

Call: SMP-COSME-2023-TOURSME

(Transitioning to a more sustainable and resilient ecosystem – empowering tourism SMEs)

Topic: SMP-COSME-2023-TOURSME-01

Type of Action: SMP-GFS

(SMP Grants for Financial Support)

Proposal number: 101181596

Proposal acronym: TASTE

Type of Model Grant Agreement: SMP Action Grant Budget-Based

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Application forms

Proposal ID **101181596**

Acronym **TASTE**

1 - General information

Field(s) marked * are mandatory to fill.

Topic SMP-COSME-2023-TOURSME-01

Type of Action SMP-GFS

Call SMP-COSME-2023-TOURSME

Type of Model Grant Agreement SMP-AG

Acronym TASTE

Proposal title Transformative approaches for sustainable food in tourism

Note that for technical reasons, the following characters are not accepted in the Proposal Title and will be removed: < > " &

Duration in months 30

Free keywords Tourism, Sustainable and Resilient Food, Capacity Building and Acceleration

Abstract *

TASTE - Transformative approaches for sustainable food in tourism – is driven by a partnership of 3 BSOs, 2 DMOs and 2 cross-cutting knowledge partners from 6 EU countries, with a mission dedicated to revolutionizing and promoting a transformative change in the realm of sustainability and resilience at the crossroads of food and tourism.

In this transformative journey, TASTE emphasizes the central role of key stakeholders alongside tourism SMEs. Notably, selected stakeholders will be empowered as knowledge multipliers within tourism and connected ecosystems such as food and beverages, agri-food, culture, and the proximity and social economy. To this end, it will deliver a comprehensive and structured capacity building programme rolled out via a train-the-trainer concept and study visits, building on exemplary and replicable practices. In sum, more than 20 stakeholders will be empowered as multipliers covering at least 4 of the call's European geographical areas. Capacity building will also be offered to tourism SMEs in the form of tailored training, consulting, and advisory service to access funding and to facilitate cross-border and -sector partnerships. Training will be offered to 300 SME representatives, and advisory services to at least 100 tourism SMEs.

In addition, a Go Green, Get Digital, Be Resilient accelerator programme will be launched to support collaborative projects focused on sustainable and resilient food tourism and food management in tourism. Project beneficiaries will participate in transnational innovation-focused events and receive funding and guidance to achieve the set objectives, e.g. designing and adopting risk management and resilience strategies, integrating sustainable food management digital technologies and circular solutions, developing new sustainable and accessible food tourism products and experiences, etc. In sum, more than 40 collaborative projects will be supported with 750.000 € funding, involving at least 80 tourism SMEs.

Remaining characters

5

Has this proposal (or a very similar one) been submitted in the past 2 years in response to a call for proposals under any EU programme, including the current call?

Yes No

Please give the proposal reference or contract number.

Previously submitted proposals should be with either 6 or 9 digits.

Application forms

Proposal ID **101181596**

Acronym **TASTE**

Declarations

Field(s) marked * are mandatory to fill.

- 1) We declare to have the explicit consent of all applicants on their participation and on the content of this proposal. *
- 2) We confirm that the information contained in this proposal is correct and complete and that none of the project activities have started before the proposal was submitted (unless explicitly authorised in the call conditions).
- 3) We declare:
- to be fully compliant with the eligibility criteria set out in the call
 - not to be subject to any exclusion grounds under the [EU Financial Regulation 2018/1046](#)
 - to have the financial and operational capacity to carry out the proposed project.
- 4) We acknowledge that all communication will be made through the Funding & Tenders Portal electronic exchange system and that access and use of this system is subject to the [Funding & Tenders Portal Terms and Conditions](#).
- 5) We have read, understood and accepted the [Funding & Tenders Portal Terms & Conditions](#) and [Privacy Statement](#) that set out the conditions of use of the Portal and the scope, purposes, retention periods, etc. for the processing of personal data of all data subjects whose data we communicate for the purpose of the application, evaluation, award and subsequent management of our grant, prizes and contracts (including financial transactions and audits).

The coordinator is only responsible for the information relating to their own organisation. Each applicant remains responsible for the information declared for their organisation. If the proposal is retained for EU funding, they will all be required to sign a declaration of honour.

False statements or incorrect information may lead to administrative sanctions under the EU Financial Regulation.

Application forms

Proposal ID **101181596**

Acronym **TASTE**

2 - Participants

List of participating organisations

#	Participating Organisation Legal Name	Country	Role	Action
1	CAMBRA OFICIAL DE COMERC INDUSTRIA I NAVEGACIO D Spain		Coordinator	
2	AGENCE BRUXELLOISE POUR L'ACCOMPAGNEMENT DE L'EBE		Partner	
3	CAMERA DI COMMERCIO INDUSTRIA ARTIGIANATO AGRICIT		Partner	
4	Regionalna razvojna agencija za Podravje - Maribor	SI	Partner	
5	Destination Vesterhavet	DK	Partner	
6	SRH HOCHSCHULEN BERLIN GMBH	DE	Partner	
7	B. LINK BARCELONA STRATEGIC PROJECTS SL	ES	Partner	

TECHNICAL DESCRIPTION (PART B)

COVER PAGE

Part B of the Application Form must be downloaded from the Portal Submission System, completed and then assembled and re-uploaded as PDF in the system. Page 1 with the grey IMPORTANT NOTICE box should be deleted before uploading.

Note: Please read carefully the conditions set out in the Call document (for open calls: published on the Portal). Pay particular attention to the award criteria; they explain how the application will be evaluated.

PROJECT	
Project name:	Transformative approaches for sustainable food in tourism
Project acronym:	TASTE
Coordinator contact:	Leonie Hein Barcelona Chamber of Commerce (BCC)

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PROJECT SUMMARY

Project summary

See Abstract (Application Form Part A).

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1. RELEVANCE

1.1 Background and general objectives

Background and general objectives

Describe the background and rationale of the project.

How is the project relevant to the scope of the call? How does the project address the general objectives of the call? What is the project's contribution to the priorities of the call?

Background and rationale

TASTE stands for *Transformative approaches for sustainable food in tourism*. It expresses a goal focused on revolutionizing and promoting a transformative change towards sustainability and innovation in the intersection of **food and tourism**.

Food plays a crucial role in tourism, shaping destinations' identities and attracting travellers. In recent years, top destinations worldwide have recognized the **cultural significance of food** in attracting travellers¹. Across Europe, there's a growing trend of reviving local food traditions to preserve cultural heritage.

Especially through food tourism, defined as the act of travelling for a taste of place to get a sense of place, communities can showcase their unique culinary heritage, while safeguarding traditional recipes, culinary techniques, and cultural practices. This interconnectedness between **food, place, and people** can foster cultural preservation and community identity.²

Moreover, food tourism can become a key driver for economic growth within the community, holding the advantage of stimulating **year-round visitors**, as these travelers are not constrained by seasonal limitations.³ This aspect can enhance the overall resilience and stability of the local tourism sector. Additionally, food tourists typically spend more and prioritize environmental awareness and cultural immersion.

For other tourists, the culinary aspect might not hold the same level of importance, and it is considered a basic requirement. For an increasing number of travelers, traveling in a more sustainable manner might be even more important, and that might make them change their habits, for instance, consuming local products.⁴ Regardless of the tourist level of engagement with food, tourism significantly impacts **food consumption** due to the extensive food preparation by various service providers catering to tourists. This includes producers like wineries, hotels, restaurants, and farmers' markets catering to tourists' needs.

Overall, the **production and consumption of food in tourism** (hereafter referred as food management) have sustainability implications, notably in greenhouse gas emissions (GHG). Tourism companies and local producers can implement initiatives like preventive measures to curb food waste and recycling practices. Emphasis on locally sourced ingredients and traditional cooking methods can reduce the ecological footprint of the tourism sector.⁵

In essence, a sustainable approach to food management in tourism can boost the economy while

¹ Ellis A, Park E, Kim S, et al. (2018) What is food tourism? *Tourism Management* 68: 250–263.

² Guan J, Gao J, Zhang C (2019) Food heritagization and sustainable rural tourism destination: the case of China's Yuanjia village. *Sustainability* 11: 2858.

³ Star M, Rolfe J, Brown J (2020) From farm to fork: is food tourism a sustainable form of economic development? *Economic Analysis and Policy* 66: 325–334.

⁴ Eurobarometer survey 2283/499: <https://europa.eu/eurobarometer/surveys/detail/2283>

⁵ de Jong A, Varley P (2018) Food tourism and events as tools for social sustainability? *Journal of Place Management and Development* 11(3): 277–295.

preserving cultural heritage and the environment. Encouraging sustainable practices and circular economy approaches among tourism businesses is key. Thus, the main topic which the proposed project deals with is **sustainable practices**, including circular economy strategies, **for food tourism and food management in tourism**, encompassing both digital and non-digital strategies and innovations.

Relevance to the scope of the call

TASTE addresses the complex challenges of the EU tourism sector, focusing on resilience, sustainability, digitalization, and innovation, particularly in food management. Aligned with the call's objectives, **TASTE** aims to support tourism SMEs by promoting competitiveness and resilience through greener practices, digital innovation, improved finance access, and enhanced skills.

Remarkably, the project will roll out its activities across **four (4) of the five (5) geographical areas** defined in the SMP Call 2023-TOURSME, with a mixed and balanced partnership of Business Support Organisations (BSOs) and Destination Management Organisations (DMOs) from **Belgium, Denmark, Italy, Slovenia, and Spain**, with the support a training institution from **Germany**.

In sum, the overall objective of **TASTE** is:

to bolster the sustainability and resilience of the European tourism sector by focusing on the intersection of food and tourism, equipping tourism companies with innovative solutions and strategies for sustainable food management, thereby enhancing their capacity to effectively navigate the triple transition (Go Green, Get Digital and Be Resilient). Simultaneously, the project aims to address the increasing demand for more sustainable and enriching tourism experiences within the food tourism sector.

A *taste* of activities that will be implemented entail: helping tourism SMEs in adopting circularity to reduce energy, waste, water, and pollution; training SMEs in creating contingency plans to, for instance, ensure the availability of sustainable and locally sourced food even in challenging circumstances; inspiring SMEs in the use virtual reality tools to attract new visitors, etc. Overall, the activities proposed have been defined in accordance with the measures outlined in the **Transition Pathway for Tourism**⁶, as outlined in section **2.1 Concept and methodology**.

Moreover, **TASTE** effectively addresses the themes listed in the call through various strategies, in particular:

- **Diversification in the tourism offer:** The project can encourage the implementation of **diverse business models and different experiences** provided through food tours, culinary classes, and locally focused dining experiences. It can also **promote off-peak travel** through special culinary events, festivals, or themed experiences throughout the year.
- **Encouraging Regenerative tourism experiences:** The project can prioritize experiences that honor the authenticity of local offerings. This may involve promoting traditional cuisines, culinary practices, and local food markets, promoting storytelling into food experiences, etc. thus contributing to the preservation of cultural heritage.
- **Supporting remote and rural regions:** The project can support working with an **increased variety of suppliers**, such as local farmers, artisans, and producers, contributing to increased authenticity of the experience while attracting new visitors to rural areas in the region.

More details are developed in the subsequent sections and especially in section **2. QUALITY**.

1.2 Needs analysis and specific objectives

Needs analysis and specific objectives

Describe how the objectives of the project are based on a sound needs analysis in line with the specific objectives of the call. What issue/challenge/gap does the project aim to address?

The objectives should be clear, measurable, realistic and achievable within the duration of the project. For each objective, define appropriate indicators for measuring achievement (including a unit of measurement, baseline value and target value).

⁶ https://ec.europa.eu/commission/presscorner/detail/en/ip_22_850

The needs analysis

The European tourism sector is facing additional and long-term challenges related to the **green and digital transformation, its competitiveness, sustainability and resilience**.⁷ As uncovered by the *Eurobarometer 499*, future tourism trends are likely to be driven by increasing environmental awareness, the extended use of digital services and new technologies, the shift to more customised travel experiences, the well-being and better interaction with local communities and culture, and the rising concerns on safety and health protocols.

Regarding food sustainability in tourism, additional challenges arise. In the new global era, the **holistic approach of "from farm to fork"** is poised to emerge as a pivotal strategy for enhancing sustainability and driving progress within the food industry. However, its successful integration into the complex landscape of food sustainability in tourism presents distinct challenges. The intricate nature of food supply chains in the tourism sector necessitates comprehensive efforts to align the "from farm to fork" model with the unique demands of the industry. This includes addressing issues such as **diversified sourcing** for tourism establishments, **minimizing food waste** in the tourism sector, and promoting sustainable practices across the **entire food journey**. By navigating these challenges, the food and tourism sectors can synergize efforts to ensure that the "from farm to fork" approach contributes meaningfully to the sustainability and advancement of both industries.

In particular, a very important challenge is that of **food waste** in the tourism sector. The lack of reliable data hampers efforts to quantify food waste in the sector, but key drivers are evident. Practices like self-service buffets contribute to waste as guests often take more than they can eat, and regulations lead to untouched food being discarded. Overproduction, driven by demand unpredictability and a desire for abundance, is another significant issue. A [study](#) across 25 countries revealed that 8 to 20 percent of total food costs for tourism businesses result from overproduction, kitchen errors, spoilage, and customer leftovers. Food waste can equal or surpass net profits, highlighting the need for attention to this issue in bottom-line considerations. **Circular management of food** is a cost-effective and environmentally responsible strategy that offers a solution to reduce food waste in the tourism sector. By implementing circular approaches such as surplus food redistribution, composting, or converting food waste into energy or other resources, tourism businesses can minimize their environmental impact while also potentially reducing costs associated with waste disposal. This shift towards circular practices aligns with the sector's sustainability goals and can help address the challenges posed by food waste. Additionally, **digital innovations** can enhance the effectiveness of these circular approaches, for example with data analytics to optimize food procurement and inventory, preventing food loss.

Further, the environmental impact of **food production**, including GHG, water usage and deforestation, pose a challenge to sustainability in tourism. Emphasis on locally sourced ingredients and traditional cooking methods, 'sustainable' menus favouring the quality and presentation of food rather than abundant portions, as well as on nutritious and healthy foods in a way that respects the environment and animal welfare, can support the preservation of resources and reduce the ecological footprint of the tourism sector.⁸ This approach aligns with efforts to address the environmental impact of food production, promoting practices that minimize transportation emissions and support local economies. Also, the introduction of **smart food tourism** that optimizes production to match demand, that streamlines logistics and that ensures sustainable resource handling, can effectively minimize the environmental footprint of food production within the tourism industry. This approach not only aids in addressing food crises and security concerns but also enhances resilience in the face of adversity.

On the other hand, **lack of awareness and education**, including underdeveloped digital and data skills, among tourism business and other stakeholders presents a significant obstacle in the implementation of sustainable food practices within the tourism sector. This challenge is further compounded by the need to balance the promotion of sustainable practices with cultural sensitivity and authenticity in food offerings. Moreover, **financial constraints** often hinder SMEs in adopting sustainable practices and innovations, necessitating support mechanisms to facilitate their transition. Capacity building programs, including financial support mechanisms, are crucial in raising awareness and skills, and assisting SMEs to overcome financial barriers and embrace sustainable practices.

By intertwining all these efforts, with **digital transformation** serving as a crucial enabler, the tourism sector can forge a path towards more sustainable and responsible food practices, ensuring a harmonious balance between environmental preservation, cultural authenticity, economic viability, and consumer satisfaction.

⁷ EC Staff Working Document (SWD), Scenarios towards co-creation of transition pathway for tourism for a more resilient, innovative and sustainable ecosystem, SWD (2021) 164 final of 21/07/2021

⁸ de Jong A, Varley P (2018) Food tourism and events as tools for social sustainability? *Journal of Place Management and Development* 11(3): 277–295.

The specific objectives

In view of the above trends and challenges, the following specific objectives have been set for the **TASTE** project:

<p>SO1 To uncover innovative solutions and strategies and gather exemplary and replicable practices related to resilience, digital transformation, and sustainability relevant to food tourism and food management in the tourism industry and disseminate them across tourism companies and other key stakeholders of the relevant ecosystems.</p>	<p>KPI1.1 Number of exemplary practices in food management within the tourism industry (i.e. sustainability and resilient strategies, and digital technologies leading to innovative and sustainable products, services, processes, and business models)</p> <p>Target: First draft includes 5 practices per country and 10 at EU level (A1.3); Second draft, includes 15 additional practices (based on collaborative projects reaching to the final stage of the Accelerator Programme) (A4.4). Total of 50 practices.</p>
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<p>SO2 To equip and empower key tourism stakeholders and stakeholders from connected ecosystems (such as food and beverage) as knowledge multipliers of sustainable food management in tourism, with targeted training on innovation and strategies for resilience, sustainability across environmental, social, and economic dimensions, and digital uptake.</p>	<p>KPI2.1 Number of key stakeholders strategically selected and trained to participate in the 'train the trainers' sessions (Multipliers' training in sustainable food management in tourism).</p> <p>Target: At least 20 stakeholders selected and trained (A2.1, A2.2 and A2.4), from 5 countries (Spain, Belgium, Italy, Denmark, Slovenia) (4 stakeholders per country).</p>
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<p>SO3 To facilitate sustainable food tourism and food management capacity building services for tourism SMEs, encompassing tailored training, consulting, and advisory services, to successfully uptake sustainability and resilient strategies, and digital technologies leading to innovative and sustainable products, services, processes, and business models.</p>	<p>KPI3.1 Number of national, regional, or local capacity building and training activities organized for SMEs.</p> <p>Target: 23 training activities organised, of which 20 with key stakeholders (A3.3), and 3 by the consortium (Challenge Day and Exemplary Practices Collection Awareness Raising Event, Demo Day and Show Case Day of the Accelerator Programme) (A4.3).</p> <p>KPI3.2 Number of staff and management in tourism SMEs who have received training.</p> <p>Target: At least 300 representatives from tourism SMEs, with more than 60 SMEs per country.</p> <p>KPI3.3 Number of tourism SMEs that have received mentoring, business support and guidance on funding opportunities.</p> <p>Target: At least 100 SMEs, from at least 5 countries (Spain, Belgium, Italy, Denmark, Slovenia) and covering a least 4 out of the 8 NACE codes listed in the Call.</p>
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<p>SO4 To offer acceleration support to enable the development and implementation of sustainable, innovative and transformative collaborative projects targeting sustainable food in tourism. The projects will be driven by tourism companies and other stakeholders within the tourism industry and from other ecosystems such as culture, food and beverages, agri-food, and proximity and social economy.</p>	<p>KPI4.1 Number of tourism SMEs that received direct financial support (financial support to third parties)</p> <p>Target: At least 80 tourism SMEs representing at least 5 countries (Spain, Belgium, Italy, Denmark, Slovenia).</p> <p>KPI4.2 Number of countries and geographical areas represented by the selected collaborative projects.</p> <p>Target: At least 5 different countries (Spain, Belgium, Italy, Denmark, Slovenia) and 4 different geographical areas represented.</p>
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To meet these SOs, specific tasks and activities have been defined under section 4. **WORK PLAN, WORK PACKAGES, ACTIVITIES, RESOURCES AND TIMING** of this proposal.

