lookUP

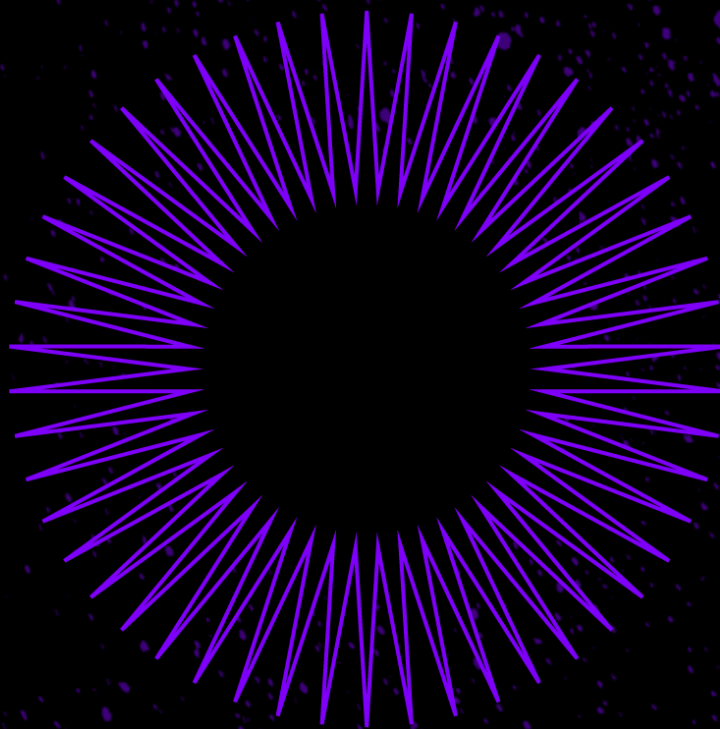## Second call for the selection of Tourism SMEs to be awarded financial support

GUIDELINES FOR APPLICATION TO THE SUSTAINABLE TRANSFORMATION PROGRAMME for Window 1:Sustainability

Date of publication: 30 November 2023
Deadline for submission: 17 January 2024 at 17:00 CEST (Brussels time)

ZRC SAZU   SIBIU *See you in Transylvania!*   QUANTITAS *Achieving Data, Making Decisions*   natur polis   JUNTA DE EXTREMADURA   B·Link *BARCELONA STRATEGIC PROJECTS*   Barrabés   Co-funded by the European Union

These guidelines set out the rules for submission and selection of the SMEs financed under this call, in conformity with the Call for Proposals (SMP-COSME-2021-TOURSME) particularly Section 2 (pages 12 to 14 of the Call). The conditions to award financial support to third parties are laid down in Article 9.4 of the Grant Agreement[1] signed between the European Innovation Council and SMEs Executive Agency (EISMEA) and the coordinator INNOVA NEXT SLU.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union and/or the European Innovation Council and Small and Medium-sized Enterprises Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

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[1] Article 9.4 Grant Agreement: If the action includes providing financial support to third parties (e.g. grants, prizes or similar forms of support), the beneficiaries must ensure that their contractual obligations under Articles 12 (conflict of interest), 13 (confidentiality and security), 14 (ethics), 17.2 (visibility), 18 (specific rules for carrying out action), 19 (information) and 20 (record-keeping)also apply to the third parties receiving the support (recipients). The beneficiaries must also ensure that the bodies mentioned in Article 25 (e.g., granting authority, OLAF, Court of Auditors (ECA), etc.) can exercise their rights also towards the recipients.

Table of contents

1. INTRODUCTION

These guidelines set out the rules for participation in the call for selection of tourism enterprises that will be awarded financial support under the **Sustainable Transformation Programme**, launched in the framework of the LookUP project.

