TOURing

Pact for TOURism - Skills Towards
a greener & a more digital Tourism Era

FUNDING TOOLKIT

How to align with EU priorities
(or another funder)?

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Welcome to our TOURing Funding Tool educational guide on" How to align with EU priorities (or another funder)?" created by the partnership of Erasmus+ TOURing project.

In this guide, you will find a collection of tips and hints on how European funding works and how Small & Medium Enterprises can benefit from it.

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ALIGNING WITH EU PRIORITIES FOR FUNDING EFFICIENCY:

Is **essential for accessing project funding efficiently,** as projects funded by the EU directly reflect its strategic focus areas;

This alignment not only enhances project relevance but **also increases funding prospects;**

This principle applies broadly to other funders, **as projects addressing their priorities are more likely to receive support;**

Tailoring proposals to align closely with funders priorities **demonstrates understanding and commitment, significantly improving the chances of securing support;**

Moreover, aligning with EU priorities enables the creation of **sustainable impact by contributing to long-term benefits** like digital skills development and foresting innovation.

TO UNDERSTAND EU PRIORITIES

- Consult project application calls where they're **outlined or linked.** These priorities can range from broad political agendas to specific focuses within project calls.

- **Review project call priorities carefully to tailor proposals effectively** and meet selection criteria.

- **Stay updated on EU policy priorities** through ongoing research, noting the principle of subsidiarity guiding EU operations.

- For deeper insights, **refer to the European Parliament's Fact Sheets** on the Principle of Subsidiarity.

DEEPENING ENGAGEMENT WITH EU POLICIES
REQUIRES PROACTIVE ENGAGEMENT

01

Join associations offering informative services like newsletters or policy briefs.
Platforms like Euractiv provide valuable insights through resources such as their Policy Briefs.

02

Maintain regular communication with engaged partners, such as those involved in initiatives like the Pact for skills.
These interactions provide firsthand knowledge and facilitate collaboration towards shared goals.

CASE STUDY: PACT FOR SKILLS

The pact for skills showcases effective engagement in EU priorities within the tourism and training sectors.
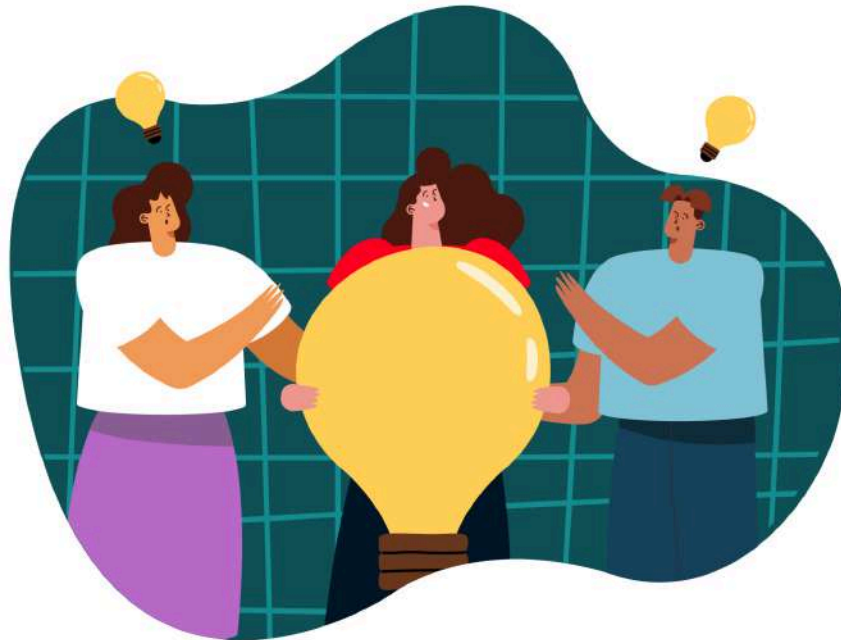
With over 80 committed signatories, this community is dedicated to advancing skills development.

Monthly meetings keep members informed about relevant European Commission initiatives.

For deeper insight, additional information about the Pact for Skills is available on the European Commission's official website under the Tourism section. This collaborative effort highlights the significance of proactive engagement in shaping EU policies and priorities within specific sectors.

