



Call for the selection of collaborative projects

Go Green, Get Digital, Be Resilient



Co-funded by
the European Union

Table of contents

1. INTRODUCTION – JOIN THE GO GREEN, GET DIGITAL, BE RESILIENT PROGRAMME	5
2. WHAT’S IN IT FOR YOU?.....	6
3. INTERESTED? ... FIND OUT IF YOU CAN PARTICIPATE!	7
4. READY TO APPLY? HERE’S WHAT YOU CAN DO	10
5. HOW TO PARTICIPATE?	11
6. HERE’S HOW WE WILL CHOOSE THE PROJECTS	12
7. YOU ARE SELECTED! WHAT HAPPENS NEXT?	13
8. TIMELINE.....	15
9. CONTACTS	16
10. PROCESSING OF PERSONAL DATA	16
Annex 1 - Selection Criteria.....	18
Annex 2 – Grant Contract model	19

Acronyms

ACRONYMS	MEANING
CSR	Corporate Social Responsibility
DMO	Destination Management Organisation
EU	European Union
IP	Intellectual Property
NACE	Statistical Classification of Economic Activities in the European Community
OECD	Organisation for Economic Co-operation and Development
SME	Small and Medium-sized Enterprise
SMP-COSME	Single Market Programme – Competitiveness of Small and Medium-sized Enterprises.
TASTE	Transformative Approaches for Sustainable Food in Tourism

Glossary

Term	Definition
Go Green, Get Digital, Be Resilient Programme	A core component of the TASTE project offering financial support to SMEs in their green, digital, and resilient transformation.
Advisory Service	Targeted support offered by TASTE (Transformative Approaches for Sustainable Food in Tourism) for SMEs operating in the tourism sector, especially those focused on food, aimed at enhancing sustainability, providing funding, and strengthening innovation capacity through customised guidance and strategic roadmaps. This support may also help position SMEs for opportunities such as the <i>Go Green, Get Digital, Be Resilient</i> Programme.
Collaborative Project	A joint initiative between at least two organisations (with at least half of them being a tourism SME), addressing real-life business challenges through innovation in the food tourism sector.
Challenge Day	A strategic event held on November 18 and 19, 2025 in Brussels running in parallel with the Rabad Fair, where the selected collaborative projects gather to address their joint challenges.
Demo Day	A presentation event at Hostelco & Alimentaria Fair in Barcelona held from March 23 to the 26, 2026, where the selected collaborative projects pitch their projects to compete for a top-up funding.
Showcase Day	A final event at Terra Madre Salone del Gusto in Turin held from September 20 to 24, 2026, where the 15 most promising collaborative projects (selected at the Demo Day) participate and showcase their results.

Deliverables/outputs	Tangible results and products generated as part of the Go Green, Get Digital, Be Resilient Programme, which supports collaborative projects led by tourism SMEs.
Digital Transition	Adoption and implementation of digital tools and technologies to improve tourism services (e.g., Augmented Reality, Artificial Intelligence, digital storytelling, etc).
Green Transition	Shifting business practices to become more environmentally sustainable (e.g., circular food systems, local sourcing, etc).
Resilience	The ability of SMEs to adapt to challenges, diversify offerings, manage risks and ensure continuity in changing markets, environmental and disaster risk conditions and geopolitical contexts.
EU Transition Pathways	<p>Strategic framework developed by the European Commission to guide specific industrial ecosystems through the green and digital transitions, while enhancing their resilience. These pathways are co-created with stakeholders—including industry representatives, public authorities, and social partners—to identify the necessary actions, investments, and policy measures required to achieve sustainability, competitiveness, and preparedness for future challenges¹.</p> <p>All the information concerning the Tourism Transition Pathway can be found here.</p>
Food management	The process of planning, preparing, and controlling the procurement, handling, and storage of food. It includes all activities from farm to table, including food production, processing, distribution, and consumption ² .
Food tourism	Visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factors for travel ³ .
Peer Learning	A method that encourages knowledge-sharing between SMEs involved in the programme, especially across borders.
SME	SME ⁴ is any independent organisation engaged in economic activity that falls below size —fewer than 250 employees, and either an annual turnover of up to €50 million or a balance sheet total of up to €43 million thresholds. This classification is not limited to traditional companies; it can also apply to other entities conducting economic

¹ For more information on the EU Transition Pathways please visit: https://single-market-economy.ec.europa.eu/industry/transition-pathways_en

² Glenn Ellis, Mark Johnson, and Rebecca Thomas, *Food and Beverage Management* (Oxford: Oxford University Press, 2018)

³ C. Michael Hall and Liz Sharples, *Food Tourism Around the World: Development, Management and Markets* (Oxford: Butterworth-Heinemann, 2003), p. 10.