#@COM-PL-CP@#

1.3 Complementarity with other actions and innovation — European added value

Complementarity with other actions and innovation

Explain how the project builds on the results of past activities carried out in the field and describe its innovative aspects. Explain how the activities are complementary to other activities carried out by other organisations.

Illustrate the European dimension of the activities: trans-national dimension of the project; impact/interest for a number of EU countries; possibility to use the results in other countries, potential to develop mutual trust/cross-border cooperation among EU countries, etc.

Which countries will benefit from the project (directly and indirectly)? Where will the activities take place?

Building on and complementarity with past activities

The proposed project, **TASTE**, strategically positions itself to capitalize on the insights and lessons gleaned from a series of influential European initiatives, driving sustainability and innovation in the tourism sector. Of special importance are EU SMP Competitiveness of Enterprises and SMEs (COSME)-funded projects such as [TOURBAN](#), [Tourbit](#) and [Cross-re-tour](#), in which BCC has an important stake as Coordinator and WP Leader respectively, [LookUP](#) and [BEFuture](#), in which BLINK has an important stake as WP Leader where it sits the FSTP. All these projects aim to catalyse the twin transition by driving digital and green transformations of tourism SMEs. TOURBAN, Tourbit and Cross-re-tour (which amongst its priorities is food) can all supply exemplary practices of digital food management and circular strategies in the tourism sector, whereas BEFuture can connect to innovative food management practices in the MICE industry. In the case of LookUP, the sustainability monitoring framework for SMEs, which is now being tested, presents another valuable resource to complement the efforts of **TASTE** when building the list of indicators and monitoring tool. In addition, all these projects have developed specific services and training materials that are highly relevant as well for **TASTE**. Through [ResTOURative Europe](#), a cluster of the COSME-funded projects in tourism, further connections will be established.

Other COSME projects focusing on tourism product development are also of interest, like the [TastyCheeseTOUR](#), connected to EU's rich cheese tradition as a driver of sustainable tourism development, and [Well-O-Live](#), valorising olives and olive trees as a tourism asset in certain EU regions.

Another project of high relevance in this area, which **TASTE** will build upon is the [Up2Circ](#) project, which is led by the CIAATO and funded under Horizon Europe. This wide initiative supports SMEs on their way towards circular economy and has an accelerator to accompany SMEs in the implementation of projects to uptake circular economy models, products, and process innovation. Not only there might be SME exemplary practices to inspire **TASTE**, but also resources and methodologies to be capitalised by the project (for training, for the accelerator programme, etc.).

In the realm of innovation and digitalisation, **TASTE** will leverage the experiences and resources of initiatives such as [RESTwithEU](#) -targeting resilience and sustainability of the restaurant sector-, [SmartCulTour](#) -focused in building a sustainable cultural tourism offer-, [Food Trails](#) - running urban labs focused on nutrition, climate and circularity of food-, [SISTERS](#) and [Agro2Circular](#) -specifically focusing in food waste, amongst other.

Finally, it is important to mention that the project is further building connections with flagship EU initiatives such as:

- The **Digital Tourism Network**, managed by SMP, with the aim of promoting the digital transformation of the tourism sector by providing support to SMEs in adopting digital technologies, enhancing their online presence, and leveraging digital marketing strategies to reach wider audiences.
- The **Transition Pathway Stakeholder Support Platform**, soon available, will offer easy access to resources for the twin transition SMEs.
- The **Enterprise Europe Network (EEN)**, under EU Single Market Programme (SMP), sign-posting tourism SMEs to Network services (Sustainability, Funding and Financing, etc.) when relevant. The Network has a sector group which is very relevant, the [Tourism and Cultural Heritage Sector Group](#), offering services such as partner matchmaking across Europe, tech promotion for tourism and cultural heritage, bilateral meetings at fairs, funding advice, research project facilitation, event info, business startup guidance, and advocacy to EU policymakers. BCC, ABAE, CIAATO, and RDAPM are all high performer hosting organisations of the Network, and CIAATO is chair of the Sector Group.
- The **European Digital Innovation Hubs (EDIH)**, under Digital Europe Programme, sign-posting tourism SMEs to this one-stop-shop' services (for digitalisation) when relevant.
- The **European Cluster Collaboration Platform (ECCP)**, under EU COSME, which is a platform for industrial clusters working towards strengthening competitiveness and sustainability of Europe's economy and industry. As clusters (in Tourism, Digital Technologies, Agri-food, Construction, Audio Visual, etc.) are important stakeholders of the project, the resources offered by ECCP (such as the European Resource Efficiency Knowledge Centre (EREK), amongst other, to support European SMEs in saving energy, material, and water costs) will be considered.

Another relevant peer exchange platform for DMOs and regions, is that offered by **NECSTour** (the network of European regions for Competitive and Sustainable Tourism), which has provided a Letter of Support (LoS).

European dimension of the project

The project will create European added value by means of:

- **Providing high-value services with a European dimension** that fit into and complement the existing business and innovation support system of Brussels-region (BE), Catalonia (Spain), Piedmonte (IT), Podravje (SL) and West Denmark Coast (DK), following the general principles of mapping, dialogue and cooperation with relevant stakeholders.
- **Strengthening the service offered to the tourism ecosystem and related in the regions/countries** by facilitating cross-border exchanges among peers on good practices and sustainability initiatives.
- **Developing new knowledge, excellence and competence** among the partners and related stakeholders through cross-border cooperation, promoted by knowledge transfer expert organizations such as IGHOR, expert DMOs and BSOs in sustainability such as DV and PDAMP, and BCC. CIAATO and ABAE respectively.
- **Promoting networking between SMEs and stakeholders across Europe**, through networking events such as innovation-focused events, fostering cross-border business opportunities and cooperation
- **Implementing solutions that hold a high potential of scalability at EU level** across the tourism ecosystem and others (culture, agri-food, food and beverages and social economy) and destinations.
- **Strengthening the positioning of the European tourism destinations**, whilst reinforcing the positioning of Europe as a benchmark of innovation and sustainability in food tourism.

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2. QUALITY

2.1 Concept and methodology

Concept and methodology

Outline the approach and methodology behind the project. Explain why they are the most suitable for achieving the project's objectives.

Project approach

Based on the findings of section 1.2 **Needs analysis and specific objectives**, it becomes evident that, securing the sustainable development of food tourism and the sustainable management of food in tourism relies heavily on the ability of stakeholders in both tourism and food ecosystems to collaborate, share knowledge, and learn from one another. Additionally, leveraging digitalisation and innovation capacity within these ecosystems is essential to succeed in the green and digital transitions, and thus driving meaningful progress towards sustainability goals.



In this regard, the **TASTE** project proposes a transnational and cross-ecosystem support service scheme for SMEs based on a three pillars framework illustrated in the graphic. The deployment of the scheme is subsequently explained, as well as its organisation in the project work packages (WPs):

Sharing knowledge and inspiring



The very first stage of **TASTE** will be to uncover and document **exemplary and replicable practices of sustainable food tourism and food management in the tourism industry**, responding to *mandatory activity A*. of the Call. The project will seek to gain strategic insight through **research, case studies, and expert consultations**, and then uncover exemplary practices focusing on innovative solutions and strategies related to resilience (in particular, risk management), digital transformation, sustainability, and circular economy.

This knowledge will be developed through **WP1 – Uncovering food and tourism industry exemplary practices**, and then integrated in subsequent capacity building actions. In particular, under **WP2 – Multipliers' training on sustainable food in tourism**, these exemplary practices will be part of the

training of trainers (ToT) for key stakeholders of the tourism ecosystem and its intersection with the food ecosystem, when possible integrated in the ToT technical visits' tour (as explained below).

Moreover, these practices will be presented to businesses and other stakeholders of the tourism ecosystem. In particular, the project will seek to **share and disseminate** the compilation of exemplary and replicable practices throughout the tourism ecosystem through **dedicated awareness raising actions** such as a publication (**D1.2 – TASTE book of inspiring recipes for sustainable and resilient food in tourism** / *Compulsory Deliverable 'Compendium of best practices' under the Call*) and an event (T1.3) held in Ghent (BE) in the framework of [HoReCa Expo](#) (November 2015).

Fostering innovation and transformation



A key milestone in **TASTE's** transformative journey is WP2. This WP offers a comprehensive and holistic ToT' programme (**D2.2 – Multipliers' pilot training programme on sustainable food in tourism**) involving key stakeholders within the tourism and other related ecosystems (food and beverage, agri-food, social economy) from **Belgium, Denmark, Italy, Slovenia, and Spain**, with the objective of empowering them to serve as catalysts for knowledge dissemination, fostering the uptake and integration of innovations throughout the tourism ecosystem. This WP responds to *mandatory activity B* under the Call and meets the Call requirement of training at **least 20 stakeholders across Europe** (at least 4 in each country).

Selection of key stakeholders (multipliers): As a first step, key stakeholders who have a vested interest in or are affected by sustainable food in tourism will be identified at an early stage (T2.1). These might include local community associations, clusters, and other business associations, DMOs, government agencies, and training institutions (for the time being, several **Letters of support** have been collected among main stakeholders).

Then, key stakeholders will undergo a selection process by which at least 4 stakeholders will be recruited in each of **TASTE** participating countries to take part in the **Multipliers' pilot training programme on sustainable food in tourism** (T2.3) (hereafter referred as the multipliers' training) and roll out the pilot training for tourism SMEs (T3.3).

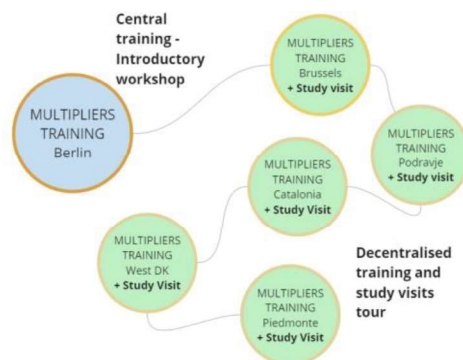
In this regard, stakeholders will be selected based on their relevance, operational capacity, outreach, and commitment, in particular:

- **Relevance and Expertise:** Stakeholders must be directly relevant to the objectives of **TASTE** and have a clear role or stake in its success, including knowledge in related topics. Stakeholders from other related ecosystems will be also recruited if relevant.
- **Operational capacity:** Stakeholders must have demonstrated experience in the tourism and/or food sector, and capacity to organise and train SMEs of the tourism ecosystem.
- **Outreach:** Stakeholders must have demonstrated capacity to engage a **high number of SMEs** (as required by the Call) and influence the tourism ecosystem, mainstreaming innovations and driving positive change across it.
- **Commitment:** Stakeholders must demonstrate willingness and capacity to actively participate in the programme and then provide the training sessions to SMEs within the implementation of the project.

By considering these factors, key stakeholders will be selected strategically to maximise their contribution to **TASTE** transformative journey. First, by inviting them to collaborate in the mapping and selection of exemplary practices (T1.1 and 1.2), and secondly, in the design and implementation of the multipliers' training (T2.2 and 2.3), brainstorming ideas, sharing expertise, and collectively setting goals and objectives. Hence, in collaboration with the stakeholders, exemplary practices will be selected, and the pilot training will be designed.

Multipliers' training design and implementation: Regarding the approach to implementation, the multipliers' training will be rolled out via a **train-the-trainer approach** complemented with a **technical visits' tour** across the European destinations of **TASTE**.

In detail, an **introductory workshop** will be held in Berlin (DE), and then selected key stakeholders will be embarked on a *tasteful*, captivating journey across Europe (i.e. technical visits' tour), with stops in all project destinations (Piedmonte (IT), Podravje (SL), Catalonia (ES), West coast of Denmark (DK), Brussels-region (BE)) by this means offering a unique combination of **theoretical knowledge** and **practical learning** with first hand experiences identified under WP1. These visits will facilitate peer-to-peer learning, support the development of a broad



network and community of peers across Europe (A5.1) and help gathering additional data, insights, and stories to complete D1.3, as well as. contribute to create a broad **network and community of peers across Europe (A5.1)**.

A preliminary selection of topics, which could be illustrated with the exemplary practices selected and further developed in the training programme, include:

- Risk management education and planning regarding food and beverage in hotels (*Compulsory element i. of activity B of the Call*),
- Sustainable food tourism product diversification (*Compulsory element ii. of activity B of the Call*),
- Strategies and solutions to improve product and service accessibility (*Compulsory element vi. of activity B of the Call*),
- Integration of locally authentic experiences in food tourism and food management in tourism (*Compulsory element iii. of activity B of the Call*),
- Strategies to reduce energy, waste, water, and pollution, solutions to food waste prevention and reduction, and other strategies to reduce the ecological footprint,
- Certification,
- Digitalization of food experiences,
- Digital promotion and marketing strategies, etc.

In sum, the topics covered relate to at least four of the compulsory elements defined in the Call. It is further important to highlight once again that key stakeholders will be carefully chosen, considering the topics that will be addressed in the multipliers' training programme, to ensure that all topics are covered with the necessary expertise/competencies among the key stakeholders selected in each country. In this concern, the modules will be organised accordingly, and stakeholders will be invited based on their expertise and competence in specific areas. All key stakeholders (at least 20) will convene all together at least in the Exemplary Practice Collection Awareness raising event (T1.3) and Challenge Day (T4.3) in Ghent, as well as in the in the Demo Day in Barcelona and Show Case Day in Torino (T4.3).

Regarding the train-the-trainer approach, the concept of **co-creation** is also central. Trained trainers will learn to tailor training programmes for SMEs specific to their needs, resources, and challenges. Through dialogue and participatory workshops, trainers and tourism SME representatives will co-design training modules that address the unique circumstances and aspirations of each enterprise. This process will ensure that training initiatives are relevant, engaging, and impactful.

Furthermore, the multipliers' training will encourage trainers to foster collaboration and networking within the local community. Trainers will be educated in the facilitation of partnerships between tourism SMEs, local farmers, producers, and food suppliers, promoting a circular economy approach to sourcing and procurement. Additionally, trainers will learn to facilitate knowledge exchange and collaboration among tourism SMEs, creating a supportive ecosystem for sustainable development.

In sum, the project will offer numerous diverse opportunities to cultivate knowledge among the stakeholders. To support this process, project partners' tourism experts and researchers will be assigned as tutors of specific groups of stakeholders, organised in topics. This tutoring task will be especially important during the organisation and implementation of SME trainings (T3.3), as described below in detail.

Finally, in pursuit of fostering take-up and mainstreaming of sustainable practices and innovation within the tourism sector, the development of **engaging and accessible support materials** is paramount. **TASTE** will deliver a combination of guides, short videos, interactive quizzes, a user-friendly app, and a community (**D2.3 – TASTE multipliers' training toolbox / Compulsory Deliverable 'Content/guidance materials and publication of user-friendly materials, etc.'** under the Call). In detail:

TASTE multipliers' training toolbox			
Videos	Interactive quizzes	Guides	Community of practice
Short, visually compelling videos , offering tourism SMEs easily digestible insights into sustainable food management practices. With	Adopting a game-based approach , these quizzes will challenge tourism SMEs to test their knowledge and understanding of sustainable food management	A guide on risk management education and planning for food and beverage management in hotels (<i>Compulsory Deliverable</i> under the Call), which key stakeholders will distribute and use to support tourism SMEs to be better prepared to withstand unexpected impactful events (extreme	The online community will serve as a hub for accessing and disseminating information related to sustainable food tourism and sustainable food management practices in tourism. The community will feature a dynamic database populated with exemplary practices, case studies, and resources curated specifically for SMEs in the tourism sector. Through intuitive navigation and search functionalities

<p>a focus on practicality and real-world examples, these videos will inspire and educate tourism SMEs on the importance and implementation of sustainable food practices.</p>	<p>principles in a fun and interactive manner. By gamifying the learning experience, SMEs will be motivated to actively participate and retain key information, fostering a culture of continuous improvement and knowledge exchange.</p>	<p>weather, pandemic, riots, earthquakes, volcano eruptions, extensive fires, war, or military aggressions, etc.).</p> <p>A guide on EU funding opportunities in sustainable food for tourism, which key stakeholders will distribute and use to support tourism SMEs to gain financial sustainability and attract investment. This guide will be inspired by the Guide on EU funding for Tourism published in May 2022 by the EC.</p>	<p>SMEs will be able to easily explore relevant content, access support materials, and connect with experts and fellow practitioners. Additionally, the community will showcase digital promotion strategies, empowering SMEs to leverage online channels to amplify their sustainability efforts and showcase their commitment to responsible tourism practices.</p> <p>A web-based platform that is accessible through internet browsers on smartphones, tablets and computers might be developed to host the educational content, including the videos, quizzes, and the guides/step-by-step tutorials for practical implementation.</p>
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This toolbox, which will be accessible through the **TASTE** Community of Practice, will equip stakeholders with the necessary materials to facilitate the successful implementation of a sustainable food approach within the tourism industry and its intersection with the food ecosystem.

Catalysing change



In this additional transformative stage, after knowledge has been cultivated and key stakeholders have grown as multipliers of the ecosystem, it is the right time to embark on training initiatives and provide advisory services tailored to SMEs, as entailed under **WP3 – Tourism SMEs Capacity building for sustainable food in tourism**. Such technical support may be complemented with financial support under **WP4 –Accelerator for sustainable food in tourism**.

It should be noted that SMEs receiving support under these WPs will fall within the following NACE classes (although not necessarily registered under one of those NACE classes, provided that they can prove that they have active economic activities in the relevant NACE classes): I5510 (hotels and similar accommodation); I5520 (holiday and other short-stay accommodation); I5530 (camping grounds, recreational vehicle parks and trailer parks); I5610 (restaurants and mobile food service activities); I5630 (Beverage serving activities); N79 (travel agency, tour operator reservation service and related activities); and R90 (creative, arts and entertainment activities).

Advisory services and training: As a first step, a mapping of existing resources, projects, and initiatives relevant to **TASTE** will be undertaken. Through this mapping, the project will raise awareness of existing initiatives focusing on sustainability and resilience and reinforce networking opportunities as well as the creation of synergies with existing initiatives, whilst building on ongoing efforts of the territories (EEN, ECCP, EDIH, Up2Circ, regional and local policies/instruments, etc.). This shall contribute to the strengthening of the tourism ecosystem whilst promoting national and European partnerships towards sustainable progress in the tourism sector.

Once the mapping of existing resources, projects, and initiatives is prepared, **TASTE** partners will be ready to signpost tourism SMEs to relevant services available in the ecosystem (T3.1). The project foresees to run needs' assessment activities based on in-person/virtual visits to better understand the business profile, needs and priorities, and develop an individual road map with referral to available services and resources that can support the triple transition of the tourism SME. Follow-up sessions will happen frequently. The consortium can draw on its experience with Enterprise Europe Network, as this activity lies at the core of the EEN client journey, and has consistently met high standards due to the Commission's stringent requirements for service delivery.

