# Open Call for Expression of Interest for the Admission of Service Providers

# Work Package 2:

# Selection, evaluation and engagement with SMEs

## Deliverable 2.3 Open call for expression of interest for service providers

**Project Acronym:** Euro-Emotur

**Project Full Title:** Euro-Emotur: The journey towards digitalisation. Thinking digital tourism through neuromarketing and emotions

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| HISTORY OF CHANGES | | | |
|---|---|---|---|
| Version | Publication Date | Change | Page |
| 1.0 | 16.06.2023 | ▪ Initial version | |
| 1.2 | 10.07.2023 | ▪ Background information update.<br><br>▪ Clarifications of some issues regarding the admission requirements.<br><br>▪ Timetable rescheduling. | |
| 1.3 | 13.07.2023 | ▪ Minor changes in the dates<br><br>▪ Clarification of the given amount in vouchers<br><br>▪ Addition of the Application form for Service Porviders and Courtesy application form | 5<br><br>6<br><br>11-17 |
| 1.4 | 20.11.2023 | ▪ Minor change in nomenclature in section 3<br><br>▪ Addition of new rewording related to requirements in section 3<br><br>▪ Addition of new information related to the payment process. | 7<br><br>7-8<br><br>10 |
| 1.5 | 27.11.2023 | ▪ Country eligibility has been reworded<br><br>▪ Application procedure has been reworded<br><br>▪ Rewording post admission procedure | 7-8<br><br>9<br><br>10 |

## Disclaimer:

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## Table of Contents

## 1. Background Information on The Euro-emotur Project

The present Call for expression of interest for service providers is launched in the framework of Euro-emotur, an EU-funded project supporting the digitalisation of European tourism small and medium-sized enterprises (SMEs). Euro-emotur's main objective is to select European Tourism SMEs to be recipients of financial support to improve their digitalization and innovation and improve the consumer digital experience.

The project started in February 2022 and will work on its activities and objectives until January 2025. It has an overall budget of 1.200.980,58 € and is 75% co-funded through COSME, the European Commission's programme for the competitiveness of small and medium-sized enterprises.

Euro-emotur brings together partners from Italy, Belgium, UK, Finland and Spain. See the updated list of partners here: https://euroemotur.eu/partners/.

This project connects the SMEs with digital technologies through people (tourists' emotions) and knowledge (labs). The project boosts the digital transition of SMEs through neuromarketing and emotions. More information about the Euro-emotur project is available on the project website: https://euroemotur.eu/

## 2. Objectives of the Call for the Admission of Service Providers

The current Call document outlines the criteria and regulations for the inclusion of service providers in a validated pool. Mentors, experts, consultants and technology innovation providers for digitalisation, innovation and digital solutions, and neuromarketing can present their candidatures to provide their services to awarded SMEs. After the evaluation process, selected SMEs will be given access to the validated pool of service providers to find the most appropriate one(s) to support their project implementation. This list of providers will be available on the project website: (https://euroemotur.eu/).

The call will be open from 4th December 2023 to 30th April 2024 and the validated and selected service providers will be progressively included in the pool. There will be at least 100 tourism SMEs that will select service providers from this pool. Around 15 tourism SMEs will be selected per pilot cluster (Canary Islands – Spain; Veneto- Italy and Finland, and around 40 SMEs from other European territories. Within this timeframe, selected tourism SMEs will have to implement their projects with the support of one or several service providers.

SMEs selected under the call will receive a fixed amount of financial support to implement their projects:

- Total budget: €450,000
- Total SMEs supported: At least 100
- Average: €4,500[1]
- 3 pilot cluster: region of Veneto (Italy); Finland, and Canary Islands (Spain) besides other SMEs from eligible countries.

SMEs must carry out one or more of the following activities:

- Developing a new mindset for SMEs to face the digital ecosystem, upskill, and reskill.
- Customize their visitor experience through new technology possibilities and mentoring from tourism labs (BSO).
- Improve competencies to succeed in direct marketing their services using neuromarketing techniques (virtual reality, face coding, eye tracking, EEG).
- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer-to-peer learning), technology suppliers, tourism labs, and tourism regions.

