



Frea Project

Joint Action plan - Activity 1.5

“Model of intervention - Toolbox”

Model step
SYNTHESIS ON FUNDING OPPORTUNITIES GUIDE

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1. Model step

A standard model based on financial advice documents, enterprise creation quick referral guide, synthesis on funding opportunities, communication tips&tricks, project management templates, handbook for actors will be developed. The set of tools will form a complete “toolbox”. In this document you will find a Guide on main financial opportunities, with a particular focus on tourism.

2. SYNTHESIS ON FUNDING OPPORTUNITIES GUIDE

2.1 EUROPE

The EU plays a complementary role in tourism policy by supporting and coordinating actions taken by member states.

Tourism has suffered an unprecedented shock due to the coronavirus pandemic, which has drastically reduced tourist flows and, consequently, the revenues of companies operating in the sector. The European Commission has launched measures and put forward proposals to mitigate the impact of this crisis.

Beyond the immediate shock, the tourism sector is facing other longer-term challenges related to its green and digital transformation, competitiveness, sustainability and resilience.

For the period 2021-2027, several programmes are planned that could be used to finance actions in the tourism sector, under direct or shared management, including those created to mitigate the impact of the pandemic.

GUIDE TO EU TOURISM FUNDING

The Commission has published an online guide on EU tourism funding. This guide highlights the wide range of funding programmes funded by the new budget, the 2021-2027 MFF and Next Generation EU. These resources support the transition to a more digital, sustainable and inclusive EU.

The guide helps to find appropriate funding. Contains links to the relevant EU programme websites with latest developments (such as annual work programmes or calls for proposals) and further details per programme.

To get inspiration, you can also see concrete examples of projects funded by previous EU programmes. The guide is available in all EU languages through a high quality machine translation tool.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide_en

Below is an overview of the EU funding sources for tourism in 2021-2027 and the types of actions supported on the basis of Annex I to the [European Court of Auditors' Special Report 27/2021: EU support to tourism.](#)

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Creative Europe programme

EU programme to support the cultural and creative sectors, including the audiovisual sector. Funds cooperation projects or platforms, including cultural events in the form of music and performing arts festivals; film festivals and markets; promotion of the city through culture; Development of the creative aspects of sustainable cultural tourism and the design and fashion sectors, and promotion and representation of these sectors outside the EU.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/creative-europe-programme_en?prefLang=it

Digital Europe programme

EU programme to support the digital transformation of European society and economy. Its ultimate objective is to support the strategic autonomy of the European single market. Funds the creation of data spaces: [Common European Data Space for Cultural Heritage](#) (support to digital transformation of the European cultural heritage sector) and Common European Mobility Data Space (support to interoperability); and the [European digital innovation pole network](#) (including support for SMEs in the tourism sector in their digital transformation).

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/digital-europe-programme_en?prefLang=it&etrans=it

Programme Erasmus+

EU programme in the fields of education, training, youth and sport. These are key areas that support citizens in their personal and professional development. It also supports projects on mobility, skills development and employability of young people in tourism, digital skills in cultural heritage, hospitality learning and innovation research in the tourism sector.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/erasmus_en?prefLang=it

Programme LIFE

EU programme to fund environment and climate action projects. Tourism activities related to the green transition may benefit from the programme. In particular,

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tourism projects supporting the circular economy, energy efficiency and renewable energy measures as well as climate neutrality may be eligible.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/life-programme_en?prefLang=it

Horizon Europe programme

Research and innovation framework programme, starting 2021-27. It has a budget of around EUR 95.5 billion for the period 2021-27 (at current prices), including EUR 5.4 billion from NextGenEU to stimulate economic recovery and make the EU more resilient for the future, and a strengthening of EUR 4 billion.

The programme promotes the development of new approaches, concepts and practices for sustainable, accessible and inclusive cultural tourism (research activity in cluster 2).

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/horizon-europe_en?prefLang=it&etrans=it

Programme InvestEU

EU programme promoting investments to strengthen tourism's competitiveness, sustainability and value chains; sustainable, innovative and digital measures that could help reduce the climate and environmental footprint of the tourism sector. Potential beneficiaries: tourism enterprises; SMEs; regions and local authorities.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/investeu_en?prefLang=it

Single Market Programme (SMP)

EU programme which aims to provide member countries with the tools to recover from the COVID-19 crisis. The ultimate goal is to make the single market stronger and more resilient. Annex 2 focuses on improving the competitiveness of enterprises (including the tourism sector), in particular SMEs, and supporting their access to markets.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/single-market-programme-smp_en?prefLang=it

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INTERREG EUROPE Programme 2021-2027

Interreg Europe is the Programme which supports regional and local governments across Europe to improve the design and implementation of regional, local and territorial development policies. It promotes experimentation and the exchange of knowledge and experience in this area, particularly by public authorities, management authorities, agencies, research institutes and thematic organisations.

<https://www.interregeurope.eu/>

INTERREG EURO-MED 2021-2027 Programme

Interreg Euro-Med 2021-2027 aims to contribute to the transition towards a climate-neutral and resilient society, fighting global changes that impact on the resources of the Mediterranean while ensuring sustainable growth and the well-being of citizens.

<https://interreg-euro-med.eu/>

INTERREG IPA ADRION 2021-2027 Programme

IPA ADRION acts as a political promoter and innovator of governance, promoting European integration between partner states, exploiting the rich natural, cultural and human resources surrounding the Adriatic and Ionian Seas and improving economic cohesion, social and territorial in the Programme area.