An additional service provided will be geared towards improving SME access to EU funding sources and matchmaking (A3.2). A dedicated access to funding advisory service will be offered to support SMEs on accessing funding and financing available for the green and digital transitions under programmes such as Horizon Europe, Life Programme, Digital Europe, InvestEU, cascade funding opportunities, etc. As part of this dedicated service, partners will encourage companies to apply with a collaborative project to **Go Green, Get Digital, Be Resilient Accelerator programme**, drafting a **matchmaking profile** to be published in the **TASTE Community** and connected to the Tourism and Cultural Heritage Sector Group of the Enterprise Europe Network through **the B2Match tool**. B2Match is a matchmaking software adapted to specific needs of the Network, offering a marketplace that can gather and disseminate profiles and descriptions of products and services that are being looked for or are on offer.

Ultimately, it is expected that companies that have benefited from the advisory service and matchmaking (in line with *Compulsory activity C.* of the Call) will be better positioned to participate in the Accelerator programme (in line with *Compulsory activity D.* of the Call).

Moreover, under WP3, key stakeholders will facilitate the training programme for SMEs (T3.3) throughout **TASTE** territories. This programme will offer a combination of seminars focused on resilience, sustainability, and innovation strategies, based on the training contents and materials prepared under WP2. Each stakeholder in each participating country will be assigned one or various training topics aligned with their expertise and interest, and will be responsible for organising and delivering the training session/s. The **stakeholder assignment** will be done to ensure that all topics are covered. Training sessions may be conducted **in person, virtually or through a combination of both**, depending on logistical considerations. Partners will support the recruitment of participants and will provide logistical support, guidance and resources to stakeholders as needed. In total, it is expected that at least 300 tourism SMEs representatives will participate in the programme, with 4 stakeholders implementing trainings in each country.

Acceleration services:

The ultimate stage for driving transformative change is the **Accelerator Programme** (WP4). The Accelerator, through an open Call for applications, will select innovative collaborative projects involving partnerships of at least two tourism SMEs from different countries. Partnering will be achieved through the matchmaking service (T3.2) (if not pre-existing), considering common challenges and the proposition of a joint innovative idea.

Under the Accelerator, selected participants will receive financial support with the aim of further developing and implementing their improvements towards the triple transition. As part of the Accelerator programme, a series of **events for SMEs focused on innovation and peer exchange** will take place:



Challenge Day in Ghent

This event, which will be organised alongside the [HoReCa Expo](#) (November 2025), has a focus on challenges related to food sustainability and resilience. It will then convene SMEs and stakeholders from the tourism ecosystem and others, with the objective of fostering collaboration and knowledge exchange among participants. Throughout the event, participants will have the opportunity to share their expertise, discuss common challenges, and collectively brainstorm innovative solutions. At the culmination of the Challenge Day, collaborative projects' partnering SMEs will fine tune their joint innovative idea.

Demo Day in Barcelona

This event, which will be organised alongside the [Hostelco & Alimentaria](#) fair (March 2026), has as primary objective gathering SMEs and stakeholders from the tourism ecosystem and others related to share, present and pitch their creative ideas in front of a jury panel. In this pitch, participants will have to highlight the potential impact and feasibility of their proposals, while receiving valuable feedback, gaining exposure, and potentially attracting investment or partnerships to further develop and implement their solutions.

Each of these events will bring together the 80 tourism SMEs selected under the Accelerator programme (i.e. 40 collaborative projects), as well as key stakeholders and partners of the **TASTE** project.

Showcase Day in Torino

Organised alongside [Terra Madre Salone del Gusto](#) (September 2026), the Showcase Day is a dedicated event crafted for highlighting the achievements and innovations of the tourism SMEs that have reached the final stage of the Accelerator programme. The event provides a platform for SMEs and stakeholders to showcase their innovations and share best practices, which will completed the final **D1.2 – TASTE book of inspiring recipes for sustainable food in tourism**.

This event will bring together the 30 tourism SMEs (i.e. 15 collaborative projects) that will have reached the final stage of the Accelerator programme, as well as key stakeholders and partners of the **TASTE** project.

Through this series of collaborative and interactive events, SMEs will gain valuable insights, forge new connections, and lay the groundwork for sustainable innovation in the tourism industry.

To sum up, it is important to pinpoint how the proposed framework is designed to respond to the **Topics and Actions of the Transition Pathway for Tourism (2022)**:

Topic	Action	TASTE contribution
Topic 7 Circularity of tourism services	<p>Developing the use of locally supplied ingredients with low environmental footprint to reduce the environmental impact of food services.</p> <p>Reducing food waste in the hospitality industry.</p> <p>Reducing and separating overall waste of tourism services.</p> <p>Increasing water efficiency, reducing water stress and pollution, and improving sanitation.</p>	<p>T1.2, 1.3</p> <p>T2.3, 2.4</p> <p>T3.1, 3.3</p> <p>T4.3</p>
Topic 8 Green Transition of tourism companies and SMEs	<p>Tourism companies, including SMEs, to register to EMAS.</p> <p>Tourism accommodations, including SMEs to apply for the EU Ecolabel or other EN ISO 14024 type I ecolabels or equivalent voluntary labels, which are independent, multi-criteria based and third party verified.</p> <p>Capacity-building programmes, technical and financial assistance for SMEs to engage in environmentally friendly practices and schemes.</p>	<p>T2.3, 2.4</p> <p>T3.1, 3.3</p> <p>T4.3</p>
Topic 9 Data-driven tourism services	<p>Increasing use of data sharing in personalised tourism services and destination management, monitoring and service provision, including the creation of new platforms among SMEs.</p> <p>Use of artificial intelligence and data-based innovation, such as local digital twins for predictive planning to accurately meet demand and increase resource efficiency of services.</p>	<p>T1.2, 1.3</p> <p>T2.3, 2.4</p> <p>T3.1, 3.3</p> <p>T4.3</p>
Topic 10 Improving the availability of online information on tourism offer	<p>Improving the online availability of validated information on sustainable, accessible, or specifically targeted tourism offers.</p> <p>Developing partnerships with on-line portals and booking platforms to provide more visibility to certified accommodation providers.</p>	<p>T1.2, 1.3</p> <p>T2.3, 2.4</p> <p>T3.1, 3.3</p> <p>T4.3</p>
Topic 11 Easily accessible best practice, peer learning and networking for SMEs	<p>Establishing a collaboration platform for tourism SMEs and destinations that supports their access to information, specific tools, best practice and knowledge sharing opportunities to support their engagement in twin transition.</p>	<p>TASTE supports collaboration and promotes knowledge sharing opportunities amongst peers through T5.1</p>
Topic 12 Research and innovation projects and pilots on circular and climate friendly tourism	<p>Tourism stakeholders engaging in public-private co-operation to prepare research proposals for funding calls that accommodate circular tourism-related R&I projects and pilots.</p> <p>Developing models and transferable practices for sustainable tourism.</p>	<p>T1.2, 1.3</p> <p>T3.2</p> <p>T4.3</p>
Topic 15 Research and innovation for digital tools and services in tourism	<p>Innovative tourism services using advanced technologies (virtual reality, augmented reality, AI) and digitised cultural heritage</p>	<p>T1.2, 1.3</p> <p>T2.3, 2.4</p> <p>T3.1, 3.3</p> <p>T4.3</p>
Topic 16 Support for digitalisation of tourism SMEs and destinations	<p>Raising awareness of tourism SMEs on the benefits of digitalisation and on existing European, national and regional digitalisation programmes for SMEs</p> <p>Developing a searchable inventory on existing transferable digital tools and practices for SMEs and destinations</p>	<p>T1.3</p> <p>T2.3, 2.4</p> <p>T3.1, 3.3</p> <p>TASTE can identify exemplary practices for the inventory under T1.2</p>
Topic 20 Awareness raising on changes in tourism demand and the opportunities of twin	<p>Awareness-raising activities to increase the uptake and visibility of sustainability tools, as well as consumers' demand of sustainable options</p>	<p>T1.2, 1.3</p> <p>T2.3, 2.4</p> <p>T3.1, 3.3</p>

transition for tourism		T4.3
Topic 26 Tourism services for visitors and residents alike	Diversifying and developing tourism services so that they benefit both residents and visitors Taking into account different types of customers, such as families or individuals, or people with different religious, spiritual or sexual orientations	T1.2, 1.3 T2.3, 2.4 T3.1, 3.3 T4.3
Topic 27 Support visibility of funding opportunities for tourism actors	Enhancing the 'Guide on EU funding for tourism' by providing information on recently funded projects and upcoming calls Providing a one-stop-shop that links to key support resources and funding opportunities for tourism SMEs on European, national and regional level Ensuring effective communication on the direct SME support provided under COSME actions in the Member States	T3.2 T4.1

Methodology

In this subsection, further details of the Accelerator Programme. In general, the overall process is managed under WP3 and will be fully in line with the provisions set by the SMP call, notably those specified by the *Guidelines for Awarding Financial Support to Third Parties (FSTP)*. Subsequently, further details are provided in relation to:

Type of activities funded and eligible costs under the Accelerator:

The Accelerator programme follows a **3-step funnel approach**, divided in the **Challenge**, **Demonstration** and **Showcase** phases to facilitate planning and implementation of sustainability, resilience, and digitalisation improvements pursuing sustainable food tourism and food management. The **list of activities** that will be funded via direct financial support to collaborative projects:

- Implementation of innovative sustainable food tourism initiatives, including the development of new products, services, and experiences, with a special focus on promoting accessibility, and/or off-peak travel, and/or attracting visitors to rural areas (i.e. offer diversification).
- Analysis and development of business models specifically tailored to sustainable food tourism ventures that contribute to the preservation of local gastronomy and cultural heritage.
- Development and implementation of partnerships with local farmers, artisans, and producers, promoting the use of locally sourced ingredients and traditional culinary practices.
- Design and implementation of measures promoting accessibility and inclusivity of diverse groups (e.g., women, disabled individuals, elderly, children, LGBT) in the context of sustainable food tourism.
- Digital innovation projects aimed at enhancing accessibility and sustainability in food tourism, or at strengthening sustainable food management and circularity.
- Development and implementation of new digital tools for sustainable food tourism, such as artificial intelligence and augmented reality applications focused on sustainability and customer engagement.
- Development and implementation of data management and analysis tools towards more sustainable food management in the tourism industry.
- Design and implementation of food waste reduction strategies in the tourism industry, including food waste prevention, surplus food redistribution, and composting.
- Developing circular business models for food management operations in tourism industry, such as implementing closed-loop systems, product refurbishment, and remanufacturing.
- Implementing sustainable sourcing practices, such as sourcing local and seasonal ingredients, procuring from regenerative/organic agriculture, and improving inventory management.
- Implementing resilience enhancement measures to face external challenges such as economic downturns or disruptions, including diversification plans, contingency measures, and risk management strategies.

Regarding **costs**, the following are eligible:

Mentoring and consulting fees, market studies, intellectual property development related to sustainable food management practices and innovations, acquisition of software licenses to support sustainable food management and digital transformation efforts, certification costs and implementation expenses related to sustainability certification schemes, communication activities aimed at raising awareness and engagement in sustainable food in tourism among staff and tourists, purchase costs of consumables/goods/technologies that contribute to resilience, green transformation, or digitalization in sustainable food tourism initiatives, etc.

In addition, collaborative projects will be required to foresee in their application, **entry fees (if any) and travel costs to attend the HoReCa Expo in Ghent, Hostelco – Alimentaria in Barcelona**, and in case they reach the final stage, the **Terra Madre Salone del Gusto in Torino**, participating in the innovation events organised in the framework of the Accelerator Programme.

Type of entities that can participate in the Accelerator:

To be eligible, it will be required that the applicants are:

- Legal entities (public or private bodies).
- Established in Belgium, Denmark, Italy, Slovenia, and Spain.
- In line with the EU Recommendation 2003/361 definition of SME and fall under one of the NACE classes listed (I5510, I5520, I5530, I5610, I5630, N79, and R90), when it concerns a tourism SME.
- Only allowed to participate in one collaborative project.

Conditions to participate:

In relation to the **consortium composition**, collaborative projects will have to be submitted by a consortium of applicants, in compliance with the following conditions:

- Must be coordinated by a tourism SME as Lead Applicant.
- At least half of the partners in each partnership must be tourism SMEs, and more than 60% of the financial support is to be allocated to the tourism SMEs.
- Must contain minimum two (2) and maximum four (4) partners.
- Must represent at least two geographical areas, and hence involving partners from the same geographical area will not be eligible.
- Must be composed of tourism SMEs pursuing the same objective within the eligible activities listed, or a tourism SME and another tourism stakeholder (DMO, cluster, association, etc.) pursuing the same objective within the eligible activities listed, or a tourism SME with another stakeholder from a different ecosystem (food and beverages, agri-food, or social economy).

The open Call (CfP) will be launched with an Applicant Package including specific and tailored templates and documents to be submitted when applying. Each lead applicant SME will have to demonstrate the expected impact in terms of potential business growth and competitiveness, as well as resulting environmental and social benefits. In essence, the experts' assessment will appraise the **Excellence** (relevance to the tourism sector targeted and level of innovation), **Impact** (positive broader impact and scale up potential), **Company capability and motivation**, and **Cost effectiveness of the action**. In any case, the application procedure will remain as simple as possible, with a single short proposal submitted electronically.

This Package will be part of the **Compulsory Deliverable** giving details on the selection of collaborative projects (**D4.1 – Call for Proposals to the Accelerator Programme**).

Evaluation and Selection process:

Once published the CfP, in full consensus with the EISMEA Project Officer / Adviser, this will remain **open for a period of 2 months**. The launch will also include informative sessions organised in partnering regions/countries and a webinar for candidate SMEs and other stakeholders.

In parallel, partners will set up the **Evaluation team** to conduct the evaluation in the maximum period of 6 weeks. Each proposal will be evaluated by 2 independent experts.

Prior to the evaluation of the initiatives, there will be an administrative/ eligibility check to evaluate compliance with the eligibility criteria. Then the proposals will be evaluated by the two experts, who will draft a consensual Evaluation Summary Report (ESR) with an explanation of proposal evaluated against the different criteria and thresholds. The evaluation will be run for a **maximum period of 6 weeks**, when all applicants will be notified on the results and their ESR. Selected SMEs will be invited to formalize a contract with the project and subsequently participate in the 'kick-start' webinar.

In terms of selection criteria, the following will be considered:

Excellence and level of innovation; Feasibility and potential for growth, expansion, and scalability of the idea; replicability and transferability potential; capacity, competences and commitment of partnering entities; cost effectiveness; contribution to the goals of TASTE and to the Transition Pathway objectives at EU level.

After the evaluation process, a ranking of collaborative projects will be prepared, which will also consider country origin to ensure that at least each geographical area is represented by 6 projects (in line with EISMEA call requirements).

Criteria and modalities for awarding financial support:

The financial support will be granted in the form of a lump sum based on simplified output-based justification. Applicants will be asked to propose a break-down of the lump sum for different outputs, including at least the following categories:

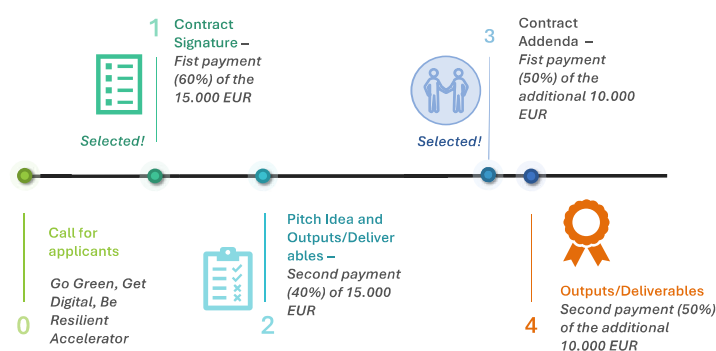
- **Entry fees** to HoReCa Expo (55 Eur) and Hostelco – Alimentaria (70 to 100 Eur). Terra Madre Salone di Gusto has no entrance fee.
- **Travel and accommodation costs**, calculated using unit costs, per partnering entity representative to travel to attend the proposed fairs in Ghent and Barcelona, and Torino if they reach the final stage after selection at the Demo Day.
- **Other costs** (external services, purchase of consumables and goods, software acquisition, etc.) **budgeted according to prevailing market prices**, adhering to the principle of cost-effectiveness.

The **break-down of the lump sum for different outputs** will account a **minimum of 15.000 EUR** and a **maximum of 25.000 EUR**. Initially, all selected projects will receive a fixed amount of 15.000 EUR, and only those that are selected by the jury at the Demo Day will have the opportunity to access the maximum amount of 25.000 EUR.

For that reason, applicants will be required to delineate what they can accomplish with a budget of 15,000 EUR, as well as outline their potential goals if they were to receive the maximum amount available. This approach ensures that applicants are prepared to make the most of the funds provided at each stage of the Accelerator programme selection process, demonstrating both their resourcefulness and their capacity for leveraging additional funding effectively.

Results to be obtained:

The duration of the collaborative projects will be of **minimum 6 months** and, if they reach the final stage of the Accelerator programme, **maximum 11 months**. During this period, collaborative projects will be requested to deliver:



- Following the Challenge Day, **the pitch deck/idea** with a concise presentation summarizing key aspects of the fine-tuned idea, focusing on its key features, benefits, and market potential.

- At the end of the implementation period, the **outputs/deliverables** that they have committed to produce with the financial support. These outputs/deliverables can be, for instance: the resilience enhancement strategy

implemented and related proof, the sustainability plan designed and implemented, and related proof; the communication and awareness raising campaign launched for clients and related proof; the digitalisation tools implemented; the market analysis produced, and business plan developed; etc.

It is important to highlight that the supply of the required documentation/outputs will be a condition to **activate the payment of the funds**, except for the initial payment done after the signature of the contract.

TASTE partners, as explained in section 2.5 **Project management, quality assurance and monitoring and evaluation strategy**, will set up and require a set of indicators to measure outcome and impact achievement through the implementation of the collaborative projects.

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2.2 Consortium set-up

Consortium cooperation and division of roles (if applicable)

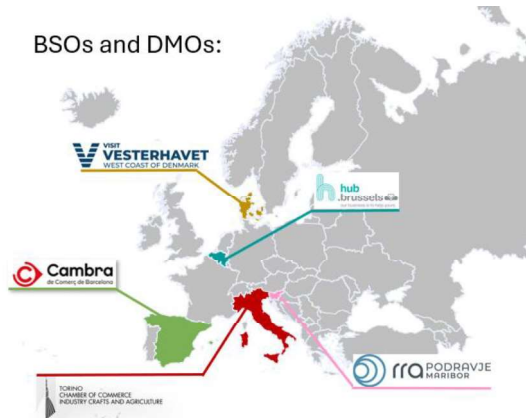
Describe the participants (Beneficiaries, Affiliated Entities and Associated Partners, if any) and explain how they will work together to implement the project. How will they bring together the necessary expertise? How will they complement each other?

In what way does each of the participants contribute to the project? Show that each has a valid role and adequate resources to fulfil that role.

Note: *When building your consortium you should think of organisations that can help you reach objectives and solve*

problems.

BSOs and DMOs:



Cross-cutting partners:



The consortium of TASTE brings together a transnational and multidisciplinary partnership of three (3) top-quality and referent business support organisations (BSOs), with expertise in the tourism sector as well as sustainability and digitalisation of SMEs (**BCC**, **ABAE**, **CIAATO**), two (2) destination management organisations (DMO) involved in and dealing with sustainability in the region (**RDAPM**, **DV**), one (1) academic partner with outstanding knowledge around food tourism and sustainable food in tourism (**IGHOR**), and one (1) SME with specialist knowledge in EU-funding and FSTP' mechanisms (**BLINK**). Altogether, the partnership represents up to 5 EU Member States: Belgium, Denmark, Italy, Slovenia, and Spain, representing 4 different EU geographic areas, which are the territories engaging tourism SMEs and stakeholders in this cross-border cooperation project, and Germany.