Profiles of **service providers** admitted under this call may include the following professional categories (indicative and non-exhaustive list – also other types of digital service providers are admitted):

- Consultant: A professional who accompanies the SME, providing certain expertise, advice, or services to support its project implementation.
- Technology/ innovation provider: A company, start-up or professional providing a digital or innovative solution or service required to support the SMEs' project implementation.

The purpose of this call is solely to create a pool or short-list of providers, from which tourism SMEs can choose. Successful applicants will have the opportunity to be contracted by tourism SMEs to assist in their project implementation and the possibility to get in touch with many SMEs, including ones outside the service provider usual geographical reach. However, it is important to note that being admitted to the pool does not automatically guarantee a contract with a selected company under the Euro-emotur project. It is mandatory for tourism SMEs to select service providers from the pool of admitted providers.

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[1] Depending on their diagnosis, performance and needs

# 3. Admission Requirements and Application Procedure

In order to gain admission into the pool of service providers for Euro-emotur project, individuals or companies must meet the following admission requirements:

- **For Self-employed or sole trader:**

- Have minimum 5 years' experience in digitalisation/technology application for SMEs OR

- Have minimum 5 years' experience supporting SMEs from the tourism industry, preferably in their digital transformation process

- Have expertise in minimum one of the following subjects:

√ Web usability and UX

√ Digital workspace solutions

√ Web analytics (social media: reputation; CRMs; analysis of RMS data

√ Data analytics and data management

√ Content marketing: text, video and pictures

√ Eye tracking, face coding, EEG, virtual reality, physiographic techniques and content analyses, neuromarketing

√ Benchmarking analyses and indexes.

To qualify for admission into the pool of service providers for Euro-emotur applicants must fulfill the following criteria:

- Eligible countries for the Call for the Service providers[2].
- Possess a proficient level of English (minimum B1). Proficiency in other project languages such as Spanish, Finnish or Italian is advantageous.

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[2] Eligible countries are defined in this call as those:
   a) belonging to the EU 27 MS: https://european-union.europa.eu/principles-countries-history/country-profiles_en
   b) The following groups of countries are eligible for participation in COSME according to Article 6 COSME Regulation:
   - European Free Trade Association (EFTA) countries which are members of the European Economic Area (EEA), in accordance with the conditions laid down in the EEA Agreement, and other European countries when agreements and procedures so allow;
   - acceding countries, candidate countries and potential candidates in accordance with the general principles and general terms and conditions for the participation of those countries in the Union's programmes established in the respective Framework Agreements and Association Council Decisions, or similar arrangements;
   - countries falling within the scope of the European neighbourhood policies, when agreements and procedures so allow and in accordance with the general principles and general terms and conditions for the participation of those countries in the Union's programmes established in the respective Framework Agreements, Protocols to Association Agreements and Association Council Decisions

The updated list of eligible third countries is available on the following webpage:https://ec.europa.eu/docsroom/documents/34263. Proposals from applicants in Article 6 countries may be selected provided that, on the date of award, agreements have been signed setting out the arrangements for the participation of those countries in the programme.

- Eligible applicants must be fully or partly public or private bodies; private bodies must be properly constituted and registered under national law.
- Natural persons are not eligible.

- **For companies and start-ups:**

Offer a service that is pertinent and advantageous for facilitating the digital transformation of tourism businesses, focusing on at least one of the following subjects:

✓ Web usability

✓ Digital workspace solutions

✓ Data analytics and data management

✓ Content analysis: text, video and pictures

✓ Digital marketing and communication

✓ Eye tracking, face coding, EEG, virtual reality, physiographic techniques and content analyses, neuromarketing

✓ Benchmarking analyses and indexes.

In order to be eligible for inclusion in the Euro-emotur service provider pool, applicants must meet the following criteria:

- Applicants must have their registration completed within eligible countries for the Call for Service providers.[3]
- Professionals operating must ensure that they have at least one staff member who meets the mentioned criteria to represent them.
- Eligible applicants must be fully or partly public or private bodies; private bodies must be properly constituted and registered under national law.
- Natural persons are not eligible.