Below you will get all the details that you need to know to participate in this Second Call for applications. In addition, LookUP has published the **'All You Need to Know'** fact sheet in its website: https://lookupthesky.eu/

Moreover, you might want to get in touch with the following **contact points**:

General questions about the Sustainable Transformation Programme	info@blinkbcn.com
	lookup@barrabes.biz
Specific questions about the Sustainable Transformation Programme in LookUP territories	**Extremadura (Spain):** regina.dominguez@juntaex.es
	Kuusamo (Finland): anna.saarela@naturpolis.fi
	Sibiu (Romania): simina.manea@sibiu-turism.ro

You can visit our website and our social networks to stay tuned for any news:

Website: https://lookupthesky.eu/

Twitter: @LookUP_EU

LinkedIn: Look UP | LinkedIn

Instagram: @lookup_eu

2. WHY SHOULD YOU APPLY

2.1 LookUP Overview

LookUP project is funded by **the European Commission** under **Single Market Programme**.[2] The project focuses on the value of the sky as a tourism destination and offers support for tourism activities based on birding, astronomy, and the sky across rural areas.

LookUP offers support to enterprises to improve skills and capacity, innovation uptake, and data management and sharing, for greater resilience and deepening of the green and digital transitions.

LookUP rolls out an **acceleration programme**, the so-called **Sustainable Transformation Programme** (hereafter referred as the Programme), to support tourism enterprises to **'Go Green, Get Digital and Be Resilient' (Triple Transition)**, including **1)** maximum 8.800 EUR in financial support for the first call (composed by Window 1 and Window 2)**; 2)** training and mentoring; **3)** participation in events to build networking and professional links, amongst other as further detailed in these guidelines.

2.2 Objectives of the Programme

The **objective of the Programme** is to increase the competitiveness of tourism enterprises by promoting sustainability strategies and innovations in tourism linked with the preservation of natural heritage and biodiversity, and the development of rural tourism and ecotourism, with particular attention to slow tourism activities that can be undertaken across seasons.

To this end, you have the possibility to apply to a **Call for Applications** focusing on the following topics:

	Window 1 SUSTAINABILITY, supporting the **sustainability of tourism enterprises** The Programme will select more than 100 enterprises to receive financial support to foster their **'Go Green' transition**. Check all the details in **section 4 WHAT CAN YOU DO**
	Window 2 INNOVATION, fostering **innovation capacities of tourism enterprises** The Programme will offer further financial support to a selection of at least 60 enterprises, which will have the opportunity to follow the **'Go Green, Get Digital and Be Resilient'** journey. Check the details in **section 4 WHAT CAN YOU DO**

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[2] https://commission.europa.eu/funding-tenders/find-funding/eu-funding-programmes/single-market-programme/overview_en

In the present Second Call for Applications, **you only have the possibility to apply to Window 1, being selected up to 35 enterprises for this second round.** The call will open on **30 November 2023** and is expected to close on **17 January 2024**.

By applying to the Programme's Call for Applications, your enterprise will be a candidate to receive the following features of the transformation support:

Financial support	**Financial support to awarded projects** for 4,500 EUR The financial support is allocated according to the scheme described in **section 4 WHAT CAN YOU DO**, based on a lump sum distribution to cover mentoring and consultancy support and certified training.
Technical support	**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. Comprehensive set of practical toolkits designed for you under the **'Go Green, Get Digital and Be Resilient' Toolbox.** This toolbox will serve you as a self-reference guide, empowering you to develop a robust business model, assess your capabilities and technology maturity, identify partnering and funding opportunities, and create a strategic roadmap for your transition towards sustainable practices. **Networking and community** **Events focused on innovation**, as well as an online community that includes tourism professionals from around Europe. This will help you connecting with other tourism businesses and with other important people in the tourism industry. **Good practices' inspiration** Resources such as the **'Go Green, Get Digital and Be Resilient' Playbook** developed by LookUP, which offers you a wealth of inspiring and innovative case studies from the tourism sectors of Spain, Romania and Finland. **Monitoring Framework** Other tools such as 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.

These are all the benefits your enterprise can get from the Transformation programme. On the other hand, if selected, we expect you to:

- Be motivated and committed to achieve change towards sustainability.

- Take part in LookUP activities, including having participated in our training sessions organised under the Triple Transition for Tourism Training programme.

- Test the LookUP monitoring framework and engage in the monitoring of the set of sustainability indicators.

