Developments and Achievements of the SMP for Tourism SMEs

ECTN Conference

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Alan VELLA

EISMEA - European Innovation Council and SMEs Executive Agency

1. Overview of EISMEA and SMP

EISMEA – one of six executive agencies

Six executive agencies, all based in Brussels, have been established to implement EU programmes under the Multiannual Financial Framework (MFF) 2021-2027 (and the legacy of EU programmes under the MFF 2014-2020)

- **EISMEA** - European Innovation Council and SMEs Executive Agency
- **CINEA** - European Climate, Infrastructure and Environment Executive Agency
- **HaDEA** - European Health and Digital Executive Agency
- **EREA** - European Research Executive Agency
- **ERCEA** - European Research Council Executive Agency
- **EACEA** - European Education and Culture Executive Agency

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EISMEA (as of April 2021, former EASME)

Established
1 April 2021

Mandate
2021-2027

5 Parent DGs
RTD, CNECT, GROW, REGIO, JUST

Implements parts of **3 Programmes**:

- **Horizon Europe**: European Innovation Council (EIC) and European Innovation Ecosystems (EIE)
- **Single Market Programme:** Consumer Objective, SME Pillar and Internal Market & Support to Standardisation
- **European Regional Development (ERDF)**: Interregional Innovation Initiatives (i3)

Responsible for managing:

2335 projects

EUR 1.9 billion of EU funds and more than **EUR 470 million of investments** in 2021

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Single Market Programme (SMP)

- The Single Market Programme (SMP) is the EU funding programme providing high-quality support/service to SMEs and entrepreneurs;
- For the multiannual EU budget (2021-2027), the SMP budget is €4.2 billion, with € 1 billion dedicated to competitiveness of enterprises;
- The SME pillar aims to provide various forms of support to businesses, especially SMEs:

Programmes managed

- The Legacy of COSME Programme

- SME Pillar of SMP

✓ Facilitate market access and reduce administrative burden;
✓ Support the uptake of innovation and addressing global and societal challenges;
✓ Foster a favorable business environment and entrepreneurial culture.

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2. Embracing the Twin Transition through EU Tourism Funding

Tourism Calls through COSME and the SMP

- Tourism Calls support the twin transition of SMEs, towards **more sustainable practices and digitalisation, in line with the actions in the Transition Pathway for Tourism and Agenda for Tourism 2030**
- Prior to 2019, the Call focus was on the development of **tourism products.** As from 2019, more emphasis was placed on **tourism SME growth.**
- Between **2019 and 2023:**
  - **35 tourism projects have received EU financing;**
  - **EUR 56 million were dedicated to tourism projects;**
  - **30 million EUR have been allocated (or are about to be allocated) to more than 3000 SMEs in the form of grants via these projects.**

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Tourism calls for proposals: Topics 2019-2023

- 2019 (6 projects)

  Sustainable tourism development

  Budget: 6M€

- 2020 (9 projects)

  Digitalisation, innovation & new technologies

  Budget: 9M€

- 2021 (10 projects)

  COVID-10 recovery thro` sustainable tourism

  Budget: 12M€

- 2022 (6 projects)

  Twin transition and ecosystems

  Budget: 20,5M€

- 2023 (4 projects)