⁴ **SMEs must follow EU definition** in line with the [EU recommendation 2003/361](#). In general terms, this means that they employ less than 250 people with a maximum annual turnover of up to EUR 50 million, or a maximum balance sheet total of no more than EUR 43 million. Run the SMEs self-assessment to make sure you comply with the definition: [SME Questionnaire \(europa.eu\)](#).

	activity, provided they meet the specified criteria established by the European Commission's regulation.
Tourism SME	SMEs defined in line with the EU Recommendation 2003/36129 and operating within the NACE classes identified in section 3. <u>INTERESTED? ... FIND OUT IF YOU CAN PARTICIPATE!</u>
Top-up Financial Support	An additional grant of €10,000 awarded to the 15 most promising collaborative projects based on international collaboration and impact selected during the Demo Day in Barcelona. This top-up is provided on top of the initial €15,000 in financial support that all awarded projects receive.

1. INTRODUCTION – JOIN THE GO GREEN, GET DIGITAL, BE RESILIENT PROGRAMME

Are you a small and medium sized enterprise (SME) registered in Belgium, Italy, Latvia, Slovenia or Spain, from the tourism industry working with food?

This is your chance to take part in the **Go Green, Get Digital, Be Resilient Programme** of the TASTE project.

The programme is aimed at SMEs and organisations operating at the intersection of food and tourism. For the purposes of these guidelines, we will refer to both sectors collectively as "**food in tourism**."

By joining this programme, you will have the opportunity to collaborate with other organisations, test new ideas in food in tourism, and enhance your business's resilience, sustainability, and digital readiness.

What is TASTE?

TASTE (Transformative Approaches for Sustainable Food in Tourism) is a European Union (EU) funded initiative that helps tourism SMEs advance in **sustainability, digitalisation, and resilience** through innovative food practices. We focus on the intersection of **food and tourism** to support business like yours nurturing the link between tourism and food⁵.

The Go Green, Get Digital, Be Resilient Programme is a key offering of TASTE. In addition, the project is providing **tailored training, consulting, and advisory services**, whilst facilitating **cross-border and cross-sector partnerships** that strengthen your business.

Stay tuned for news and upcoming opportunities by following us on our [website](#) and [LinkedIn](#).

⁵ The total budget of the project amounts to EUR 2,050,221.74, co-financed at a 90% rate by the Single Market Programme (SMP COSME). The regulatory framework for this EU Funding Programme is set out in Regulation 2018/1046.



2. WHAT'S IN IT FOR YOU?

What is this call about?

This call is an invitation for SMEs to submit **a collaborative project together with one or more tourism related entities**. Collaborative projects must address real-life business challenges and/or test innovative ideas related to food in tourism.

Through this call, at least **40 collaborative projects** will be supported with a total of **€750,000 in financial support**, involving at least **80 organisations**.

If your collaborative project is selected under this call, you will receive €15.000 of **financial support** and **technical guidance**, and you will be invited to **participate in international events focused on innovation**. These events will help you address today's sustainability and market challenges, with a potential additional €10,000 for the best projects.

What are the objectives of the call?

The **Go Green, Get Digital, Be Resilient Programme** aims to select collaborative projects that will enhance the competitiveness of tourism SMEs by supporting their transition toward sustainable, digital, and resilient business models. The programme focuses on developing innovative and sustainable food tourism initiatives, enabling SMEs to adopt digital solutions to improve operations and customer engagement, and strengthening their resilience through diversification, risk preparedness, and sustainability planning.

What do we offer for you?

As part of the **Go Green, Get Digital, Be Resilient Programme**, selected collaborative projects will benefit from:



Financial Support

- > **€15,000** per collaborative project selected.
- > Among the 40 selected collaborative projects, the 15 top ones selected after the Demo-Day (see below) receive a **top-up** of **€10,000** per collaborative project.



Growth and Visibility Opportunities

Participating organisations will boost their innovation capacity, gain exposure, and connect with peers across Europe through a set of high-impact international events facilitated by TASTE. A portion of the financial support will cover attendance to the following **TASTE** events.



**(1) TASTE Challenge Day:
Framing the Problem and Finding Solutions**
Rabad Fair, Brussels, 18-19 November 2025

Share your idea and connect with other businesses and stakeholders to identify common challenges and co-create possible solutions.

In this event, **collaborative projects** get together to network, share ideas and forge collaborations in preparation for the implementation of their project and the opportunity to opt for top-up funding.

