REGIONAL COOPERATION COUNCIL'S
GRANTS WORK PROGRAMME
Triple-P Tourism in SEE: Promotion, Policy, and Pilots

1. Title

"Support to the implementation of the RCC Triple-P Tourism in SEE: Promotion, Policy, and Pilots Grants Work Programme"

2. Objectives of the Programme, priorities for 2018 - 2020 and expected results

The Regional Cooperation Council's Grants Work Programme 2018-2020 Triple-P Tourism in SEE: Promotion, Policy, and Pilots (RCC GWP Triple-P) covers the period 2018-2020 and relates to the RCC's Triple-P Tourism in SEE: Promotion, Policy, and Pilots Project. Its implementation is based on the RCC's Financial Management Manual (RCC-FMM), setting down the procedures for the financial provisions which apply to the RCC Secretariat in Sarajevo and Liaison Office in Brussels.

RCC Grants Work Programme Triple P 2018-2020 aims to contribute to economic growth in South East Europe by supporting increase in employment and sustainability of SEE economies through regional tourism development.

The Programme concentrates on three thematic pillars deriving from the Triple-P Tourism in SEE: Promotion, Policy, and Pilots Project:

Pillar 1 - Product Development and Promotion

Objective: To support development of basis of joint products for the international tourism market, and promote it globally, upon analysis and selection of international target markets and development of appropriate branding/marketing/PR strategies for the products.

Within the framework of the action a regional value chain in tourism industry would be compiled as a basis to develop joint products for the international tourism market, and promote it globally, upon analysis and selection of international target markets and development of appropriate branding/marketing/PR strategies for the products. Joint regional products will entail routes through and visits to several destinations in the region (with the criteria "3+" economies in each product), and will be built upon existing regional

initiatives where possible. The products will be diversified from the conventional tourism products (i.e. coastal, ski, and city tourism), with a priority focus on adventure and cultural tourism - i.e. combining region's adventure trails (hiking, biking, skiing, fly-fishing, kayaking, rafting, caving, etc.) with cultural tourism and the richness of the region's cultural heritage. In this respect, the region will rely and build upon or scale up the promotion for the trails/routes physically available and/or in development (i.e. in case of adventure routes Via Dinarica trails, and similar) while in the areas of cultural routes, it will utilise the base of the SEE's cultural heritage sites developed under the Ljubljana Process and the RCC's Task Force on Culture and Society. This value chain will represent the first regional product brand of a kind and will involve representatives of government, private and civil sector, including the relevant local/regional and international stakeholders (organisations, tour operators, media, etc.) in the overall process. The civil society, including economic operators, will be properly consulted and involved in the development of the new tourism products to ensure that the various interests are taken into consideration.

Pillar 2: Policy development

Objective: To address policy-level constraints in developing and rolling-out the regional tourism products and establishing an online platform to use for promotion as well as to serve as the community of practice among the involved stakeholders.

This component of the action will be focusing entirely on addressing policy-level constraints in developing and rolling-out the regional tourism products and establishing an online platform to use for promotion as well as to serve as the community of practice among the involved stakeholders. While different products will have different constraints, there are several shared challenges in terms of policy development identified also by the TEG in the previous period. These include skills gaps and skills mismatches in the tourism sector; lacking support services for the tourism industry such as information, health, and security; protected area management and development of destination management organisation; visa issues, border crossings and others. This component of work will use the TEG platform and the involvement of both public and private sector to prioritise the main policy constraints and roll-out appropriate solutions, whether these pertain to education of workforce in tourism industry, (where development/facilitation of the cooperation platform could be executed between national/regional/international providers of educational services in tourism, in order to create a capacity building portfolio of services to be offered across the region to companies, SMEs and individuals), border crossing or visa issues (with the possibility of defining - bilateral or trilateral - tourist zones, where tourists engaged in winter, water and other sports activities such as hiking, cycling, rafting, skiing, sport fisheries, etc. would be able to cross the border with special tourist permits outside the official border crossing points), or capacity development at the local level to provide tourism support services. The aim will be to define some of these details in special bilateral or multilateral agreements between neighbouring economies. The new policy proposals will be developed in an inclusive manner. To this aim: 1) internal consultations between the relevant ministries will be conducted to settle possible administrative disputes and avoid conflicting strategic objectives; likewise, consultations with the civil society, including economic operators will be held to ensure that all relevant interests are taken into consideration. In addition, formulation of new policy proposals will include an estimation of the implementation costs and an analysis of

impacts on the society. This approach will contribute to credibility and relevance of the new policy proposal, thus facilitating their actual implementation.