The participants:



Cambra
de Comerç de Barcelona

CHAMBER OF COMMERCE OF BARCELONA (BCC)
– PROFILE: COORDINATOR (COO) and BSO, Spain

The BCC, as a cross-sectoral representational institution, brings together economic operators from various sectors. Tourism stands out as one of its key areas of activity, where the organisation offers services, training, and workshops provided by in-house tourism experts and collaborators, covering aspects such as digitalisation, marketing, client management, and sustainability. The BCC actively supports businesses in obtaining the independent and internationally recognised BIOSPHERE sustainability certification for tourism, hospitality, and retail businesses.

In terms of innovation, the BCC manages several programmes and support services linked to sustainable, digital, corporate, and open innovation. These initiatives provide technical and financial support to SMEs, including programmes like InnoCámaras and TICCámaras (ERDF funded). The BCC, through its Lab3040 initiative, promotes innovation with a focus on sustainability through diverse open and corporate innovation programmes and challenges. The Chamber also operates a financing service, providing assessment and facilitating access to financing possibilities in collaboration with banks, investors, and other organisations. In the food, beverage and retail sector, the BCC actively engages in internationalisation and matchmaking activities, working closely with the sector to enhance its sustainability performance and competitiveness.

The organisation has established enduring relationships with private and public tourism stakeholders in the region, including DMOs, public administration, sector associations, clusters, and educational institutions fostering a broad connection with the sector. Notably, the BCC presides over the Barcelona Tourism Consortium, the official entity for promoting Barcelona's tourist, cultural, and commercial offerings. Internationally, the organisation is an active member of extensive networks such as Eurochambers and Enterprise Europe Network.

In the realm of European projects management, the BCC has coordinated and participated in more than 45 projects. The organisation is well-versed in managing financial support schemes for business support, contributing to knowledge sharing and fostering collaborative initiatives.



HUB.BRUSSELS (ABAE)
– PROFILE: PARTNER and BSO, Belgium

hub.brussels (ABAE) is the driving force behind Brussels' entrepreneurial scene, fostering international growth and investment attraction. With a keen eye on the future, it champions innovation across various sectors. Among its six clusters, hospitality.brussels shines in tourism, events, and culture, offering vital support to businesses. The cluster aids tourism companies in embracing sustainability and digitalization, promoting economic transition and innovative business models. Through workshops, coaching, and sector monitoring, hospitality.brussels facilitates collaboration and knowledge exchange, nurturing a resilient tourism ecosystem. Amid the pandemic, hub.brussels launched an Entrepreneurship Plan, prioritizing support for retail and hospitality sectors. ABAE boasts a strong track record in managing EU-funded projects, including COSME and Horizon Europe initiatives.

In the tourism realm, hospitality.brussels spearheads digitalization and innovation efforts, empowering

SMEs with training and individual assistance. It supports companies in adopting sustainable practices, exemplified by its engagement in events stimulating circular practices and sustainable food initiatives. The cluster's impact is tangible, having aided numerous companies and organized significant events in tourism, events, and culture sectors.

hub.brussels engages extensively in international networks like ERRIN and the Digital Tourism Think Tank, fostering cross-thematic collaborations and digital leadership in destination transformation. Regionally, it leads in strategies such as the Regional Scheme for Economic Transition, aiming to steer Brussels towards carbon-free, circular, and digital excellence. Notably, hospitality.brussels plays a pivotal role in initiatives like the Regional Plan for food sustainability, aligning with the goal of fostering sustainable tourism practices by 2030.



TORINO
CHAMBER OF COMMERCE
INDUSTRY CRAFTS AND AGRICULTURE

TORINO CHAMBER OF COMMERCE (CIAATO)

– PROFILE: PARTNER and BSO, Italy

The CIAATO is a pivotal institution dedicated to nurturing the local economy and amplifying it through targeted initiatives. Representing around 220,000 companies in various sectors within the Torino

Province, it acts as a liaison with authorities, advocating for business interests. The Chamber offers crucial support services focusing on innovation, entrepreneurship, internationalization, and access to EU R&D opportunities and legislation.

Internationally, it holds significant partnerships and memberships, including the World Chamber Federation, International Chamber of Commerce, and Alliance of Metropolitan Chambers (Europe). Additionally, it collaborates with numerous chambers globally, facilitating international cooperation and business development. As the coordinator of the ALPS Enterprise Europe Network and part of the APRE national network, it provides extensive support for EU research funding and innovation initiatives.

One of its notable endeavours is the coordination of the Enterprise Europe Network Sector Group Tourism, offering integrated services within the Development and Market Regulation Area. With a focus on sustainability, digitalization, and innovation, it provides vital support to SMEs, including awareness events, digitization assessments, and mentoring activities.

In 2022, the Chamber embarked on the Up2Circ project, funded by the European Commission's Horizon Europe programme, aiming to facilitate the transition of European SMEs to a circular economy.

The Chamber actively promotes eno-gastronomy through various initiatives. "Masters of Taste of Torino and its Province" identifies and celebrates local producers, while "Torino DOC wines" showcases the region's finest wines. "Torino Cheese" highlights the authenticity of Piedmontese cheeses, emphasizing territory, biodiversity, and typicality. "Savor Piemonte" and "Mangébin" further promote regional delicacies, offering a platform for local producers and enhancing the dining experience for residents and tourists alike.

Looking ahead, the Chamber's training program "ESG and the Culture of Impact" aims to enhance the sustainability competencies of local tourism companies. Developed in collaboration with Cottino Social Impact Campus and Istud Business School, it underscores the importance of environmental, social, and governance factors in driving sustainable tourism practices.



rra **PODRAVJE**
MARIBOR

RDA PODRAVJE - MARIBOR (RDAPM)

– PROFILE: PARTNER and DMO, Slovenia

RDAPM, a pivotal public organization overseeing regional development activities in the Podravje region, excels in

various domains, notably tourism. Tasked with crafting regional development plans and fostering entrepreneurship, it boasts extensive experience in SME internationalization, regional strategies, and tourism sector development. As a member of the Enterprise Europe Network and Euromontana, it actively engages in international cooperation and business cluster development.



štajerska
urbanatural pleasure

In the field of tourism, RDAPM acts as a DMO under the brand **Štajerska**. Štajerska connects destinations and other local communities that have an interest in the development of tourism in a geographically rounded area, based on traditional, historical, and

cultural characteristics, with the aim of creating a joint offer, joint development, and implementation of joint regional activities, which will enable positioning on national and international markets. Now, 39 Municipalities are covered in the region, with 16 partners and more than 30 tourist providers and the number of them is growing.

Other noteworthy endeavours include initiatives aimed at developing tourist products and ensuring sustainable management of key attractions like the Drava River, Pohorje Mountain, and the broader Podravje region. These projects, such as the Drava Cycling Route, and the Partnership for Pohorje, aim to promote tourism, enhance infrastructure, and boost regional collaboration.

RDAPM has a rich project portfolio, boasting over 80 projects supported by the EC and national partners. These projects cover various domains, including tourism, entrepreneurship, and regional development. In collaboration with local stakeholders, RDAPM spearheads initiatives like Drava Bike, Partnerstvo za Pohorje, and Destinacija Štajerska. These projects aim to enhance infrastructure, promote regional

attractions, and elevate tourism experiences. Through strategic partnerships and international cooperation, the agency seeks to position Podravje as a premier tourist destination, leveraging its rich cultural heritage, natural beauty, and diverse offerings.

With a focus on sustainable tourism development and strategic collaboration, RDAPM continues to play a pivotal role in shaping the region's tourism landscape and driving economic prosperity through tourism initiatives.



DESTINATION VESTERHAVET (DV)

– PROFILE: PARTNER and DMO, Denmark

DV is Denmark's second-largest holiday destination. As a DMO, it manages tourism development on behalf of Varde and Ringkøbing-Skjern municipalities. Their vision is to develop Northern Europe's premier coastal holiday spot through sustainable tourism, prioritizing quality, guest satisfaction, and economic benefits for locals and businesses. Supported by Danmarks Erhvervsfremmebestyrelse, they focus on promoting the Danish North Sea as an attractive holiday spot.

In the realm of gastronomy, DV emphasizes high-quality, locally-inspired dining experiences. Their North Sea cuisine underscores sustainability and responsibility, with an emphasis on green dishes and seasonal produce. Their culinary strategy revolves around several key pillars:

1. Local Sourcing: Encouraging eateries to prioritize locally sourced, sustainable ingredients.
2. Training Programs: Investing in culinary education to enhance skills and innovation.
3. Culinary Events: Supporting local food festivals and events to showcase regional cuisine.
4. Collaborative Marketing: Partnering with local businesses to promote Vesterhavet as a culinary destination.
5. Feedback Mechanisms: Gathering guest feedback to continually improve dining experiences.

By fostering a vibrant culinary scene, they aim to attract visitors seeking exceptional food experiences while supporting local businesses and producers.

Engagement in the national Sustainable Destinations project highlights DV's commitment to sustainability. They integrate sustainable measures into their operations and manage or originate nationally funded projects with sustainability at their core. Additionally, their involvement in developing Denmark's new tourism data platform underscores their leadership in driving innovation within the tourism sector.

Partnering with the Municipality of Ringkøbing-Skjern and Ringkøbing-Skjern Erhvervsråd, DV is poised to spearhead initiatives focusing on climate action and sustainability. Climate partnerships with various associations and businesses aim to achieve climate neutrality and resilience by 2050, with intermediate goals of becoming fossil-free by 2040 and achieving self-sufficiency by 2024. Ringkøbing-Skjern Erhvervsråd, specializing in advising businesses, particularly in the green transition, startups, SMEs, and the food sector, plays a pivotal role in driving sustainable growth and innovation in the region. Through their efforts, they aim to strengthen the food sector's collaboration between local producers and restaurants, fostering growth and innovation in alignment with sustainability goals.



THE INSTITUTE OF GLOBAL HOSPITALITY RESEARCH (IGHOR)

– PROFILE: PARTNER and Training institution, Germany

The Institute of Global Hospitality Research (IGHOR), affiliated with the Dresden School of Management, is a globally connected research centre dedicated to advancing sustainable tourism and innovation. Through collaborative projects with partners worldwide, including prestigious organizations like the Worldwide Fund for Nature (WWF) and the German Environmental Agency, IGHOR has spearheaded initiatives in reusables/circular economy and sustainability labelling.

Led by Managing Director Prof. Dr. Hannes Antonschmidt and Scientific Director Prof. Dr. Markus Schuckert, IGHOR boasts a team of esteemed professors and researchers in tourism and hospitality from Europe and Asia. With a focus on sustainability and sustainable food, Prof. Dr. Antonschmidt has overseen projects and published extensively on topics like food sustainability and waste reduction in tourism.

Drawing on a rich network of German and international collaborators, IGHOR integrates innovative methods and the latest research findings to drive meaningful change in the tourism industry. Its expertise extends to areas such as sustainable food practices and communication, with a track record of disseminating research outcomes to benefit tourism SMEs worldwide.

The Dresden School of Management, where IGHOR is based, has evolved over 27 years into an internationally recognized institution under the SRH Berlin University of Applied Sciences. Offering a curated selection of Bachelor's and Master's degree programs, including Hotel and Tourism Management, Business Psychology, Social Work, and Digital Business Management, the school attracts around 350 students annually.

In parallel, the European Tea Culture Institute, under the leadership of Prof. Dr. Hartwig Bohne, conducts research on tea consumption and production traditions in Europe. Collaborating with experts from various European countries, the institute explores the impact of tea culture on tourism and the hospitality industry,

aiming to provide recommendations for destination marketing and gastronomic expertise. With a diverse team of researchers, the institute brings together insights from across Europe to enrich understanding and appreciation of tea culture's significance in the region.



B.LINK BARCELONA STRATEGIC PROJECTS S.L.

– PROFILE: PARTNER and BSO, Spain

B.Link is a small and medium enterprise founded in 2014. The firm currently counts with an international and multidisciplinary team of consultants specialised in EU and international funding, offering support services that cover all the cycle of the project, starting from the identification of suitable funding opportunities to project development, as well as management of project funds according to the specific rules and procedures of the donor. Building on this solid experience, B.LINK offers a wide array of training and consultancy services to entities of the public, private and academic sector.

In the field of tourism competitiveness and sustainability, B.LINK has offered consultancy services for the development and implementation of an important number of projects with European funding. Under COSME, it has participated in the conceptualisation and development, as well as in providing Technical Assistance to projects such as HikingEurope, Charming Villages and Tourbit, and is partner and WP-Leader (with responsibility of developing the Acceleration Programme) in Tourban, LookUP and BEFuture. Under European Territorial Cooperation, it has participated in the conceptualisation and development, as well as in providing Technical Assistance to projects such as MEDUSA, Med Pearls, Green Pyrenees Slow Tourism Project, and Alter Eco, amongst other.

In addition, it is important to remark that B.LINK holds hands-on experience in the design, development, evaluation and implementation of financial support to third party mechanisms for projects such as Tecniospring PLUS and Tecniospring INDUSTRY (both H2020-MSCA funded), MEDUSA, MedPearls and SME4SMARTCITIES (all funded under ENI CBC Med), in addition to the COSME funded projects already mentioned (Tourban, LookUP and BEFuture).

In the below table, the **Responsibility Assignment Matrix (RAM)** of the project is presented, showing how there is a clear distribution of Roles among the consortium members:

	Start	End	Task Leader	LP	PP2	PP3	PP4	PP5	PP6	PP7
				BCC	ABAE	CIAATO	RDAPM	DV	IGHOR	BLINK
WP1 Uncovering food and tourism industry exemplary practices	M1	M28	IGHOR							WP Leader
1.1 Definition of selection criteria for exemplary and replicable practices	M1	M2	IGHOR	Contributor	Contributor	Contributor	Contributor	Contributor	Contributor	Leader
1.2 Mapping of exemplary and replicable practices	M3	M6	IGHOR	Contributor	Contributor	Contributor	Contributor	Contributor	Contributor	Leader
1.3 Exemplary practices' awareness raising actions	M5	M28	IGHOR	Key Actor	Contributor	Contributor	Contributor	Contributor	Contributor	Leader
WP2 Multipliers' Training programme on Sustainable food in tourism	M1	30	IGHOR							WP Leader
2.1 Identification and selection of key stakeholders	M1	M2	IGHOR	Key Actor	Key Actor	Key Actor	Key Actor	Key Actor	Key Actor	Leader
2.2 Co-creation with key stakeholders of pilot 'Sustainable food in tourism' capacity building program	M3	M6	IGHOR	Key Actor	Key Actor	Key Actor	Key Actor	Key Actor	Key Actor	Leader
2.3 Development and implementation of multipliers' pilot 'Sustainable food in tourism' capacity building program	M6	M25	IGHOR	Contributor	Contributor	Contributor	Contributor	Contributor	Contributor	Leader
2.4 Development of multipliers' pilot training support materials	M6	M26	IGHOR	Key Actor	Contributor	Contributor	Contributor	Contributor	Contributor	Leader
WP3 Tourism SMEs Capacity building on Sustainable food in tourism	M1	M30	ABAE		WP Leader					
3.1 Needs assessment and signposting for tourism SMEs	M1	M30	ABAE	Key Actor	Leader	Key Actor	Key Actor	Key Actor	Key Actor	Reviewer
3.2 Funding advisory and matchmaking services	M6	M30	CIAATO	Key Actor	Key Actor	Leader	Key Actor	Key Actor	Key Actor	Reviewer
3.3 Preparation and implementation of pilot 'Sustainable food in tourism' training for tourism companies	M10	M30	ABAE	Key Actor	Leader	Key Actor	Key Actor	Key Actor	Key Actor	Reviewer
WP4 Accelerator for sustainable food in tourism	M3	M30	BLINK							WP Leader
4.1 Design, launch and call opening of the Accelerator programme	M3	M10	BLINK	Key Actor	Key Actor	Key Actor	Key Actor	Key Actor	Key Actor	Contributor
4.2 Evaluation of the applications to the Accelerator programme	M10	M11	BLINK	Contributor	Contributor	Contributor	Contributor	Contributor	Contributor	Leader
4.3 Implementation of the Accelerator programme	M12	M30	BCC	Leader	Key Actor	Key Actor	Key Actor	Key Actor	Key Actor	Reviewer
4.4 Monitoring of the Accelerator programme	M12	M30	BLINK	Contributor	Contributor	Contributor	Contributor	Contributor	Contributor	Key Actor
WP5 Communication and dissemination	M1	M30	RDAPM		WP Leader					
5.1 Synergies with other EU initiatives and actors, and Community of Practice	M1	M30	BCC	Leader	Key Actor	Key Actor	Key Actor	Key Actor	Key Actor	Reviewer
5.2 Design of communication and dissemination strategy	M1	M3	RDAPM	Contributor	Contributor	Contributor	Leader	Contributor	Contributor	Reviewer
5.3 Implementation of communication and dissemination strategy and event management	M3	M30	RDAPM	Key Actor	Key Actor	Key Actor	Leader	Contributor	Contributor	Reviewer
WP6 Project Management	M1	M30	BCC	WP Leader	WP Leader					
6.1 Consortium coordination & communication	M1	M30	BCC	Leader	Contributor	Contributor	Contributor	Contributor	Contributor	Contributor
6.2 Financial & administrative Management	M1	M30	BCC	Leader	Contributor	Contributor	Contributor	Contributor	Contributor	Contributor
6.3 Monitoring and Reporting	M1	M30	BCC	Leader	Contributor	Contributor	Contributor	Contributor	Contributor	Key Actor
6.4 Quality assurance, risk and ethics management	M1	M30	BCC	Leader	Contributor	Contributor	Contributor	Contributor	Contributor	Contributor

The Roles refer to a Task Leader (assigned to coordinate the task, ensuring quality and timely delivery), a Key Actor (involved in the implementation and/or contributing with key information/resources), a Contributor (participating in the activity and with a contribution to the deliverable) and Reviewer (participating in the joint review of deliverables).

2.3 Project teams, staff and experts

Project teams and staff

Describe the project teams and how they will work together to implement the project.

List the staff included in the project budget (budget category A) by function/profile (e.g. project manager, senior expert/advisor/researcher, junior expert/advisor/researcher, trainers/teachers, technical personnel, administrative personnel etc. — use the same profiles as in the detailed budget table, if any) (n/a for pre-fixed Lump Sum Grants) and describe briefly their tasks. Provide CVs of all key actors (if required).