3. CAN YOU APPLY

Pay attention because to be eligible, you must:

1. Comply with the European Commission Recommendation 2003/361/EC defining the criteria to qualify as a small and medium enterprise (SME).

   According to this European Commission Recommendation, self-employed professionals, family firms, partnerships and associations or any other entity that is regularly engaged in an economic activity may be considered as enterprise.

   The status of your enterprise as SME furthermore depends on the following two factors: your staff headcount (below 250) and your turnover (below or equal to 50 M EUR) or balance sheet total (below or equal to 43 M EUR).

   Note: If you are unsure about your enterprise's status you may consult the SME user guide.

2. Be established in one of the eligible countries: Finland, Spain, and Romania.
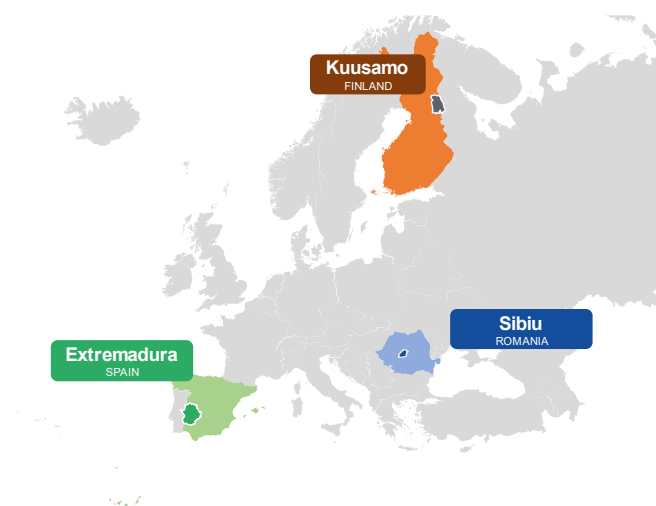
   Tourism experiences connected to the sky such as astronomy, northern lights, night-less nights, birdwatching, etc. are at the core of the LookUP project. These tourism activities hold a great development potential in the targeted areas of the project, which are Kuusamo in Finland, Sibiu in Romania, and Extremadura in Spain.

   Note: The relevance of your project to these regions will be appraised in the application.

3. Be active in the hospitality and tourism sectors.

   Note: This requires that you can demonstrate that your economic activity is related and *preferably* registered under the following business activities:

   - Hotels and similar accommodation (NACE I5510)

- Holiday and other short-stay accommodation (NACE I5520)

- Restaurants and mobile food service activities (NACE I5610)

- Camping grounds, recreational vehicle parks and trailer parks (NACE I5530)

- Travel agency, tour operator reservation service and related activities (NACE N79)

You will be asked to present your company statutes or another unequivocal alternative justification as proof of this (i.e., NACE or national equivalent registration) if your application is selected.

4. Other:

- You must apply individually. It is not permitted to propose projects in partnership with other enterprises.

- You can only submit one application.

- Your enterprise has not received financial support under other projects from the Call for proposals[3] SMP-COSME-2021-TOURSME: *I-STARS, CE4RT, STAR GROWTH, COASTOUR, TRACE, FIRST MILE, ETSM 2030, SUSRUR* and *ECOTOURS.*

- Your enterprise has not been declared bankrupt or has initiated bankruptcy procedures.

- Your enterprise has not had convictions for fraudulent behaviour, other financial irregularities, unethical or illegal business practices.

- Your enterprise is not under liquidation or an enterprise under difficulty accordingly to the Commission Regulation No 651/2014 art. 2.18.

- Your enterprise is not excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision of either national or EU authority.

Note regarding the State Aid "De minimis regime": The EC Notice[4] clarifies that funding coming directly from the European Union, including from an Executive

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[3] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/smp-cosme-2021-toursme-01;callCode=null;freeTextSearchKeyword=SMP-COSME-2021-TOURSME;matchWholeText=true;typeCodes=1,0;statusCodes=31094501,31094502,31094503;programmePeriod=null;programCcm2Id=null;programDivisionCode=null;focusAreaCode=null;destinationGroup=null;missionGroup=null;geographicalZonesCode=null;programmeDivisionProspect=null;startDateLte=null;startDateGte=null;crossCuttingPriorityCode=null;cpvCode=null;performanceOfDelivery=null;sortQuery=sortStatus;orderBy=asc;onlyTenders=false;topicListKey=topicSearchTablePageState

[4] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52016XC0719%2805%29

Agency, is not considered as a State Aid. However, it is recommended that each applicant checks with the relevant national/regional authorities whether the same regime is applicable for them.

