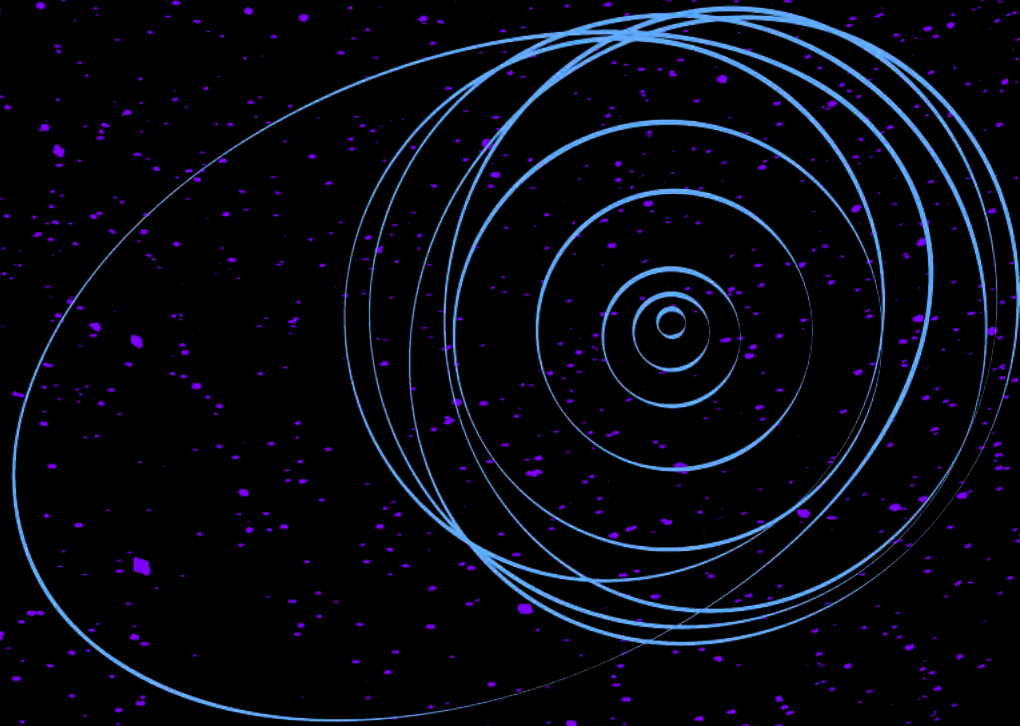


# lookUp

## All you need to know

to apply to the Call for Applications under  
**the Sustainable  
Transformation Programme**



**LookUP** is offering European tourism SMEs the opportunity to participate in an **acceleration programme**.

This programme will support the **'Go Green, Get Digital and Be Resilient'** transition of SMEs and contribute to the **sustainability** of the destinations.

**Check it out!**

# How does it work?

LookUP will select **35 tourism SMEs** for the 2nd Call, and **more than 100 in total** willing to develop innovative and transformative projects in **3 European regions**.



# What is the focus?

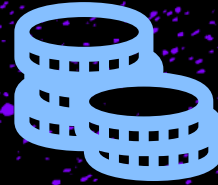
Tourism experiences connected to the sky such as **astronomy, northern lights, night-less nights, birdwatching**, amongst other, are at the core of the **LookUP** project.

These tourism activities hold a great development potential in the targeted areas of the project:

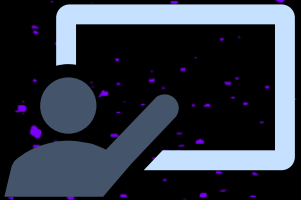
**Kuusamo (FI), Sibiu (RO), and Extremadura (ES)**



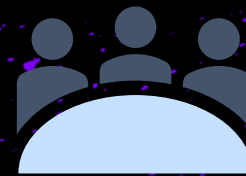
# What's in it for you?



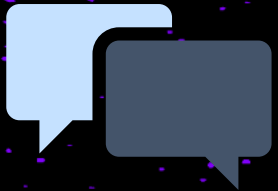
**Lump sum of 4.500EUR**  
and much more....



