

Join Phoenix 4.0!

Learn, innovate and grow!

Are you a tourism or tourism-related SME looking to become stronger, greener, and more innovative? Join PHOENIX 4.0, the EU-funded project created to support SMEs like yours with personalised coaching, tailored training, funding opportunities, and access to a European innovation network.

Benefits for you and your business

Participation is 100% free! By joining PHOENIX 4.0, only 130 selected SMEs across Europe will gain free access to a unique growth opportunity:

✓ **Expert-led training & personalised coaching.** Join an Active learning program, that includes:

- Training sessions delivered by top European experts on key topics such as **Sustainability, digital adaptation, marketing, accessibility, risk management**, etc.
- Access to training materials, tools and best practices from European tourism.
- Personalised coaching.
- Find opportunities to collaborate with other European businesses and SMEs.

✓ **Apply for funding of up to €25,000.** Eligible SMEs* will be able to apply for grants between €15,000–€25,000 to implement innovative solutions addressing real, sector-identified challenges.

✓ **Gain exclusive networking opportunity:** Connect with PHOENIX 4.0's community of innovative SMEs and industry professionals.

Don't miss the opportunity. Limited spots available!

What SMEs can participate

To join the Phoenix Project, your company must:

- ✓ Be an SME (fewer than 250 employees, < €50M turnover, financially independent)
- ✓ Be based in an Eligible country
- ✓ Operate in the tourism, hospitality, or creative sectors, cross-sector SMEs are welcome.
- ✓ For funding opportunities: Only are eligible, SMEs from France, Iceland, Croatia, Kosovo, Slovenia, and Spain, operating under the following NACE codes: I5510, I5520, I5530, I5610, I5630, N79, R90, R93. The supported SMEs do not need to be registered under those NACE classes, provided that they can prove that they have active economic activities in the relevant NACE codes.

How to join

- First step, register here: [Call for SMEs - Join the PHOENIX 4.0 Project](#)
- Then, complete the [Resilience Navigator Tool](#) (RNT), a free digital self-assessment that will help you identify your strengths, weaknesses, and opportunities in resilience, sustainability, and digitalisation. Upon completion, you will instantly receive a personalised report with key insights and tailored recommendations to guide your next steps.
- Once both steps are completed, you will gain access to the [Active Learning Program](#) and become eligible to apply for funding.

Your commitment

To access the full benefits of PHOENIX 4.0, selected SMEs must:

- ✓ Attend at least one 90-minute training session
- ✓ Join one mandatory 90-minute session from the PHOENIX Lab
- + Optionally take part in a national focus group (+1.5h)

Total time commitment: 3 to 4.5 hours

Timeline

Start now!

- ✓ Enter the Academy lab from October 2025
- ✓ Apply for funding from January to April 2026

Engage in a prestigious European initiative, gaining valuable insights and professional growth. Apply now!



✉ Any doubts? Contact us! Iana Bilynets: iana.bilynets@ef.uni-lj.si

* Eligible applicants for funding must be SMEs based in one of the following countries: France, Iceland, Croatia, Kosovo, Slovenia, Spain and operating under the following NACE codes: I5510, I5520, I5530, I5610, I5630, N79, R90, R93. The supported SMEs do not need to be registered under those NACE classes, provided that they can prove that they have active economic activities in the relevant NACE codes.

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Learn more about the project: www.phoenix4tourism.eu