<https://www.interreg-ipa-adrion.eu/>

INTERREG ITALY-CROATIA 2021-2027 Programme

The Italy-Croatia Cross-border European territorial cooperation programme is the financial instrument that supports cooperation between the regions of the two Member States bordering the Adriatic Sea, through actions aimed at: Finance the exchange of knowledge and experience, develop and implement products and services for pilot actions, support investments through the creation of new business models, test the feasibility of new policies among regional and local stakeholders.

<https://www.italy-croatia.eu/web/italy-croatia>

IPA III 2021-2027 Programme

The Pre-accession Assistance Programme (IPA III, the third edition of the Instrument for Pre-Accession) supports candidate and potential candidate countries in

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transforming their societies, their legal systems and economies along the path to EU membership. It is an investment in the future of the EU, making Europe safer and more prosperous by supporting the stability and prosperity of its closest neighbours.

<https://eur-lex.europa.eu/IT/legal-content/summary/ipa-iii-the-instrument-for-pre-accession-assistance-2021-2027.html>

European Regional Development Fund and Cohesion Fund (FESR/FC)

ERDF: investments to strengthen the long-term environmental and socio-economic sustainability and resilience of tourism, transforming the sector through lessons learned from innovative solutions;

FC: investments related to the tourism sector in the environment and trans-European transport networks, especially in regions with a strongly dependent economy on tourism.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/european-regional-development-fund-erdf-and-cohesion-fund_en?prefLang=it

European Social Fund Plus (FSE+)

The ESF+ has a total budget of over EUR 99 billion. It invests in people, creating and protecting job opportunities, promoting social inclusion, combating poverty and developing the skills needed for digital and green transition.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/european-social-fund-plus-esf_en?prefLang=it&etrans=it

European Agricultural Fund for Rural Development

The common agricultural policy (CAP) under the European Agricultural Fund for Rural Development (EAFRD or the so-called second pillar) supports the economic viability and viability of rural communities through development measures. Investments related to the tourism sector included in the [National Strategic Plans of the Common Agricultural Policy](#).

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/european-agricultural-fund-rural-development_en?prefLang=it

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European Maritime Fund, Fisheries and Aquaculture (FEAMPA)

The Fund supports actions and investments that contribute to the protection of aquatic biodiversity and sustainable, low-impact fisheries and aquaculture. It also promotes the supply of healthy and quality fish products to European consumers. It finances tourism-related projects such as ecotourism, fishing tourism, local gastronomy (fish and seafood restaurants), accommodation facilities, tourist routes, diving, as well as support for local partnerships in coastal tourism.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/european-maritime-fisheries-and-aquaculture-fund-emfaf_en?prefLang=it

Fund for a just transition (JTF)

The Fund aims to reduce the social and economic costs of the transition to a climate-neutral EU economy by supporting diversification of economic activity, Creating new business opportunities and helping people to adapt to a changing labour market. Financing for tourism SMEs: investments in fixed assets or intangible assets.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/just-transition-fund-jtf_en?prefLang=it

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European Globalisation Adjustment Fund for workers expelled from employment (FEG)

The European Globalisation Adjustment Fund (EGF), set up in 2007, helps people to find a new job through further education or training or helps them to start their own business.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/european-globalisation-adjustment-fund-displaced-workers-egf_en?prefLang=it

REACT-EU

Under NextGenerationEU, REACT-EU provides an additional €50.6 billion (at current prices) for assistance to promote development in the context of the COVID-19 pandemic and its social consequences, as well as to prepare a green recovery, digital and resilient economy.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/react-eu_en?prefLang=it

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Recovery and resilience device (RRF)

The Facility is the core of the European recovery plan, NextGenerationEU. It finances reforms and investments in EU countries from the start of the pandemic in February 2020 until 31 December 2026.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/recovery-and-resilience-facility_en?prefLang=it

Support from the European Bank for Reconstruction and Development (BERS)

The projects funded by the EBRD cover a wide range of sustainable practices and related market trends in the tourism sector. Of the 39 EBRD operating countries, 12 are located within the EU. There are 3 programmes with particular relevance for the tourism sector.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/support-european-bank-reconstruction-and-development-ebrd_en?prefLang=it

European Investment Bank support (BEI)

The European Investment Bank is the financial arm of the European Union. The EIB offers loans, guarantees, equity investments and advisory services and operates both in the EU and worldwide.

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide/support-european-investment-bank-eib_en?prefLang=it

The EU's tourism dashboard

The EU Tourism Dashboard is an online knowledge tool developed by the European Commission, aimed at promoting and monitoring (1) green and digital transitions and (2) the socio-economic resilience factors of the European tourism ecosystem.

The dashboard provides visualizations of tourism relevant data and indicators collected from reliable and available sources concerning the tourism ecosystem, To enable profiling and monitoring of progress made by EU countries towards EU policy objectives. The indicators of the EU Tourism Scoreboard are organised under the green, digital and socio-economic policy pillars. In addition, the dashboard offers a set of basic tourist descriptors to provide further context for the characteristics of tourist

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destinations in terms of demand, supply and tourist offer. The dashboard currently covers all EU-27 Member States, Iceland, Norway and Switzerland and is aimed at tourism decision makers and operators as a main public to guide policies and strategies in the tourism ecosystem.

The current public version of the dashboard is the result of a consultation process launched in mid-2021, at the request of the Council of the European Union. EU Member States and other international organisations have contributed to the consultation and will continue to monitor and advise on the development of the EU Tourism Scoreboard.