ALIGNING PROJECT IDEAS WITH EU OBJECTIVES

After identifying EU priorities, the next step is aligning project ideas with these objectives:

- Begin by brainstorming concepts that are tangentially relevant or related to the identified priorities;

- Consider using a checklist approach to ensure alignment;

- Examine existing funded projects within relevant EU programs, such as Erasmus+, to gather insights and inspiration;

- Leverage institutional resources available in your region, such as Europe Direct offices or National Agencies associated with EU programs;

- Engage with various partners and stakeholders, including civil society organizations and training providers;

- Discussing project ideas with diverse perspectives can help refine concepts and enhance alignment with EU priorities;

CONSTRUCTING A COHERENT PROPOSAL

- Practically aligning Project proposals with EU priorities involves constructing a coherent narrative;
- Break down the proposal into concrete actions, linking each action to one or more EU priorities;
- Establish a clear connection between the project's objectives and overarching EU goals;
- This approach ensures that the proposed project not only addresses identified priorities but also contributes meaningfully to achieving them;

EXAMPLE: DIGITAL COMPETENCIES IN TOURISM

Developing digital competencies in the tourism sector, especially for SMEs, aligns with EU priorities and funding opportunities;

Break down the idea into actions focused on the tourism industry, digital skills, and upskilling/reskilling to create a solid narrative;

01

Research EU policies related to the tourism industry, digital skills, and upskilling/reskilling to ensure alignment with established priorities;

02

Explore funding opportunities tailored for SMEs and training initiatives, such as the TOURing funding toolkit;

03

Leverage EU programs like Erasmus+ for insights into state-of-the-art practices in EU tourism and training opportunities;

This enhances the project's alignment with **EU priorities** and **funding objectives;**

LINKING ACTIONS TO EU PRIORITIES

To refine the project idea of enhancing digital skills in the tourism sector, specific actions can be linked to relevant EU priorities.

Tourism Industry Development: Identify sector challenges and propose solutions aligning with the Tourism Transition Pathways in the EU's strategy for sustainable tourism;

- **Digital Skills:** Implement the Digital Education Action Plan (2021-2027) under the European Education Area initiative to improve digital competencies in tourism;
- **Upskilling & Reskilling:** Integrate initiatives from eu legislation in Education, Training, Youth, and Sport sectors to address workforce needs and promote innovation in tourism;

By aligning each action with specific EU priorities and policies, the project gains coherence and relevance, enhancing its potential for funding and impact within the EU landscape;

OVERCOMING ALIGNMENT CHALLENGES

- Encountering challenges in aligning your project idea with identified priorities is common.
- Proactive steps can help overcome obstacles and explore alternative avenues for funding and collaboration.
- **Explore other funding sources:** if your idea doesn't initially align with EU priorities, consider national or international funding sources like the World Bank.
- **Private Fundraising:** Look into private funders as potential sources of support.
- Courses like "Best Fundraising Courses Online with Certificates" on platforms such as Coursera can help develop essential fundraising skills.
- **Seek Inspiration and Collaboration:** If your idea resembles existing initiatives, view it as inspiration rather than discouragement.
- Identify ways to complement existing activities and collaborate with experienced partners.
- **Address Priority Identification Challenges:** If identifying priorities in your field proves difficult, consider whether it falls under the EU's scope according to the principle of subsidiarity.
- If not, redirect your focus to national or regional priorities to ensure relevance and impact.

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FINAL TIPS & SUGGESTIONS

Clarity of Fund Objectives: Funders typically outline clear objectives for their funds;

If you have any uncertainties or need clarification, don't hesitate to reach out directly to them;

Resources like FAQs provided under EU project calls can be invaluable in understanding fund requirements;

Alignment to Priorities: It's crucial to ensure your project aligns with funding priorities;

With numerous submissions often vying for attention, strict alignment becomes essential for standing out;

This enhances your chances of success;

Persistence and Communication: Maintain persistence in your pursuit of funding and project development;

Don't hesitate to ask questions and seek guidance as needed;

Clear communication with funders and potential partners is key to effectively navigating the funding landscape;