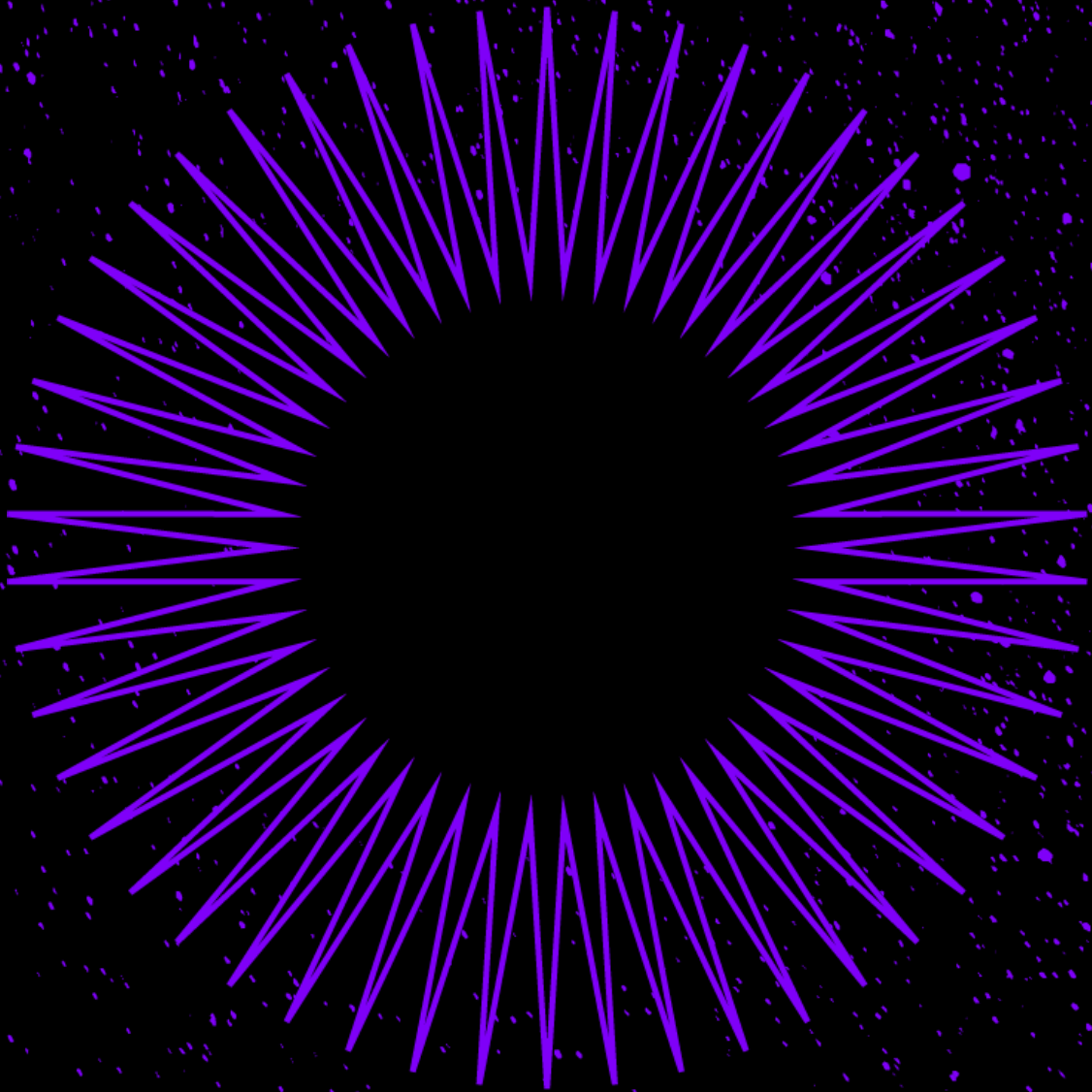
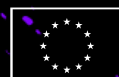


lookUP

Open Call Announcement



JUNTA DE EXTREMADURA



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Announcement of an open call for recipients of financial support

Action acronym: LookUP Sustainable Transformation Programme - Go Green, Get Digital and Be Resilient

Action grant agreement number: 101085902

Action full name: Sustainable Transformation programme for tourism SMEs - Go Green, Get Digital and Be Resilient

The action Go Green, Get Digital and Be Resilient, co-funded from the European Union's SMP programme under grant agreement No 101085902, foresees as an eligible activity the provision of financial support to third parties, as a mean to achieve its own objectives for the European tourism enterprises, especially in the regions of Extremadura (Spain), Kuusamo (Finland), and Sibiu (Romania).

The types of activities to perform that qualify for receiving financial support are:

- **Sustainability:** Support the undertaking of an environmental impact assessment, and/or preparation for certifications or sustainability labelling (certification is not included), and/or provide company staff with training on sustainability.
- **Innovation activities:**
 - Participate in a co-innovation event taking place in Kuusamo, Finland, alongside a study visit organised at the destination showcasing tourism experiences connected to the sky as well as other good practices in sustainability, digitalisation, and business resilience.
 - Preliminary innovative business idea, during the co-innovation event, elaborating the idea for developing a new and/or improved service/product, a new business model or strategy, a completely new business, a technology, etc.
 - Mentorship and consultancy support, and to participate in a business plan development workshop organised in Extremadura, Spain, alongside a study visit organised at the destination showcasing tourism experiences connected to the sky (, as well as other good practices in sustainability, digitalisation, and business resilience.
 - Support of the mentor and/or consultant for the business plan development.
 - Participate in a business showcase organised alongside the final conference of the LookUP project and a study visit in the Sibiu region in Romania.
- **Tailored training and mentoring:** Tailor-made training and mentoring to participants on green, digital, and business skills offered through the Triple Transition for Tourism Training programme developed by LookUP. You will have

the privilege to join this Training programme, consisting of 15 hours of engaging webinars, seminars, mentoring and peer-to-peer sessions.

Monitoring Framework: The LookUP monitoring framework, a digital tool designed to help you track your sustainability progress. The monitoring framework will assist you in reporting data on selected Key Performance Indicators (KPIs) and then compare values between different reporting sessions. This digital tool will give you feedback on whether improvements have occurred, encouraging your sustainability growth.

Opening of the call: 27th of July 2023.

Deadline: 19th of October 2023 at 17:00 CEST (Brussels time)

Expected duration of participation: 12 months (the exact date and duration will depend on the window and stages involved)

Maximum amount of financial support for each third party: 8.800 EUR

Call identifier: SMP-COSME-2021-TOURSME

Language in which proposal should be submitted: English (recommended), Romanian, Spanish or Finnish.

Web address for further information (full call text/proposal guidelines):
<https://lookupthesky.eu/>

Email address for further information: lookup@barrabes.biz

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