

ANNEX

ADDITIONAL EXAMPLES FOR COASTAL AND MARITIME TOURISM



European Commission

Directorate-General
Maritime Affairs and Fisheries

Directorate-General
Internal Market, Industry,
Entrepreneurship and SMEs

**ANNEX TO THE
GUIDE ON EU FUNDING
FOR THE TOURISM SECTOR**
ADDITIONAL EXAMPLES FOR
COASTAL AND MARITIME
TOURISM

April 2016

FOREWORD

Coastal and maritime tourism is Europe's largest tourism sub-sector. In 2014, nearly half of the nights spent in EU tourist accommodations were spent in coastal areas. Coastal and maritime tourism is also the largest single maritime economic activity in terms of jobs (3,2 million jobs) and value added (over 180 billion Euros). With more than one third of all tourism businesses in Europe, the sustainable growth of the sector can be particularly relevant for young people, as 45% of tourism workers are between 16 and 35 years old.

Its importance and untapped potential was acknowledged by the Commission's Communication "A Strategy for more Growth and Jobs in Coastal and Maritime Tourism", adopted in February 2014. Coastal and maritime communities are vibrant and full of innovative ideas worth supporting.

While EU funds are available, access to them can be challenging, in particular for first time applicants. A "Guide on EU Funding for the Tourism Sector" has therefore been prepared by the Commission in 2014 and is regularly updated.

This Annex provides more examples of funded projects in maritime and coastal tourism, with greater details, as announced in the above-mentioned Strategy. We hope that they will inspire and motivate future successful endeavours, towards a more competitive and sustainable coastal and maritime tourism in Europe.



Joao Aguiar Machado
Director-General for
Maritime Affairs and Fisheries



Lowri Evans
Director-General for Internal Market,
Industry, Entrepreneurship and SMEs

TABLE OF CONTENTS

I.	INTRODUCTION.....	1
II.	EUROPEAN FUND FOR STRATEGIC INVESTMENT.....	2
III.	EUROPEAN REGIONAL DEVELOPMENT FUND	3
IV.	COHESION FUND.....	4
V.	EUROPEAN SOCIAL FUND	6
VI.	EUROPEAN AGRICULTURE FUND FOR RURAL DEVELOPMENT	7
VII.	EUROPEAN MARITIME AND FISHERIES FUND	10
VIII.	LIFE	12
IX.	HORIZON 2020	15
X.	COSME.....	17
XI.	CREATIVE EUROPE PROGRAMME	18
XII.	ERASMUS +	19
XIII.	EMPLOYMENT AND SOCIAL INNOVATION.....	20
	GLOSSARY.....	21

I. INTRODUCTION

This Annex to the "Guide on EU funding for the tourism sector" focuses on coastal and maritime tourism related projects. It aims at informing operators on projects which have been awarded EU funding in order to inspire them on possible ways to apply for financial assistance for the development of sustainable and innovative projects in coastal areas. It therefore provides a more detailed account of examples used in the main guide and complements the latter with additional cases.

The structure of the Annex follows that of the main guide to allow swift reference. It covers 12 programmes and/or Funds providing financial support to tourism operators. When encouraged by an example, please consult the corresponding chapter in the main guide, where you will find information regarding:

- type of tourism-related actions eligible for funding;
- who can apply;
- type and level of funding; and
- how to apply & when.

II. EUROPEAN FUND FOR STRATEGIC INVESTMENT

Spanish State Fund for ports accessibility (Spain)

Idea & Concept

The project consists of a framework loan to fund rail and road access investments in state-owned ports in Spain through a State Fund - Port Accessibility Fund. The project will help to improve land connectivity in key ports all located in the TEN-T Network, which can prove to be essential to guarantee an integrated management of tourists arrivals at ports and to facilitate access to tourism attractions. The operation will be a natural continuation of the extensive support provided by the EIB to the development of this seaport network over the last years.

As the operation includes several different schemes in several different locations, the need for an Environmental Impact Assessment (EIA) may vary according to location and will be analysed on a case-by-case basis at allocation stage. The same procedure will be followed to assess potential significant impacts on protected nature areas. Compliance with environmental and nature conservation directives and procedures will be checked at the allocation stage. The promoters and final beneficiaries' environmental compliance capabilities will be checked during appraisal.

Improving port infrastructures, and in particular the access to ports by road and rail, is a vital precondition for developing sustainable coastal and maritime tourism, notably cruise tourism, nautical and boating tourism as well as overall improvement of maritime transport connections. Ports are important hubs for developing new and innovative tourism products in coastal areas and connecting them to inland attractors.