The eligibility check is run through the application procedure in **Step 1 Registration** (refer to **section 5 HOW DO YOU APPLY**).

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4. WHAT CAN YOU DO

The Programme promotes sustainability strategies and innovations in tourism, offering enterprises a set of resources and tools to facilitate the development and implementation of a Triple Transition roadmap to **'Go Green, Get Digital and Be Resilient'**. This is organised through a multi-step journey that starts with **Window 1** focusing on Sustainability and **Window 2** facilitating Innovation capacities of tourism enterprises. Now, **only Window 1 is open for applications under this Call**

WinWindow 1 – Sustainability

Window	1 SUSTAINABILITY
🪙	Lump sum of 4 500€ per enterprise for mentoring and consultancy services, and/or the cost of a certified training
⏱	Duration of 10 months
🏅	Labels and certifications, environmental assessments, training for workforce, etc.

If you apply for Window 1 and you are selected, you will be **awarded a lump sum of 4,500 EUR** to support the undertaking of an environmental impact assessment, and/or obtain a sustainability certification or labelling, and/or provide the company workforce with training on sustainability.

In **Annex I**, a non-exhaustive list of existing labels and certifications is provided. If you decide to go for a certificate or label not listed, you will have to explain the certification criteria and procedure, and who is the certifying body. LookUP experts will assess on a case-by-case basis the suitability of the certification proposed and its fit with your sustainability project.

You will have a maximum period of **10 months** to complete your sustainability project. At the end of this period, you will be asked to fill in a brief questionnaire and to deliver proof of the assessment completed, the label/certificate obtained, and/or proof of the training done. If the certification process has not been completed, you will be required to deliver sustainability plan outlining the actions and measures implemented with the financial support received (and proof of the actions/measures implemented) and next steps to obtain the certification.

The lump sum (4,500 EUR) is intended to cover the fees of a mentor or consultant, and/or the cost of the training. **Financing the certification and/or label fee is not an eligible cost**. The total value of the lump sum will be disbursed once LookUP e will have validated the above-mentioned deliverables. Refer to **section 7 IF YOU SUCCEED… WHAT HAPPENS!** in relation to Contract Implementation for more details.

5. HOW DO YOU APPLY

The application procedure is organised in two sections:

Section 1

Administrative information
You may complete the Administrative information, including general information about your enterprise, to pass the eligibility check.

Section 2

Technical description
You may complete the Technical description, which is based on the courtesy Application form, to be evaluated against the award criteria.

The application is filled in online through the submission platform accessible at the LookUP website. We provide a **courtesy Application form** in **Annex IX** to help you develop *your Technical description* (section 2) of the application. It is highly recommended that you prepare and draft this *Technical description* using the word version of the courtesy Application form, as you will not be able to retrieve or save your application in the submission platform. If you develop the *Technical description* in this word file, you can then paste the contents from your courtesy Application form into the submission platform.

The award criteria defined is described in **section 6 WHAT WILL BE ASSESSED.**

6. WHAT WILL BE ASSESSED AND HOW

6.1 Evaluation of the Call and selection process

Your application starts with the *Administrative information* section, which includes the 4 points outlined in **section 3 CAN YOU APPLY** of these Guidelines, and is the basis for us to conduct the **eligibility check**. Make sure to take enough time to carefully reply to all the questions.

After the *Administrative information*, you can start filling in the next section with the Technical Description. Once submitted, it will go through the following evaluation steps:

Admission criteria:

The application is compliant with the time and form of submission, which means it has been submitted within the deadline, and through the submission platform at the LookUP website, with all forms and supporting documents filled in. You are encouraged to submit your application in **English**, although applications in Finnish, Romanian or Spanish are also accepted.