The EU Tourism Scoreboard was developed by DG GROW and the Joint Research Centre, with the collaboration of Eurostat, the Environment DG and in consultation with the EU Member States through the Advisory Committee on Tourism. The European Commission would like to thank the following organisations for their contributions in the form of data or advice: euro control, European Travel Commission, Organisation for Economic Cooperation and Development, United Nations World Tourism Organization and Foundation for Environmental Education.

<https://tourism-dashboard.ec.europa.eu/?lng=it&ctx=tourism>

Rural toolkit

Rural toolkit is the comprehensive guide to EU funding and support opportunities for rural areas in the European Union. The objective is to help local authorities, institutions and stakeholders, businesses and individuals to seek out and exploit existing EU funds, programmes and other funding and support initiatives and to promote development in rural areas.

Rural toolkit provides practical information, examples and direct links to existing programmes. Applications must be submitted via the official web pages of each initiative.

The guide is part of the European Commission's long-term vision for stronger, connected, resilient and prosperous rural areas in the EU. It shows how the initiatives and practices supported by EU funding programmes and policies can help rural communities revitalise their territories.

<https://funding.rural-vision.europa.eu/?lng=en>

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2.2 ITALY

MINISTRY OF TOURISM

Sources:

<https://www.ministeroturismo.gov.it/>

<https://www.italiadomani.gov.it/it/home.html>

VALORIZATION TOOLS

The Ministry of Tourism develops tourism policies within the scope of the State's competence, and takes care of their planning, coordination and promotion, in liaison with the Regions and local authorities, and in cooperation with the European Institutions and supranational bodies, to achieve the goals of the UN 2030 Agenda. The quality and competitiveness of the national tourist offer and the impact assessment are indicators of socio-economic-environmental well-being in the territories and the country system. The Ministry plans, programmes, coordinates and supports tourism development activities and enterprises in order to improve, disseminate and promote attractiveness and competitiveness, the connectivity and tourist reception in the context of sustainable development projects and for the improvement of citizens' quality of life, also with interventions to support the tourism sector, including the trade fair and conference chain, With tax relief, state repayments and European funds.

The strategic framework, which defines the operational framework, is described in the Guidelines developed by the G20 Working Group on Tourism under the Italian Presidency in collaboration with the OECD, for a resilient, sustainable and inclusive future of tourism. The document, approved at the Summit of 4 May 2021 in Rome, includes seven priority areas: Secure Mobility, Crisis Management, Resilience, Inclusion, Green Transformation, Digital Transition, Investment and Infrastructure.

Three strategic objectives: 1) promote the System-Italy, avoiding fragmentation; 2) attract larger and different tourist flows; 3) create and support new types of tourist offers and new experiences and travel routes.

There are four thematic areas of national tourism marketing: sustainable tourism, cities of art, UNESCO sites, Sistema Paese Italia.

Article 22 of the Tourism Code (Legislative Decree no. 79 of 23 May 2011) identifies

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national circuits of excellence in support of the tourist offer and the Italy System, corresponding to the homogeneous tourist contexts or representing comparable and constituent Italian excellences, as well as real thematic routes throughout the national territory. Their strategic objective is to overcome the fragmentation of the promotion and structuring of the Italian tourist offer in order to promote virtuous circuits, able to connect the whole of “Bel Paese” and help create a thematic offer suitable for meeting the multiple needs of national and international tourists. Specific strategic clusters are:

- Mountain tourism;
- Marine tourism;
- Lake and river tourism;
- Cultural tourism;
- Religious tourism;
- Nature and wildlife tourism;
- Tourism of food and wine;
- SPA and wellness tourism;
- Sports and golf tourism;
- Congress tourism;
- Youth tourism;
- Tourism of Made in Italy and related industrial and craft activities;
- Arts and entertainment tourism.

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Information and promotion projects, programmes and campaigns are designed, developed and implemented within the framework of sustainable development policies and the exploitation of territories and communities with their cultural heritage in harmony with the environment, in a complex ecological and ecosystem design.

Among the strategic partnerships for tourism promotion programmes promoted by the Ministry of Tourism in collaboration with other institutions, bodies and trade associations, there is also the framework agreement signed with Unioncamere, on four areas of intervention:

- slow tourism and sweet intermodalità (religious paths, cycle routes and food and wine trails);
- relaunch of the Italian brand through the network of Italian restaurants in the world;
- Digital innovation to communicate tourist destinations;

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- Development pathways for enterprises on the themes of business and supply chain qualification.

In 2022, Italy was chosen by the World Tourism Organization (UNWTO) as host of the 6th Global Wine Tourism Conference, the most prestigious event in the sector on an international scale.

NATIONAL RECOVERY AND RESILIENCE PLAN (PNRR)

The **NATIONAL RECOVERY AND RESILIENCE PLAN (PNRR)** was approved by decision of the EU ECOFIN Council of Ministers on 13 July 2021. Investment projects in the field of tourism - Mission 1, Component C3 "Tourism and culture" - are allocated a total of 2.4 billion euro.

The investment aims at both increasing the competitive capacity of enterprises and promoting a tourism offer based on environmental sustainability, innovation and digitalization of services. The actions include the improvement of accommodation facilities and related services, the implementation of public investments for a better use of tourist heritage, Credit support for the tourism sector and tax incentives for small and medium-sized enterprises in this sector.

The main interventions are the Digital Tourism Hub, the Funds for the competitiveness of tourism enterprises, the project Caput Mundi - New generation EU for major tourist events and the reform of the Organization of the professions of tourist guides.

