**Sustainable Urban Tourism Acceleration Programme**

Annex A – Application Form

Version 1.0

16th August 2021

What is the Application Form for the Sustainable Urban Tourism Acceleration Programme?

The Application Form is a template for applying to the Tourban Sustainable Urban Tourism Acceleration Programme. Please use the template to prepare your proposal before submitting it via the [F6S platform](https://www.f6s.com/sustainable-urban-tourism-accelerator-ii/apply) by the call deadline (**19th January 2022, 17:00 h, GTM + 1:00, Brussels).**

The form has been organised to ensure that the important aspects of your planned work are clearly measurable with respect to the evaluation criteria. Parts 1 to 3, and their sub-sections, each correspond to an evaluation criterion (see the *Guidelines for Applicants* document for details).

The structure of this template must be followed when preparing your proposal. Applicants using another kind of template/document structure will be automatically deemed ineligible.

Only proposals that successfully address all the required aspects will have a chance of being funded. Please take advantage of the different communication instruments offered by the Tourban project (i.e. info webinar, Q&A, and FAQ section in the website) to receive feedback on any questions you may have before submitting your proposal. The following email address (info@blinkbcn.com) is furthermore at your disposal to resolve any doubts.

Please consider the character limits as indicative do however not exceed them. A concise, straightforward proposal can be worth more than many words.

COVER PAGE

|  |  |  |
| --- | --- | --- |
| PROJECT | | |
| Project name: |  | |
| Project acronym: |  | |
| Applicant: | Name of the company: |  |
| Name of the contact person: |  |

CONTENTS

[**Part 1 – Excellence** 4](#_Toc75964294)

[1.1 Challenge fit 4](#_Toc75964295)

[1.2 Ambition 4](#_Toc75964296)

[1.3 Innovation 4](#_Toc75964297)

[**Part 2 – Impact** 5](#_Toc75964298)

[2.1 Environmental, social and economic impact 5](#_Toc75964301)

[2.2 Replicability 5](#_Toc75964302)

[**Part 3 – Implementation** 5](#_Toc75964303)

[3.1 Skills and experience 5](#_Toc75964304)

[3.2 Strategy level 6](#_Toc75964305)

[3.3 Cost effectiveness 6](#_Toc75964306)

## **Part 1 – Excellence**

|  |
| --- |
| Challenge fit Max 3,000 characters  *Explain how the project addresses urban tourism business challenges identified by Tourban[[1]](#footnote-2), and the needs of your business and the industry.  Describe how the proposal is relevant to the specific topic/s and horizontal topics/s targeted.*  *Specific topics:*   * *Smart Resource Use: Energy & Water* * *Circular Economy & Waste Management* * *Sustainable Destination Strategy* * *Sustainability Certificates & Labels*   *Horizontal topics:*   * *Communication, Marketing & Sales* * *Human Resources & Internal Management* * *Technology & Digitalisation* * *Visitor Engagement & Satisfaction* * *Accessibility & Social Inclusion* * *Public Incentives & Access to Finance* |
| *Note (please delete):*  ***Here you should make clear what sort of problem/challenge you intend to address with your project and the relevance it has for your business and the industry (why do you want to do it?).***  *Tourban project has carried out a research process to analyse challenges tourism businesses and urban destinations (pilot cities) face in becoming more sustainable. The report (footnote 1) i.a. makes reference to: overtourism, cruise tourism, resident’s attitudes, environmental impacts, Covid-19 pandemic, setting priorities for sustainability, market/costumer demand for sustainability, marketing and communicating sustainability, managing change, human resources, access to knowledge about sustainability, supply chain management, getting funding for sustainability. You should explain how your project idea refers to one or several of these challenges and how your business relates to them or is affected by them.*  *Be also aware that you need to select at least one of the specific topics as core subject your project refers to. You may well select more than one specific topic. Optionally you may select one or more of the horiziontal topics and explain how your projects refers to them.*  *Selecting more topics does not mean a better evaluation.* |

|  |
| --- |
| Ambition Max 2,000 characters  *Describe the specific objectives of the project (which should be clear, measurable, and realistic) and justify how they will bring added value to the sustainability and resilience of your business and/or urban tourism in your destination.* |
| *Note (please delete):*  *Here you need to make clear what you are aiming for with your project. Try to be concrete about the result(s) you plan to achieve and make sure they are tangible (Can an outside person verify the result?). You do not have to save the world with your project, stay realistic and* ***simply explain what you plan to do and how this helps your business (and the industry) to be more sustainable****.* |

|  |
| --- |
| Innovation Max 2,000 characters  *Demonstrate how your project idea goes beyond the state of the art and/or its potential compared to the existing technology and/or solutions available in and for the tourism industry. You may relate to existing good practices.* |
| *Note (please delete):*  *Here you should show in what way* ***your project (what you plan to do) represents something new, something that does not yet exist in the industry, your destination, or your business segment, or at least is not yet broadly adopted or practiced by businesses****. How do you stand out with your project or do something special or different from how or what others are doing? There is no need for your project to rely on rocket sciences, but neither should you propose something that is an absolutely common practice or already outdated.* |