Award criteria:

The application will be judged against the Award criteria that have been listed under **Annex II**.

Selection procedure:

At the end of the evaluation process, all applications will be ranked based on a set of rules described in **Annex III**. It is important to note that the number of applications selected will be at least **35 applications.** The project will prioritise the distribution of 7 applications from Spain, 14 applications from Finland and 14 applications from Romania in order to maintain the country balance.

The selection process for the second call is distinct and independent from that of the first call, resulting in two separate ranking lists: one dedicated to the first call and another for the second call.

If the above numbers cannot be reached to be selected, the rest of the selection will be according to a ranking list until all funding is allocated.

In the event of selection of a lower number of applications and total amount of funding available, the LookUP project may re-open the Call later.

You will receive via e-mail notification of the evaluation results regardless of whether your application is selected or not. Within 3 working days of the delivery of a rejection letter, you may submit a request for redress if you believe the results of the eligibility check and award criteria have not been correctly applied.

LookUP experts will review the complaint and will recommend an appropriate course of action. If there is clear evidence of a shortcoming that could affect the eventual funding decision, it is possible that all or part of your application is re-evaluated.

7. IF YOU SUCCEED… WHAT HAPPENS!

7.1 Contract signature

Following the good news regarding the selection of your application, you will be invited to prepare a Sub-grant agreement (Contract). The objective of this contract (which template is part of **Annex X**) is to make sure that the legal requirements of this Call for Applications are respected.

In brief, the steps to be accomplished before the signature of the contract are the following:

Administrative duties:

To validate the eligibility of your application, you will have to provide the following documentation:

• An SME declaration form signed and stamped. The use of a digital signature is recommended over manual signatures, whereas both are accepted.

• In cases where the number of employees and/or the ownership is not clearly identified: any other supporting documentation which demonstrate headcount and ownership such as payroll details, annual reports, national/regional association records, etc.

• Bank account information: The account where the funds will be transferred will be indicated via a form signed by the SME's legal representative and the bank representative. The account should be a business bank account of the SME.

You will have to provide a valid VAT number at the time of the Contract preparation.[5] VIES (VAT Information Exchange System) on-the-web will be used to verify the validity of the VAT number provided.[6] Failure to provide a valid VAT number will automatically result in the rejection of your application.

You will have two weeks to complete the submission of this documentation following the notification of the selection of your application. In case that you fail to provide the documentation within this period, your application is automatically rejected and the next application on the reserve list is to be invited.

Signature of the Contract:

After submission and review of the documentation above listed, you will be invited to sign the contract with INNOVA NEXT S.L.U. By signing the contract, you will accept the grant and agree to implement the project under your own responsibility and in accordance with the contract, with all obligations and terms and conditions it sets out. The signature of the contract is a condition to proceed with any payment as specified below in subsection **Contract Implementation**. Furthermore, the contract will be adapted according to your participation in the windows and will be subject to an Addendum in the case that your enterprise goes through the different stages.

7.2 Contract implementation

The estimated date for starting your project is **1st February 2024** (tentative), and the maximum duration is expected to last **10 months** (30th November 2024).

Payment conditions:

The lump sums will be paid in different instalments:

At the beginning, one instalment of 1.500 EUR following the signature of the contract (see **section 7.1 Contract signature**) with the contracting authority behind the call (INNOVA NEXT S.L.U.), and at the end, the payment of the final balance (3.000 EUR) following the submission of the required documentation (refer to the next point on 'Documentation required') after the completion of the 10 months.