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M1C3 Investment 4.1: Digital tourism hub

Resources: €114 million

Milestone and target: M1C3-8, M1C3-9

A digital tourism hub to innovate and digitally connect the country's tourist offer and promotion, thus enabling the entire tourism ecosystem to be connected.

The investment will finance a new digital infrastructure, artificial intelligence models for data analysis and basic digital services to benefit tourists and industry.

BENEFICIARIES

The beneficiaries of the hub are tourists, enterprises (SMEs, start-ups), associations, tourism operators, central, regional and local governments.

Subject

The project consists in developing an integrated tourism ecosystem, composed of

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tour operators, companies and institutional stakeholders, in order to support the choice of tourists in planning their destination and trip. It is developed in three strategic directions: meeting point between the tourist and the whole tourism ecosystem; data aggregator; integrated system to increase the digitization of the tourist offer and therefore operators.

OBJECTIVES AND AIMS

The Tourism Digital Hub represents a turning point in the process of transformation of the Italian tourism system, successfully addressing the challenges of fragmentation and inhomogeneity that have characterized the sector in previous years.

This initiative plays a crucial role in promoting digitisation and integration between tourism operators and services offered on the territory: not only focuses on enriching the tourist experience through access to detailed information and tools for travel planning, but actively supports the sector operators, through a range of services provided, Enabling operators to adapt to new market trends and offer high quality services in line with visitor expectations.

In addition, the TDH acts as a catalyst for the visibility and promotion of Italian tourist services, both nationally and internationally, Thus helping to expand the potential customer base for these operators and to stimulate economic growth in the sector and, consequently, of the country system. This integrated and continuous improvement approach therefore creates a virtuous circle in which supply and demand reinforce each other, generating tangible benefits for all actors involved. The objectives of this programme include reducing the gap between North and South, countering the polarization of tourism and prolonging the stay of tourists on the territory, offering them a complete view of local beauties, Also outside the most famous tourist sites.

INFO

<https://www.ministeroturismo.gov.it/tourism-digital-hub/>

M1C3 Investment 4.2.1: Improvement of the reception infrastructure through the tax credit instrument

Resources: €598 million

Milestone and target: M1C3-26, M1C3-28

Tax credit of 80% and grant up to 50% and up to 40,000 € (increable for another 100,000 euro), to increase the quality of tourist hospitality, with investments aimed

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at environmental sustainability and requalification.

BENEFICIARIES

The beneficiaries of the tax credit are hotel companies, companies that carry out activities in agritourism, as defined by the law of 20 February 2006, n. 96, and the relevant regional rules, companies that operate outdoor accommodation, as well as the enterprises of the tourism, recreation, fair and congress sector, including bathing establishments, spa complexes, marinas, theme parks, including water and wildlife parks.

SUBJECT

The following are eligible: interventions to increase the energy efficiency of structures and earthquake-resistant upgrading; interventions for the elimination of architectural barriers, in accordance with the law of 9 January 1989, n. 13, and the decree of the President of the Republic 24 July 1996, n. 503; construction interventions referred to in article 3, paragraph 1, letters b), c); and e.5) of the decree of the President of the Republic 6 June 2001, n. 380, functional to the realization of the interventions referred to in letters a) and b) of this paragraph; construction of thermal pools and acquisition of equipment and equipment for the performance of spa activities, in relation to the facilities referred to in Article 3 of Law 24 October 2000, n. 323; digitization measures, with reference to the expenses provided for in article 9, paragraph 2, of Decree-Law 31 May 2014, n. 83, converted, with modifications, by Law 29 July 2014, n. 106.

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OBJECTIVES AND AIMS

Upgrading of tourist facilities through the implementation of diversified interventions (real estate renovations, eco-sustainable investments) and raising quality standards.

INFO

<https://www.ministeroturismo.gov.it/miglioramento-infrastrutture-di-ricettivita-attraverso-lo-strumento-del-tax-credit/>

M1C3 Investment 4.2.3: Development and resilience of tourism enterprises (Fondo dei Fondi BEI)

Resources: €805 million

Milestone and target: M1C3-22, M1C3-29, M1C3-30

From 15 March 2023 to 30 June 2025 (unless the resources of the Thematic Fund for Tourism are fully absorbed before that date), requests for funding, complete with a description of the investment and/or project and an indication of financial needs, as

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well as any other documentation indicated in the appropriate forms prepared by the Financial Intermediaries, may be submitted online to the Financial Intermediaries themselves, through the following web addresses:

<https://fondoturismosostenibile.finint.com/>

<http://www.equiterspa.com/advisory/fondo-turismo>

<https://bcc.gruppobccicrea.it/Imprese/fondotematicoturismosostenibile.html>

BENEFICIARIES

The beneficiaries are private tourism enterprises and private enterprises which, in relation to specific projects or investments in the field of tourism, provide or intend to provide services and/or supplies, they provide or intend to provide goods or manage or intend to manage infrastructures connected with the exercise of tourism activities or placed at the service of the tourist professions and/or the tourist offer.

SUBJECT

The financial products of the Thematic Fund - loans, equity investments and quasi-equity support - will be used to finance the following types of initiatives:

- The creation, renewal, modernisation and improvement of tourist accommodation and infrastructure (including, but not limited to, public and private cultural and accommodation sites, parks, recreational parks, sports facilities, mountain tourist facilities and mountain sports facilities);
- the development of sustainable tourism interventions and green transition;
- the development of digitisation interventions for processes and/or offer and staff training/skills improvement;
- Clean, sustainable and connected mobility solutions for tourism.