Name and function	Organisation	Role/tasks/professional profile and expertise
Berta Pérez (F) Project Coordinator	BCC	She is Director of European Projects and Internationalisation at the BCC, responsible for coordinating, managing, and implementing various international projects, including in the tourism sector, funded under a variety of EU programmes, including SMP. Prior to this position, she has worked as Innovation Project Manager, with over 5 years of experience, enhancing the competitiveness of SMEs through business innovation services. She holds a PhD in Chemistry from the University of Erlangen-Nuremberg in Germany, a Master in Innovation Management from the Open University of Catalonia (UOC) and an MBA on Digital Business by the OBS Business School. Role: Project Director. WP6 Leader.
Elena Puig (F) Financial Manager	BCC	She is Financial Manager at the European Projects Office at the BCC responsible for the elaboration of project budgets and financial management and reporting to the EU for i.a. COSME/SMP, Interreg Europe/Med, ENICBCMed projects including as COO. Prior to that, she was Financial Officer at the BCC with over 10 years of experience in controlling, accounting, preparation of annual budgets of the entity and tax issues. She holds a Master in Economic and Financial Management from ESADE business school in Barcelona and a Master in Economic Financial and Tax Management from the University of Barcelona (UB). Role: Financial Director. Financial and administrative management.
Leonie Hehn (F) Project Manager	BCC	She is Project Coordinator of EU-funded projects with previous experience coordinating COSME/SMP projects (Tourban and Tourbit, Cross-Re-Tour). Experienced in business support provision and business accompaniment in sustainability and digitalisation including management of direct financial support schemes. Previous work experience as Research Assistant. Postgraduate Degree in Sustainability and Climate Crisis Management, B.A. in Political Science and Public Administration (University of Konstanz), M.A. in International Relations, M. Res in Political Science (University of Konstanz and Pompeu Fabra University). Role: Project Manager for BCC. WP6 Leader support. WP overview and monitoring. Liaison with key stakeholders and SMEs. SME advisor.
Victòria Silberstein (F) Tourism Expert	BCC	She is a tourism project manager at the BCC since 2004, responsible for defining and implementing projects to improve the competitiveness and sustainability of local tourism SMEs. This includes giving trainings and workshops, support and offer individual diagnosis and execute territorial tourism plans. She also plans, promotes, and implements quality tools in tourism businesses including support in obtaining quality and sustainability labels (e.g. BIOSHPERE certification or eco-label). Previously she was working at different tourism consultancy firms, managing national and international tourism projects related to commercialisation of tourism services and products. Role: Participation in WP3 advisory services. Specific support in development of sustainability training contents and materials. SME advisor.
Véronique Renard (F) Tourism Expert	ABAE	She is hospitality.brussels' Cluster manager, and as such, holds extensive experience in tourism, communication, and marketing. She holds sound knowledge of the actors in the "Hospitality" sector and the challenges faced by tourism SMEs. She has an excellent apprehension of new communication and digital marketing trends. Véronique holds a professional certificate in Sustainable Tourism provided by Global Sustainable Tourism Council (GSTC) and has been trained in Resilience Coaching by Brussels Environment, the Environment and Energy public administration for companies in the Brussels Capital Region. Role: Participation in WP3 advisory services. Specific support in development of resilience training contents and materials.
Frédéric Suche (M) Project Manager	ABAE	He has participated as Project manager in several EU projects and is also assigned as Innovation advisor and member of Enterprise Europe Network and IP ambassador for the European IP Helpdesk. Frédéric supports tourism companies in their journey to internationalisation. His activities focus on providing integrated support to SMEs in collaboration with regional and international stakeholders such as hospitality.brussels

		cluster. Frédéric is scale-up advisor and provides EEN services for innovation management, sustainability, and intellectual property. Role: WP3 Leader. Project Manager for ABAE. Liaison with key stakeholders and SMEs. SME advisor.
Siham Lahdioui (F) Project Assistant	ABAE	She is hospitality.brussels communication officer, and administrative assistant. Siham has strong knowledge of communication tools she animates social networks and online contents – writing newsletters and managing internal communication tool. Role: WP3 Leader. Project Manager for ABAE. Administrative and financials.
Nicoletta Marchiandi (F) Project Manager	CCIAA TO	She is Head of Innovation Department at CIAATO. As the coordinator of the Enterprise Europe Network and the Up2Circ Project, she brings extensive experience in financial management, organization, innovation management, and startup support. She has a specialization in digital coordination, internationalization, and communication. Her expertise lies in fostering collaboration and facilitating innovation. Role: Project Manager for CIAATO. Specific support in development of innovation and digitalisation training contents and materials, sustainability, and circular economy.
Paola Tolin (F) Innovation Senior Advisor	CCIAA TO	In her capacity as communication correspondent for the EEN ALPS Consortium, she specializes in facilitating effective communication within the consortium and with external stakeholders. As a brokerage events specialist, she excels in organizing events that bring together businesses and potential partners to foster collaboration and innovation. Additionally, she is a dedicated specialist in technology transfer and partner search, particularly in the Intelligent Energy and Tourism & Cultural Heritage sectors. Serving as the chairwoman of the EEN Sector Group Tourism, she leads initiatives to support and promote tourism-related businesses within the network. Special focus on digital promotion and social media, sustainability, and circular economy. Role: Leader of A3.2. Liaison with key stakeholders and SMEs. SME advisor.
Giuseppa Burgio (F) Innovation Senior Advisor	CCIAA TO	She serves as an EIC Horizon Europe Advisor, providing guidance and support to businesses seeking funding for innovative projects. She is also an EU financing Network Advisor and specializes as an R&D events specialist, orchestrating events to facilitate collaboration and knowledge exchange in research and development with special focus on digitalisation, sustainability, and circular economy. Web editor. Role: Specific support in development of EU funding training contents and materials. SME advisor.
Guido Cerrato (M) Resilience Expert	CCIAA TO	He is Executive Director “Area Development and Market Regulation”, and has extensive experience in General and Operation Management, background in Administration, Finance, and Management Control. Role: Overall expert support. SME advisor.
Fabio Boerio (M) Food & Tourism promotion expert	CCIAA TO	Head of Dept. Food & Tourism promotion. He is also assigned to the management and coordination of EU projects, competences in planning, budgets, economic and administrative management. Role: Administrative and financials. Specific support in development of food and tourism training contents and materials.
Michela Garis (F) Tourism Senior Advisor	CCIAA TO	She coordinates local projects focusing on Tourism and she has expertise in the organization of events/trainings events facilitate collaboration and knowledge exchange with special focus on sustainability and circular economy. She has communication competences as web editor and administrative expertise in managing local projects. Role: SME advisor.
Daniela Fenoglio (F) Agrifood Senior Advisor	CCIAA TO	She coordinates a local project focusing on Agrifood and she has expertise in the organization of events/fairs/tasting experiences to promote local eno-gastronomic excellences. She has communication competences as web editor and administrative expertise in managing local projects. Role: SME advisor in tourism gastronomy.
Karmen Razlag (F) Project manager	RDAP M	She is Head of Tourism. She has expertise in various areas including project planning, execution, and coordination, and has contributed to the development of tourist products and destinations such as Drava Bike and Stajerska . Additionally, she has experience in drafting and implementing strategy documents, leading partnerships in destination

		management, and demonstrating creative and communication skills. She is also knowledgeable in marketing, digital campaigns, media relations, and outdoor products. Moreover, she holds an understanding of Slovenia's green tourism scheme for sustainability and is adept at incorporating sustainable development and social responsibility into company practices. Role: Project Manager for RRAP. WP5 Leader. Expert in development of tourism products and tourism promotion.
Tomaž Eisenhut (M) Tourism Expert	RDAP M	He serves as a business mentor, providing guidance to SMEs and entrepreneurs in marketing, sales, social media, and digitalization. He is responsible for establishing and updating the website Stajerska , managing activities on social networks, and executing digital campaigns. Additionally, he specializes in creating promotional materials, advertisements, presentations, and coordinating fair presentations. His role also involves organizing business trips, study tours. Role: Communication officer. SME Advisor
Helena Horvat (F) Tourism Expert	RDAP M	She is proficient in networking with stakeholders, specializes in project management, including coordinating activities and reporting. She possesses advanced digital skills, particularly in social media, Adobe Illustrator, and Adobe InDesign. Additionally, she demonstrates excellent proficiency in administrative tasks. Role: Support to Communication officer. Liaison with key stakeholders and SMEs.
Ane Frost Hedegaard (F) Tourism Development Consultant	DV	She is a Tourism Development Consultant for the Municipality of Ringkøbing-Skjern. She possesses extensive experience in shaping and implementing comprehensive tourism policies. Her role involves strategic planning, coordination with destination management organizations, and proficient project management, including securing funding for tourism-related initiatives. Additionally, she serves as a representative for the Danish West Coast Partnership in the Board of Directors of NECSTouR, contributing to regional tourism collaboration and development. Role: Project Manager for DV. Overall tourism expert support. Liaison with key stakeholders and SMEs. SME advisor.
Bente Lægsgaard (F) Project Manager – specialized in agrifood	DV	She has a strong marketing background, specialized in guiding businesses within the food sector, particularly in Ringkøbing-Skjern municipality. She excels in communication and consulting, helping restaurants, food producers, and farm shops develop effective branding strategies. Her collaborative approach fosters partnerships within the local food community, enhancing brand visibility and promoting culinary excellence. She coordinates local projects focussing on the food sector and has experience in organizing events for the food sector. Role: Consultant specialised in food and produce and SME advisor.
Heidi J. Christensen (F) Project Manager - tourism	DV	She is a Project Manager at Vesterhavskøkkenet Destination Vesterhavet. Responsibilities include project management, promoting local gastronomic stories, and ensuring the use of local ingredients in restaurant cuisine. She is proficient in marketing strategies and tactics, with a focus on planning and executing events. Role: Project and SME advisory in gastro-tourism
Martin Serritslev Riis (M) Project Coordinator	DV	He has extensive experience in public and politically governed organizations, including tasks such as counselling, secretariat services, fundraising, process planning and management, project consulting, and international cooperation. Currently he facilitates the municipalities' food policy at the political and administrative level. He also has extensive experience with EU-funded schemes such as the Framework Programmes (mainly Horizon2020) as well as the LAG-scheme under the CAP. As coordinator of the local LAG (Local Action Group) he is knowledgeable on local food industry as the LAG has funded several food businesses and food startups. Role: Administration and project coordination. Liaison with key stakeholders. SME advisor.
Prof. Dr. Hannes Antonschmidt (M) Senior Researcher and Trainer	IGHOR	Professor at Dresden School of Management, he holds a bachelor's in business economics and a master's in management accounting. His research focuses on sustainability, innovation, and advanced quantitative methods. With extensive experience in academia and consultancy, he conducts workshops on sustainability, including a train-the-trainer program for hotel quality managers. He previously worked as a consultant at the German Economic Institute for Tourism, collaborating with DMOs, hotel associations, and SME funding institutions.. Role: WP1 and WP2

		Leader. Research oversight. Contribution of expert knowledge in sustainable food. Training planning and execution
Prof. Dr. Susanne Gellweiler (F) Senior Researcher and Trainer	IGHOR	As a Professor of International Event Management at Dresden School of Management, she earned a Swiss Higher Diploma in Hotel Management and an MSc in Events Management with distinction from Bournemouth University. She holds a Ph.D. in Event Management from the same university. With experience in the hospitality industry and academia, including roles at Liverpool John Moores University, she brings a wealth of knowledge to her teaching and research. Role: WP1 and WP2 Leader support. Research oversight. Contribution of expert knowledge in food tourism and food events. Training planning and execution
Prof. Dr. Hartwig Bohne (M) Senior Researcher and Trainer	IGHOR	He established and led the department of apprenticeship training & university relations at the head office of Kempinski Hoteliers in Munich, was economic adviser at the German Hotel Association in Berlin and started his own consulting company Strategie Bohne in 2011. He successfully completed his studies in Business Administration at the University Trier and the EM Business School Strasbourg (Grand École, former IECS), with majors in Tourism and International Management. From 2013 to 2017, he was hired as personal adviser for a member of the German Bundestag in Berlin and finalized his avocational PhD about collaborative educational frameworks between hotel chains and universities at Trier University. Since 2008, he has taken several lectureships in tourism, hospitality and human resource management in Austria, Finland and Germany. Since April 2018, he has been Professor of International Hotel Management at Dresden School of Management, being responsible for several study programs. Role: WP1 and WP2 Leader support. Research oversight. Contribution of expert knowledge in gastronomy. Training planning and execution
Marta Rojas (F) FSTP Manager	BLINK	In the past years, she has provided management support to complex projects funded under a variety of EU programmes, including projects in sustainable tourism -Tourban (COSME), MEDUSA and MedPearls (ENI CBC Med)- and tourism digitalisation -Tourbit, LookUP (COSME)-. She has sector expertise in SME competitiveness, innovation and entrepreneurship, and the sustainable development of tourism. She has extensive experience in the design, launch, evaluation and management of third parties financial support mechanisms (LookUP (COSME), Tourban (COSME), MEDUSA, MedPearls and SME4SMARTCITIES (ENI CBC Med) Tecniospring (H2020-Msca). Role: WP4 Leader. Coordinator of the design, launch, evaluation, and implementation of the Accelerator Programme. Development of EU funding guidance.
Anna Monserrat (F) Project Manager	BLINK	BA in Global Studies (UPF) and an MA in Development Cooperation (UGR). Experienced in managing EU-funded projects focused on sustainable development as well as slow and sustainable tourism, such as MedPearls (ENI CBC Med) and LookUp (SMP/COSME). Skilled in facilitating effective communication and stakeholder engagement and in logistical, administrative and financial support for successful project implementation. Role: WP4 Leader Support.
Marta Aldomà (F) Project Manager	BLINK	Bachelor's degree in Humanities and International Relations, holds two Master's degrees in European Union policies from the University of Amsterdam and the Free University of Brussels, specializing in EU economic and environmental policy. In Brussels, she worked at the European Parliament, gaining experience in the analysis of European policies and strategies related to energy, innovation, environment and climate change. In B.Link, she is involved in multiple projects in the field of sustainability and tourism, for example the BEFuture SMP/COSME Project aiming at building a future-oriented and resilient Business Event Tourism sector. Role: WP4 Leader Support.

Outside resources (subcontracting, seconded staff etc)

If you do not have all skills/resources in-house, describe how you intend to get them (contributions of members, partner organisations, subcontracting, etc).

If there is subcontracting, please also complete the table in section 4.

All resources and skills required for the project are available internally within the consortium. Only in

certain areas where specialised expertise or services are required (e.g. developing interactive learning experience for T2.4, facilitator of innovation-focused event for T4.3, KPI monitoring tool for T4.3, etc.), subcontracting will be done based on best-value for money principles. IGHOR experts to recruit a Junior researcher to support the team.

2.4 Consortium management and decision-making

Consortium management and decision-making (if applicable)

*Explain the management structures and decision-making mechanisms within the consortium. Describe how decisions will be taken and how regular and effective communication will be ensured. Describe methods to ensure planning and control. **Note:** The concept (including organisational structure and decision-making mechanisms) must be adapted to the complexity and scale of the project.*

This section gives an overview of the project organisation, structured according to the following layers:

- **Strategic layer:** The strategic layer determines the vision and strategy of the project and provides general project direction and guidance. It consists of one strategic body, the **Steering Committee (SC)**, as the **ultimate decision-making body** of the consortium, chaired by the BCC (COO of **TASTE**) and formed by a representative of each partner and **meeting on a biannual basis** (face-to-face, virtual, or a hybrid format if required) to appraise the performance of the project and propose corrective measures, if needed, to keep the project focused on its objectives. If there was a need to escalate any issue, ad hoc meetings of the Steering Committee could be called upon.
- **Directing layer:** The directing layer champions the project. It monitors the project's performance and oversees the work plan to realise the project objectives. It includes a directing body, the **Technical Committee**, as the supervisory body for the execution of the project, which shall report to and be accountable to the Steering Committee. On a monthly basis, through a **virtual 1-hour meeting**, it gathers the COO (BCC), WP-Leaders (IGHOR, ABEA, BLINK, RDAMP) and key staff members involved in the project tasks (Project Managers and other technical staff critical in the implementation). The aim is to implement and monitor the described actions, discuss reports due, correct deviations and plan new actions. Other ad hoc Technical Committee meetings might be called to track specific activities if needed. The directing layer focuses on determining strategic alliances and management of stakeholders across the tourism and the regional / local business support ecosystem.
- **Managing layer:** The managing layer oversees day-to-day project operations, ensuring efficient organization, monitoring, and control of resources. It comprises the **Project Coordination Office**, led by the COO, and partners' management teams. Close collaboration between these entities is crucial. The Project Coordination Office, under ACT, includes the **TASTE** Project Manager, Vice-Project Manager, and Financial Officer. Their responsibilities span technical coordination, quality control, reporting, risk management, and communication facilitation. Additionally, the COO serves as a liaison with the EISMEA Project Officer. The partners' management team, led by the Project and Financial Manager, also includes the Communication Manager for RDAMP as WP5-Leader.
- **Performing layer:** The performing layer carries out the project work, producing the deliverables and implementing the activities. These layers comprise the role of the technical staff members, who report to the managing layer. A clear division of **consortium roles and responsibilities** is assured by having senior individuals designated for the job positions, as listed under section 2.3.

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2.5 Project management, quality assurance and monitoring and evaluation strategy

Project management, quality assurance and monitoring and evaluation strategy

Describe the measures foreseen to ensure that the project implementation is of high quality and completed in time.

Describe the methods to ensure good quality, monitoring, planning and control.

Describe the evaluation methods and indicators (quantitative and qualitative) to monitor and verify the outreach and coverage of the activities and results (including unit of measurement, baseline and target values). The indicators proposed to measure progress should be relevant, realistic and measurable.

Ensuring the smooth running of such an ambitious project requires the establishment of appropriate means for project management, quality assurance and follow-up. For that reason, **TASTE** project is giving continuity to the project organisation and procedures that have proven effective in the past, and which will be detailed in the corresponding Consortium Agreement. In particular:

Project management procedures

The COO will ensure project completion as described in the Grant Agreement and will perform management at the operational level following Project Management guidelines based on EISMEA / SMP procedures. In particular, the measures foreseen to ensure that the project implementation is of high quality and completed in time and within the budget are subsequently described:

Project Internal Reporting and Planning: The partners report as required and as a minimum monthly to the COO to update on WP progress in the framework of the Technical Committee meetings. Partners then report at Technical Committee meetings on their domain of responsibility, considering progress in achieving project milestones. This communication is also used to signal any threat to meeting the WP schedule and objectives, as well as to raise any financial issues from the point of view of WP objectives and deliverables. **Technical Periodic Reports** are expected to be submitted to EISMEA around:

- M12 of implementation (covering the first third of the project; M1-M10) – **D6.2 Technical Progress Report Compulsory Deliverable** that includes reporting on capacity building activities and identified needs of tourism SMEs;
- M22 of implementation (covering the second third of the project; M11-M20);
- M32 – Final report (covering the third part of the project; M21-M30).

Administrative management: An internal interim report about the use of budget/funding is expected, unless different instructions are provided by the Grant Agreement. It serves to detect deficits and identify mismatch of resources/work/effort. To avoid creating an administrative burden (given the length of the project is **30 months**), no further internal reports are foreseen, this way putting priority on project plan implementation. The project envisages the 30 months duration, knowing that the final reporting is due in M32 and the final review and work for project closure might be required also after this period.