Documentation required:

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[5] To be checked at the European Commission services such as: **Vies on-the-Web - European Commission (europa.eu)**
[6] **https://ec.europa.eu/taxation_customs/vies/ - /faq**

During this period, you may be required to supply documentation and information at any time to facilitate the monitoring of the project in accordance with the contract. Such requirements might take the form of a brief questionnaire and/or a simple request of documentation. At least, you will be asked to provide:

Window 1:	SUSTAINABILITY	
Minimum requirements	Service agreement with the mentor/consultant and/or training provision agreement or similar within the first month of the project. This documentation is compulsory as long as it has been planned in the application.	At the end of the project, the Label/certificate obtained and/or assessment completed, proof of the training done, or any other document that can prove that the activities/deliverables described have been implemented. If the certification process has not been completed, a sustainability plan outlining the actions and measures implemented with the financial support received (and proof of the actions/measures implemented) and next steps to obtain the certification.
For all	Mandatory: Implementation of the LookUP monitoring framework and feedback on KPIs. Your company must use the monitoring software provided by the project by incorporating their KPIs at the beginning of the programme and updating them at the end of the programme (10 months) (described in section 2.2). Participation in the Triple Transition Training Programme offered by LookUP. Attendance by one or more representatives of the company to at least the 75% of the training sessions offered by the project (described in section 2.2).	

The supply of the required documentation is a condition to activate the payment of the final balance of the grant (lump-sum). Payments will be done after positive assessment of the documentation required.

It is strongly advisable to maintain proper accountability by retaining records of all invoices, irrespective of whether the financial support is provided as a lump sum.

Noncompliance with the committed activities and deliverables may initiate a recovery procedure for the granted funds. The terms are clearly outlined in the template of the Contract, under **Annex X.**

8. TIMELINE

SUSTAINABLE TRANSFORMATION PROGRAMME	
Opening of the Call	30th November 2023
Deadline to submit your application	17th January 2024 at 17:00 (Brussels time)
Estimated notification of the results	Maximum 3 weeks after the closure of the Call
Estimated starting date of your project	1st February 2024

9. DATA PROTECTION

The personal data of participants will be processed by LookUP for the sole purpose of administering the Call. Said processing will be governed by this clause and by the legislation governing data-processing. Specifically, LookUP will process the personal data supplied by the participants to administer their applications to take part in the Call, as well as (with their consent) to inform them of and send them communications about the activities, projects, and new developments in the LookUP project which may be of interest to them, via electronic and other similar methods. The legal basis for processing their data is to administer their application to take part in the Call and the Programme process, or in the case of sending them communications, it is the consent given by the participants. The data will be processed under all circumstances in accordance with a level of protection that is in compliance with the applicable data. Following the selection process, LookUP will keep the data supplied by the participants so that the candidates can be taken into consideration in future project events or programmes, if they consent to this. Participants may revoke their consent to receiving commercial communications at any time by sending an-e-mail to lookup@barrabes.biz or to dataprotection@barrabes.biz. If personal data are supplied, users warrant that they have informed those parties of the content of this clause before supplying them, and they are personally liable against LookUP for any losses that may arise in the event of a breach. They may, at any time, exercise their rights to view, correct, or delete their data, to request restrictions on processing, to object to processing, or to request the portability of their data, in accordance with the provisions of current   legislation,   by   sending   an   e-mail to lookup@barrabes.biz clearly stating the right they wish to exercise and attaching their national ID number or other similar ID documents in proof of their identity.

10. GLOSSARY OF TERMS AND DEFINITIONS

TERM	DEFINITION
LookUP Sustainable Transformation Programme	Support programme consisting of a set of services (such as training) and financial support for SMEs in the 'Go Green, Get Digital and Be Resilient' Transition
Application	Proposal or candidature to participate in the Programme
Open Call for Applications	Open public competition to participate in the Programme
Eligibility	Criteria used to assess if an application can participate in the Programme
Award Criteria	Criteria used to score and rank applications
Lump sum	Simplified form of funding by which payments are done on the basis of committed results.
Window	Programme component focusing on Sustainability or Innovation Capacity
Stage	Programme stages under the Window of Innovation to build innovation capacity among SMEs