## **Part 2 – Impact**

|  |
| --- |
| 2.1 Environmental, social and economic impact Max 3,000 characters  *Describe the business potential of the project and how the product/service/transformation/measure that will be generated/achieved will contribute to:*   * *Environmental sustainability;* * *Social sustainability;* * *Economic sustainability.*   *Describe the project contribution to the sustainability of tourism in the pilot city targeted.* |
| *Note (please delete):*  *Here you should first describe how your project will help your business in being more* ***environmentally*** *(reduce CO2 emmission, reduce or recycle waste, reduce water or energy consumption, reduce use of chemical products or water pollution, etc.),* ***socially*** *(social inclusion, tourist acceptance by residents, gender equality, accessibility, working conditions, etc.), and* ***economically*** *sustainable (increase in income, visibility, positioning, competitiveness, etc.). Then explain how this adds to the sustainability of your destination as a whole.*  *You do not necessarily have to address all three aspects of sustainability.* |

|  |
| --- |
| 2.2 Replicability Max 2,000 characters  *Describe the business scalability and replicability at industry level.* |
| *Note (please delete):*  ***Scalability****: capacity of your project to grow beyond its scope, meaning how it may lead to a broader impact or magnitude than what you are proposing to do. E.g. if the project succeeds will you be able to grow your business or make further investments?*  ***Replicability:*** *In what way can your project serve as a good example or inspiration for other businesses and thereby give an impulse for others to move towards sustainability.* |

## **Part 3 – Implementation**

|  |
| --- |
| **3.1 Skills and experience**  Max 2,000 characters  *Describe the company’s profile, skills and experience and list all the personnel of the team involved in the project implementation (min 1 person) in the table below. Add as many rows as you need.*  *Include short CVs (maximum 3 pages) in English as annexes in the same document.* |
| **Description of company’s profile, skills and experience**    *Note (please delete):*  *What does your company do? What are you good at or in what way does your company distinguish from others? Have you done similar projects before or already worked on the sustainability of your company? If yes, how does this help you to make this project a success?*  **Team involved in the project**   |  |  |  |  | | --- | --- | --- | --- | | **Name of the person** | **Role in the project** | **Short description of key qualifications and experience (max 500 characters)** | **Link to LinkedIn or similar (if available)** | |  |  |  |  |   *To add a row, click on the + symbol that appears at the bottom-right side of the table.* |

|  |
| --- |
| 3.2 Strategy level Max 3,000 characters  *Demonstrate the fit between the proposed project and the business model and long-term strategy of the company.* |
| *Note (please delete):*  *Here you should show how the project* ***matches the general plans you have for your company and why it is important for your company*** *and they way you would like to see it evolve in the future, e.g. in what way does this project help you to get or remain on the right track for sustainability and make your business grow in the long-run?* |

|  |
| --- |
| 3.3 Cost effectiveness Max 1,000 characters  *Demonstrate the value of the grant requested, listing the activities (including the compulsory Tourban activities)[[2]](#footnote-3) that will be implemented and the concrete results produced through the activities. Fill in the table with the proposed deliverables produced by the project. Add as many rows as necessary.* |
| *Note (please delete):*  *Make sure that the information you include here is consistent with the information provided in the* ***Annex B – Estimated Budget.*** *Each budget line (specific cost item) you introduce needs to relate to a result. E.g. related to the cost for your mentor the result will be a certain number of mentoring hours (= meetings with your mentor) and the means of verification could be the meeting notes.*   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Result Number** | **Deliverable[[3]](#footnote-4) description (max 1000 characters)** | **Means of verification [[4]](#footnote-5)** | **Date of delivery** | **Estimated Budget**[[5]](#footnote-6) | |  |  |  |  |  |   To add a row, click on the + symbol that appears at the bottom-right side of the table. |

**Annexes**

* CVs of personnel involved in the project (min. 1)

1. BUAS (2021) ‘Sustainable urban tourism: challenges, best practices and transforming initiatives for cities and SME managers’. <https://www.tourban.eu/library/> [↑](#footnote-ref-2)
2. The proposed Tourban activities under the Sustainable Urban Tourism Acceleration Programme are the Design Thinking Lab and/or Investor Pitch, and the Networking event at the Final Conference, the mentoring, etc. Refer to the Guidelines for Applicants, section 1.3, for more information. [↑](#footnote-ref-3)
3. Deliverables are outputs (e.g. reports, analysis, software, training session, brochures, etc. – anything tangible) that must be produced at a given moment during the action. [↑](#footnote-ref-4)
4. Documents and other type of evidence to prove that all activities were completed, objectives and outputs were achieved. [↑](#footnote-ref-5)
5. Please relate to the Estimated Budget indicated in this table with the values referred in the **Estimated Budget – Annex B**. [↑](#footnote-ref-6)