus	0-100	%
Part of travels using other motorised means (car, motorbike…)	0-100	%
Part of travels using other non-motorised means (bicycle, on foot…)	0-100	%
Part of destinations limited to your region	0-100	%
Part of destinations limited to your country excluding your region	0-100	%
Part of destinations outside your country	0-100	%

TOURISME

Improving Sustainability of Tourism SMEs Through Knowledge Transfer, International Cooperation and Multi-Stakeholder Engagement

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