Service providers are excluded from participation if:

a) They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

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[3] EU Member States; countries participating in the COSME programme.

b) They or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgement of a competent party of a Member State which has the force of res judicata;

c) They have been guilty of grave professional misconduct proven by any means which the contracting party can justify including by decisions of the European Investment Bank and international organisations;

d) They are not in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting party or those of the country where the contract is to be performed;

e) They or persons having powers of representation, decision making or control over them have been the subject of a judgement which has the force of res judicata for fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity, where such an illegal activity is detrimental to the Union's financial interests;

f) They are subject to an administrative penalty for being guilty of misrepresentation in supplying the information required by the contracting party as a condition of participation in a procurement procedure or failing to supply information, or being declared to be in serious breach of their obligation under a contract covered by the budget;

g) They have a conflict of interest in connection with a possible contract; a conflict of interest could arise in particular as a result of economic interests, political or national affinities, family or emotional ties or any other relevant connection or shared interest.


## Application Procedure:

- Service providers are invited to apply to this call submitting their application through Euro-emotur website, filling in all required fields. The courtesy application form template can be downloaded in [Euro-emotur website.](#) Please note that the template is only provided as a courtesy for drafting the application form content offline. The information eventually needs to be introduced and submitted through to the official online application form.

- Applications need to be filled and submitted in **English**.

- Applicants need to provide their CV or company profile plus minimum one CV of a staff member of the company providing the service.

- Applicants (individuals or companies) can optionally provide further supporting documentation to showcase or justify their expertise, e.g. a service portfolio.

- After submission, applicants who have been verified will receive an e-mail confirming their admission to the pool.

**Post admission procedure and information:**

- The information contained in the application form (except the attached documentation like the CV and other supporting documents) will be facilitated to selected SMEs under the Euro-emotur project. All applicants need to give their explicit consent for this during the application process.
- Tourism SMEs can choose their desired service provider from the pool of admitted profiles. They can contract one or several providers for the implementation of their project.
- SMEs and service providers need to sign a collaboration agreement indicating the task that will be carried out, the value of the contract, the duration of the service provision and payment conditions.
- The place of work of service providers needs to be agreed on with the SME and can be either carried out remotely, at the premises of the SME or at any other agreed location.
- SMEsin need of services from the service providers will be responsible for settling the associated costs.
- The Euro-emotur consortium is responsible for remunerating the SME, and the SME will, in turn, compensate the service providers.
- Participation for SMEs is free of charge.
- Any additional services exceeding the grant amount should be paid directly by the SMEs.
- SMEs are reimbursed 100% of expenses, capped at 10,000 euros, with an expected average grant per SME of around 4,500 euros

## 4. Timetable and Contact Data

| Opening of the Call | 4th December 2023 |
|---|---|
| Deadline for submission of applications | 30th April 2024 |
| Notification of admission to the pool | Max. 15 days after submission |

If you have any doubts, please send an e-mail to euroemotur@ulpgc.es

## 5. Processing of Personal Data

Basic information on data protection Treatment identification: Euro-emotur project

**Data treatment**

| Responsible of data processing : |
|---|
| UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA |
| Q3518001G |

**Co-responsible for the treatment:** Collaborating Institutions in the project (partners) of each country euroemotur@ulpgc.es

Purpose of the treatment: To manage the stakeholders which participate in this project.

# Annex 1 – Application form for service providers
This application form will be available on the euroemotur website.

## Application Form for service providers

This application form is directed at tourism and digitalisation service providers which would like to express their interest to form part of the pool of service providers for the Euro-emotur: THE JOURNEY TOWARDS DIGITALIZATION. THINKING DIGITAL TOURISM THROUGH NEUROMARKETING AND EMOTIONS. Please fill in all required fields and submit your application no later than 30th December 2023. Once your company or individual profile has been analysed, you will receive a notification confirming or rejecting your admission to the pool.