**(2) TASTE Demo Day: Presenting
Innovations and Gaining Exposure**
*Hostelco and Alimentaria Fair, Barcelona,
23-26 March 2026*

Pitch your food tourism innovation, get expert feedback, and network with industry and policy stakeholders.

Collaborative projects' achievements are presented, and the 15 top projects will be selected to receive a top-up of €10,000.

**(3) TASTE Showcase Day:
Celebrating Achievements and
Scaling Innovations**

*Terra Madre Salone del Gusto, Turin,
20-24 September 2026*

Highlight the results of your project, demonstrate impact, and connect with long-term partners.

In this event, the **15 top projects** are showcased and featured in the "TASTE Book of Inspiring Recipes for Sustainable and Resilient Food in Tourism".

Please note that the lead applicant for each project must represent the collaborative project at TASTE events. Attendance by other partners is optional.



Peer Learning, Training and Networking

To get the chance to receive an extra **top-up financial support of €10,000**, projects must demonstrate a clear commitment to international cooperation and peer learning.

In addition, TASTE will offer **practical training on resilience, sustainability, and innovation**—delivered by local experts across Europe. Designed for tourism SMEs, these sessions will offer real strategies, peer exchange, and tools you can use right away. Don't miss this chance to connect and learn!

Here's section **8. TIMELINE**, outlining **the key dates and milestones** of the Programme.

Please note:

To participate in the **Go Green, Get Digital and Be Resilient programme**, a good command of **English is required**, as all activities, events, and communications will take place in English.

3. INTERESTED? ... FIND OUT IF YOU CAN PARTICIPATE!

To join the **Go Green, Get Digital, Be Resilient Programme**, the following criteria must be met:

From an administrative point of view (Administrative eligibility criteria)

ELIGIBILITY OF COLLABORATIVE PROJECTS: Your project must:

1. Be submitted by a partnership of **at least two (2) and maximum five (5) organisations**. The partners involved in the same partnership shall be independent from each other (e.g. no structural, legal, financial control between them).
2. Ensure that **at least 50% of the partners in the partnership are tourism SMEs** (e.g. at least 2 tourism SMEs in a 3- or 4-partner consortium, and at least 3 in a 5-partner consortium). **Note that at least 60% of the financial support** must be dedicated to the tourism SME(s) participating in the collaborative project.
3. Partnerships must be formed according to one of the following options:
 - ✓ A **tourism SME, as Lead Applicant**, with one or more additional **tourism SME(s)**.
 - ✓ A **tourism SME, as Lead Applicant**, with one or more **tourism-related entities**⁶, provided that **at least 50% of the total number of partners are tourism SMEs**.
 - ✓ A **tourism SME, as Lead Applicant**, with **SME(s) from (an)other ecosystem**, such as agri-food, culture, handicrafts, digital technologies, proximity and social economy, or any other partner working towards the same goal, again **ensuring that tourism SMEs make up at least 50% of the total partners**.

ELIGIBILITY OF PROJECT APPLICANTS: In detail, participant organisations must:

- > The **Lead Applicant** must be legally registered in one of the following countries: **Belgium, Italy, Latvia, Slovenia or Spain**.
- > **Other partners** participating in the collaborative project can be legally registered in other countries that are EU Member States (including overseas countries and territories (OCTs)) and non-EU countries associated to the Single Market Programme (SMP) or countries which are in ongoing negotiations for an association agreement and where the agreement enters into force before grant signature.⁷
- > **If the organisation is an SME**, it must comply with **the EU definition set out in recommendation 2003/361**.⁸
In case of doubt, we recommend running the **SMEs self-assessment**: [SME Questionnaire \(europa.eu\)](https://ec.europa.eu/economy_finance/sme_questionnaire_en).
- > **If the organisation is a tourism SME**, it must:
 - Be classified under a NACE code (or equivalent national classification) related to **tourism activities**.
 - The following NACE codes are considered as tourism SMEs:
 - **I5510** — Hotels and similar accommodation
 - **I5520** — Holiday and other short-stay accommodation
 - **I5530** — Camping grounds and recreational vehicle parks

⁶ When a partnership includes other partners than tourism SMEs, the financial support provided to the partnership must be directed principally towards the tourism SME(s) (min 60%) to address their needs and objectives. Other **tourism-related entities** could be entities not considered SMEs, universities, and public entities such as a DMO. For example, in a partnership of tourism SMEs with a DMO, the role of the DMO will be limited to providing guidance and eventual future scale-up of the project to further SMEs. It shall not serve to finance the DMO's activities in a form of a service fee, it shall not create profit or revenue for the DMO as a principal objective of support.