  Competitiveness and resilience of ecosystems

  Budget: 8,5M€

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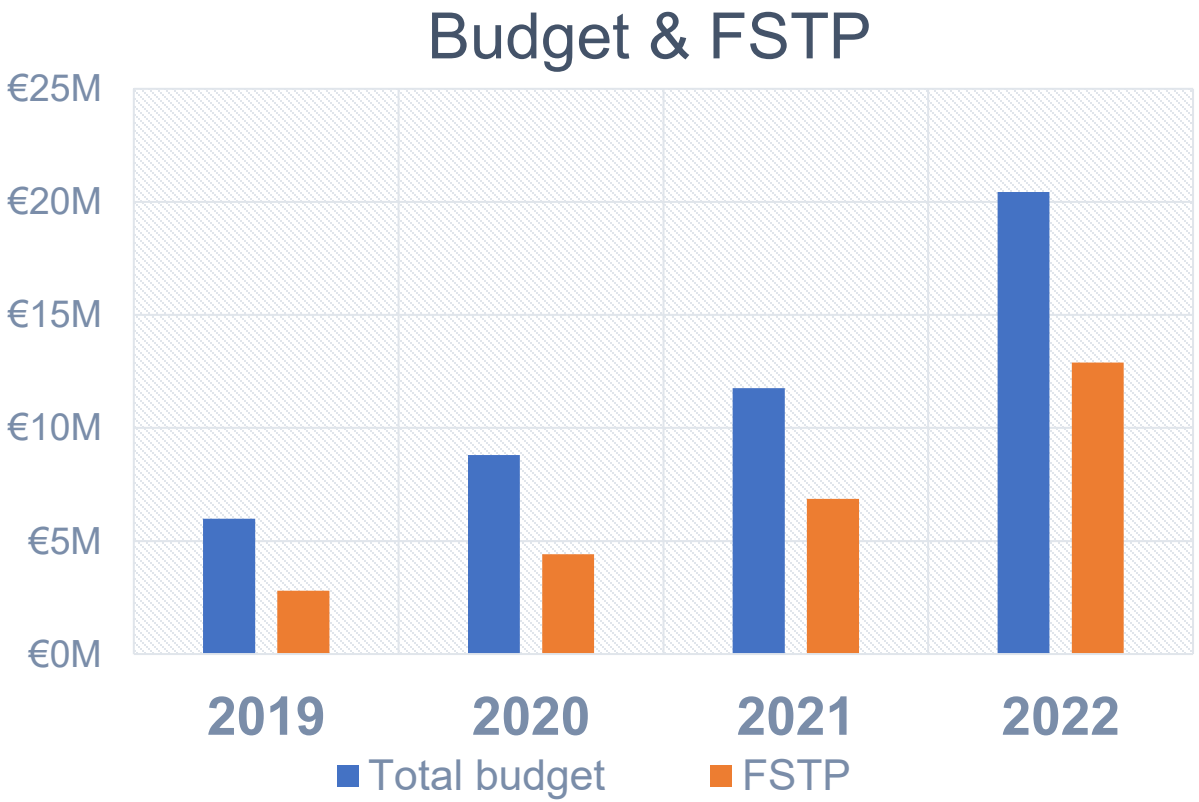