Annex I – List of existing labels and certifications

Label	Link	Description
BCorp	[B Corp Certification demonstrates a company's entire social and environmental impact. (bcorporation.net)](#)	B Corp Certification is the only certification that measures a company's entire social and environmental performance. The B Impact Assessment evaluates how your company's operations and business model impact your workers, community, environment, and customers. it gives you access to support tools.
Bio Hotels	[BIO HOTELS – certified organic hotels](#)	At that time, our BIO HOTELS decided to do it differently and rethink tourism. For people and the environment. Holistic. All of our companies inspire with their individuality. At the same time, they all live the same philosophy and uniform standards. Organic food, natural cosmetics and green electricity are a matter of course for all of our BIO HOTELIERS
Biosphere Responsible Tourism	[Biosphere Responsible Tourism (biospheretourism.com)](#)	Sustainable certification program designed for the tourism industry, promoted by the United Nations that incorporates the 17 United Nations Sustainable Development Goals and the guidelines issued from the Paris Climate Summit"
EarthCheck	[EarthCheck - Good For Business, Good For The Planet](#)	It contributes to the development and management of sustainable solutions. They help businesses, communities and governments create clean, safe, prosperous and healthy tourist destinations to visit, live, work and play. What's good for the planet is also good for business.
Ecocamping	[ECOCAMPING – Vacaciones en la naturaleza](#)	ECOCAMPING promotes nature conservation, environmental protection, safety and quality in the camping industry. Our core activities include introducing the ECOCAMPING environmental and quality management system in campsites, advising and training campsite entrepreneurs and personnel, and bestowing the ECOCAMPING award on successful campsites and their marketing. A total of 225 campsites in Germany, Austria, Switzerland, Italy, Croatia and Slovenia are partner with ECOCAMPING.

EMAS	Eco-Management and Audit Scheme (EMAS) (europa.eu)	The EU Eco-Management and Audit Scheme (EMAS) is a premium management instrument developed by the European Commission for companies and other organisations to evaluate, report, and improve their environmental performance
EU Ecolabel	EU Ecolabel: EU Ecolabel Hotels and campsites - European Commission (europa.eu)	The EU Ecolabel for Tourist Accommodation provides efficient guidelines for hotels and camping sites looking to lower their environmental impact while offering enough flexibility to allow proper guest satisfaction. This is valid only in Europe (widespread in France, Italy, Spain, Austria)
Global Ecosphere Retreat	thelongrun.org	The Long Run's Global Ecosphere Retreats® (GER) standard is recognised by the Global Sustainable Tourism Council (GSTC) and is a leading sustainability standard. It is considered to be 'one of the world's best standards for privately protected areas' (Dr Jeff A. Langholz). The GER® standard is unparalleled by any other standard.
Global Sustainable Tourism Council (GSTC)	Global Sustainable Tourism Council (GSTC): Criteria, Standards, Certifications (gstcouncil.org)	The Global Sustainable Tourism Council (GSTC) Criteria and Suggested Indicators for Tour Operators were created in an effort to come to a common understanding of sustainable tourism, and are the minimum that a Tour Operator (a provider, operator, and/or seller of travel products) business should aspire to reach.
Green globe	Green Globe	Green Globe is the global certification for sustainable tourism. Membership is reserved for companies and organizations that are committed to making positive contributions to people and the planet.
Green Growth 2050	Green Growth 2050 | Green Growth 2050 – Travel Beyond	Green Growth 2050 has been developed to meet the needs of today's tourism and travel companies seeking solutions to the issues that drive social, cultural and environmental change and go beyond the current one-dimensional, legacy, certification-based .
Green key	Green Key	The Green Key award is a standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry. This prestigious ecolabel represents a commitment from companies that their facilities adhere to the