Internal communication: Meetings are crucial for internal communication. COO ensures seamless internal communication with Teams for video calls and shared folders, and SharePoint for project news and collaboration.

Meeting Schedule: Meetings are essential for reporting, planning, and fostering collaboration. Well-prepared and documented, they facilitate progress, especially face-to-face sessions during critical phases. Scheduled strategically, they ensure effective coordination and communication among partners. A summary of all virtual and face-to-face meetings is included below:

LAYER	FREQUENCY OF THE MEETINGS	DURATION - LOCATION	RESULTS - EVIDENCES	PROMOTER
Strategic	M1 (Kickoff) M7 (SC1) M13 (SC2) M20 (SC3) M30 (SC4)	Barcelona (ES) Berlin (DE) Brussels (BE) Rinkobing (DK) Brussels (BE)	Agenda – Minutes approved by participants	Steering Committee (Lead by Project Coordinator)
Directing	Monthly	(1 hour) Virtually	Minutes	Technical Committee
Managing	On-demand	(As needed) Virtually	COO internal minutes	COO
Performing	Bi-Weekly	(30 min) Virtually	Task follow-up	WP leaders

Sustainability dimension: The project will methodically consider the possible environmental impact of its activities (especially when hosting large events and trainings) and integrate the following criteria to limit these impacts:

- **Green procurement procedures**, applied to reduce the footprint of service provision.
- **Prioritization of digital equivalents** whenever possible, i.e. giving preference to e-materials to optimize resources and print documents only when strictly necessary, and choose online meetings and events over presential ones whenever it is feasible, relevant and does not impact the results.
- **Systematic preference for eco-friendly material** (reusable, recycled and recyclable material, none-harmful, locally produced, etc.) for dissemination, communication, transport, and catering.

With regard to the organization of events and meetings, the consortium will follow all the recommendations of [My Zero Waste Event](#) and the [Quick Guide to getting started](#) published by Net Zero Carbon Events.

Gender and Diversity Dimension: The project commits to promote actions oriented to guarantee equal rights, opportunities, and respect to all gender groups, not forgetting intersectionality aspects (different age, ethnicities and origins, abilities, and lifestyles) and to this end, it will develop a methodology based

on the European Institute for Gender Equality recommendations for the integration of gender analysis, collecting relevant data on distribution of resources, participation in the co-design/co-creation process, and access to opportunities in the targeted areas. In relation to communication, RDAPM will ensure that there is parity and diversity representation in communication and dissemination actions as well as inclusive writing in all communication and dissemination material. So far it is important to mention that more than 60% of the team are women.

Quality management

Quality management will be inspired by ISO 2015 norms 9001 and 14001, ensuring a customer-oriented service delivery with high standards of quality and within a framework of environmental protection. It is further important to refer to project deliverables as a central focus of quality assurance and control. In this regard, deliverable production to specification and schedule is the responsibility of the WP Leader of the WP concerned. All deliverables defined in the project work plan are subject to review and acceptance by the Technical Committee after an internal peer review has been done. This peer review process, which is coordinated by the BCC, includes the appointment of a reviewer, who checks the document following an agreed quality checklist. This specifies review for overall quality of contents, presentation, comprehensibility, etc., as well as particularly adherence to the requirements stipulated for the deliverable/task in this application form.

Monitoring and Evaluation strategy

The project will deliver a KPI framework to measure the impact of the capacity building actions on stakeholders and SMEs.

In the case of stakeholders, the KPIs shall support the understanding of whether the multipliers' training has been effective and relevant. To this end, baseline data will be collected through the needs assessment (A2.2) and compared to data collected through the evaluation surveys at the end of the programme. The results will be part of the **D2.2 Multipliers' pilot training programme final report** and will help understand the programme's effectiveness, while sharing lessons learned and informing future training initiatives.

At SME level, KPIs will be developed to understand overall sustainability, resilience and digital performance of the SMEs. In particular, the **following indicators** are deemed as generally relevant, although this will depend on the type of tourism SME monitored (e.g. hospitality vs. tour operator):

Economic KPIs: Nights per month (to control seasonality); Seasonality rate (to monitor the instability between supply and demand at certain periods of the year); Daily counting of the number of tourists; Average spending by tourists over one night; Employment level and Employment by qualification; etc.

Social KPIs: Tourist satisfaction level, especially in connection to consuming sustainable food offerings; % of returning tourists; % of residents satisfied with the impacts of (food) tourism; Effects of tourism in the community, in terms of partnerships with local suppliers, farmers, etc.; Intensity of local food asset use; Protection of employees; Healthy and nutritious diets; Accessibility in services and experiences provision; etc.

Sustainable management KPIs: Sustainability food management system; Information and interpretation of the local environment (local culture and gastronomy); Compliance with health and safety measures as regards food; Adoption of locally appropriate principles of sustainable food production; etc.

Environmental dimension: Carbon footprint associated with food production and consumption; % of employees receiving food sustainability training; Number of service/product/process-level environmental certifications, especially those related to sustainable food; Energy consumption; % of renewable energy used over total energy consumption; Food waste generated; Amount of waste disposed by the tourism SME through reuse and recycling; Conservation of biodiversity; Animal welfare; Resource conservation; etc.

Digital maturity: Use of digital technologies for sustainable food operations; Cost benefit analysis of digital adoption; Customer experience improvements in food in tourism; User engagement number; Digital capabilities; etc.

In this case, a survey will be distributed at the beginning of the advisory service, consulting, and training (A3.1, A3.2 and A3.3) and of the Accelerator Programme (A4.3) in case SMEs have not yet been surveyed. Another survey will be conducted at the end of the service/training/financial support provision to measure the evolution and impact of the actions on the supported SMEs and collaborative projects.

To support this activity, BLINK will seek to collaborate with [QUANTITAS](#) in the development of the KPI

framework for SMEs. QUANTITAS is an Italian SME which has outstanding experience in advanced analytic tools for impact evaluation and has participated in EU projects such as SmartCulTour, RESTwithEU and LookUP, amongst other.

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2.6 Cost effectiveness and financial management

Cost effectiveness and financial management *(n/a for pre-fixed Lump Sum Grants)*

Describe the measures adopted to ensure that the proposed results and objectives will be achieved in the most cost-effective way.

Indicate the arrangements adopted for the financial management of the project and, in particular, how the financial resources will be allocated and managed within the consortium.

 **Do NOT compare and justify the costs of each work package, but summarize briefly why your budget is cost effective.**

TASTE counts with a detailed budget breakdown to cover all the costs associated with the project, according to partners' responsibilities and competencies. This budget is built upon realistic estimations to ensure the action is implemented efficiently and effectively.

With regards the design of the project budget, it is worth mentioning that it is fully aligned with the requirement of the call for proposals. There is a **41% of Staff allocation**, and a limited **4% allocation to subcontracting**. An allocation of 7% goes for other goods, works and services to mainly cover the organisation of large transnational innovation focused events. Travel, accommodation and subsistence take up an important budget, 8%, as stakeholders will be traveling to different destinations under the Multipliers' pilot training workshop. Finally, FSTP holds 34% of the budget.

As concerns the distribution per partner and in accordance with the RAM, not considering the FSTP which are funds that will go directly to third parties, the following distribution has been agreed: CCB-COO and WP6 Leader and Key actor in many tasks (20.7%), ABAE – WP3 Leader (18,2%), CIAATO (11,9%), RDAPM – WP5 Leader (11,9%), DV (13,7%), IGHOR – WP1 and WP2 Leder (16,6%) BLINK – WP4 Leader (7.4%).

Sound financial management will be ensured through the appointment of a Financial Manager with wide experience in previous EU projects led by CCB (Ms. Elena Puig). In addition, BLINK will coordinate the FSTP mechanism under WP4, guaranteeing the full tracking of the activities related to the given financing, ensuring the highest monitoring and transparency standards. Financial monitoring will be conducted on a day-to-day basis (see WP6) and reported internally in the SC meetings. Close monitoring will allow for efficient use of the EU resources and its reallocation within the budget if deemed appropriate and counting with the approval of the EISMEA Project Officer. All expenditure will count with supportive documentation (quotations, invoices, receipts, proof of payments, etc.), and evidence for the final report.

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2.7 Risk management

Critical risks and risk management strategy

Describe critical risks, uncertainties or difficulties related to the implementation of your project, and your measures/strategy for addressing them.

Indicate for each risk (in the description) the impact and the likelihood that the risk will materialise (high, medium, low), even after taking account the mitigating measures.

Note: *Uncertainties and unexpected events occur in all organisations, even if very well-run. The risk analysis will help you to predict issues that could delay or hinder project activities. A good risk management strategy is essential for good project management.*

Risk No	Description	WP No	Proposed risk-mitigation measures
R1	Coordination problems, lack of understanding between partners. Impact: Medium Probability: Medium	All	The following measures are considered: OneTeam methods for team building, revision of project management methodology, potential increase of the frequency of in-person SC meetings with learning activities, application of conflict resolution methods and lessons learnt through previous coordination projects undertaken by the COO and partners.

R2	Delay in the implementation of the project or reporting periods, insufficient rigor or timeliness in financial reporting. Impact: Low Probability: Medium	All	From the outset a robust Work plan and methodology is in place to deliver the project. During implementation, if delay on any item should occur, the consortium, via the COO (BCC) will take the relevant steps to prevent further delay, and navigate a path back to the original plan. Possible actions include: revision of the workplan and exploration of overlapping between activities, redistribution of partners' roles and dedication in each activity, etc.
R3	Difficulties in engaging target groups in key actions such as trainings and the accelerator programme Impact: Medium Probability: Medium	WP2, WP3, WP4	The whole project is conceived to engage the stakeholders, and key outcomes will count with their engagement, to ensure ownership. This demand-driven approach from the beginning minimizes the risk of disengagement. A close follow-up from each partner will allow to collectively reshape the contacts with the stakeholders eventually considering their distancing from the project activities. Further, the engagement of stakeholders from the beginning ensures a broader SME outreach in the territories, and hence participation in the trainings and open Call.
R4	Conflict with service provider as subcontractor Impact: Low Probability: Medium	WP2, WP3, WP4	Partners in charge of subcontracts will publish detailed tenders to minimise the risks of misunderstanding and foresee specific clauses to avoid and tackle any possible conflicts with service providers.
R5	Exit strategy. Impact: Medium Probability: Low	All	To ensure the sustainability of the outcomes continue post funding, partners will monitor and measure on an ongoing basis the achievements of the SME beneficiaries and will offer EU funding training and advice so that opportunities to build on the achievements and outcomes of the SME initiatives are maximised to their full potential. Finally, the project foresees a sustainability and exploitation strategy of key results, so as to make the best use of the results and promote their sustainability and uptake.

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3. IMPACT

3.1 Impact and ambition

Impact and ambition — Progress beyond the state-of-the-art

Define the short, medium and long-term effects of the project.

Who are the target groups? How will the target groups benefit concretely from the project and what would change for them?

Does the project aim to trigger change/innovation? If so, describe them and the degree of ambition (progress beyond the status quo/state-of-the-art).

Short, medium and long-term effects of the project

SHORT (Short - Expected outputs)

SEO 1 The Multipliers' pilot Training Programme (A2.3), focusing on business resilience, sustainability, digitalization, and data management, with **more than 20 stakeholders trained from 5 EU countries and different ecosystems** (mainly tourism, but also culture, food and beverage, agri-food and social economy). The Training is built on unique resources such as D1.2 TASTE Book of inspiring recipes and D2.3 Training Toolbox

SEO 2 The Capacity building programme for SMEs of the tourism and related ecosystems to advance in the triple transition, integrating sustainable, innovative technologies and resilient strategies into their business for improved food sustainability in tourism. **More than 300 SMEs with increased awareness and capacity, and 100 SMEs advised and mentored.**

SEO 3 The Go Green, Get Digital, Be Resilient Accelerator Programme, supporting **at least 80 collaborative projects** led by tourism SMEs in sustainable food tourism and food management in tourism. **At least 80 tourism SMEs from 5 different EU countries** (targeting to

	reach 40% of woman-owned business) receiving tailored funding and assistance for the uptake of sustainable food initiatives and other innovations.
MEDIUM (Medium - Expected results)	
MER 1	Improved competitiveness, resilience and sustainability of tourism SMEs resulting from increased awareness, skills, and capacity for the uptake of innovation and digital technologies for sustainable food tourism and food management in tourism.
MER 2	Increased tourism ecosystem and cross-ecosystem cooperation, involving industry players, public stakeholders, and communities.
MER 3	Increased investment / funding in innovation and digital technologies for sustainable food tourism and food management in tourism.
LONG (Long – Expected Outcomes)	
Sustainable and innovative food tourism and food management practices mainstreamed through the tourism ecosystem and beyond, resulting in reduced environmental impacts, greater diversified tourism offer, enhanced visitor experienced, and improved social impacts across local communities, ensuring a vibrant and resilient industry for the future.	
<i>Target groups</i>	
<p>The cross-ecosystem for sustainable food in tourism is that one formed by people, startups, SMEs and corporations, and various types of organisations (incubators, innovative clusters, accelerators, EEN, Digital Innovation Hubs (DIH), etc.) interacting as a system to create and support sustainable innovations and digitalisation in food and tourism. This ecosystem, which is composed by usual key players of the tourism sector, as well as stakeholders from other ecosystems such as culture, food and beverages, agri-food, and social economy, defines our target groups:</p> <ul style="list-style-type: none"> • Tourism SMEs, mostly from the targeted countries and NACE codes or related listed (I5510 (hotels and similar accommodation); I5520 (holiday and other short-stay accommodation); I5530 (camping grounds, recreational vehicle parks and trailer parks); I5610 (restaurants and mobile food service activities); I5630 (Beverage serving activities); N79 (travel agency, tour operator reservation service and related activities); and R90 (creative, arts and entertainment activities)). • Entrepreneurs, Startups and other tech providers, across Europe as key providers of innovation and technology for more traditional tourism SMEs. • Local/regional/national tourist board and government bodies, supporting the TASTE initiative through their partnership or their LoS to potentially participate in the Multipliers' pilot training and support the ecosystem beyond project life. • BSOs, such as business associations and federations, clusters, etc. supporting the TASTE initiative through their partnership or their LoS to potentially participate in the Multipliers' pilot training and support the ecosystem beyond project life. • Mentors, consultants, and other service providers that will be part of the Community of Practice and will support collaborative projects. • Investors and financiers that will participate in TASTE innovation-focused events and will support with additional funding tourism SMEs and collaborative projects. • Tourists, local communities and local farmers, artisans, and producers, engaging in/enjoying from new tourist services and products. 	
<i>Ambition</i>	
<p>The ambition extends beyond mere incremental SME beneficiaries' improvements and aims to catalyse significant transformative changes across multiple sectors and countries. By engaging with 5 EU countries from 4 different EU geographical areas, and collaborating with various ecosystems including agri-food, food and beverages, social economy, and culture, the project seeks to foster innovation and sustainability on a broad scale. By bringing together diverse expertise and perspectives, the project aims to push the boundaries of what is currently considered state-of-the-art in sustainable food tourism and management. Ultimately, the ambition of the project is to serve as a catalyst for systemic change, driving towards a more sustainable, resilient, and inclusive future for the tourism industry and its interconnected ecosystems across Europe and beyond.</p>	
How many SMEs, clusters and business network organisations, and business support organisations will receive support from the action?	At least 330 SMEs, clusters, business network organisations and BSOs
How many business partnerships will be concluded by the supported companies at the end of the action?	At least 40 business partnerships
How many entrepreneurs will benefit from mentoring and mobility schemes, from the action (including young, new and female	The Accelerator Programme aims to have among its participants,

entrepreneurs, as well as other specific target groups)?	40% entrepreneurs and 40% women-owned enterprises
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Impact on non-EU countries

For calls specifically targeting non-EU countries, please specify which country(ies) benefit from the project. Why is the project important for those country(ies)? How does it improve the situation the country(ies)?

NA

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3.2 Communication, dissemination and visibility

Communication, dissemination and visibility of funding

Describe the dissemination and communication activities which are planned in order to promote the activities/results and maximise the impact (to whom, which format, how many, etc.). Clarify how you will reach the target groups, relevant stakeholders, policymakers and the general public and explain the choice of the dissemination channels.

Describe how the visibility of EU funding will be ensured.

Dissemination and communication actions will take place throughout the entire project's duration. The communication and dissemination activities are critical to reach the project's main communication objectives: **Attract tourism SMEs and stakeholders to participate in TASTE activities** and apply for grants made available through the Accelerator Programme; **Share best practices and knowledge gained in TASTE** with the European tourism industry and other related ecosystems (e.g. culture, food and beverage, agri-food, social economy).

The dissemination activities proposed will be based on the communication and dissemination (C&D) strategy (D5.2) developed during the 3 first months of the project's implementation. These activities are key to support the project's communication objective and expected impacts. C&D activities will be handled within the dedicated WP (**WP5 Dissemination and Communication**) while carefully considering the interlinks with related activities in other WP, as communication is considered a key, cross-cutting activity throughout the entire project.

Audiences

To maximize the success of the C&D actions various kinds of stakeholders will have to be identified and addressed. In addition to the preliminary identification done in section **3.1 Impact and ambition**, a mapping will be run in T2.1 and will be completed with a more **detailed analysis of the target audience**, including analysis of target geographical areas, key decisionmakers and influences. This analysis will be undertaken during the development of the communication strategy and plan to identify key actors in this field.

C&D Actions

To be able to successfully address all the above-mentioned audiences and bring to them the right tailor-made content, the consortium will design integrated communication and awareness raising campaigns between M4 and M30. The RDAPM will propose a C&D strategy (**D5.2, M3**) with an integrated communication mix of paid, earned, shared, and owned media, adapted to the target audiences, in cooperation with the consortium members. The communication strategy delivered at M3 will be updated based on the monitoring and reporting activities at project mid-term if necessary. In all materials produced (online content, social media posts, videos, toolkits, stands etc.), the consortium will display the EU emblem and include a reference to the origin of the funding as per the SMP rules on C&D of the action. For any communication activity, where relevant, in addition the disclaimer concerning content of the material will also be included.

In particular, the following actions are to be expected as part of the C&D:

- **Targeted online and social media communication:**

Online content will be created to support the main C&D activities via **existing partner, participant, and multiplier websites**. The approach to online content creation will guarantee appealing and accessible information in English, with jargon-free language everyone can understand. The design will support the main campaign message with form and content working together to ensure maximum impact. The design layer of the online content of the project will only start once the project general visual identity and brand book have been approved. The input for online content will be provided by the consortium members and based on their source material and knowledges. They will ensure that the content is: optimised for the web, relevant to the target audiences, crafted to meet the objectives of the project.

Further, the online **Community of practice** plays a vital role in the C&D of the project by providing a platform for industry and related ecosystems' stakeholders to collaborate, share knowledge, and exchange ideas. Through the community, project updates, resources, and best practices can be easily disseminated to a wide audience. Additionally, discussions and interactions within the community will help raise awareness about the project's objectives, activities, and outcomes, fostering engagement and participation among stakeholders. Moreover, the community will serve as a hub for networking, enabling stakeholders to connect with like-minded individuals, organizations, and experts, thereby expanding the project's reach and impact.