**Tailored training and mentoring**



**Networking and community**



**Good practices inspiration**



**Sustainability Monitoring Framework**

# Who can apply?

## European Tourism SMEs



- Hotels, holiday, short-stay apartments, and similar accommodations
- Camping grounds, recreational vehicle parks and trailer parks,
- Restaurants and mobile food service activities,
- Travel agency, tour operator reservation service and related activities,
- Other related to tourism and hospitality.



**Spain**

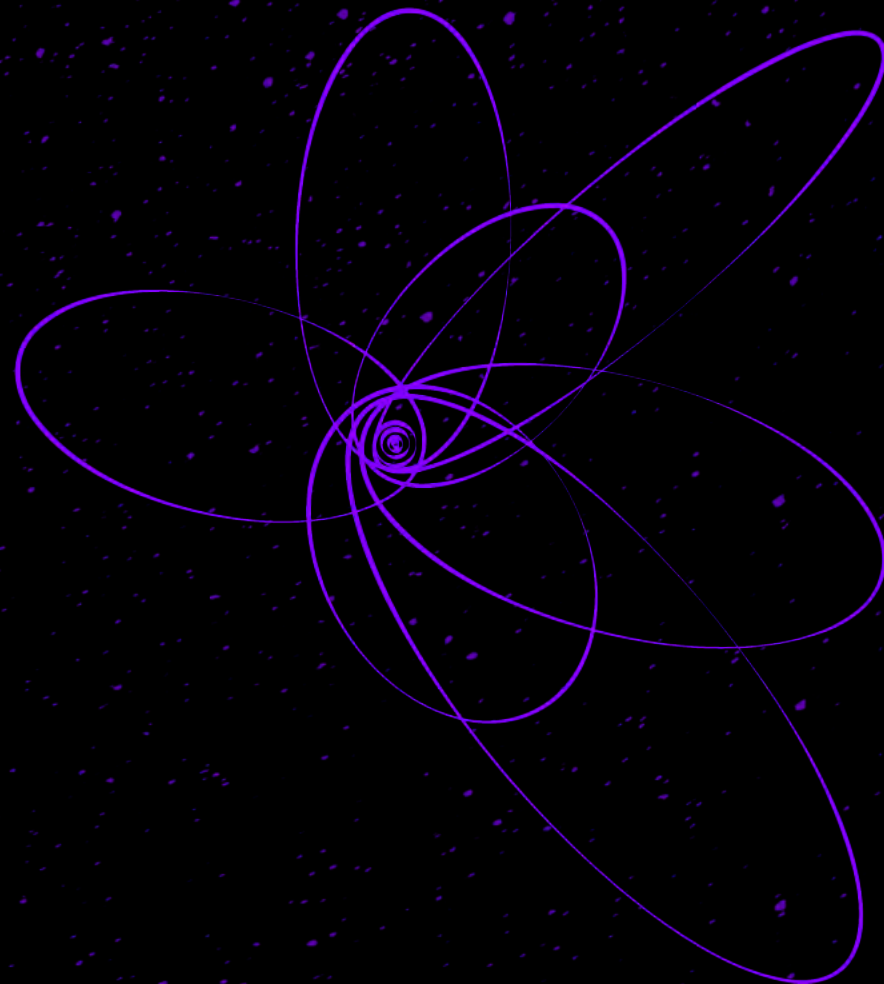


**Finland**



**Romania**

If you believe this is an  
interesting  
opportunity...  
**Get to know  
WHAT IS NEXT?**



# The calendar of your application

Opening date of the call: **30 November 2023**

Deadline: **17 January 2023**



# How can you apply?

- Carefully read **the Guidelines for Applicants**
- Prepare **your application** well in advance and send us your **questions**
- Watch **the Info Sessions** organised before the closure of the Call for Applications
- And...

# Stay tuned for more from our social networks!

Website: <https://lookupthesky.eu/>

Twitter: [@LookUP\\_EU](https://twitter.com/LookUP_EU)

LinkedIn: [Look UP | LinkedIn](#)

Instagram: [@lookup\\_eu](https://www.instagram.com/lookup_eu)