⁷ [List of participating countries](#).

⁸ **SMEs must follow EU definition** in line with the [EU recommendation 2003/361](#). In general terms, this means that they employ less than 250 people with a maximum annual turnover of up to EUR 50 million, or a maximum balance sheet total of no more than EUR 43 million. Run the SMEs self-assessment to make sure you comply with the definition: [SME Questionnaire \(europa.eu\)](https://ec.europa.eu/economy_finance/sme_questionnaire_en).

- **I5610** — Restaurants and mobile food service activities
- **I5630** — Beverage serving activities
- **N79** — Travel agency, tour operator and other reservation service and related activities
- **R90** — Arts creation and performing arts activities
- **R93** — Sports activities and amusement and recreation activities
- If the **Tourism SME** is not registered under one of these NACE codes, it must demonstrate an active and direct economic activity within the tourism ecosystem.

From a technical point of view (Technical eligibility criteria):

Your collaborative project must:

1. Be aligned with TASTE objectives, addressing **at least two of the following transformation goals**:
 - > **GREEN TRANSITION AND SUSTAINABILITY**
 - > **DIGITAL TRANSITION**
 - > **RESILIENCE**

These transformation goals include the following **topics**:



Green Transition and Sustainability

- Food waste and circular food systems
- Sustainable food sourcing and local supply chains
- Low-carbon food operations
- Sustainability certifications
- Accessibility
- Health and Nutrition
- Heritage preservation

- Smart food tourism
- Digital storytelling and immersive experiences
- E-commerce and digital marketing
- Food traceability and blockchain
- Data analytics for waste reduction
- Digital skills for tourism SMEs



Digital Transition



Resilience

- Diversification of the tourism offer
- Food security and contingency planning
- Risk management strategies
- Staff wellbeing and working conditions
- Business model adaptation

2. Demonstrate **clear integration of the tourism and food sector**.

Examples⁹:

- > **Local sourcing of food, and beverages**, involving farmers, fishermen, aquaculture producers, and/or agri-food companies in partnership with hotels, restaurants, and catering businesses to create low-carbon, sustainable menus.
- > **Farm-to-fork and boat-to-plate experiences**, offering visitors immersive activities such as visits to farms, fisheries, aquaculture sites, and local markets, combined with tastings, workshops, or educational tours, to promote local food and seafood heritage, sustainability practices, and cultural authenticity.
- > **Curated gastronomic journeys and food festivals** co-developed with local communities, showcasing regional specialties, traditional recipes, and artisanal products. These events attract tourists while supporting small producers, preserving culinary heritage, and encouraging the sustainable development of rural and coastal destinations.

Other Criteria for the admission of applications:

- > **Language:** Applications must be submitted in **English**.
- > **Deadline:** Applications must be [submitted electronically](#) before the official call deadline as [stated in this call](#) for the selection of collaborative projects. Late submissions will not be considered.
- > **Limit of applications submitted:** Each legal entity shall be involved in one collaborative project only, either as a lead applicant or a partner. If an organisation is found to be involved in more than one application (whether as a lead applicant or a partner), **all applications including that organisation will be automatically rejected**.
- > **Submission Format:** Applications must be submitted via the **official online submission [link \(EU Survey\)](#)**. Paper submissions or email submissions are not considered.
- > **Completeness of the application:** Applications must include all required documentation to be reviewed and assessed.

4. **READY TO APPLY? HERE'S WHAT YOU CAN DO**

Collaborative projects under this Programme are developed through **activities that necessitate the purchase of services and/or supplies from external providers¹⁰**.

The resulting costs are incurred within the project duration¹¹ to ensure the project objectives are met and the funds utilised effectively.

The **€15,000** received must cover, but are not limited to:

⁹ The examples are not exhaustive. Other innovative activities that integrate tourism and food are also possible.

¹⁰ Note that financial support cannot be used to purchase services provided by (i) partners of the TASTE consortium, (ii) any persons having powers of representation within the SME participating in a selected project or, (iii) for partnerships, service providers affiliated with any of the partners listed in the partnerships.

¹¹ After the starting date and before the ending date of the project, as clearly defined in the contract.

COMPULSORY expenses:

- > **Travel, accommodation and subsistence costs to participate in TASTE events:** Participation in the Rabat Fair (Brussels) and Hostelco – Alimentaria (Barcelona) has a **fixed allocation €1,250 per event (€2,500 for companies travelling to both events in line with their country of origin) out of the €15,000** received from the grant¹².
- > Only the most promising collaborative projects selected to participate in the Terra Madre Salone del Gusto (Turin) must consider a fixed allocation of **€1,000**, when awarded the top-up financial support of €10,000¹³.