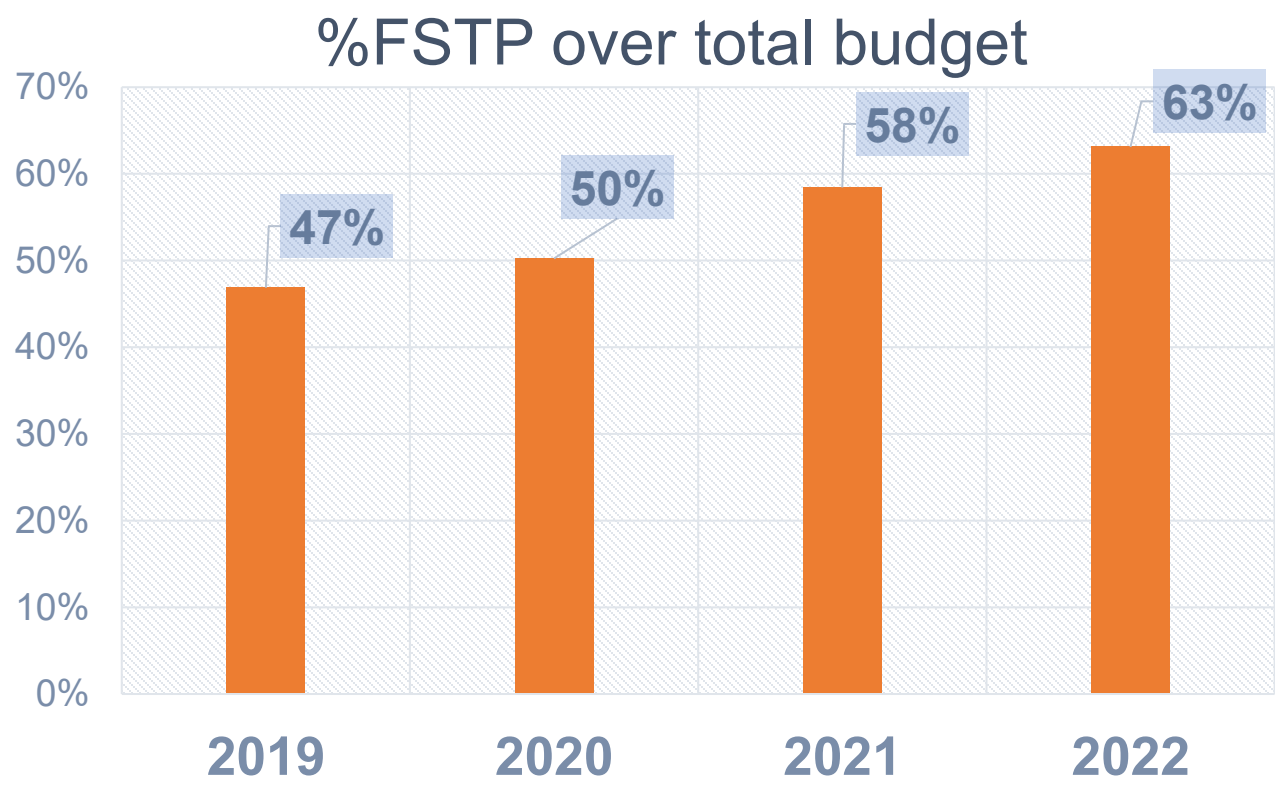
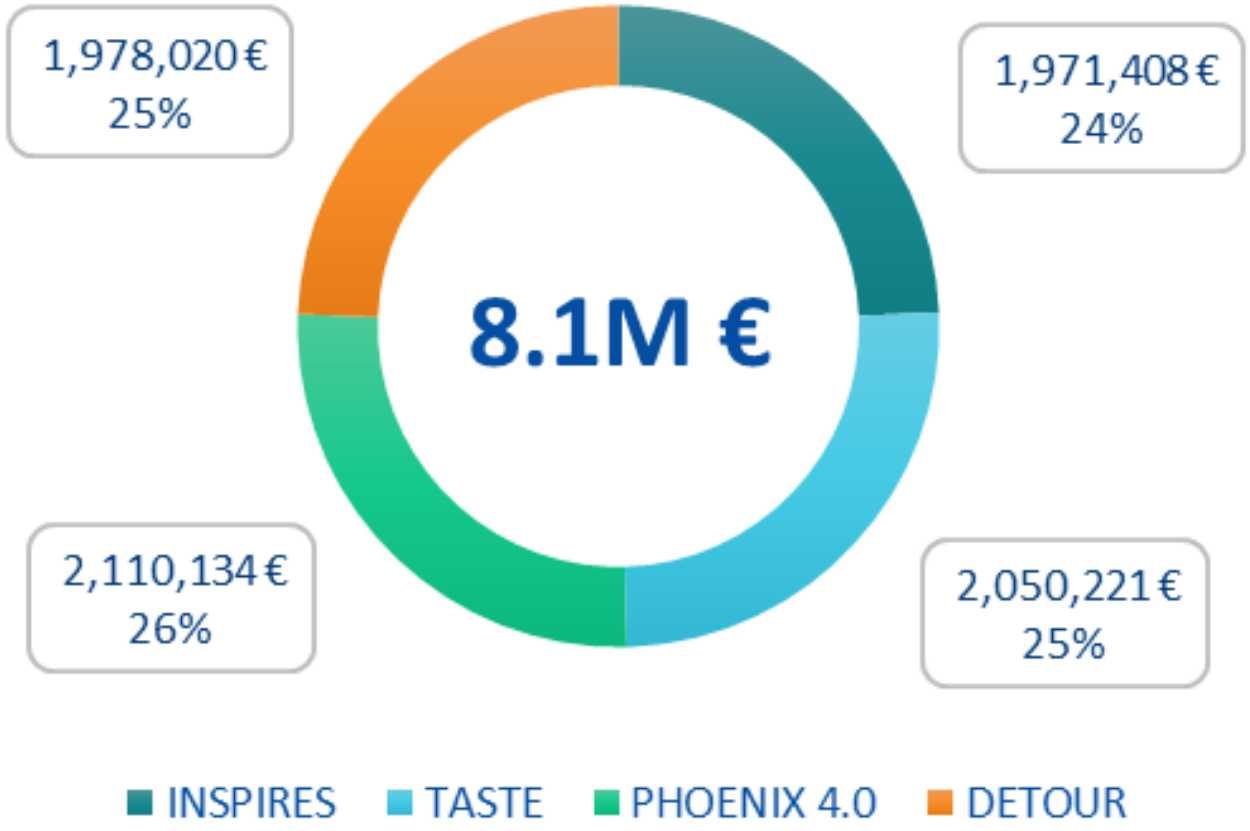
Budget & Financial Support to Third Parties (FSTP)