At least 50% of the resources of the thematic fund will be devoted to investments in energy upgrading for project lines related to tourism.

The initiatives eligible for support from the Thematic Fund must be sustainable (including in economic and financial terms) and in line with strategic objectives and priorities (including respect for the "do no significant harm" principle).

OBJECTIVES AND AIMS

The objectives of the Thematic Fund are conceived in the context of the Italian NRPP and in particular within the framework of "Mission 1: Digitalisation, innovation, competitiveness and culture" investment 4.2, which aims, inter alia, to promote investments in strategic tourism infrastructure and services, to renew the tourism ecosystem and to promote local and sustainable tourism.

The financial support provided by the thematic fund should aim at:

- support innovative investments in the digital transition;
- Increase the supply of services to tourism;

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- encourage business combination processes.

INFO

<https://www.ministeroturismo.gov.it/fondo-dei-fondi-bei-sviluppo-e-resilienza-delle-imprese-del-settore-turistico/>

M1C3 Investment 4.2.4: Support for the creation and consolidation of tourism SMEs (special «tourism» section of the Guarantee Fund for SMEs)

Resources: €53 million

Milestone and target: M1C3-24, M1C3-32

Special "tourism" section of the SME guarantee fund, under the small and medium-sized enterprises guarantee fund, referred to in article 2, paragraph 100, letter a), of the law of 23 December 1996, n. 662, for granting guarantees to small and medium-sized enterprises and young people up to 35 years of age who intend to start a business in the tourism sector, with a 50% reserve dedicated to interventions aimed at supporting energy upgrading investments. For young people who want to start activities in the field of agritourism, the guarantees of the first period are granted to individuals aged between 18 and 40 years.

BENEFICIARIES

The beneficiaries are hotel companies, establishments that carry out activities in agritourism, as defined by law of 20 February 2006, n. 96, and by the relevant regional rules, outdoor accommodation facilities, tourism enterprises, recreational, trade fair and congress facilities, including bathing establishments, spa complexes, marinas, theme parks with ATECO 2007 code referred to in Annex 1 of the investment policy.

SUBJECT

The financing or financing portfolios on which guarantees can be issued for SMEs are aimed at ensuring the business continuity of tourism enterprises and guaranteeing the sector's liquidity needs and investments, as well as to invest in supply chain innovation, invest in safety and environmental sustainability, invest in digitisation to accelerate digital innovation/transformation; support the improvement of the quality of services and the upgrading of accommodation facilities, promote business combinations and the creation of networks.

OBJECTIVES AND AIMS

The objective is to facilitate access to credit by hotel companies, hotels and other establishments that carry out farm activities as defined by the law of 20 February 2006, n. 96, and the relevant regional regulations, outdoor accommodation facilities, enterprises in the tourism, leisure, trade fairs and congresses sector, including bathing establishments, spa complexes, marinas, theme parks, as well as young people up to

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35 years of age who wish to start a business in the tourism sector.

INFO

<https://www.ministeroturismo.gov.it/fondo-di-garanzia-pmi/>

M1C3 Investment 4.2.5: Enterprise Revolving Fund (FRI) for support to enterprises and development investments

Resources: €180 million

Milestone and target: M1C3-25, M1C3-33

Special section of the Innovation Revolving Fund to facilitate access to credit and medium-sized investments in the tourism sector for small and medium-sized enterprises, with a 50% reserve for green investment.

Applications for the granting of incentives may be filled out exclusively in electronic form, using the computer procedure made available by Invitalia, accessible from www.invitalia.it.

BENEFICIARIES

The beneficiaries are hotel companies, establishments that carry out activities in agritourism, outdoor accommodation facilities and enterprises of the tourism, recreation, trade fairs and conferences sector, including bathing establishments, Thermal complexes, marinas and theme parks.

SUBJECT

- Direct contributions to expenditure (35%) for interventions (min 500 thousand euro max 10 million euro) of environmental requalification, environmental sustainability and digital innovation;
- Soft loans repayable over 15 years.

ELIGIBLE INTERVENTIONS

- Energy upgrading of the structures referred to in the decree of the Ministry of Economic Development 6 August 2020, including the complete or partial replacement of air conditioning systems in energy efficiency;
- Interventions pursuant to article 16-bis, paragraph 1, letter i), of the decree of the President of the Republic of 22 December 1986, n. 917, on the Consolidated Income Tax Act, for anti-seismic upgrading;
- Measures to eliminate architectural barriers, in accordance with the law of 9 January 1989, n. 13, and the decree of the President of the Republic 24 July 1996, n. 503;
- Construction works referred to in article 3, paragraph 1, letters b), c), d) and e.5), of the decree of the President of the Republic 6 June 2001, n. 380 functional to the realization of the interventions referred to in letters a) and b);
- Construction of thermal pools and acquisition of equipment for the performance of

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spa activities, related to the facilities referred to in article 3 of Law 24 October 2000, n. 323;

- Digitisation measures provided for in article 9, paragraph 2, of the decree-law of 31 May 2014, n. 83, converted, with modifications, by the law of 29 July 2014, n. 106;
- Purchase/renovation of furniture;
- Interventions concerning spas, marinas, theme parks, including aquatic and wildlife parks.

ELIGIBLE EXPENDITURE

- Design services, up to 2%;
- Company land and its accommodation, up to 5% of the total eligible amount of the Investment Programme;
- Buildings, masonry and similar works up to 50% of the total eligible amount of the Investment Programme;
- Various plant, machinery and equipment, new from the factory;
- Expenses for digitization provided for by article 9, paragraph 2, of the decree-law 31 May 2014, n. 83, converted, with modifications, by law 29 July 2014, n. 106, excluding costs related to commercial intermediation, up to 5%.