OPTIONAL expenses:

- > **Costs related to service providers** (e.g. consultants, experts, mentors, etc. offering advice on business plan development, business modelling, IP protection, conducting market studies, etc.)
- > **Costs for the development and/or implementation of innovation** (e.g. design, development, testing of a prototype or other innovation measure). These can include the purchase of tools, solutions, goods, software, equipment, licenses, etc. provided they are essential and integral to the successful implementation of the project. Such costs are **limited to 50%** of the total budget (= **€7,500**) and must have a clear and direct impact on achieving the project's objectives.
- > **Costs for sustainability certification and transition processes** including EMAS registration and/or EU Ecolabel/other recognised certification schemes, leading on to environmental sustainability.
- > **Costs related to training and capacity building** necessary for the implementation of your project. Note that TASTE is already offering practical training on resilience, sustainability, and innovation, in which your participation is expected). For that reason, these costs are **limited to 15% (= €2,250)** of the total budget.

The allocation of activities and their associated costs must be clearly indicated in the budget breakdown of your application, which is **Annex B – Estimated Budget**. The amount of financial support requested for the implementation of the collaborative project must be **€15,000** and **at least 60% (= €9,000)** must be dedicated to the tourism SME/s participating in the collaborative project.

The financial support will be awarded as a **lump sum**. For more details refer to section **7. YOU ARE SELECTED! WHAT HAPPENS NEXT?**

5. HOW TO PARTICIPATE?

Applications must be submitted online through EUSurvey under [this link](#). The application must be submitted by a single organisation — the lead applicant, which must be a tourism SME — on behalf of the entire partnership.

¹² The fixed allocation for projects led by applicants from Belgium and Spain is €1,250 out of the €15,000 received from the grant.

¹³ The projects led by applicants from Italy do not have to consider such fixed amount in their €10,000 top-up estimated budget.

The application consists of the **project description** and the **budget breakdown**, which correspond to **Annex A – Courtesy Application form** and **Annex B – Estimated Budget** of the Application Pack. Templates are available for download on our [web page](#).

We highly recommend you using the Word version of the Courtesy Application form, as a save copy of your application in case of any problem. You can then copy and paste the content from your file into the online submission form. Please note that only applications that include all required documentation will be reviewed and assessed.

You will have more than **two months (until 2 September 2025)** to apply once the Call for the selection of collaborative projects is published. During this time, we will organise a **dedicated informative webinar** on **26 June 2025, at 9:00h CEST, to help you prepare your application**.

Section **8. TIMELINE** will help you keep track of the calendar.

6. HERE'S HOW WE WILL CHOOSE THE PROJECTS

Once the Call is closed, your application will be reviewed in two steps:

✓ **Admission and Eligibility check:** we will first check that your application is complete and eligible, based on the requirements detailed in section **3. INTERESTED? ... FIND OUT IF YOU CAN PARTICIPATE!**.

✓ **Evaluation:** If eligible, your application will be judged by **two (2) independent experts** against **six (6) selection criteria**:

1. Excellence and Level of Innovation;
2. Contribution to the Goals of TASTE and the objectives of the EU Transition Pathway for Tourism;
3. Feasibility and Potential for Growth, Expansion and Scalability;
4. Replicability and Transferability Potential;
5. Capacity, Competences and Commitment of partnering entities;
6. Cost Effectiveness and Efficiency.

The **scoring system** is as follows (also see **Annex 1 - Selection Criteria**):

- > Each criterion is scored from **0 (poor) to 5 (excellent)**.
- > The maximum total raw score is **30 points**.
- > A **minimum threshold of 12 points (before weighting)** is required to pass to the ranking stage.
- > Final scores are calculated by applying **the weights** to each criterion's score (weighted scoring formula).

In case two or more projects receive the same final score, the tie will be resolved by prioritising:

- > The project with the higher score in "Excellence and Level of Innovation".
- > If still tied, the project with the higher score in "Contribution to the Goals of TASTE and the objectives of the EU Transition Pathway for Tourism" will be selected.
- > If still tied, the project submitted earlier (in its latest version in case of several submissions) will be selected.

Annex 1 - Selection Criteria gives you a clear overview of the **selection criteria, including what each**

one means, how much it counts (weight), and how it will be scored. Use it as a guide to shape the description of your collaborative project and maximise your chances of success.

Note that after the evaluation process, regardless of whether your project has been selected or not, you will receive a notification of your application's status and will be able to consult your project score. The overall process will not last more than 6 weeks.