The development of the regional tourism online platform will take the interoperability standards of the involved IPA beneficiaries into consideration.

Pillar 3 - Pilot Projects

Objective: To support creation of preconditions and enabling environment for tourism product development and support mitigating sector challenges on micro-localities.

In order to achieve best possible results in promotion of the joint regional tourism products, it has been determined of substantial importance to improve the tourism infrastructure and activities on the local level throughout the region, namely on the localities along the routes that will be part of the joint regional products. Local governments, small businesses and NGOs have an important role in contributing to the growth of tourism sector, and therefore need to increase their capacity in order to provide the services that would fit the needs of the tourism industry. The types of services could include information points on localities, local infrastructure network and utilities, health, security, etc. This area of intervention will engage the local community (local governments, small business and civil sector) along the routes of the joint regional tourism products and support them in capacity building in tourism destination management. In cases where specific local community is unable to develop the sufficient capacity, support will be given to multiple local governments clustering into destination management organisations. While Pillar 1 and 2 will be focused on development and promotion of regional tourism products and improvement of the policies pertaining to SEE's tourism, respectively, Pillar 3 will create preconditions and enabling environment for tourism product development and mitigating sector challenges on micro-localities. Namely, it will directly support small-scale projects in the local community(ies) on the tourism routes through the region, aiming to improve tourism infrastructure and services, ensure growth of tourism operations both within public and private sector, and ultimately create new jobs and income generation opportunities in target localities. Key beneficiaries of the assistance under this activity will be local authorities, local and regional tourism development agencies, civil sector, NGOs, small businesses, and tourism clusters in selected areas. The financial assistance to beneficiaries will be provided based on open and competitive selection processes and selection criteria. From the viewpoint of the action's internal coherence, this activity will, through particular approach through tourism, further reinforce implementation of local strategies from the viewpoint of economic development and competitiveness, and will also be directly inter-connected with Pillar 1 and 2. In execution of Pillar 3, the action will focus its efforts on:

3.1: Implementing direct interventions on the ground to address specific and immediate gaps in tourism products identified (i.e. awareness-raising, capacity-building for sustainable destination management, tourism certification systems, small-scale tourism infrastructure development, etc.)

3.2: Initiating and fostering pilot public-private partnerships in implementation and promotion of regional tourism routes on micro-localities

3.3: Supporting local initiatives for innovative tourism

3.4: Assisting select local authorities in including tourism in local development plans

1st Call for Proposals – 2018

Objective of the 1st Call for Proposals

The specific objective of the CfP is to achieve the objectives/results stipulated by the Triple P Tourism in SEE: Promotion, Policy, and Pilots project.

Generally, the CfP aims to contribute to the economic growth in SEE with the contribution of tourism industry to the region's GDP, exports, and employment. More specifically, the CfP aims to increase employment and sustainability of the regional tourism through development of value added regional tourism products and their international promotion towards increased number of tourist visits and their spending. Thus created increase in business activity is to lead to increase in employment along the developed regional tourism routes.

Specifically, objectives of the published CfP respond to the initial stage in product development under the identified priority themes (more information below) and as such seek to identify and support actions that will provide key inputs on the product status, information regarding the opportunities and specific needs and secure initial planning for full blown product development and promotion to follow. In addition, where the product development has already made certain progress (i.e. Via Dinarica and related programmes) the 1st CfP will also seek to support actions that develop and provide solutions to the needs identified such as regional cooperation, training needs and targeted promotional efforts.

Call Priorities and eligible activities

As per decision of Tourism Expert Group, dated 27 June 2018 the areas of intervention within Pillar 3 – Pilot Projects are:

Cultural tourism, and in particular the **themes** of

- the Crossroads of Civilizations as regional identity – fortifications to be the first product archipelago to introduce the identity
- Archaeological sites from Roman period
- Art and design of post-World War II monuments – establishing the new product regional route

Adventure tourism:

- Via Dinarica including related programmes (i.e. Trans Dinarica)

The list below provides an indicative list of activities that address the needs as they are recognised in the current stage of product development and market readiness. The following list is not exhaustive and appropriate innovative activities that are not mentioned below may also be considered for support. By way of illustration projects could contain a range of the following indicative activities:

- Mapping out trails, sites and locations of interest for priority themes above, either as each route separately or as all routes together within a specific geographic area;

- Assessment of tourism readiness for specific sites and locations of interest for priority themes (in particular the cultural heritage priority themes) either as each route separately or as all routes together within a specific geographic area;
- Storytelling as a vehicle for heritage promotion and interpretation in relation to the priority themes above;
- Comparative analysis of Roman heritage sites against the requirements of the certified cultural routes of the Council of Europe that are active and present in the WB6 region, and that deal with heritage of the Roman period;
- Analysis and development of a regional coordination structure for Via Dinarica, including proposals for long-term business models;
- Identification of needs and development of training programmes for specialised adventure guides (i.e. hiking, rafting, mountain biking, kayaking, climbing, paragliding, etc..) or other service providers;
- Development of plan of promotion for Via Dinarica and/or related programmes for 2018/2019 promotion period, that could include but not be limited to development of promotional materials, attendance at trade events (fairs), organisation of promotional visits by trade or media and similar.

Eligibility criteria

In order to be eligible for a grant, applicants must:

- belong to one of the following categories:

  - non-governmental or non-profit making organisations,

  - associations or foundations;

- be a legal person or a local authority;

- be established in Albania, Bosnia and Herzegovina, Kosovo[*], Montenegro, Republic of North Macedonia, Serbia[1]

- be directly responsible for the preparation and management of the action, not acting as an intermediary.

Elaboration of the above type of organisations that are eligible would include, but not be limited to: local and regional tourism development organisations, tourism clusters, educational and training organisations actively engaged in tourism development and national and nature parks.

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[1] Beneficiary economies from the Western Balkans on a territory of the RCC Triple-P Tourism in SEE: Promotion, Policy, and Pilots

[*] *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.*

2nd Call for Proposals – 2019

Objective of the 2nd Call for Proposals

The 2nd Call aims to support those actions across the Western Balkans region that will create added value for regional tourism products, increase attractiveness for tourism development and generate increase in business activity followed by private sector growth and increase in employment.

Specifically, objectives of the published 2nd CfP respond to the product development process under the identified priority themes and as such seek to identify and support actions that will further advance product development efforts, address tourism infrastructure needs at specific locations, seek to advance skills and ability at sites and locations to provide higher quality services to visitors, support information dissemination and promotion of priority joint regional routes, and development of regional cooperation efforts.

Call Priorities and Eligible Activities

Indicative types of activities which may be financed under this call for proposals are given below.

As per Conclusions of the 7th and 8th meeting of the SEE Investment Committee's Tourism Expert Group, held on 27 June and 6 December 2018 respectively, the priority areas of intervention are:

Cultural tourism, and in particular the **themes** of

- 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)

Further to the confirmed priority areas of intervention stated above, the list below provides an indicative list of activities that address the needs as they are recognised in the current stage of product development and market readiness. The following list is not exhaustive and appropriate innovative activities that are not mentioned below may also be considered for support. By way of illustration projects could contain a range of the following indicative activities:

Eligible activities (for both priority areas):

- Improving visitors flow management, including interpretational, directional and promotional signage, as well as educational infrastructure and other small-scale tourism infrastructural works delivered through environmentally friendly interventions and supporting safe delivery of traveller experience.
- Creating product and/or thematic clubs of local stakeholders (accommodation, food, souvenirs, and other tourism services) as a semi-formal or formal network of collaborators linked to the identified sites and routes/trails with a focus on fostering entrepreneurship and innovation in product development and delivery as means for employment and business opportunities.
- Creating promotional actions that include but are not limited to use of innovative and digital/video tools to present sites and locations and provide either orientation or informational content on heritage, adventure, tourism and other services, as well as mobility aspect of the product.
- Establishing semi-formal or formal network for innovative hubs, start-ups, and travel incubators along the priority routes, and with the goal to support sustainable development of the locations, routes/trails and sector overall.
- Developing multi-economy thematic products involving identified sites and routes/trails, as well as supplementary programmes such as gastronomy, traditional craftsmanship, music, performing arts, social practices, rituals, and other elements of intangible heritage.
- Fostering regional cooperation to increase quality of service through training and certification of service providers, that will include but not be limited to guides and in particular adventure guides.

