

Triple P Tourism: Promotion, Policy and Pilots

2nd Call for Proposals Info Days



Triple P Tourism Promotion, Policy and Pilots:

- Duration: 3 years (2018-2021)
- Funds: € 5 million
- RCC implemented - EU Funded
- Regional Platform in Charge: RCC's Tourism Expert Group (government and private sector)



Triple P Tourism Promotion, Policy and Pilots

Objective: To increase employment and sustainability of SEE economies through regional tourism development

Priority actions:

- Action 1: Product Development and Promotion
- Action 2: Policy development
- Action 3: Pilot Projects - **Small Grants**

Priority areas:

- Cultural tourism
- Adventure tourism



2nd Call for Proposals

Info Days



Priorities of the Programme:

CfP Objective: To contribute to increase of employment and sustainability in SEE economies, through regional tourism development

Cultural tourism

- *The Crossroads of Civilizations as regional identity*
- *Illyricum trail – as part of the Roman Emperors and Danube Wine Route focusing on archaeological sites from the Roman period*
- *Balkan Monumental Trail – art and design of the World War II monuments*

Adventure tourism

- *Via Dinarica regional adventure and its cultural corridor*
- *Other regional offers and regional thematic trails focusing on full adventure (combination of physical activities, natural environment, and cultural immersion)*



Guidelines for Applicants:

- Funds available under the 2nd CfP amount to
EUR 750,000
- Projects eligible for 2nd CfP are those whose budgets are between
EUR 20,000 and EUR 54,000
- **Minimum 10% co-financing participation**



Eligibility of applicants:

In order to be eligible for a grant, applicants must belong to one of the following categories:

- Local authority or non-governmental organisation
- Not-for-profit making organisation, association or foundation

Also the applicant must:

- be a legal person established in one of the following economies: Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, Republic of North Macedonia, Serbia
- directly responsible for the preparation and management of the action with the co-applicant(s) and affiliated entity(ies), not acting as an intermediary

**This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.*



Other organisations and/or institutions involved in the project:

Partners - take part in the project design and implementation, including budget allocation

Collaborators - have an actual role in the implementation of activities but cannot receive any fund as part of the grant



Other organisations and/or institutions involved in the project:

- An applicant **may not submit more than one application** under this Call for Proposals
- An applicant may at the same time be a partner or a collaborator in another application. Collaborators may take part in more than one application



Duration and location of the action:

- **Duration** of the projects: between **4 and 9 months**
- **Locations:** Albania, Bosnia and Herzegovina, Kosovo* , Montenegro, Republic of North Macedonia, and Serbia

Regional projects implemented on territories of **3 and more economies** will be considered an asset



Eligible activities:

Within both priority areas:

- Improving visitors flow management, including interpretational, directional and promotional signage, as well as educational infrastructure
- Creating product and/or thematic clubs of local stakeholders as a semi-formal or formal network
- Creating promotional actions
- Establishing semi-formal or formal network for innovative hubs, start-ups, and travel incubators
- Developing multi-economy thematic products
- Fostering regional cooperation to increase quality of service through training and certification



Eligible activities:

Additional eligible activities - culture priority areas:

- Creating or improving experiential approach and storytelling

Additional eligible activities - adventure priority areas:

- Awareness raising and capacity building actions
- Business events with strong networking and partnership platforms
- Identification of regional, multi-economy, adventure travel offer



Eligible costs:

are actual costs incurred by the Beneficiary which meet all the following criteria:

- they are incurred during the implementation of the Action;
- they are indicated in the estimated overall budget for the Action;
- they are necessary for the implementation of the Action;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the Beneficiary and determined according to the accounting standards and the usual cost accounting practices applicable to the Beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified and comply with the requirements of sound financial management, in particular regarding economy and efficiency.



Submission of Concept Notes and Applications.

Restricted Call for Proposals: only Concept Notes must be submitted for the evaluation, pre-selected Concept Notes will be invited to submit a Full Application.

- Concept Note together with the documentation must be submitted electronically to the e-mail address: tourism.grants@rcc.int
- E-mail heading “Application - CfP 2 2019” (all relevant documents are to be scanned and attached to the email)
- **Deadline for submission of Concept Notes: 12/07/19, 14:00 h**



Concept Notes submission:

By Applicant:

- Grant Application Form (Concept Note) in accordance with the instructions;
- Completed and signed Declaration (scanned version);
- A copy of a valid certificate of registration of the entity in eligible economy (for the project applicant);
- A copy of organisation's statute / articles of incorporation; and
- Copy of the final annual financial report for the previous year (balance sheet and income statement) certified by a responsible agency for financial operations and licensed and authorised accountant, unless the organisation is established in the current year (for Grant Applications above EUR 30,000).

By Partner (where applicable):

- Copy of a valid certificate of registration or Copy of organisation's statute / articles of incorporation of partners; and
- Partnership Statement.