Social media will be an integral part of **TASTE** communication activities. The cornerstones of the social media strategy will be defined in the C&D strategy (including channels, potentially create project specific accounts). The starting point of our approach is to leverage the existing social media channels of the consortium, with a focus on channels with wide reach and of corporate nature (e.g., LinkedIn). RDAPM and BCC will prepare recommendations for social media content based on findings of the target audience analysis and target audience social media consumption analysis.

Branded materials (social media posts, videos, GIFs, animations) will be created and made available to all stakeholders. These types of toolbox contents will make it easier for the stakeholders to publish about the project. The logic behind this grassroots approach is to communicate not louder but closer to the target audience. RDAPM will deliver regular quarterly reports on the performance of the strategy posts and the progress to meeting our KPIs. Insights gleaned from these reports will be used to adjust the strategy.

Paid media campaigns will be used to reinforce other methods to reach a communication goal. Paid media campaigns can communicate on specific initiative towards a very specific target audience. Paid media channels range from search engines like Google, Yahoo, and Bing to social media platforms like Facebook, Twitter, TikTok, Twitch, LinkedIn, Instagram, and YouTube, passing by traditional media such as newspapers. As part of the dissemination activities, the project will foresee paid media activities that could serve to boost social media posts, to increase awareness of the open Call for applications to the Accelerator programme or amplify outcomes of an innovation event, for example.

- **Communication products, knowledge sharing, collaboration, and networking activities:**

Videos. Besides the videos produced for the **D2.3 multipliers' training toolbox**, two additional short videos will be produced for communication purposes, to present the project and its results (in line with EISMEA call requirements). At the beginning of the project, a 1-minute video will be disseminated using animations such as animated infographics and short explainers. Towards the end of the project, another video of around 2 minutes will be produced telling a story through a sequence of images/videos collected through the implementation with a voice and subtitles explaining the storyline.

Event goodies. To support the project networking activities and to enhance the project visibility, the consortium will produce a set of branded ecological and sustainably manufactured goodies in line with the project's brand book (such as bags and notepads). The goodies will be used for dissemination during exhibitions, fairs, workshops, and networking events.

Project stand. Based on the project's brand book, RDAPM will commission the design and production of a **TASTE** pop-up stand to be used for dissemination activities through key events, such as fairs and exhibitions.

Communication toolkit. RDAPM and BCC will create this toolkit, to be made available to the consortium, to support all communication, promotion, event organisation and dissemination activities linked to knowledge sharing and collaborative activities (such as trainings, innovation events, study visits, etc.).

Monitoring and Evaluation of C&D

Successful widespread communication and dissemination of **TASTE** results requires a concerted effort from all partners. As part of the project Dashboard, a dedicated monitoring plan for communication activities will be included to track C&D implementation and evaluate impact. To this end, an initial set of KPIs has been defined:

- **Webpage of partners and multipliers:** Number of visitors and unique visitors.
- **Social media:** Number of followers, number of likes; engagements (sum of likes, shares, clicks, comments and mentions); impressions; number of views.
- **Media:** Content published; Audience; etc
- **Events:** Number of participants; Promotional material distributed; etc.

Visibility of EU funding

To ensure that all the material and content comply with the visibility requirements such as the visibility of EU funding, RDAPM and BCC will define communication guidelines for project teams and stakeholders

but also for the tourism SMEs and collaborative projects. The Communication Manager assigned by RDAMP will come up with an internal validation procedure and use Technical Committee meetings to make sure that all the partners are aware of the procedure and sharing with them any update, especially regarding the messages channelled to the SME audience, the communication tools and templates, and the promotional material, updated to ensure a coherent image of the project.

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3.3 Sustainability and continuation

Sustainability, long-term impact and continuation

Describe the follow-up of the project after the EU funding ends. How will the project impact be ensured and sustained?

What will need to be done? Which parts of the project should be continued or maintained? How will this be achieved? Which resources will be necessary to continue the project? How will the results be used?

Are there any possible synergies/complementarities with other (EU funded) activities that can build on the project results?

The **TASTE** project is intricately crafted for sustainability, long-term impact, and seamless continuation post the EU funding period.

On the one hand, partnering BSOs and DMOs plan to integrate the project's concept and methodology into their service offerings, to sustain innovation for sustainable food tourism and food management in tourism.

On the other hand, the consortium puts a strong emphasis on **consolidating results** through early and continuous involvement of identified **key stakeholders of the tourism ecosystem and beyond** (from the beginning to the end of the project, through T5.1), as well as through tailored capacity building (WP2) and by providing them resources and support to equip them as multipliers after the project. In particular, the ToT concept, rooted in co-creation, will offer a scalable and impactful method for empowering SMEs to embrace sustainable food practices.

Moreover, the engagement of key stakeholders such as public agencies and DMOs contributes to elaborate responses to responses for common challenges and enhances public policies, ensuring the mainstreaming and enduring impact of the project's results.

In sum, the capacity building of selected stakeholders stands as a cornerstone in **TASTE's** long term impact strategy, and for that reason, a very important part of the budget is devoted to their training. By investing in their capacity, the project not only ensures their proficiency but also triggers a multiplier effect as they transfer knowledge through the training programme for SMEs and strengthen their networks at EU level, opening new opportunities for their client SMEs.

In this regard, the community of practice will further facilitate connecting the “**coalition of the willing' ecosystem key stakeholders** and raise awareness throughout the ecosystem (as expected through WP1 and WP2, as well as with the C&D strategy under WP5).

Of special importance in **TASTE** sustainability strategy is the organisation of in-person events across Europe, for both key stakeholders and tourism SMEs. Incorporating activities such as the study visits' tour through the European destinations, the innovation events in Ghent, Barcelona and Torino, is strategic as they play a crucial role in establishing lasting connections among the stakeholders, reinforcing commitment, and propelling the project's transformative impact into the future.

Additionally, the consortium intends to select key results and elaborate an **appropriate sustainability/replicability strategy** for each, including actions for replication by and/or transfer to other stakeholders not directly engaged in the activities (as a matter of fact, sustainability is a criterion that underlies project management and quality control through WP6). To this end, **TASTE** will seek to cooperate and join forces with like-minded **projects and initiatives** for a greater impact and concerted exploitation of the project knowledge and resources, especially through those already identified in section 1.3 **Complementarity with other actions and innovation — European added value** such as NECSTour, the Enterprise Europe Network and its Sector Groups, EUROMONTANA, the Up2Circular initiative, etc.

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4. WORK PLAN, WORK PACKAGES, ACTIVITIES, RESOURCES AND TIMING

4.1 Work plan

Work plan
Provide a brief description of the overall structure of the work plan (list of work packages or graphical presentation (PERT chart or similar)).

TASTE is organised in 6 distinct WPs, namely:

- WP1** Uncovering food and tourism industry exemplary practices
- WP2** Multipliers' Training programme on Sustainable food in tourism
- WP3** Tourism SMEs Capacity building on Sustainable food in tourism
- WP4** Accelerator for sustainable food in tourism
- WP5** Communication and dissemination
- WP6** Project Management

This graphical presentation outlines the primary steps and milestones of the project, demonstrating its logical progression.

The PERT chart illustrates the project's logical progression through several milestones (MS) and activities. The milestones are represented by colored circles on a horizontal timeline, with arrows indicating the sequence of events. Key milestones include MS2 (Mapping of key stakeholders), MS1 (First draft of identified exemplary practices), MS6 (Launch of the Call for the Accelerator Programme), and MS7 (Contracts signed - Kick off of the Accelerator Programme). Activities such as 'co-creation', 'introductory workshop', 'technical visits tour', 'challenge day', 'demo day', 'accelerator and healthcare', and 'sign-posting matchmaking' are shown as arrows connecting these milestones. The chart also includes labels for 'Launch of Multipliers pilot training programme', 'Launch of SMEs training on Sustainable food in tourism', and 'WP5 Communication and dissemination'.

4.2 Work packages, activities, resources and timing

WORK PACKAGES

Work packages
This section concerns a detailed description of the project activities.
Group your activities into work packages. A work package means a major sub-division of the project. For each work package, enter an objective (expected outcome) and list the activities, milestones and deliverables that belong to it. The grouping should be logical and guided by identifiable outputs.
Projects should normally have a minimum of 2 work packages. WP1 should cover the management and coordination activities (meetings, coordination, project monitoring and evaluation, financial management, progress reports, etc) and all the activities which are cross-cutting and therefore difficult to assign to another specific work package (do not try splitting these activities across

<p>different work packages). WP2 and further WPs should be used for the other project activities. You can create as many work packages as needed by copying WP1.</p> <p>For very simple projects, it is possible to use a single work package for the entire project (WP1 with the project acronym as WP name).</p> <p>Work packages covering financial support to third parties (⚠️) only allowed if authorised in the Call document) must describe the conditions for implementing the support (for grants: max amounts per third party; criteria for calculating the exact amounts, types of activity that qualify (closed list), persons/categories of persons to be supported and criteria and procedures for giving support; for prizes: eligibility and award criteria, amount of the prize and payment arrangements).</p> <p>⚠️ Enter each activity/milestone/output/outcome/deliverable only once (under one work package).</p> <p>⚠️ Ensure consistence with the detailed budget table/calculator (if applicable). (n/a for pre-fixed Lump Sum Grants)</p>
<p>Objectives</p> <p>List the specific objectives to which the work package is linked.</p>
<p>Activities and division of work (WP description)</p> <p>Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task.</p> <p>Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Affiliated Entities (AE), Associated Partners (AP), indicating in bold the task leader. (n/a for OG)</p> <p>Add information on other participants' involvement in the project e.g. subcontractors, in-kind contributions.</p> <p>Note:</p> <p>In-kind contributions: In-kind contributions for free are cost-neutral, i.e. cannot be declared as cost. Please indicate the in-kind contributions that are provided in the context of the work package. The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.</p> <p>If there is subcontracting, please also complete the table below.</p>
<p>Milestones and deliverables (outputs/outcomes)</p> <p>Milestones are control points in the project that help to chart progress (e.g. completion of a key deliverable allowing the next phase of the work to begin). Use them only for major outputs in complex projects, otherwise leave the section empty. Please limit the number of milestones by work package.</p> <p>Means of verification are how you intend to prove that a milestone has been reached. If appropriate, you can also refer to indicators.</p> <p>Deliverables are project outputs which are submitted to show project progress (any format). Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of deliverables to max 10-15 for the entire project. You may be asked to further reduce the number during grant preparation.</p> <p>For deliverables such as meetings, events, seminars, trainings, workshops, webinars, conferences, etc., enter each deliverable separately and provide the following in the 'Description' field: invitation, agenda, signed presence list, target group, number of estimated participants, duration of the event, report of the event, training material package, presentations, evaluation report, feedback questionnaire.</p> <p>For deliverables such as manuals, toolkits, guides, reports, leaflets, brochures, training materials etc., add in the 'Description' field: format (electronic or printed), language(s), approximate number of pages and estimated number of copies of publications (if any).</p> <p>For each deliverable you will have to indicate a due month by when you commit to upload it in the Portal. The due month of the deliverable cannot be outside the duration of the work package and must be in line with the timeline provided below. Month 1 marks the start of the project and all deadlines should be related to this starting date.</p> <p>The labels used mean:</p> <p>Public — fully open (🔓) automatically posted online on the Project Results platforms)</p> <p>Sensitive — limited under the conditions of the Grant Agreement</p>

EU classified — RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision [2015/444](#). For items classified under other rules (e.g. national or international organisation), please select the equivalent EU classification level.

Work Package 1

Work Package 1: Uncovering food and tourism industry exemplary practices

Duration:	M1 – 28	Lead Beneficiary:	IGHOR
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Objectives

SO1 To uncover innovative solutions and strategies and gather **exemplary and replicable practices** related to resilience, digital transformation, and sustainability relevant to food tourism and food management in the tourism industry and disseminate them across tourism companies and other key stakeholders of the relevant ecosystems.

Activities and division of work (WP description)

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting
			Name	Role (COO, BEN, AE, AP, OTHER)	
T1.1	Definition of selection criteria	This process entails developing a set of clear and robust standards that will guide the assessment and recognition of initiatives that demonstrate outstanding performance in promoting sustainability and innovation in food tourism and food management practices. Criteria may include factors such as environmental impact, social responsibility, innovative character, community engagement, and replicability level, amongst other. Calendar: M1-M2	IGHOR All partners	COO BEN	No
T1.2	Mapping of exemplary and replicable practices	Mapping and documenting of exemplary practices in relation to food and tourism in the targeted countries' ecosystems and beyond (EU/international level, and from other relevant ecosystems) through research, case studies, and expert and stakeholder consultations. At least, 5 practices will be selected among the partnering countries, and 10 at EU level. Calendar: M3-M6	IGHOR All partners	COO BEN	No
T1.3	Exemplary and replicable practices' awareness raising actions	Documented exemplary and replicable practices will be presented to tourism businesses and other stakeholders by means of different awareness raising actions: 1) a publication (D1.3, that will be drafted in 2-steps, with the final version including the collaborative projects that have completed the Accelerator Programme) and an event held in Ghent (Belgium) in the framework of HoReCa Expo (November 2025).	IGHOR All partners	COO BEN	No

		Calendar: M5-M28					
Milestones and deliverables (outputs/outcomes)							
Milestone No	Milestone Name	WP No	Lead Beneficiary	Description	Due Date	Means of Verification	
MS1	Exemplary practices identified	1	IGHOR	As exemplary and replicable practices are identified, TASTE will be able to start its dissemination and plan the study visits in the destinations to meet the practices' suppliers under the multipliers' training programme.	M6	<ul style="list-style-type: none"> First draft of the publication of D1.2 Awareness raising event at HoReCa Expo (November 2025) 	
Deliverable No	Deliverable Name	WP No	Lead Beneficiary	Type	Dissemination Level	Description (including format and language)	
D1.1	Exemplary practices selection criteria	1	IGHOR	R — Document, report	PU — Public	Document outlining the criteria and standards used to assess initiatives and identify exemplary and replicable practices in the field of sustainable food tourism and food management within the tourism sector. Digital in English.	
D1.2	TASTE Book of inspiring recipes for sustainable and resilient food in tourism (Compulsory deliverable)	1	IGHOR	R — Document, report	PU — Public	Compendium of exemplary practices organised in thematic axes, as defined in the Transition Pathway for Tourism, to facilitate browsing. First draft includes identified practices in the countries and at EU/international level, and Second draft includes finalist collaborative projects in the Accelerator Programme (WP4). Digital in English.	
Estimated budget — Resources (<i>n/a for prefixed Lump Sum Grants</i>)							
See detailed budget table/calculator (annex 1 to Part B).							

Work Package 2: Multipliers' training programme on sustainable food in tourism						
Duration:		M1 – M30	Lead Beneficiary:		IGHOR	
Objectives						
<p>SO2 To equip and empower key tourism stakeholders and stakeholders from connected ecosystems (such as food and beverage) as knowledge multipliers of sustainable food tourism and food management in tourism, with targeted training on innovation and strategies for resilience, sustainability across environmental, social, and economic dimensions, and digital uptake.</p>						
Activities and division of work (WP description)						
Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)	
			Name	Role (COO, BEN, AE, AP, OTHER)		
T2.1	Identification and selection of key stakeholders	Identifying relevant stakeholders who have a vested interest in or are affected by the topic and developing selection criteria to guide the prioritisation of stakeholders for participation to the programme. In addition to geographic representation, other criteria will appraise relevance and expertise, operational capacity, outreach, and commitment. As part of the selection process, the roles, influence, and potential contributions to the programme will be mapped ensuring representation from diverse perspectives and expertise. In addition, through this task, formal agreements such as memoranda of understanding (MoU) will be established with the selected stakeholders to ensure their absolute involvement in the pilot programme and the subsequent implementation of trainings under WP3. Calendar: M1-M2	IGHOR All partners	COO BEN	No	
T2.2	Co-creation of the multipliers' pilot training programme with key stakeholders	Conducting a needs assessment to understand the specific requirement, challenges, and expectations of the stakeholders through a survey. In addition, stakeholders will be engaged in a collaborative design to help defining the programme content and resources, including interviews and focus groups. Calendar: M3-M5	IGHOR All partners	COO BEN	No	
T2.3	Development and implementation of multipliers' pilot training	The task involved the final design, creation, and delivery of the pilot training programme, that is: developing a structured, modular and tailored curriculum, including the design of the study visits' tour in the different destinations in	IGHOR All partners	COO BEN	No	

	programme	collaboration with hosting partners; organising and delivering the training sessions; accompanying practical application through the study visits' tour; collecting feedback through evaluation surveys; providing guidance and tutoring to key stakeholders as they implement the training sessions with SMEs through WP3. Calendar: M6-M25					
T2.4	Development of multipliers' pilot training support materials (Compulsory deliverable)	Creating the educational materials, resources, and tools to support the pilot training programme and SMEs training. As part of the materials developed, in addition to presentations and handouts, there will be videos, interactive quizzes, guides on risk management education and planning and on EU funding opportunities, and a community of practice (T5.1). Calendar: M8-M30			BCC All partners	COO BEN	Yes (Interactive learning support materials) (Audiovisuals)
Milestones and deliverables (outputs/outcomes)							
Milestone No	Milestone Name	WP No	Lead Beneficiary	Description	Due Date (month number)	Means of Verification	
MS2	Key stakeholders selected	2	IGHOR	As key stakeholders are mapped and selected, they can be involved in the identification of exemplary practices (WP1) and in the mapping of existing resources, projects and initiatives (WP3). They will also join the co-creation process to design the multipliers' pilot training	M2	<ul style="list-style-type: none"> Inception Report with list of selected stakeholders under D2.1 MoUs signed 	
MS3	Multipliers' support materials ready	2	IGHOR	The training toolbox is a fundamental resource to support the national/regional/local launch of the trainings to SMEs under WP3. The community of practice is an evolving resource until the end of the project, the rest should be made available to stakeholders in due time.	M13	Toolbox available with most of its resources ready to be distributed under WP3.	
Deliverable No	Deliverable Name	WP No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)
D2.1	Multipliers' pilot training programme inception report	2	IGHOR	R — Document, report	PU — Public	M5	Report documenting the development of the pilot training programme, including the stakeholders' selection and MoUs signed, needs' assessment and training design with topics to be covered. Digital in English.
D2.2	Multipliers' pilot training programme final report	2	IGHOR	R — Document, report	PU — Public	M24	Report documenting the implementation of the pilot training programme, including curriculum materials, participants' type, number

									and geographical scope, participants' feedback and outcomes achieved. This report can be used to assess the programme's effectiveness, share lessons learned and inform future training initiatives. Digital in English.
D2.3	Multipliers training toolbox	2	IGHOR	DEM — Demonstrator, pilot, prototype	PU — Public	M30			Short videos, interactive quizzes, guides and online community of practice (as described in section 2.1 Concept and methodology). Digital in English.