1) **Company or self-employed?***
   Please select the applicable category

| |
|---|
| Self-employed or sole trader |
| Company (more than one employee) |
| Start-up company (max 5 years existence, with an innovative edge) |

2) **Company Name***

| |
|---|
| |

3) **Country of residence or registration of the company? ***
   Note: Only service providers from EU member States and <u>COSME PROGRAMME</u>[4],
   If you are self-employed, please indicate the country of your fiscal residence. Please type your country in English.

| |
|---|
| |

4) **Service provider category***
   Please select the category that best describes your profile as self-employed or company.

| |
|---|
| Mentor |
| Consultant |
| Expert |
| Technology (innovation provider) |

5) **Company Contact Person (full name) ***

| |
|---|
| |

6) **Contact Person E-Mail***
   Note that all official communication will be sent to the indicated e-mail address.

| |
|---|
| |

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[4] Eligible countries are defined in this call as those:
   c) belonging to the EU 27 MS: https://european-union.europa.eu/principles-countries-history/country-profiles_en
   d) The following groups of countries are eligible for participation in COSME according to Article 6 COSME Regulation:
   - European Free Trade Association (EFTA) countries which are members of the European Economic Area (EEA), in accordance with the conditions laid down in the EEA Agreement, and other European countries when agreements and procedures so allow;
   - acceding countries, candidate countries and potential candidates in accordance with the general principles and general terms and conditions for the participation of those countries in the Union's programmes established in the respective Framework Agreements and Association Council Decisions, or similar arrangements;
   - countries falling within the scope of the European neighbourhood policies, when agreements and procedures so allow and in accordance with the general principles and general terms and conditions for the participation of those countries in the Union's programmes established in the respective Framework Agreements, Protocols to Association Agreements and Association Council Decisions

The updated list of eligible third countries is available on the following webpage:https://ec.europa.eu/docsroom/documents/34263. Proposals from applicants in Article 6 countries may be selected provided that, on the date of award, agreements have been signed setting out the arrangements for the participation of those countries in the programme.

7) **Contact Person Phone Number**
Please make sure to include your country prefix.

8) **Company Website**

9) **Company or Personal LinkedIn (optional)**
If you are self-employed, you may want to provide your personal LinkedIn profile.

10) **In which subjects do you have expertise? ***

| |
|---|
| Web usability |
| Digital workspace solutions |
| Data analytics and data management |
| Content analysis: text, video and pictures |
| Digital marketing and communication |
| Eye tracking, face coding, EEG, virtual reality, physiographic techniques and content analyses, neuromarketing |
| Benchmarking analyses and indexes |
| Othe: |

11) **Specify the other subject(s)**

12) **In which areas can you or your company provide support?**

| |
|---|
| Improvement and digitalisation of internal processes |
| Improvement of client relations and sales |
| Improvement of product or service through digitalisation or digital tools |
| Development of a digitalisation strategy or action plan |
| Capacity building and training in digitalisation |
| Development of digital tools and solutions |

13) **Languages in which you are able to provide your service. ***

| |
|---|
| English |
| Finnish |
| French |
| Italian |
| Portuguese |
| Spanish |
| Other |

14) **Specify other language(s)**

15) **Present yourself/ your company***
Please describe your company profile. Max 1000 characters.

16) **In which way can you support tourism SMEs in their digitalisation process? ***
Please describe your service offer to SMEs. Max 1000 characters.

17) **Curriculum Vitae***

Please attach a CV of minimum one member of your company who will provide the service to SMEs. If you would like to send several CV, please merge them into one file. Format: pdf

(add -attach file-)

18) **Supporting documentation (optional)**
Please attach any supporting documentation to illustrate your expertise as company or self-employed service provider here. Please attach only documentation which helps the evaluator of your profile to verify your competence. This may include: a company portfolio, justification of previous similar assignments, etc. Format: pdf

(add -attach file-)

19) **Photo (optional)**
We invite you to provide a photo of you, which we will include into the description of your profile made available to tourism SMEs. Format: jpg

add -attach file-)

20) **Legal Bases and Processing of Personal Data**
I confirm I have been informed about the legal bases and the processing of personal data indicated in the " Open Call for Service Providers".