OBJECTIVES AND AIMS

Improve the quality of Italian hospitality services in relation to international standards through the enhancement of accommodation facilities and support new investments in the trade fair sector, according to environmental sustainability principles and digitalization, To attract new tourist flows at both national and international level.

The objective is to support investments of medium-large size (between € 500 thousand and € 10mln) also in order to act in full complementarity with the instrument of tax credit.

Through long-term co-financing (up to 15 years), provided by CDP in pool with the banking system, the instrument under consideration aims to achieve the same objectives as the intervention of the Tax Credit, but with a focus on greater investment: real estate restructuring, innovative investments in environmental key, noise management and other areas aimed at strengthening the competitiveness of companies in the sector, the achievement of new quality standards recognized at European and international level, also developed in terms of environmental sustainability and health safety.

INFO

<https://www.ministeroturismo.gov.it/fondo-rotativo-imprese/>

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M1C3 Investment 4.2.6: Valorization, competitiveness and protection of the receptive heritage through the participation of the Ministry of Tourism in the National Fund for Tourism

Resources: EUR 150 million

Target and objective: M1C3-23, M1C3-31, M1C3-34

The National Tourism Fund is a real estate fund whose objective is to purchase, restructure and improve Italian hotel structures, The protection of strategic and prestigious buildings and support for the recovery and growth of hotel chains operating in Italy, especially in the regions of southern Italy.

BENEFICIARIES

The beneficiaries are hotels, accommodation and properties of high value and tourist potential.

SUBJECT

Establishment of Sector B in the National Tourism Fund for the acquisition and subscription of participations in Funds invested in the acquisition, restructuring or enhancement of real estate with a hotel destination, receptive, residential with the purpose of "serviced apartment", tourist-recreational, commercial or tertiary different but to be used for such uses.

OBJECTIVES AND AIMS

Redevelopment of properties with high tourist potential, starting from the most iconic hotels, in order to enhance the identity of Italian hospitality excellence, and facilitate the entry of new private capital, as well as other public funds.

INFO

<https://www.ministeroturismo.gov.it/fondo-nazionale-del-turismo/>

M1C3 Investment 4.3: Caput Mundi. Next Generation EU for major tourism events

Resources: €500 million

Milestone and target: M1C3-35, M1C3-27, M1C3-36

The project involves creating new tourist routes and relaunching small complexes, often closed or occasionally open, to spread knowledge of the history of pagan Rome first and then Christian, in connection with the next Jubilee 2025. To do this, it is planned to increase the use of digital technologies, including the enhancement of green areas and sustainable tourism.

The investment will cover six lines of action:

- "Roman Cultural Heritage for EU-Next Generation", which concerns the regeneration and restoration of the cultural and urban heritage and of the complexes of high

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historical and architectural value of the city of Rome;

- "Jubilee routes" (from pagan Rome to the Christian one), aimed at the valorization, security, earthquake consolidation, restoration of places and buildings of historical interest and archaeological trails;
- #The Divided City, which concerns the redevelopment of sites in peripheral areas;
- #Mitingodiverde, which covers interventions on parks, historic gardens, villas and fountains;
- #Roma 4.0, which involves the digitisation of cultural services and the development of apps for tourists;
- #Amanotesa, aimed at increasing the offer of cultural proposals to the suburbs for social integration.

ACTUATORS

- Diocese of Rome;
- Ministry of Tourism;
- Archaeological Park of the Appia Antica;
- Colosseum Archaeological Park;
- Lazio region;
- Roma Capitale;
- Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Frosinone and Latina;
- Superintendency of Archaeology, Fine Arts and Landscape for the metropolitan area of Rome and the province of Rieti;
- Archaeology, Fine Arts and Landscape Superintendence for the province of Viterbo and southern Etruria;
- Special Superintendency of Archaeology, Fine Arts and Landscape in Rome.

SUBJECT

Exploitation of the tourist and cultural heritage of Rome to reactivate virtuous tourist routes starting from those places or "minor" monuments that are not always involved in the large tourist flows.

OBJECTIVES AND AIMS

- Regeneration of cultural and urban heritage;
- Increase in the number of cultural complexes restored and made accessible to create valid and qualified tourist and cultural alternatives to the more well-known ones;
- Renovation and restoration of parks, historic gardens, fountains and villas;
- Increase cultural offer in the suburbs to promote social inclusion;
- More competitive and sustainable tourism.

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INFO

<https://www.ministeroturismo.gov.it/caput-mundi-new-generation-eu-per-i-grandi-eventi-turisticici/>

M1C3 Reform 4.1 - Classification of the tourist guide professions

Milestone and target: M1C3-10

The reform aims to give a professional order to tourist guides, regulating, in coherence with the indications coming from the Community the basic principles of the activities of tour guides in order to standardise service levels throughout the country, producing a positive effect on the market.

What does the Reformation provide?

- Identifies activities for tour guides;
- provides for an annual examination of eligibility for admission to the profession;
- It regulates the regime applicable to foreign operators, both EU and non-EC;
- establish a directory of tourist guides at the Ministry of Tourism;
- The Regions will be able to organise training courses for tour guides in order to obtain further specialist knowledge.

Reference legislation

- Law of 13 December 2023 n. 190 - Discipline of the tourist guide profession
- Regulation of 26 June 2024, n. 88.