2023 Call: Budget per project



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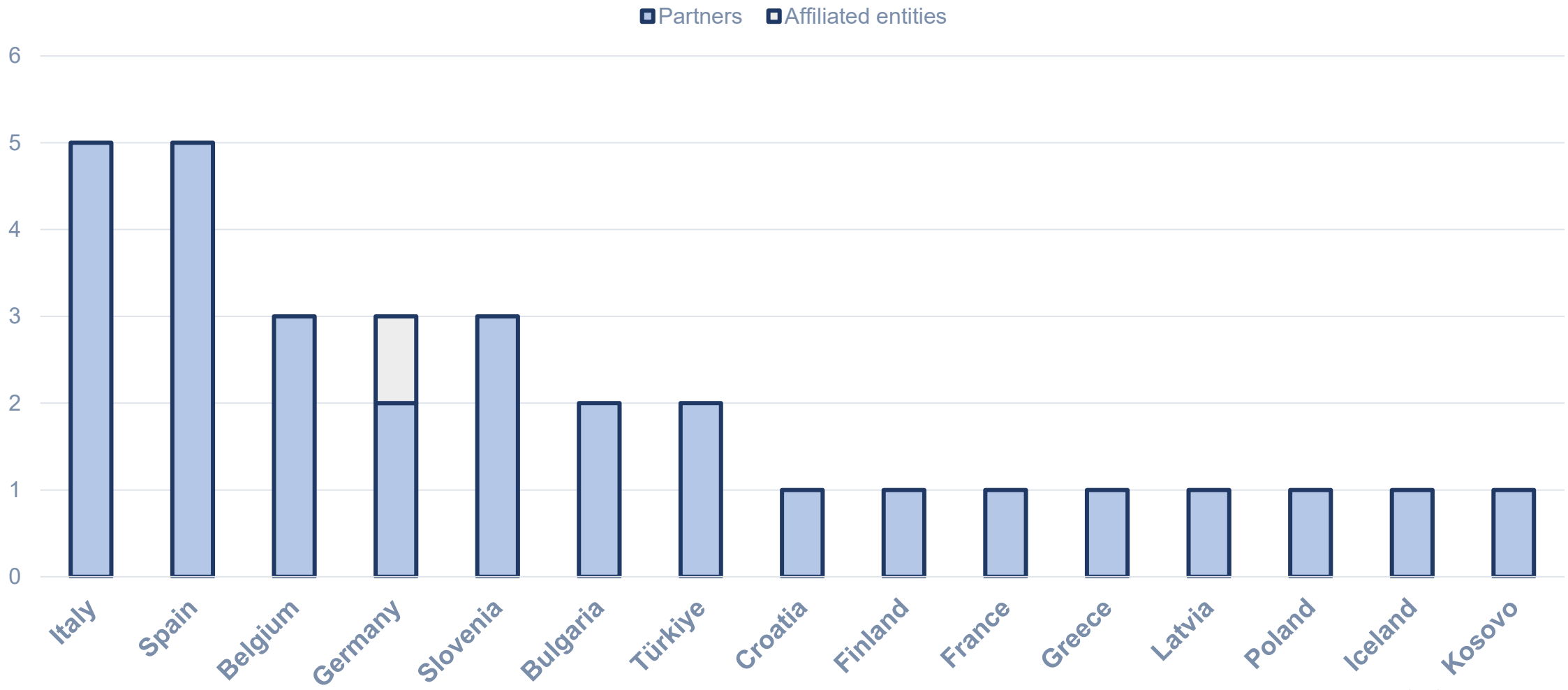
2023 Call:CONSORTIA PARTNERS - COUNTRY OF ORIGIN