[Submit button]

## Annex 2 – Application Form Template for Service Providers (Courtesy application form)
This document will be also available on the Euroemotur website.

## Open Call for Service Providers

for SMEs under the Euro-emotur
Programme

Application Form Template for Service Providers

## What is the Application Form Template and how to apply for Admission to the Euro-emotur pool of Service Providers?

The Application Form Template includes all questions you need to responde to apply for admission to the pool of service providers for Euro-emotur: THE JOURNEY TOWARDS DIGITALIZATION. THINKING DIGITAL TOURISM THROUGH NEUROMARKETING AND EMOTIONS. The template is to be understood as a courtesy to facilitate the drafting of your answers. They need to be submitted however through the official online application form available on the Euro-emotur website. Applications need to be submitted in English.

Applications submitted through other means, e.g. via mail, will not be admitted.

**The deadline for submission is 30th April 2024.**

Before submitting your application through the online system make sure to carefully read the Open Call for Service Providers downloadable from the Euro-emotur website. If you have any questions, send an e-mail to euroemotur@ulpgc.es.

# Courtesy Application Form Template

| Question | Required answer |
|---|---|
| Company or self-employed? | Please select the applicable category.<br><br>- Self-employed or sole trader<br>- Company<br>- Start-up company |
| Company Name | |
| Country of residence or registration of the company? | Note: Only service providers from EU member States and countries participating in the **COSME PROGRAMME**,[5]<br>If you are self-employed, please indicate the country of your fiscal residence. Please type your country in English |
| Service provider category | Please select the category that best describes your profile as self-employed or company.<br>- Mentor<br>- Consultant<br>- Expert<br>- Technology/ Innovation Provider |
| Company Contact Person (full Name) | |
| Contact Person E-Mail | Note that all official communication will be sent to the indicated e-mail address. |
| Contact Person Phone Number | |
| Company Website | |
| Company or Personal LinkedIn (optional) | If you are self-employed, you may want to provide your personal LinkedIn profile. |
| In which subjects do you have expertise? | - Web usability<br>- Digital workspace solutions<br>- Data analytics and data management<br>- Content analysis: text, video and pictures<br>- Digital marketing and communication<br>- Eye tracking, face coding, EEG, virtual reality, physiographic techniques and content analyses, neuromarketing<br>- Benchmarking analyses and indexes<br>- Other; (specify) |
| In which areas can you or your company provide support? | - Improvement and digitalisation of internal processes<br>- Improvement of client relations and sales<br>- Improvement of product or service through digitalisation or digital tools<br>- Development of a digitalisation strategy or action plan |

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  e) belonging to the EU 27 MS: https://european-union.europa.eu/principles-countries-history/country-profiles_en
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| | |
|---|---|
| | - Capacity building and training in digitalization<br>- Development of digital tools and solutions<br>- Other |
| **Languages in which you are able to provide your service** | - English<br>- Finnish<br>- French<br>- Italian<br>- Portuguese<br>- Spanish<br>- Other; (specify) |
| **Present yourself/ your company** | Please describe your company profile. Max 1000 characters. |
| **In which way can you support tourism SMEs in their digitalisation process?** | Please describe your service offer to SMEs. Max 1000 characters. |
| **Curriculum Vitae** | Please attach a CV of minimum one member of your company who will provide the service to SMEs. If you would like to send several CVs, please merge them into one file. Format: pdf |
| **Supporting documentation (optional)** | Please attach any supporting documentation to illustrate your expertise as company or self-employed service provider here. Please attach only documentation which helps the evaluator of your profile to verify your competence. This may include: a company portfolio, justification of previous similar assignments, etc. Format: pdf |
| **Photo (optional)** | We invite you to provide a photo of you, which we will include into the description of your profile made available to tourism SMEs. Format: jpg |
| **Legal Bases and Processing of Personal Data** | I confirm I have been informed about the legal bases and the processing of personal data indicated in the "Call for Expression of Interest for the Admission of Service Providers". |