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OTHER SUPPORT MEASURES

TOURISM ACCESSIBILITY FUND

In order to support the development of tourism offer aimed at people with disabilities and promote social inclusion and diversification of tourist offer, with the Budget Law n. 234 of 30 December 2021, a Fund with an allocation of EUR 6 million for each of the years 2022, 2023 and 2024 has been established.

The Minister of Tourism, in agreement with the Minister for Disability, has ratified the inter ministerial decree that establishes the modalities of access and use of the Fund as specified below.

SUBJECT

The intervention is intended to finance services for the achievement of accessibility certifications:

- UNI ISO 21902:2022;
- UNI CEI 17210:2021;

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- UNI/PdR 92:2020.

RECIPIENTS

The categories that can apply for certification are:

- Hotel and non-hotel establishments;
- Thermal establishments;
- bathing establishments;
- sports facilities whose disciplines are most affected by tourist flows.

MODE

The certifying bodies authorised to provide the services necessary for obtaining certification are identified by means of a public notice.

INFO

<https://www.ministeroturismo.gov.it/fondo-accessibilita-turistica/>

SUSTAINABLE TOURISM FUND

By the Ministerial Decree of 22 March 2023 on "Provisions for the allocation and disbursement of resources allocated to the Fund established by article 1, paragraph 611, of the law of 29 December 2022, n. 197, intended to strengthen interventions aimed at promoting ecotourism and sustainable tourism", the Ministry has implemented the provisions of Article 1, paragraphs 611-612, of the law 29 December 2022, n. 197.

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The Fund will have a multi-annual value over the three-year period 2023-2025 and a total budget of EUR 25 million.

The measures are aimed at accommodation, including non-business accommodation, and tourism enterprises which will pursue the following objectives:

- strengthening major cultural destinations through the promotion of sustainable forms of tourism, the reduction of tourist overcrowding, the creation of innovative tourist routes and the seasonal adjustment of tourism;
- promote the ecological transition in tourism, with actions to promote inter modal tourism according to emission reduction strategies for tourism;
- support accommodation and tourism enterprises in activities for the achievement of sustainability certifications.

To this end, the Ministry has defined three Public Notices:

- to carry out interventions useful for the conception, creation, promotion and exploitation of projects that encourage a more sustainable tourism;
- to carry out interventions aimed at obtaining sustainability certification;
- establish the list of bodies accredited for the certification referred to in the previous point.

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INFO

<https://www.ministeroturismo.gov.it/fondo-per-il-turismo-sostenibile/>

FUND FOR THE MODERNIZATION, SAFETY AND DECOMMISSIONING OF SKI LIFTS AND SNOW-MAKING EQUIPMENT

With the interministerial decree prot. n. 7297 of 11 April 2023 on "Implementing provisions for the disbursement of resources allocated to the fund referred to in article 1, paragraph 592, of the law 29 December 2022, n. 197, intended for companies operating cable-car and artificial snow installations", the Ministry has implemented the provisions of article 1, paragraph 592 of the law 29 December 2022, n. 197.

PURPOSE

The measure aims to promote tourist attractiveness and encourage tourist flows in mountain areas and ski areas by means of restructuring measures, Modernisation and maintenance of cable-way lifts and artificial snow.

Eligible projects include:

- the renovation, modernisation and maintenance of snow-making systems such as water tanks or reservoirs and other innovative solutions;
- the replacement, decommissioning or modernisation of ski lifts;
- the implementation of innovative snow farming projects;
- the obtaining of any landscape permits necessary for the implementation of the eligible measures.

EQUIPMENT

The Fund will have a multi-annual duration over the four-year period 2023-2026 and a total budget of 200 million euros, 30 million of which for the year 2023.

BENEFICIARIES

The measures are addressed to companies, and their associations, engaged, even if not predominantly, in business activities related to the following ATECO codes and artificial snow enterprises:

- 49.39.01: Operation of funiculars, ski-lifts and chairlifts if not part of urban or suburban transit systems;
- 93.11.30: Management of multi-purpose sports facilities;
- 93.11.90: Operation of other sports facilities n.e.c.

In particular, with regard to ATECO codes 93.11.30 and 93.11.90, provided that they refer to companies operating ski lifts.

HOW TO PARTICIPATE

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Applications for participation may be submitted by eligible subjects via the Ministry's computer platform, soon to be published at the following link:

<https://istanze.ministeroturismo.gov.it>.

INFO

<https://www.ministeroturismo.gov.it/fondo-per-lammodernamento-la-sicurezza-e-la-dismissione-degli-impianti-di-risalita-e-di-innevamento-artificiale/>

FUND FOR SUSTAINABLE PRACTICES

The resources of the Fund sustainable practices referred to in article 1, paragraph 824, of the law 30 December 2021, n. 234, are aimed at promoting the ecological transition of the tourism and hotel sector, encouraging business choices with less environmental impact, with particular regard to the replacement of disposable toiletries with sets made from biodegradable and compostable materials.

Beneficiaries of the resources of the Fund sustainable practices are holders of tourist facilities and hotels, operators of accommodation activities, entrepreneurial, on the date of entry into force of the law 30 December 2021, n. 234.

The costs incurred for the purchase of instruments and accessories, made from biodegradable and compostable materials, which are useful in the business activity, including courtesy sets, shall be considered eligible. The goods indicated must be accompanied by technical and informative media containing the characteristics and composition of the products, for the purpose of sensitising the user to their conscious use.

INFO

<https://www.ministeroturismo.gov.it/fondo-pratiche-sostenibili/>

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2.3 MOLISE

The **Molise ERDF ESF+ 2021-2027 Regional Programme (RP)** was approved by European Commission Implementing Decision C(2022)8590 of 22 November 2022.

