

**ST3ER project**

# Overview

- Objective: support towards green and digital transition, building capacity, development/scaling up, innovative solutions for sustainable tourism (new business models, innovative services, heightened resilience), promoting best practice exchanges, knowledge sharing & transfer
- Scope: SMEs in PT, ES, DK and certain regions of IRL and SI
- Budget: 1.960.000€ in grants
- Beneficiaries: ~ 72 projects
  - 1<sup>st</sup> call: 56 SMEs & start-ups
  - 2<sup>nd</sup> call: 16 start-ups (spring 2025)

# Call for proposal

- Individual SME Innovation Projects: €25,000 grant/project for developing one or more practices listed in table
- Collaborative Innovation Projects (2-4 SMEs): €30,000 grant/project with focus on experimental carbon footprint reduction measures or green practice(s) listed in table (also in combi with digital practice(s))

| Digital practices                           | Green practices  |
|---|--|
| Artificial Intelligence,                    | Developing a Biodiversity action plan  |
| Augmented and Virtual Reality,              | Carbon Foot printing and carbon reduction  |
| Big Data and Data Analytics,                | Circular Economy thinking and transition to circular economy business models/ Waste prevention/recycling |
| Blockchain,                                 | Climate Adaptation   |
| Cloud Computing                             | Environmental Management System  |
| Internet of Things,                         | Green Procurement  |
| Other digital practices related to tourism. | Life Cycle Assessment  |
|   | Sustainability Benchmarking  |
|   | Sustainable Logistics  |
|   | Sustainable Packaging  |
|   | Sustainable strategy including Renewable technology/Energy efficiencies strategy                         |
|   | Other green practices related to tourism   |

# Focus on **innovation**

- Applicant must demonstrate innovation (not simply applying tried and tested measures), how project will innovate offer.
- Examples:
  - Developing bespoke API to integrate business software with other essential services, enhancing functionality and user experience
  - Create industry-specific green certification programs (e.g. carbon neutrality)
  - Develop a digital destination management platform that connects local businesses, tourists, and government agencies to promote sustainable tourism practices.
  - Create innovative eco-friendly tourism experiences that highlight local biodiversity, conservation efforts, and cultural heritage.
  - Develop personalized digital marketing campaigns using data analytics and AI. SMEs can tailor offers based on individual preferences, travel history, and sustainability interests
  - Tourism business seeks to implement an innovative technology to reduce its carbon footprint; technical partner has opportunity pilot their innovative solution in a real operational context

# Financial support

- Cover full cost of implementation
  - Payments:
    - 20% pre-payment
    - 30% mid-term
    - 50% upon completion
  - Eligible costs
    - Travel and subsistence for participation in events
    - Mentoring services
    - Consultancy services
    - Advertising, promotion, communication
    - Tools and/or technology solutions
- } Require technical and financial reports

# Other support

- (Mandatory) 30 hrs mentoring programme providing 1:1 advice in agreed areas of expertise over 9-12 mts, paid from grant support (mentors from a pool of experts)
- (Mandatory) Attendance of at least 3 out of 6 knowledge / capacity building modules, free of charge
- (Voluntary) Attendance of events (deep dives, cross-sectoral huddles, bootcamps)
- (Mandatory) Attendance of at least one in-person event for best practice sharing
- Participation in online community

# Eligibility criteria

- SME
- Established in PT, ES, DK and certain regions of IRL and SI
- Operating in tourism sector – Indicative but non-exhaustive list of relevant tourism NACE codes does not include travel agents!!
- One application per SME
- Projects which will take 9-12 mts to complete

For collaborative projects:

- 2-4 SMEs in same country
- SMEs cannot be in multiple projects

# Expected projects per country (indicative)

|                    | Individual Innovation Projects | Collaborative Innovation Projects |
|--------------------|--------------------------------|-----------------------------------|
| Denmark            | 4-8                            | 1-5                               |
| Ireland            | 6-10                           | 1-5                               |
| Portugal           | 7-11                           | 1-5                               |
| Slovenia           | 3-7                            | 1-5                               |
| Spain              | 10-14                          | 2-6                               |
| Total <sup>5</sup> | 40                             | 16                                |



# Application procedure

- Online application form
- Application in EN or IE
- Deadline 30 September 2024

# Recommendation of ECTAA

When preparing application:

- Carefully read call for project document:  
[https://usercontent.one/wp/www.st3er.eu/wp-content/uploads/2024/07/ST3ER\\_D3.2.\\_SMEs-Open-Call-with-links.pdf](https://usercontent.one/wp/www.st3er.eu/wp-content/uploads/2024/07/ST3ER_D3.2._SMEs-Open-Call-with-links.pdf)
- Insist on the innovative aspect of the project
- Use the terms in the application document, e.g. innovative, sustainable/digital, resilient, improve business process / products / traveller experience, etc.

# Querries? Contact project partners

- Ireland, Údaras na Gaeltacha  
Fionnán Ó Hogáin, [st3er@udaras.ie](mailto:st3er@udaras.ie)
- WestBic, Ireland  
Eunan Cunningham, [ecunningham@westbic.ie](mailto:ecunningham@westbic.ie)
- Portugal, UPTEC – Associação de Transferência de Tecnologia da Asprela  
Rita Reis, [rreis@uptec.up.pt](mailto:rreis@uptec.up.pt)
- Spain, Fundacion Bahía de Cádiz para el Desarrollo Economico  
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