# TOURing

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

# FUNDING TOOLKIT

## How to write a successful project proposal
Tips

# How to write a successful project proposal: tips

Welcome to our TOURing Funding Tool educational guide with tips and hints on how European fundings work, and how Small & Medium Enterprises can benefit from them. This guide will describe how to write a successful project proposal.

## THE MAIN OBJECTIVES OF THIS SECTIONS ARE:

### 01

To understand the basis of how to conceive and prepare a proposal for a European project.

### 02

To acquire insights into project cycle of a EU project.

### 03

To become familiar with the language and working tools of the design process.

## INFORMATIONS ABOUT EU FUNDINGS

A project financed by the EU and it can vary of **objectives**, **size**, **duration** and **internal structure.**

It includes **doing research**, exchanges of **best practices**, getting **transnational access to infrastructure**, and finally to **develop and test new tools**, **techniques**, or **methodologies.**

At the beginning, a call for proposals about a specific topic is delivered, with specific criteria and conditions that the submissions need to meet to win the funding.

To receive the funding, **the proposal must exceed the evaluation thresholds set** for each criterion and an overall threshold.

# EU PROGRAMS SUITABLE FOR SMEs IN TOURISM

## 01.HORIZON Europe

Is the EU key funding program for research and innovation. Within this framework, there may be **specific calls related to tourism**, especially about **sustainable** and **digital** innovation, or for enhancing **visitor experiences.**

## 02. The Single Market Programme

aims to boost SMEs **competitiveness** and **sustainability**, including in the tourism sector. More specifically, the programme intends to facilitate access to markets, promote entrepreneurial skills, and promote the modernization of industry to address global and societal challenges.

## 03. INTERREG Europe

Fosters cross-border **cooperation** and **exchange** of experiences. SMEs can participate in Interreg projects focusing on themes like **sustainable** tourism development, **cultural heritage** preservation, and tourism **innovation.**

## 04. The European Regional Development Fund

aims to reduce economic disparities between regions. There may be **funding tourism-related opportunities**, concerning **infrastructure** development, **cultural heritage** preservation, and **sustainable** tourism.

# TIPS FOR WRITING

## 01

The project should not be a theoretical treatment of information and concepts, but a proposal for concrete actions, with clear and proper purposes.

## 02

Read very carefully the call document, and especially the overall goals and priorities of the chosen call, as they must be aligned to your project's objectives.

## 03

Check carefully all the information in the call document: eligibility criteria, who can apply, priorities addressed, duration, where to apply, deadline.

## 04

Motivate why the project is meaningful on a European scale, as well as national or local, and how activities are incorporated into the project.

## 05

Pay attention to the award criteria, as they point out which aspects you need to highlight in order to prove the added value of your project.

## 06

Call for proposals have limits of digits: be careful in achieving conciseness and effectiveness by including the budget, tables, attachments, diagrams or charts.

# AWARD CRITERIA

They may vary depending on the program: it is very important to align with them when writing.

By the Erasmus+ program guide, the identified award criteria are 4 and each one of them gives the proposal a score. These can be considered as general good standards to be followed in any proposal writing.

- Relevance
- Quality of the project design and implementation
- Quality of the partnership and the cooperation arrangements

# PROJECT CYCLE MANAGEMENT (PCM)

PCM is a system of management activities and decision-making procedures used throughout the life cycle of a project.

