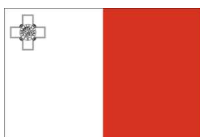




# EU Grant Scheme for Sustainable Tourism Projects by Enterprises

Scheme part – financed by  
European Regional Development Fund  
2007-2013

Tourism and Sustainable Development Unit  
Office of the Prime Minister



Operational Programme I – Cohesion Policy 2007-2013  
*Investing in Competitiveness for a Better Quality of Life*  
Aid Schemes part-financed by the European Union  
European Regional Development Fund (ERDF)  
Co-financing : EU Funds; National Funds; Private Funds



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# Introduction

Public eligible funds for this scheme is €10,000,000.

The aim of the EU Tourism Grant Scheme is to **direct financial aid to tourism projects** that contribute towards **sustainable tourism development** in Malta.

This is achieved through:

- economic sustainability
- environmental sustainability
- socio-cultural sustainability

# Target Sectors

- All enterprises implementing a tourism-related project regardless of size and nature are able to benefit from the scheme
- Including, but not limited to:
  - Accommodation and Catering establishments
  - Destination Management Companies, travel operators
  - Cultural facilities & attractions
  - Language schools
  - Sports tourism facilities & Diving
  - Entertainment

# Scheme Intervention Areas

- Product Upgrade and Investment in Equipment
- Investment in Environmentally-friendly measures
- Investment in ICT
- Investment in Entrepreneurship
- Investment in Marketing



## The scheme envisages to achieve the following results:

- Co-financing of 270 projects by enterprises throughout duration of scheme
- Adoption of new products and processes by 216 enterprises
- Diversified product
- Improved use of ICT, Marketing, Cultural Assets
- Contribution to the environment
- Sustained & Created Jobs

# Previous and Forthcoming Calls

- Call 1 → March 2009
- Call 2 → November 2009
- Call 3 → November 2010
- There is a possibility of a further call depending on funds available

# Evaluation Process Call 1

- Submission of 91 projects – 16 late
- Total of 75 projects were considered for evaluation
- Evaluation and Decisions Committee & Technical Committee appointed for Strategic Evaluation Phase

# Evaluation Process Call 1

Phase	Stage	Projects Assessed	Projects Approved	Appealed	Total Approved
1	Eligibility Criteria	75	35	20	41
2	Preliminary Evaluation	41	41	-	41
3	Strategic Evaluation	41	29	1	30

**BENEFICIARIES** → **SMALL: 20**      **MEDIUM: 5**      **LARGE: 5**



# Appeals

- Approximately 67% of appeals concerned licence invalidity
- Majority of appellants did not envisage that incomplete submission was a disqualifying factor (clearly outlined in Application Form, Guidance Notes, Seminars, Scheme Website, Brochure)
- Other appeals include reasons such as:
  - MEPA permits not in hand
  - Net eligible cost below minimum project threshold
  - Missing documentation such as audited accounts and proof of financing

# Beneficiaries

Category of Enterprises	Malta-based	Gozo-based	Total
Accommodation	11	4	15
Catering	2	1	3
Diving	2	0	2
Tourist Attraction	3	0	3
English Language School	6	0	6
Travel Operator	1	0	1
Audiovisual Production Distributor	1	0	1
Sports Tourism Operator	1	0	1
<b>TOTALS</b>	<b>25</b>	<b>5</b>	<b>30</b>

# Targeted Intervention Areas

Intervention Areas by Number of Entities					
No. of Intervention Area/s	1	2	3	4	5
No. of Entities	6	6	6	8	4

## Intervention Area

## No. of Entities

- Product Upgrade and Investment in Equipment 25
- Investment in Environmentally-friendly measures 10
- Investment in ICT 23
- Investment in Entrepreneurship 8
- Investment in Marketing 22



## Project Values & Share of Public Co-Financing

Total Public Co-financing Awarded - €2,003,200.87\*

Private Investment - €4,664,736.96

- amounts to 30%/40%/50% of net eligible project values, depending on the size of beneficiary

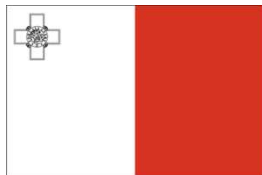


## Way forward

- Applicants are currently in the process of signing the Grant Agreement
- Disbursement is expected to start in Q1 2010
- Majority of projects set to end towards Q4 2010



**Thank you**



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