		strict criteria established by the Foundation for Environmental Education.
Green leaders	EcoHoteles: El programa de EcoLíderes de Tripadvisor	Participating in TripAdvisor's GreenLeaders program is a great way to engage the growing number of travelers who care about eco-friendly practices, allowing you to stand out from the competition and highlight your EcoPractices.
Green Leaf Eco-Standard	Green Leaf Eco Standard	The Green Leaf™ Eco Standard (GLES) is a series of modules specifically constructed as sustainability and certification assessment tools for the performance management of any international organisation or property. In its name, "Green Leaf™" stems from the symbol representing the philosophy of people and place in environmental leadership and conservation of the Wilderness Foundation. "Eco Standard" is an integrated concept which promotes the synergy of environmental, social and economic systems to facilitate behavioural and material adaptations in a business beyond the triple bottom-line.
Green Tourism	Promoting sustainable business tourism | Green Tourism - Green Tourism (green-tourism.com)	Green Tourism is a leading accreditation and support programme for over 2500 businesses and destinations in the tourism and hospitality sector. They work globally and offer remote audits, at an affordable price-point.
HI Quality & Sustainability Certification	Hostelling International – Discover the real hostel experience (hihostels.com)	HI-Q&S is a long-term Quality and Sustainability Management System that is suitable to the size and scope of hostelling and addresses social, environmental, economic, quality, human rights, health, safety, risk and crisis management issues. It has a unique framework that allows HI Hostels and HI Associations to drive continuous improvement and advance their quality and sustainability practices.
ISO (14001, 20121)	ISO - International Organization for Standardization	ISO (International Organization for Standardization) is the world's largest developer and publisher of International Standards. The ISO 14000: 2004 standard is an environmental management system also applicable to tourist services.

TourCert	[Our Services – TourCert](#)	TourCert has developed its own internationally recognised consultancy and certification system for the tourism sector. TourCert integrates criteria from the GSTC destinations standard.
TraveLife	[Travelife for Tour Operators and Travel Agents](#)	Travelife is dedicated to making vacations more sustainable. They work with travel companies around the world to help them improve their social, economic and environmental impacts.
Starlight	[DEFINICIÓN- DESTINOS TURÍSTICOS STARLIGHT - Starlight Fundación (fundacionstarlight.org)](#)	The Starlight Tourism Certification System was born with the aim of promoting, worldwide, the improvement of the quality of tourist experiences and the protection of night skies in Starlight Destinations. The criteria were established in December 2010, at the UNWTO Center in Madrid, with representatives from UNESCO, UNESCO-Mab and IAC.
Zero Food Waste Certification	[Zero waste certification and zero food waste | AENOR](#)	In response to this need, as part of the trust platform "Combating Food Waste", AENOR offers the new Certification of the AENOR Zero Food Waste Model, which will help organizations to: Transmit confidence to customers and consumers about their commitment to and management of food waste through the well-known AENOR mark. Quantify waste, set specific goals for its prevention and minimisation and assess the effectiveness of its management, thus increasing the efficiency of its production system and reducing costs. Align their objectives with European circular economy strategies. Contribute to meeting SDGs, such as SDG 12, "Ensure sustainable consumption and production patterns," whose third goal is to halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses, by 2030.

Annex II– Award criteria of the Call for Applications

Criteria	Description	Weight	Scoring
Excellence	▪ Relevance to the tourism sector and territory targeted by the project, strategic fit between the challenge or opportunity tackled and the organisation	50%	1 to 10 rating score
Impact	▪ Positive broader impact on various stakeholders, such as tourists, local communities, the environment, and the tourism industry. Scale up potential in other areas/sectors. ▪ Contribution to the goals of the LookUP project.	20%	1 to 10 rating score
Company and Capability	▪ Capability and experience of the company or team behind the preliminary business idea, considering their track record, relevant skills, expertise, and available resources. ▪ Motivation and commitment of the company or team to further develop and execute the business idea successfully.	20%	1 to 10 rating score
Cost effectiveness[7]	▪ Best value for money	10%	1 to 10 rating score

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[7] If you have only applied for Window 2, this criterion is directly scored with 10.

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Annex III – Rules of the selection procedure of the Call for Applications

In particular, the following rules will be applied:

Rule 1: The applications that accomplish the minimum overall threshold of 22/40 will be ranked in a country-based selection list according to their overall score (sum of all the criterion of award).

Rule 2: In case that following rule 1, there are applications in the same position of the list, priority will be given to applications that have a higher scoring in ''Excellence''.

Rule 3: In case that following rule 2, there are applications in the same position of the list, priority will be given to applications that have a higher scoring in ''Impact''.

Annex VIII – Call Announcement

Annex IX – Courtesy Application form

Annex X – Model of the Sub-agreement (Contract)

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