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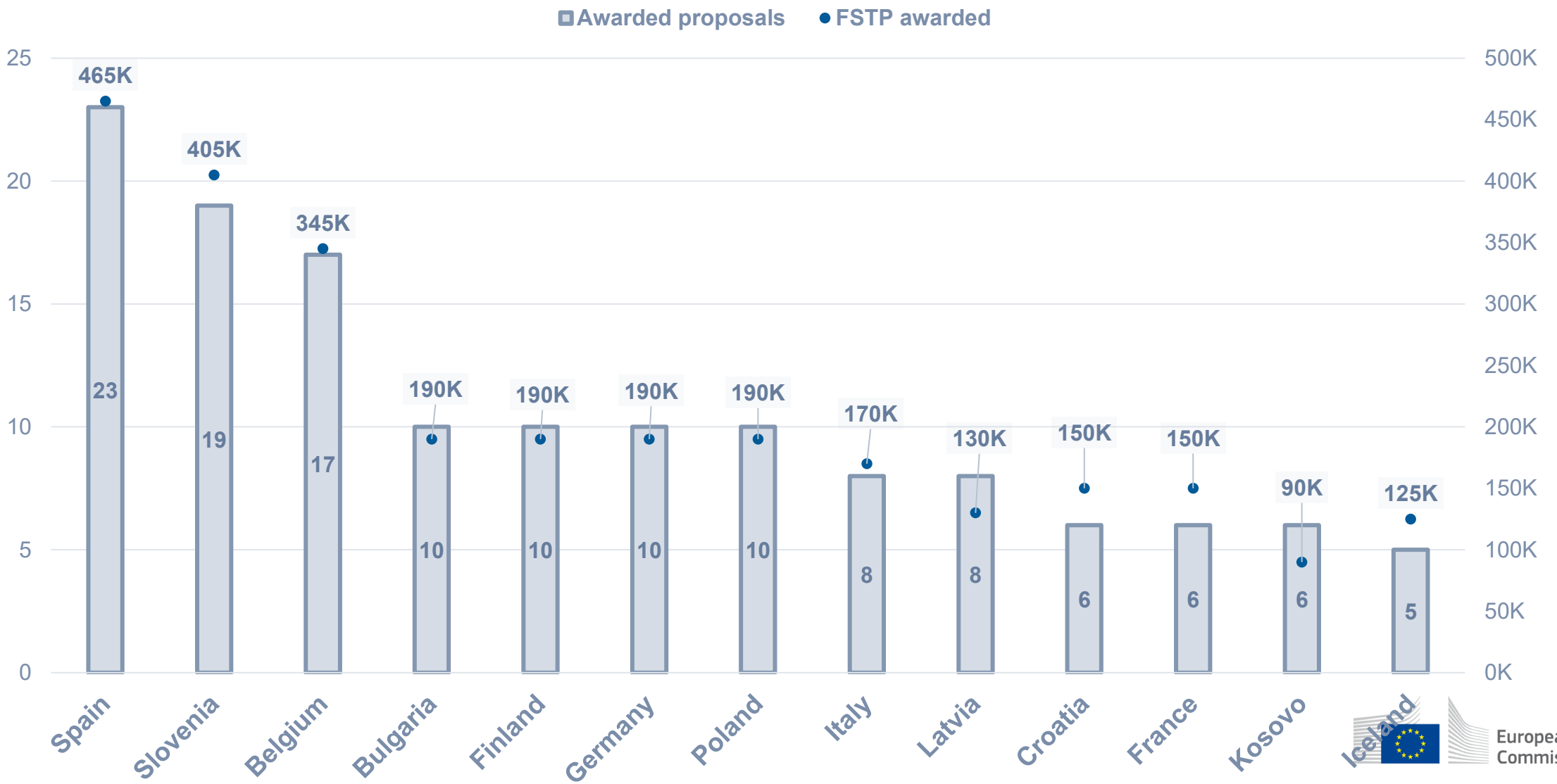
2023 CALL FSTP: BUDGET AWARDED TO COLLABORATIVE PROJECTS

(last update 15/09/2026)



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2023 Call: General Indicators (Provisional Data)

At least

175

collaborative projects/SME partnerships

Not less than

350

SMEs to be financially supported (at least 2 SMEs per partnership)

Up to

3M€

to be allocated under **FSTP**

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Feedback from Project Based SME Surveys (1)

Profitability

- The project`s FSTP exercise brought tangible business benefits to SMEs, including **an expected 15% increase in profit margins and a 1.5% increase in ROI** following the application of the project recommendations

Promotion

- It is evident that **SMEs require assistance to lengthen the season**.
- **The data collected** on promotional methods used by SMEs **demonstrates that there is room for them to enhance performance.**

Training

Training and consultancy activities will deliver substantial advantages, since **the use of social media is prevalent, but not always effective for SMEs.**

Procedures for reservations are insufficiently adopted in this swiftly changing digital world.