Eligible activities (for adventure priority areas):

- Awareness rising and capacity building actions that will aim to advance and promote standardisation and certification of trails and services, as well as increase community, and in particular youth, awareness and involvement through multi-location events such as local public gatherings, festivals, markets and bazaars, thematic workshops, competition events and similar.
- Business events with strong networking and partnership platforms such as 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

Eligible activities (for culture priority areas):

- Creating or improving experiential approach and storytelling, envisaging common actions with common visibility with particular focus on youth engagement, innovative approach, and digitisation.

Eligibility of applicants

Participation in this call is open to all entities on an equal basis, formally registered in eligible economies and in accordance with the valid legal regulations. Potential applicants may not participate in the call or will not receive grants unless they submit the signed Declaration with the project proposal.

Applicants may apply individually or with partners. Other organisations and/or institutions may be involved in the project as collaborators.

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

- Be a local authority or non-governmental organisation,

- Be a not-for-profit making organisation, association or foundation,

Besides, the applicants must be legal persons:

- established in one of following: 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.

Applicants will be excluded from participation in the call or from the allocation of grants if, at the time of submission of project proposals, they are in one of the below situations:

- they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

- they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;

- they have been guilty of grave professional misconduct proven by any means which the Contracting Authority can justify;

- they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the economy in which they are established or with those of the economy of the Contracting Authority or those of the economy where the contract is to be performed;

- they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity;

- they are subject to a conflict of interest;

- they are guilty of providing false information to an authorised contractual party, which are required as a precondition for participation in the call for submission of project proposals or if they fail to submit the required information;

- they tried to obtain confidential information, exert influence over the Evaluation Committee or authorised contractual party during project proposals evaluation process.

Other organisations and/or institutions involved in the project

Partners can be organisations and/or institutions that take part in the project design and implementation, including budget allocation. The costs they incur will fall under the same rules as those incurred by the applicants themselves, meaning that partner organisations must meet the same eligibility conditions as the applicants.

If applying in partnership, the "Applicant" will be the leading organisation and if selected as the contractual party ("Beneficiary") it will assume all legal and financial liabilities for project completion. The Partnership Statement (included in the Grant Application Form) must be completed correctly and submitted together with the application.

In cases of shared responsibilities between two or more organisations to undertake the action, the Applicant will be asked to submit original signed Partnership Statement along with the application, where partner will be asked to acknowledge to having carefully read the General Terms and Conditions, these Guidelines for Applicants and the Application to be submitted to the RCC.

a)   Acknowledge: to have read the application form and understood what their role in the action will be, what obligations arise for them from the grant contract; understanding to being entitled to receive a copy of narrative and financial reports; that any substantial changes in the action need to be prior agreed with the partner(s);

b)   Declare: the authorisation of the applicant to sign the agreement with RCC on their behalf and represent them in all dealings with RCC in the context of the action's implementation; to have read and approved the contents of the proposal submitted to RCC; that they do not fall in any of the categories (a) to (h) listed in Section 3.3

Collaborators

Other organisations and/or institutions may be involved in the project. Such organisations – collaborators have an actual role in the implementation of activities but cannot receive any part of the grant.

4. Selection and award criteria

Activities envisaged under this Work Programme will be implemented through grant scheme modalities based on procedures defined by RCC-FMM. The table in section 7 below outlines the proposed distribution of funds per each priority. The evaluation will be carried out in accordance with the procedures set out in the RCC-FMM.

5. Maximum rate of the RCC financing

The RCC's contribution is to be calculated in relation to the eligible expenditure, which is based on provisions laid down in the RCC-FMM. The RCC's contribution is up to 90% of the eligible

expenditure. The co-financing under thematic priorities will be provided by the end grant beneficiaries and it can be from public or private funds. End beneficiaries of grants should contribute a minimum of 10% of the total eligible cost of the project.

6. Indicative time-schedule of calls for proposals

The RCC Grants Work Programme (RCC GWP) will be implemented in three annual cycles, 2018, 2019 and 2020. For the three calls for proposals restricted procedures are possible.

7. Indicative amount of calls for proposals for 2018-2020

For 2018, the allocation is as following:

The Call for Proposals will be in the total amount of 540.000 EUR.

For 2019, the allocation is as following:

The Call for Proposals will be in the total amount of 750.000 EUR.

For 2020, the allocation: TBC

Pillar	CfP (in % points)	Rate of RCC's Contribution up to (%)
Pillar 1 - Product Development and	0%	90
Pillar 2: Policy development	0%	90
Pillar 3 - Pilot Projects	100%	90