Indicative Timetable*:	Date:
Publication of 1st Call for Proposals	10/06/2019
Info sessions	11/06/2019 - 20/06/2019
Deadline for requesting any clarifications from the RCC	21/06/2019
Last date on which clarifications are issued by the RCC	01/07/2019
Deadline for submission of concept notes	<u>12/07/2019</u>
Information to the applicants on the results of the concept note evaluation and invitations to the successful applicants to submit the full applications	26/07/2019



Indicative Timetable* (continued):	Date:
Deadline for submission of full application forms	23/08/2019
Information to applicants on the evaluation of full application forms and notification on award and request for administrative documents	06/09/2019
Complaints period	06/09/2019 – 13/19/2019
Clarifications Period	16/09/2019 – 30/09/2019
Contract signature	07/10/2019

Further information: <https://www.rcc.int/tourismgrants>

* Provisional dates. This indicative timetable may be updated by the RCC during the procedure. In such cases, the updated timetable will be published on the RCC website



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Q&A:

- Period for Q&A: 11/06/2019 - 21/06/2019
- Questions can be submitted electronically to the e-mail address:
tourism.grants@rcc.int
- Answers will be shared under FAQ section at
<https://www.rcc.int/tourismgrants>
- Evaluation grid for the Concept Note is part of the Guidelines for Applicants



How to fill in Application Form?



Microsoft Word
Document



How to prepare Project Budget?

Interested candidates will co-fund their projects with minimum 10% co-financing participation.

Grants allocated within this call may finance administrative costs and staff costs to a maximum of 30% of the requested amount.

The remaining 70% of the funds should be foreseen for costs directly related to the implementation of project activities.



Microsoft Excel
Worksheet



CULTURAL & ADVENTURE TOURISM



Objectives

- Develop at least **one regional cultural and one sustainable adventure route** with relevant tourism offer
- Have **local economy stronger** through longer visitor stay in the region and increased local spending all the while contributing to growth in employment
- Have increased local awareness of the **economic power of tourism** and boost entrepreneurial initiatives

**Unlock the
potential of
cultural and
natural
heritage!**



Priority themes - culture

1. **Illyricum Trail** - archaeological sites from the Roman period
2. **Western Balkans Crossroads of Civilizations** - regional umbrella identity
3. **Balkan Monumental Trail** - art and design of the WWII Monuments



Illyricum Trail

- Archaeological sites from the Roman period
- Expanding the existing Roman Emperors and Danube Wine Route



1. Apollonia
2. Butrint



3. Mogorjelo



4. Doclea
5. Risan



6. Stobi
7. Heraclea Lyncestis
8. Ohrid

Western Balkans Crossroads of Civilisations

- regional umbrella identity
- **network** of **stops** - 40 points
monuments/sites/locations:
 - cultural intertwining
 - the best of heritage with the utmost respect
 - for local varieties
 - intense civilizational switch is the most notable trademark of the whole WB cultural heritage



Balkan Monumental Trail

- Art and design of the **WWII Monuments**
- **40 monuments:**
 - Tragic events and heroic perseverance
 - Creative brilliance
 - Visual Impressiveness and architectural grandeur
 - Nature and modern art



Priority themes - Adventure tourism

**A trip that involves at least two of the following three elements:
physical activity, natural environment, cultural immerse**

- Attracts high value customers
- Is resilient
- Support local economies
- Encourage sustainable practices
- Adventure travel requires less development than traditional industry
- Adventure travel gives people a reason to stay rural and be proud of their cultures



Priority themes - adventure

Two priority areas:

1. **Via Dinarica** - The regional mega trail and its cultural corridor
2. **Other regional offers and regional thematic trails** - focusing on full adventure



Via Dinarica Mega Trail

Regional brand and cultural corridor

Dinaric Alps -app 2000 km - connecting all 6WB economies



Via Dinarica status

Leading regional Adventure Tourism initiative, with continuous development in all economies, while conserving regional grassroots aspect

Via Dinarica marketing

International recognition (National Geographic, Lonely planet) and other influential media (Paste magazine, Wanderlust, Outside etc.)

As such, **Via Dinarica strives to be:**

Regionally sustainable and responsible;
Content needs to be more uniform and streamlined for marketing purposes;
Under developed regional coordination and management structure



Other regional offers and regional thematic trails

focusing on full adventure (blending of physical activities, natural environment, and cultural immersion)

Open for identification, development and promotion of **new thematic itineraries/routes in priority market niches** and with special attention given to full adventure offer, **based on participation of 3+ economies** in each route and through cooperation of public and business sector, as well as local communities and civil society;



Eligible activities - for both priorities

Improving visitors flow management

interpretational, directional and promotional signage, educational infrastructure, small scale infrastructural works

Creating product and/or thematic clubs of local stakeholders

semi- formal or formal network of collaborators linked to the identified sites and routes fostering entrepreneurship and innovation in product delivery



Eligible Activities - for both priorities

Creating promotional actions

innovative and digital/video tools to present sites and locations and provide information content on heritage, tourism, other services

Establishing semi-formal or formal network

innovative hubs, start-ups, and travel incubators along the priority routes for sustainable development of locations



Eligible Activities for both priorities

Developing multi-country thematic products

supplementary programmes such as gastronomy, traditional craftsmanship, music, social practices and other types of intangible heritage

Fostering regional cooperation

increase quality of services through trainings and certification of service providers, including guides.



Additional eligible activities - culture

Creating or improving experiential approach and storytelling

common actions with common visibility with particular focus on youth engagement, innovative approach, and digitization



Additional eligible activities - Adventure

Awareness rising and capacity building actions:

to advance and promote standardisation and certification of trails and services, increase community, and in particular youth, awareness and involvement through multi locations events - local public gatherings, festivals, markets and bazaars, thematic workshops, competition events and similar;

Business events with strong networking and partnership platforms:

regional B2B and/or B2M gatherings, exhibitions, conferences and industry meetings;

Identification of regional, multi-economy, adventure travel offer:

with recognised market potential and wide product and territorial coverage



Thank you!

www.rcc.int/tourism
tourism@rcc.int



Tourism Development & Promotion Project