Feedback from Project Based SME Surveys (2)

Sustainability

- **SMEs have a deficiency in expertise and practical know-how concerning ecological matters.**
- **Impactful knowledge is essential on subjects pertaining to the conservation of energy and water, waste recycling and control, environmental awareness and risk management.**

Digitilisation

- **SMEs should be encouraged to extend and expand the use of digital instruments for operations and promotion, besides boosting the efficiency of websites.**
- **Improving the digital capacities of SMEs will enable them to improve both occupancy rates and seasonality patterns.**

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What type of financial assistance to SMEs?

- Development/Implementation/Scaling-up of Products, Processes and/or Business Models;
- Market Studies;
- Digital/Communication Tools;
- Technology Solutions and Specialised Software

- Capacity Building;
- Public-Private Partnerships;
- Innovative Management Solutions;
- Cross-Sectoral Cooperation;
- Knowledge Sharing

- Travel and Accommodation Costs

- Uptake of Sustainable, Competitive and Smart Solutions;
- Certification Costs

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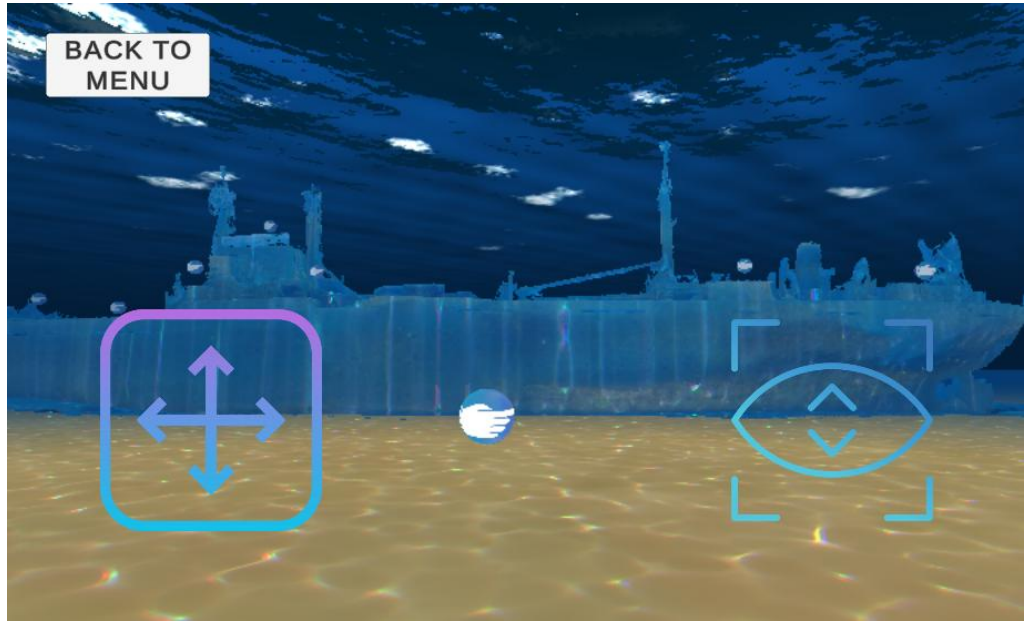
D.I.V.E.: Digital Interactive Virtual Experiences (GREECE)

Under EISMEA-funded Project	fuTOURiSME (TOURSME 2022)
Implemented by	SKOPELOS DIVE CENTER P.C.

FSTP served to:

- Develop **AR flyers** and a **mobile app**, to promote underwater cultural heritage (UCH) and diving tourism.
- Create **immersive 3D visualizations**, virtual walkthroughs, and interactive experiences.



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Take Your Butt With You (SLOVENIA)

Under EISMEA-funded Project	Cross-Re-Tour (TOURSME 2022)
Implemented by	MARISTRA d.o.o.

FSTP served to:

- Implement a digital and behavioural-nudging initiative to **reduce cigarette butt pollution** in urban and coastal tourism areas
- A **multilingual QR-code-based web platform and communication campaign** were launched.

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The Locals' Table - Celebrating Rural Heritage and Unique Agri-foods through Experiential Gastro-tourism in Tuscany (ITALY)

Under EISMEA-funded Project	SMARTIES for SMEs (TOURSME 2022)
Implemented by	Travel Italy Guru

FSTP served to:

- Develop and test at least **five new experiential tourism products**, also designed for **disadvantaged groups**.
- Promoting **authentic and accessible culinary experiences** that highlight local products and traditions.

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Thank you

Alan VELLA
Project Adviser
Sector Competitiveness and Internationalization
European Innovation Council and Small Medium Sizes Executive Agency (EISMEA)
European Commission

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