To ensure a fair distribution across countries, **TASTE aims to select 8 projects from each participating country.** If fewer eligible applications are received in one or several country/ies, the remaining spots will be given to the highest-scoring projects from other countries.

In the event of selection of a lower **number of collaborative projects (40)** and/or a total amount of financial support below the call's available budget (**€750,000**), the TASTE project will re-launch the Call for the selection of collaborative projects.

Complaint procedure:

Participants who wish to contest the outcome of the evaluation may submit a formal complaint within **five (5) working days** of the notification of results. Complaints must be submitted in writing and clearly state the grounds for contestation. Each complaint will be reviewed by an independent third evaluator, who will reassess the relevant application and issue a final scoring. No complaints will be accepted after the five-day deadline.

7. YOU ARE SELECTED! WHAT HAPPENS NEXT?

You will need to sign a contract with us

If your collaborative project is selected, you will be invited to sign a detailed contract (the Grant Contract). The objective of this contract (the template of which is part of **Annex 2 – Grant Contract model**) is to make sure that the legal requirements of this Call for the selection of collaborative projects are respected.

You will need to implement your project

Your collaborative project will last **at least 6 months**, with the option to extend it up to a total of **11 months** if you are selected among the **15 top projects** moving to the final stage of the programme.

Throughout the implementation period, your project must deliver the following:

- > **After the Challenge Day** taking place in Brussels:
Submit a refined **pitch deck** and **project summary** that clearly explains your innovative idea, value proposition, and market potential. A template will be provided to guide you in completing your submission.
- > The project summary includes a **complementary budget breakdown** for the top-up of €10,000, including the list of expected deliverables/outputs.

> **By the end of your project¹⁴:**

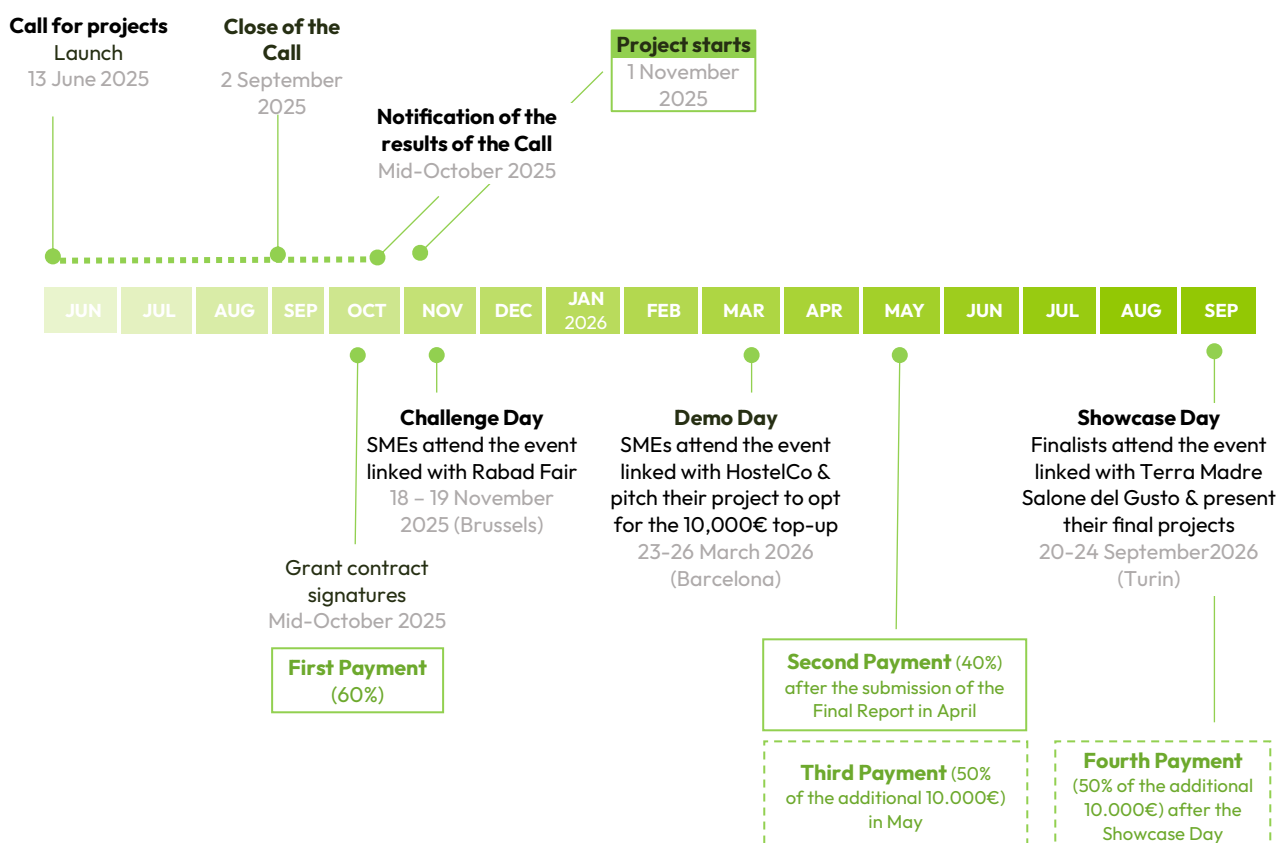
Deliver final deliverables/outputs that match what you committed to in your application (Annex B – Estimated Budget and your complementary budget breakdown if relevant).

