

Cross-Re-Tour Call for Proposals: Funding Opportunity for Tourism SMEs to Drive Green and Digital Innovation

November 21, 2024

The Cross-Re-Tour project is excited to launch its Call for Proposals, inviting small and medium-sized enterprises (SMEs) in the tourism sector from partner countries to submit innovative projects that drive green and digital transformation. This initiative provides a valuable opportunity for tourism SMEs to access funding and play a key role in shaping a more sustainable and forward-thinking industry.

A minimum of 80 selected proposals will receive financial support of **20,000€** or **30,000€** to implement their ideas over a **14-month period** as part of the **Cross-domain Open Innovation Programme**. A minimum of 10 projects will be funded in each of the participating countries: Germany, Spain (only Catalonia), Latvia, Montenegro, Malta, The Netherlands, Portugal, and Slovenia.

Eligible applicants include individual SMEs, partnerships of 2–4 SMEs, or collaborations between SMEs and other entities critical to the success of the project, provided all partners are legally registered in the same country. Proposals must align with one or more of the project's eight thematic focus areas: water, energy, plastic, transport, food, equipment and furniture, client nudging, and staff nudging. Priority will be given to innovative and sustainable approaches, especially those integrating cross-sectoral tools and solutions.

To support applicants, the Cross-Re-Tour project will host an **Info Session on December 2, 2024, at 10:00 CET**. This session will provide an overview of the Call, including the call outlines and application requirements. Interested SMEs are encouraged to [register here](#) to attend.

Applications can be submitted starting November 21, 2024, with the deadline for submissions set for **January 22, 2025, at 17:00 CET**. Detailed guidelines and the Checklist for Applicants are available [here](#).

This is a unique opportunity for tourism SMEs to drive innovation and sustainability in their operations, paving the way for a greener and more digitally connected future for the tourism industry.

For more information, please reach out to info@crossretour.eu or your national contact point:

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Join us in shaping the future of tourism through sustainable innovation!