Work Package 3

Work Package 3: Tourism SMEs capacity building programme on sustainable food in tourism									
Duration:		M1 – M30	Lead Beneficiary: ABAE						
Objectives									
SO3 To facilitate sustainable food tourism and food management capacity building services for tourism SMEs, encompassing tailored training, consulting, and advisory services, to successfully uptake sustainability and resilient strategies, and digital technologies leading to innovative and sustainable products, services, processes and business models.									
Activities and division of work (WP description)									
Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)				
			Name	Role (COO, BEN, AE, AP, OTHER)					
T3.1	Needs assessment and signposting	Mapping of existing resources, projects and initiatives in the targeted countries (local/regional/national) and at EU level. Tourism SMEs needs assessment based on in-person/virtual visits to better understand the business profile, needs and priorities, development of individual road maps with referral and signposting to services and resources on sustainable food and innovation for tourism SMEs. Follow-up sessions. Calendar: M3-M30	ABAE All partners	COO BEN	Yes (More consultants/advisors to support needs assessment)				
T3.2	Funding advisory and	Supporting tourism SMEs with food sustainability challenges on accessing	CIAATO	COO	No				

	matchmaking services	funding and financing available for the green and digital transitions under programmes such as Horizon Europe, Life Programme, Digital Europe, InvestEU, cascade funding opportunities, etc. Developing of matchmaking profiles to be posted in the TASTE community of practice and the marketplace of the B2Match platform to foster partnerships of collaborative projects to apply to the Accelerator programme. Active support in the scouting and matchmaking of tourism SMEs and stakeholders by all project partners. Calendar: M6-M30	All partners	BEN	
T3.3	Preparation and implementation of tourism SMEs training	Preparation and implementation of pilot 'Sustainable food in tourism' training for tourism SMEs, in close collaboration with key stakeholders. In each country, each key stakeholder (out of the at least 4 selected per country) will be assigned one or various specific training topic/s aligned with their expertise. Each stakeholder will be responsible for organising and delivering one or more training sessions on their assigned topic/s. Partners and stakeholders will coordinate the scheduling and delivery of the sessions, ensuring that each stakeholder has enough time and resources to prepare and deliver the session/s. This task also includes recruiting participants and thus, communication through the project, partner and stakeholders' communication channels. Partners will also offer logistical support, technical assistance and resources to stakeholders as needed, and will monitor the progress of training sessions providing guidance and feedback. Evaluation surveys will be collected from participating tourism SMEs. Calendar: M10-M30	ABAE All partners	COO BEN	No
Milestones and deliverables (outputs/outcomes)					
Milestone No	Milestone Name	WP No	Lead Beneficiary	Description	Due Date Means of Verification
MS4	Mapping of resources, projects and initiatives ready	3	ABAE	This mapping will support the development of individual road maps, with referral and signposting, after the SMEs needs assessment. This is the first step to encourage tourism SMEs to apply to the Accelerator Programme.	M3 Database developed with D3.1
MS5	Matchmaking profiles published	3	CIAA TO	The publication of matchmaking profiles must happen ideally before the call but also while the call is open. Matchmaking is necessary to ensure applicants' partnering to submit joint innovative and collaborative projects.	M8 <ul style="list-style-type: none"> • Matchmaking profiles • Report documenting the advisory services under D3.2
Deliverable No	Deliverable Name	WP No	Lead Beneficiary	Type Dissemination Level	Due Date Description (including format and language)
D3.1	Mapping of resources, projects, and initiatives for sustainable food in	3	ABAE	R — Document, report PU — Public	M2 Database of resources, projects and initiatives in Belgium, Denmark, Italy, Slovenia and Spain at local/regional/national level, and European

	tourism								level. Digital in English.
D3.2	Tourism SME capacity building programme report	3	ABAE	R — Document, report	PU — Public	M30	Report documenting the advisory services provided to SMEs (including a list of road maps and matchmaking profiles drafted) and trainings delivered, including feedback received from SMEs. Digital in English.		

Work Package 4

Work Package 4: Accelerator for sustainable food in tourism

Duration:	M3 – M30	Lead Beneficiary:	BLINK
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Objectives

SO4 To offer acceleration support to enable the development and implementation of sustainable, innovative and transformative collaborative projects targeting sustainable food in tourism. The projects will be driven by tourism companies and other stakeholders within the tourism industry and from other ecosystems such as food and beverages, and proximity and social economy.

Activities and division of work (WP description)

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T4.1	Design, launch and call opening of the Accelerator programme	Developing the core proposal of the Accelerator programme, including the definition of its governance and objectives, eligibility criteria, detailed activities funded, and services offered within the programme to selected applicants, award criteria, amount of the grant, etc., in line with the description presented in section 2.1 Concept and methodology of the proposal and in full respect of the Guidelines for awarding FSTP of ESIMEA. This task also involves disseminating the open call for applications and attracting as many candidate SMEs as possible from the different regions targeted in the project, including encouraging the use of the matchmaking service. Dissemination is actively pursued under WP5 (through digital media and segmented campaigns), and also with a general online informative sessions and local sessions in each country. Calendar: M3-M10	BLINK All partners	COO BEN	No
T4.2	Evaluation of the	Checking the compliance of the eligibility criteria and, following the eligibility check,	BLINK	COO	No

	applications to the Accelerator programme		All partners	BEN		
T4.3	Implementation of collaborative projects under the Accelerator programme	<p>evaluating the applications in accordance with the procedure established (including comments, recommendations, and feedback on each of the scores given). After the evaluation phase, the consortium will consolidate all the scores received and a final list with the ranking of scored applications will be prepared with selected collaborative projects that will be awarded financial support under the Accelerator. Results will be communicated and made public. Calendar: M10-M11</p> <p>Inviting selected collaborative projects to formalize the grant contracts, which will detail the obligations and duties related to the use of public money. At the outset, the consortium will organize a joint kick off webinar to clearly explain contractual arrangements such as payment conditions and reporting obligations, as well as the need to promote the action and ensure visibility of EU funding. Beneficiaries will also receive guidance on how to get started, the services offered to them, and any other issue deemed relevant.</p> <p>This task further includes the organisation of the innovation-focused events for Accelerator participants held in the framework of HoReCa expo in Ghent (Belgium), Hostelco – Alimentaria in Barcelona (Spain) and Terra Mare Salone di Gusto in Torino (Italy), and liaison and follow-up with SMEs throughout the Accelerator programme implementation. The end of the Accelerator programme is convened in the Show Case Day, organised in the framework of the TASTE Summit (Final conference) Calendar: M12-M30</p>	BCC All partners	COO BEN	Yes (Innovation events facilitators)	
T4.4	Monitoring of collaborative projects under the Accelerator programme	<p>Closely monitoring of the partnerships participating in the Accelerator, following up on their implementation through regular reporting (every 3 months after the launch of the projects). To this end, a set of indicators will be defined (D6.1 KPI framework) in advance to support performance measuring of outcome and impact results. Calendar: M12-M30</p>	BLINK All partners	COO BEN	Yes (KPI framework tool)	
Milestones and deliverables (outputs/outcomes)						
Milestone No	Milestone Name	WP No	Lead Beneficiary	Description	Due Date (month number)	Means of Verification
MS6	Open Call	4	BLINK	The call must be open for 2 months. For that reason, it should be launched before early June and closed late July so as to ensure the highest possible participation, and then time to run the admissibility check, the evaluation and contracting process.	M8	Call published
MS7	Contracts signed	4	BLINK	Contracts with participating partnerships must be signed well in advance the Challenge Day, so that participants have enough time to organise their trip to Ghent and participation in HoReCa Expo (happening in M13).	M12	Contracts signed

Deliverable No	Deliverable Name	WP No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)
D4.1	Report including the Call for Proposals (CfP) Announcement, Text and other relevant Annexes (Compulsory deliverable)	4	BLINK	R — Document, report	PU — Public	M7	Report including the Call for Proposals (CfP) Announcement, Text and other relevant Annexes (e.g. Proposal and Budget Template for applicants). Digital in English.
D4.2	Report of the CfP evaluation (Compulsory deliverable)	4	BLINK	R — Document, report	PU — Public	M13	Report elaborating on the evaluation and selection process of the Open Call, submitted 1 month after the conclusion of the evaluation process. Electronic in English.
D4.3	Accelerator Dashboard	4	BLINK	R — Document, report	PU — Public	M30	Dashboard of collaborative projects supported including KPIs to be measured by the monitoring task (D6.1). Electronic in English.

Work Package 5

Work Package 5: Communication and dissemination			
Duration:	M1 – M30	Lead Beneficiary:	RDAPM
Objectives			
SO1, SO2, SO3 and SO4			
Activities and division of work (WP description)			
Task No (continuous numbering linked to WP)	Task Name	Description	
		Participants	In-kind Contributions and Subcontracting (Yes/No and which)
T5.1	Synergies with other EU initiatives and actors,	Building a transnational and cross-ecosystem network (tourism and food, culture, etc.) to facilitate potential replication by other ecosystems that interact and directly	No
		BCC All	COO BEN

	and Community of Practice	economically relate to tourism. To this end, partners will foster synergies and collaboration with EU initiatives and actors, with the objective of showcasing good practices and sharing lessons learned, building a “coalition of the willing”, with key stakeholders of the European tourism industry and other ecosystems – including SMEs and entrepreneurs, startups - having a high level of ambition in the topic. To support this objective, the Community of Practice will be launched and promoted among “the willing” stakeholders. It will integrate knowledge deliverables produced under WP1 and WP2 and support other type of peer exchange and networking, promote matchmaking profiles through WP3 and disseminate the call launch under WP4. Calendar: M1-M30	partners				
T5.2	Design of communication and dissemination strategy	Developing the TASTE brand book , based on a brainstorming session to define the main messages of the project. Defining the optimal communication mix based on audience preferences and channel selection following the PESO model. Specific KPIs will be established in collaboration with the consortium. The project's communication timetable will outline the launch and monitoring of activities, with continuous evaluation using a communication dashboard. Calendar: M1-M3	RDAPM All partners	COO BEN	No		
T5.3	Implementation of communication and dissemination strategy and event management	Developing communication products, knowledge sharing, collaboration, and networking activities, as well as online and social media communication, according to the description under section 3.2 Communication, dissemination and visibility . This tasks also supports the organisation of transnational events such as the Challenge Day, the Demo Day and the Show Case Day, the later organised alongside the TASTE Summit / Final Conference. Calendar: M3-M30	RDAPM All partners	COO BEN	No		
Milestones and deliverables (outputs/outcomes)							
Milestone No (continuous numbering not linked to WP)	Milestone Name	Work Package No	Lead Beneficiary	Description	Due Date (month number)	Means of Verification	
MS8	C&D Strategy	5	RDAPM	The design of our communication strategy and plan is essential to disseminate project objectives, activities and events, news, etc. and keep stakeholders engaged	M3	C&D strategy available through D5.1	
MS9	Community	5	BCC	The community is the project meeting point for all its stakeholders and allies, while at the same time supports the implementation and delivery of the multipliers' training.	M6	Community running through D5.2	
Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)

D5.1	C&D Strategy	5	RDAPM	R — Document, report	PU — Public	M3	Targeted strategy on online and social media communication, knowledge sharing, collaboration and networking activities. Electronic in EN.
D5.2	Community	5	BCC	DEC — Demonstrator, pilot, prototype	PU — Public	M6	Community of practice available online through Might Networks or similar provider, with at least 200 registered participants by the end of the project. Electronic in EN.

Work Package 6

Work Package 6: Project Management

Duration:	M1 – M30	Lead Beneficiary:	BCC
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Objectives

SO1, SO2, SO3 and SO4

Activities and division of work (WP description)

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T6.1	Consortium coordination and internal communication	This task defines the governance of the project through the SC and other bodies, internal communication processes, meetings etc. It is fully described under sections 2.4 Consortium management and decision-making and 2.5 Project management, quality assurance and monitoring and evaluation strategy . Calendar: M1-M30	BCC All partners	COO BEN	No
T6.2	Financial and administrative management and reporting	To avoid any problem and follow more closely the financial management of the project, the consortium will also proceed to an internal reporting of the activities twice a year. Technical progress report due in the first third and second thirds of the project and a final project-end report will be delivered, unless otherwise stated in the Grant Agreement. Close monitoring will allow for efficient use of the EU resources and its reallocation	BCC All partners	COO BEN	No

			within the budget if deemed appropriate and counting with the approval of the EC Project Officer. All expenditure will count with supportive documentation (quotations, invoices, receipts, proof of payments, etc.), evidence for the final report or eventual audits. Calendar: M1-M30					
T6.3	Monitoring and Evaluation		Overseeing the implementation and making sure that the project is meeting its objectives and delivering its results. The project Dashboard will help keep track and appraise activities' implementation, deliverables' production and KPIs achievement within the scheduled calendar and planned budget (more details at 2.5 Project management, quality assurance and monitoring and evaluation strategy) The monitoring and evaluation of project progress will then be a fundamental part of the narrative reporting, required by EISMEA, describing the progress, achievements as per T6.2. Calendar: M1-M30	BCC All partners	COO BEN	No		
T6.4	Quality assurance, data and risk management		This task is described with detailed in section 2.5 Project management, quality assurance and monitoring and evaluation strategy of the proposal. BCC expert department in Data Protection and GDPR compliance will support the development of a Data Management protocol for the tools developed under the project. Calendar: M1-M30	BCC All partners	COO BEN	No		
Milestones and deliverables (outputs/outcomes)								
Milestone No (continuous numbering not linked to WP)	Milestone Name	WP No	Lead Beneficiary	Description	Due Date (month number)	Means of Verification		
MS10	List of indicators	6	BCC	The list is a comprehensive framework of indicators to measure resilience and different sustainability issues. It will support the obtention of quantifiable data on the impact of the actions, comparing baseline with concluding data. It must be then available at the outset of the project to be able to collect baseline data through surveys.	M3	KPI monitoring framework		
MS11	Data Management Protocol ready	6	BCC	The Protocol sets a framework governing the collection, storage, processing, and sharing of data among project partners and stakeholders, which is following relevant regulations and standards. This ensures the integrity, security and usability of project data.	M3	Data Management Protocol		
Deliverable No (continuous numbering linked to WP)	Deliverable Name	WP No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)	
D6.1	KPI framework	6	BLINK	R — Document, report	PU — Public	M2	KPI monitoring framework to follow up on the impact of the actions undertaken. Electronic in EN.	
D6.2	Technical	6	BCC	R — Document,	PU — Public	M12	Report covering the first third of the	

	progress report (compulsory)		report		project duration reporting, among others, on the capacity-building activities and the identified needs of tourism SMEs. Electronic in EN.
D6.3	Data Management Protocol	6	R — Document, report	PU — Public	M3 Tailored data management strategy. Electronic in EN.

Subcontracting (n/a for prefixed Lump Sum Grants)

<p>Subcontracting Give details on subcontracted project tasks (if any) and explain the reasons why (as opposed to direct implementation by the Beneficiaries/Affiliated Entities). Subcontracting — Subcontracting means the implementation of action tasks', i.e. specific tasks which are part of the EU grant and are described in Annex 1 of the Grant Agreement. Note: Subcontracting concerns the outsourcing of a part of the project to a party outside the consortium. It is not simply about purchasing goods or services. We normally expect that the participants have sufficient operational capacity to implement the project activities themselves. Subcontracting should therefore be exceptional. Include only subcontracts that comply with the rules (i.e. best value for money and no conflict of interest; no subcontracting of coordinator tasks).</p>						
WP No	Subcontract No (continuous numbering linked to WP)	Subcontract Name (subcontracted action tasks)	Description (including task number and BEN/AE to which it is linked)	Estimated Costs (EUR)	Justification (why is subcontracting necessary?)	Best-Value-for-Money (how do you intend to ensure it?)
WP2	S2.1	Audiovisual resources	A2.4 for IGHOR	5.000 EUR	Specialist support in the development of short videos and other audiovisual learning materials	Public open tender
WP2	S2.2	Interactive learning support materials	A2.4 for IGHOR	25.000 EUR	Specialist support in training materials gamification and development of other interactive tools	Public open tender
WP3	S3.1	Consultancy/Consultant/s	A3.2 for BCC ABEA, RADPM, DV	3.000 EUR per partner TOTAL: 12.000 EUR	Support in reaching out largest number of SMEs for needs' assessment and matchmaking process	At least 3 price quotations requested to different providers
WP4	S4.1	TASTE Demo Day in Barcelona event facilitator	A4.3 for BCC	5.000 EUR	Support in development to concept Demo day and facilitation of event	At least 3 price quotations requested to different providers
WP4	S4.2	TASTE Challenge Day in Ghent event facilitator	A4.3 for ABEA	10.000 EUR	Support in development to concept Challenge day and facilitation of event	At least 3 price quotations requested to different providers
WP4	S4.3	TASTE Show Case Day in Torino event	A4.3 for CIAATO	10.000 EUR	Support in development to concept Show Case day and facilitation of	At least 3 price quotations requested to

WP4	S4.4	facilitator KPI monitoring framework	A4.4 for BLINK	7.500 EUR	event Development of tool to report KPIs by SMEs (connected to D4.3 and D6.1)	different providers At least 3 price quotations
Other issues: <i>If subcontracting for the project goes beyond 30% of the total eligible costs, give specific reasons.</i>						
NA. Subcontracting accounts for 4%						

Timetable

ACTIVITY	YEAR 1/2				YEAR 2				YEAR 2 1/2				YEAR 3			
	Q.1	Q.2	Q.3	Q.4	Q.1	Q.2	Q.3	Q.4	Q.1	Q.2	Q.3	Q.4	Q.1	Q.2	Q.3	Q.4
Timetable (projects of more than 2 years)	<i>Fill in cells in beige to show the duration of activities. Repeat lines/columns as necessary.</i>															
<i>Note: Use actual calendar years and quarters. In the timeline you should indicate the timing of each activity per WP. You may add additional columns if your project is longer than 6 years.</i>																
T1.1																
T1.2																
T1.3																
T2.1																
T2.2																
T2.3																
T2.4																
T3.1																
T3.2																
T3.3																
T4.1																
T4.2																
T4.3																
T5.1																
T5.2																
T5.3																
T6.1																
T6.2																
T6.3																
T6.4																

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#@ETH-ICS-EI@#

5. OTHER

5.1 Ethics

Ethics
Not applicable.

#§ETH-ICS-EI§# #@SEC-URI-SU@#

5.2 Security

Security
Not applicable.

#§SEC-URI-SU§# #@DEC-LAR-DL@#

6. DECLARATIONS

Double funding	
Information concerning other EU grants for this project	YES/NO
<p> Please note that there is a strict prohibition of double funding from the EU budget (except under EU Synergies actions).</p>	
<p>We confirm that to our best knowledge neither the project as a whole nor any parts of it have benefitted from any other EU grant (including EU funding managed by authorities in EU Member States or other funding bodies, e.g. EU Regional Funds, EU Agricultural Funds, etc). If NO, explain and provide details.</p>	YES
<p>We confirm that to our best knowledge neither the project as a whole nor any parts of it are (nor will be) submitted for any other EU grant (including EU funding managed by authorities in EU Member States or other funding bodies, e.g. EU Regional Funds, EU Agricultural Funds, etc). If NO, explain and provide details.</p>	YES

Financial support to third parties (if applicable)
<p>If in your project the maximum amount per third party will be more than the threshold amount set in the Call document, justify and explain why the higher amount is necessary in order to fulfil your project's objectives.</p>
NA

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HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	15.04.2021	Initial version (new MFF).
2.0	01.06.2022	Consolidation, formatting and layout changes. Tags added.