The PR FESR - FSE+ 2021-2027 of Molise supports employment and growth, through the relaunch of investment and the drive for innovation, in the paths of intelligent specialization and ecological and digital transitions. The programme incorporates its intervention in the principles of environmental and social sustainability and the right transition, helping to reduce economic, social, gender, generational and territorial inequalities.

The PR FESR - ESF+ 2021-2027 of Molise is consistent with the priorities of the UN 2030 Agenda and the Green Deal, with the principles of the European Pillar of Social

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Rights, with national and regional sectoral plans and is synergistic with other sources and funding programmes, in particular NRRP and National Programmes, according to the approach and logic expressed in the Partnership Agreement (AdP).

The PR FESR – FSE+ 2021-2027 It is part of a strategic architecture, with its priority references in the documents listed below:

1. Regional strategic guidance document for cohesion policy 2021-2027;
2. Intelligent Specialization Strategy 2021-2027 (S3);
3. Regional strategy for sustainable development.

With a total budget of over 400 million euros from European funds, the PR Molise aims to meet the following major challenges:

With a total budget of over 400 million euros from European funds, the PR Molise aims to meet the following major challenges:

- ❖ to boost the productivity of enterprises for renewed competitiveness and quality work, placing at a higher qualitative level the collaboration between actors, in the path of the right transition of the socio-economic system to green and digital;
- ❖ putting environmental protection at the centre of policy design, with a focus on resource efficiency;
- ❖ contribute to breaking the territorial isolation, which hinders opportunities, threatening the population of areas and the survival of settlements;
- ❖ tackling economic, social, gender and generational inequalities and the vulnerability of people through employment, education and training, inclusion and social protection;
- ❖ Reduce sub-territorial disparities, improve sustainable development strategies in urban areas and the national strategy path for inner areas in marginal areas.

For further information, please refer to the RIS3 Molise document, the institutional page of the Molise Region and the thematic site Innovamolise through the following links:

<https://moliseineuropa.regione.molise.it/Programmazione%202021/2027>

<https://www.regione.molise.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/17451>

<https://moliseineuropa.regione.molise.it>

<http://www.innovamolise.it/>

On the OpenCoesion portal, the open government initiative on cohesion policies in Italy, are navigable data on planned resources and expenses, locations, thematic areas, subjects programmers and implementers, time, achievements and payments of individual projects. The link below:

https://opencoesione.gov.it/it/programmi_2021_2027/

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Finmolise S.p.A. is a regional financial company that offers financing and guarantees to companies and professionals in the Molise area. Established by the regional law 24.3.1979 n. 11, it is an instrument for implementing regional programming, aims to contribute, promote and achieve balanced economic, social and territorial development of Molise. These objectives are pursued through forms of assistance designed to promote the creation, growth, modernization, economic consolidation and mutual cooperation of enterprises.

Financial total assets that include touristic measures directly or indirectly:

1. REGIONAL ENTERPRISE FUND

The regional law n. 11 of 18 April 2014 established the "Regional Enterprise Fund" with the aim of facilitating access to credit and promoting innovation and development of entrepreneurial activity in Molise. With the Deliberation of the Board n. 51 of 30 January 2015, the Molise Region has identified seven areas of intervention and precisely:

- ❖ Participatory loans;
- ❖ Loans for innovative start-ups;
- ❖ Loans for internationalisation initiatives;
- ❖ Loans for initiatives to launch and/or strengthen network agreements, districts, clusters;
- ❖ Loans for start-up and/or development of cooperative companies;
- ❖ Loans for particularly innovative investments by existing companies;
- ❖ Loans for participation in programmes and initiatives identified in the European Commission's direct funding.

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With the Council Resolution n. 212 of 7 May 2024, the Molise Region has approved new implementing regulations, prepared by Finmolise S.p.A., regulating the following lines of action:

- ❖ Investment loans;
- ❖ Loans for working capital;
- ❖ Commercial credit to SMEs;
- ❖ Loan of wine cellars damaged by mildew;
- ❖ Loan vintners damaged by mildew.

The last two funding lines will be operational until 31/12/2024.

2. SINGLE FUND FOR THE DEVELOPMENT OF MOLISE

Fund for the provision of direct guarantees on SME loans to support business liquidity, working capital and the decommitment of outstanding claims against the P.A., of

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which D.G.R. No. 140 of 11 April 2016 and D.G.R. No. 495 of 23 December 2020, No. 463 of 24 December 2021, No 120 of 17 April 2023.

The Fund may grant guarantees up to a maximum of 60% (sixty per cent) of the total amount of each of the operations listed below (for start-ups up to 80%) and within the limits set by Community legislation. The Fund has been allocated financial resources of € 15,000,000.00, from the resources of the POR ERDF Molise 2007/2013. The following lines of operations are active until 31/12/2024:

- ❖ Direct guarantee for new investments = For the granting of direct guarantees on loans to SMEs aimed at the realization of new investments;
- ❖ Direct guarantee Liquidity = For the provision of direct guarantees on financing to SMEs aimed at supporting business liquidity, working capital and the deactivation of existing claims against the P.A.;
- ❖ Direct guarantee for start-ups = For the provision of direct guarantees on financing to SMEs aimed at supporting start-up business initiatives;
- ❖ Direct guarantee Consolidation = for the consolidation of long-term debts (over 5 years);
- ❖ Direct guarantees Social costs = For the deferral of social costs.

For more details: <http://www.finmolise.it>