These may include (examples):

- A resilience strategy that's been developed and put into action
- A completed sustainability plan
- A functioning digital tool or platform
- A market analysis and business plan
- Or any other clear, verifiable results relevant to your project.

Important: All deliverables must be submitted to receive the final payment. Only the initial payment is made upfront upon the grant contract signature.

Below you'll find the **Go Green, Get Digital, Be Resilient Programme flow**, which shows the main phases, key events, and deadlines:



¹⁴ Please note that this is a non-exhaustive list. Projects might be ending after 6 months, or 11 months when they are selected to receive the top-up funding.

8. TIMELINE

Event	Date	Description
Opening of the Call for the selection of collaborative projects	13 June 2025	The date the submission link is available in the TASTE project's official website
9 Informative Session of the Call for the selection of collaborative projects	26 June 2025, 9:00h CEST	Webinar for potential applicants and partnering entities where you can learn more about the Programme requirements and ask questions
Deadline for submitting questions/inquiries	25 August 2025	Limit date to get in touch with the TASTE team in your country and submit your questions or inquiries regarding the call
Deadline for submitting your application	2 September 2025, 17:00h CEST	Final date for submitting your application. Late submissions will not be accepted
Notification of the results	Mid-October 2025 (tentative)	Date you will be notified of your application results after evaluation
Signature of Contracts	Mid-October 2025 (tentative)	Final date where SMEs will be invited to formalise the grant contract, which details the obligations and duties related to the use of public funding
Project Starts	1 November 2025	Official start date for the implementation of selected collaborative projects
TASTE Challenge Day	18-19 November 2025 (Brussels)	In parallel to the <i>Rabad Fair</i> , collaborative projects get together to network, share ideas and forge collaborations in preparation for the implementation of their project and the opportunity to opt for top-up financial support.
TASTE Demo Day	23-26 March 2026 (Barcelona)	In parallel to the <i>HostelCo</i> and <i>Alimentaria Fair</i> , collaborative projects' achievements are presented, and the 15 top projects will be selected to receive a top-up of €10,000
Project Ends	30 April 2026	Official end date for the implementation of selected collaborative projects that haven't been awarded the €10,000 top up of financial support.
Top Up Financed Projects Start	1 May 2026	Official start date for the implementation of projects awarded €10,000 top up of financial support.

TASTE Showcase Day	20-24 September 2026 (Turin)	In parallel to the <i>Terra Madre Salone del Gusto</i> , the 15 top projects are showcased and featured in the “TASTE Book of Inspiring Recipes for Sustainable and Resilient Food in Tourism”. Official end date for the implementation of projects awarded the €10,000 top up of financial support.
---------------------------	------------------------------------	---

9. CONTACTS

For any questions or inquiries, please get in touch with the TASTE team in your country until **25 August 2025**. All questions and requests and relevant to the public received from potential applicants and partnering entities will be included and addressed in the **Frequently Asked Questions (FAQ)** related to the **Go Green, Go Digital, Be Resilient Programme**.

STAY TUNED! Visit our [website](#) and [LinkedIn](#) for updates.

Organisation	Country	Contact	E-mail
Barcelona Chamber of Commerce - BCC	Spain	<u>EU Projects Office</u> Leonie Hehn Cristina Martin	lhehn@cambrabcn.cat crsitina.martin@cambrabcn.cat
Agence Bruxelloise pour l'entrepreneuriat (hub.brussels) - ABAE	Belgium	<u>TASTE Project officer & hospitality.brussels cluster manager</u> Veronique Renard Victoria Matgen	vrenard@hub.brussels vmatgen@hub.brussels
Camera di commercio di Torino - CCIAATO	Italy	<u>EU Innovation office</u>	taste@to.camcom.it
Regionalna razvojna agencija za Podravje – Maribor - RDPAM	Slovenia	Karmen Razlag Tomaz Eisenhut	karmen.razlag@rra-podravje.si tomaz.eisenhut@rra-podravje.si
Latvian Country Tourism association "Lauku ceļotājs" - LC	Latvia	<u>TASTE Project coordinator</u> Iveta Skilina	iveta@celotajs.lv

10. PROCESSING OF PERSONAL DATA

The personal data of participants will be processed by TASTE for the sole purpose of administering the application.