The life cycle of a project is composed by 6 phases:
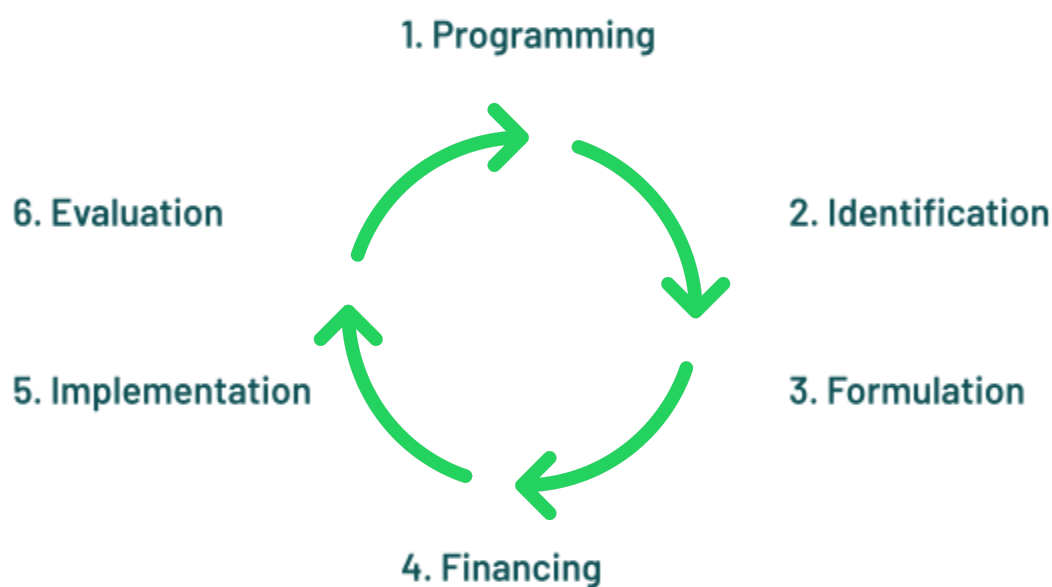
## Programming phase

The first step in creating a project. It requires a detailed understanding of the call and the context of the project.

**At this stage:**

Information is gathered on the **context** of the intervention, detection of **problems**, definition of **intervention objectives**, and understanding of **strategies** and operational models.

It is fundamental to know the **call for proposals**, **program** features, the **guidelines** and the **tools** available.

**Potential project partners** are contacted, considering the eligible countries and the structural characteristics of the project idea.

**Writing your proposal, some useful tips may be:**

- To define clear **objectives**: What specific problems or challenges are aiming to address? How will your project contribute to achieving the broader goals of the EU funding program?
- To propose an **innovative** approach or methodology that sets your project apart

## Identification phase

Is the next step in project creation. It involves assigning an identity to the project.

**At this stage:**

Make sure the target corresponds to what previously programmed in the proposal.

Describe how project results will be disseminated among target groups: it is crucial to have strategy for effectively reaching out to the identified target groups.

**Writing your proposal, some useful tips may be:**

- To consider **partners** with which you are familiar, and that have the expertise you need for the project idea.
- To share a **concept note** with potential partners before starting to write. Outline key elements of the project, including objectives, target beneficiaries, activities, expected outcomes, and potential risks.
- To communicate the project idea to **stakeholders** and seek their input and approval.
- To define the **target groups** which will benefit of the expected project results.

## Formulation phase

Is the most delicate in the process. It is the moment when the project is built through the joint effort of a group of professionals.

**At this stage:**

A detailed description of the project in all its formal and substantive aspects is drafted.

It is crucial to elaborate a proposal of concrete actions.

The project coordinator will take care of collecting all the attachments, making sure all documents are prepared and submitted in a timely manner.

**Writing your proposal, some useful tips may be:**

- To demonstrate **expertise** and **experience.**
- To be aware of describing precise actions to **engage** stakeholders.
- To identify potential risks and challenges associated with the project and outline strategies for mitigating these risks. This is called **Risk Management.**

In this context, the logical framework matrix helps to maintain a practical and concrete focus.

| | Intervention Logic | Objectively verifiable indicators | Sources of verification | Assumptions |
|---|---|---|---|---|
| Overall objectives | Objectives that fit the program policy and EU policy the most. | | | |
| Purpose | The direct consequence of actions on the target group. | | | |
| Excepted results | The immediate effect of the proposed actions, in concrete and measurable terms. | | | |
| Planned activities | Actions to be implemented to intervene on the problem and achieve the specific purpose. | | | |

**Logical framework** is a table that cross-references the fundamental variables of design thinking.

## Financing phase

Details the future investment and long-term economic implications of the project.

Project financing concerns obtaining and managing the fund to implement the project. To get a fun it is necessary:

- To carefully plan all necessary expenditures to carry out the project. It is possible to also include additional resources of funding or co-funding for the budget which may not be covered by EU funds*.
- To prepare a sound budget.
- To prove you can efficiently manage the project budget.

*remember that EU funds do not always cover 100% of expected costs.