To process and evaluate applications, TASTE will need to collect both personal and organisational data of the SMEs and other participating organisations. This data will be processed in compliance with the General Data Protection Regulation (EU) 2016/679 (GDPR) on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

Specifically, TASTE will process the personal data supplied by the participants to administer their applications to take part in the Call, as well as (with their consent) to inform them and send them communications about activities and developments within the TASTE project that may be of interest to them, via electronic and similar communication channels.

The legal basis for processing this data is to manage and evaluate participation in the Call and Programme process. In the case of sending communications, the basis is the consent provided by participants. The data will be handled with appropriate safeguards in accordance with applicable legislation.

Following the selection process, and if participants consent, TASTE will retain the data for a period of five (5) years, so that candidates may be considered for future project events or programmes.

The names of participating organisations will be published on the TASTE website and in other communication materials for general visibility. Information and data will also be shared with the grant awarding authority, the European Innovation Council and SMEs Executive Agency (EISMEA), which may also publish general information in accordance with their practices.

Participants may withdraw their consent to receiving communications at any time by contacting their national contact point via email (see contact information above).

If personal data is supplied, users warrant that they have informed the relevant individuals of the content of this clause before submission and accept liability for any breach. Participants may, at any time, exercise their rights to access, correct, delete, restrict or object to the processing of their data, or request its portability, by contacting the relevant national contact point via e-mail (see contact information above). Requests must clearly state the right being exercised and include a valid ID document (e.g. national ID or equivalent) as proof of identity.

Annex 1 – Selection Criteria

This table provides an overview of the selection criteria, its descriptions, weight and scoring.

CRITERIA	DESCRIPTION	WEIGHT	SCORE RANGE
Excellence and innovation	Evaluates the project's relevance to the tourism sector and its level of innovation to achieve sustainable, digital, or resilient transformations.	25%	0 to 5
Contribution to the Goals of TASTE and the EU Transition Pathway Objectives	Evaluates how well the project aligns with the TASTE objectives and the EU priorities on sustainability, digitalisation, and resilience in relation to the tourism sector as highlighted in the Transition Pathway for tourism ¹⁵ .	20%	0 to 5
Feasibility and Potential for Growth, Expansion and Scalability	Assesses whether the project is realistic and implementable, and whether it has potential for future growth, scaling, or broader uptake.	15%	0 to 5
Replicability and transferability potential	Measures the potential of the project to be adapted or transferred to other contexts or regions, enabling broader impact.	15%	0 to 5
Capacity, competences and commitment of partnering entities	Assesses the skills, expertise, and commitment of the consortium partners. Emphasis is placed on collaborative capacity and a shared vision.	10%	0 to 5
Cost effectiveness & efficiency	Considers how well resources are allocated to achieve the desired impact, ensuring value for money and clear budgeting.	15%	0 to 5

And here is how the score will be determined:

SCORE	WHAT IT MEANS
0 – Poor	The application does not address the criterion, or the information provided is missing or completely inadequate.
1 – Weak	The application addresses the criterion in a very limited way. Key aspects are unclear, missing, or not convincing.
2 – Fair	The application partially meets the criterion but has important weaknesses or gaps.
3 – Good	The application meets the criterion reasonably well. There may be minor weaknesses, but the overall approach is clear and credible.
4 – Very Good	The application clearly meets the criterion and shows strong quality, with only small improvements needed.
5 – Excellent	The application fully meets the criterion in a convincing, detailed, and outstanding way. No weaknesses identified.

¹⁵ The **main objectives of the EU Transition Pathway for tourism** are: Ensure tourism respects environmental limits and delivers lasting social and economic benefits; Accelerate carbon- and resource-efficiency via energy savings, waste reduction and renewables; Embed circularity across value chains to minimise waste, water and material use; Boost digital capacities of SMEs and destinations through data sharing and tech-enabled services; Strengthen resilience against shocks (e.g. health crises, extreme weather) via diversification and accessibility; Develop green and digital skills to equip tourism professionals and foster attractive career paths.



Annex 2 – Grant Contract model

For Annex 2 - Grant Contract, please refer to the separate document to be published soon.