Implementation period: starting in December 2015

Total project costs: EUR 425 360 000

EU contribution: EUR 105 000 000

Level of EU funding: 24,6%

Source: <http://www.eib.org/projects/pipeline/2015/>

Full list of projects approved by the EIB for EFSI financing (searchable by sector):
<http://www.eib.org/efsi/efsi-projects/index.htm>

III. EUROPEAN REGIONAL DEVELOPMENT FUND

Improving coastal security system and maintaining tourism attractiveness (Germany)

Idea & Concept

After a surge in storms between 2006 and 2008, the island of Baltrum, located off the coast of East Frisia in Germany has improved the stability and functioning of its coastal protection system, safeguarding its potential as a tourist destination. The west of the island had been protected by a construction which was last repaired in 1975. The storm surges of recent years showed that the protection of the island could not be permanently guaranteed. The measures implemented under this project tried to ensure that the island is once again safe.

Firstly, by using computer models, coastal engineers were able to determine which wave heights would be expected during storm surges. They also took into account rising sea levels due to climate change. The engineers then set out to determine whether the current construction could withstand the pressure of the expected waves. Results showed that it couldn't and the island could become flooded under certain storm surges. In short, Baltrum's existing defences were not adequate, and in severe storm surges, not effective. To protect the island, an existing revetment was renovated to the west of the island and more recently, the eastern section was completed. A flood protection wall was also demolished and replaced by a seven-foot high, gently sloping embankment.

Implementation period: June 2008 – October 2009

Total project costs: EUR 6 600 000

EU contribution: EUR 3 300 000

Level of EU funding: 50%

Source: http://ec.europa.eu/regional_policy/en/projects/

Fostering slow tourism in the Upper Adriatic (Italy, Slovenia)

Idea & Concept

SLOWTOURISM is a regional cooperation project which aimed at linking Italian and Slovenian tourist areas by the Adriatic through the philosophy of slow tourism, with a special focus on sustainability, responsibility and eco-friendly concepts. The project developed a common market strategy and targeted tour operators, tourism associations and businesses, and local governments. It developed new holiday options for local tourists as well as the international market, in particular China and Japan (increasing demand for environmental and nature-related tourist destinations). The network involved more than 100 operators for each 'slow' route/destination, whilst tourism organisations and associations ensured the continuity, promotion and marketing of the 'slow' products and packages during and after the end of the project.

The local population would benefit from the development of tourism-related products offering new employment opportunities and increased revenues from tourists. Economic revenues from rural and ecological tourism were also expected to grow by 5 %, as were the number of tourism packages on the Italian and Slovenian slow tourism routes. Moreover, the project focused on the sustainability of slow tourism in the region through involvement of schools in order to help to spread the 'slow' philosophy to the next generation and highlighted the importance of environmental protection of the natural resources that characterise the region.

Implementation period: May 2010 – June 2014

Total project costs EUR 3 650 982

EU contribution EUR 3 103 334

Level of EU funding 85%

Source: http://ec.europa.eu/regional_policy/en/projects/italy

IV. COHESION FUND

Clean coastal waters back to stay (Malta)

Idea & Concept

The investment covers the construction of a new urban wastewater treatment plant (UWWTP), a new wastewater pumping station, an upgraded pumping station and a 1 km submarine outfall, bringing benefits to locals and the many tourists visiting the island every year.

The project focused on restoring the quality of the bathing water along the 5 km coastline between Ricasoli and Marsascalea. This was to be done by eliminating all raw wastewater discharged into the sea, as well as bad odours and associated health risks, and increasing the residential and touristic value of the north-east coastal area.

The key components of the works are the construction of a new UWWTP at Ta' Barkat l/o Xghajra and a new wastewater pumping station at Rinella in Kalkara. The pumping station was to be equipped with a stand-by generator to prevent overflows during power cuts. An existing wastewater pumping station in Xghajra was to be upgraded, while a new 1.7 km wastewater gallery from Rinella to Ta' Barkat l/o Xghajra was to be constructed, delivering about 92% of the wastewater to be treated at the new UWWTP. Finally, a new submarine outfall will discharge the effluent treated at the UWWTP.

The facilities serve the wastewater treatment needs of 320 000 people residing in the Southern and Northern Harbour area and the South-eastern and Western areas, as well as industry and tourists visiting these areas.

Moreover, the new infrastructure ensures that 82% of all effluent generated is treated, thus bringing Malta in line with the EU's 'Urban Waste Water Treatment' regulation.

Implementation period: 2007 – 2013

Total project costs EUR 69 985 500

EU contribution EUR 59 487 700

Level of EU funding 85%

Source: http://ec.europa.eu/regional_policy/en/projects/malta/clean-coastal-waters-back-to-stay

New lift improves access to Valletta's historical fortifications (Malta)

Idea & Concept

The difference in height between Valletta's Grand Harbour and the only access to the city atop its 16th century fortifications is 52 m — the equivalent of a 17 storey building. A new lift aimed at improving access to the city from the port, helping to boost tourism as well as reducing road congestion.

Prior to the lift's installation, the only access to Valletta from the harbour was by car or on foot. Car journeys led to needless traffic congestion and pollution, while entry on foot was only via a long and steep uphill route — and thus was not conducive to access for people with mobility impairments. The newly installed lift was to cut journey time down to 25 seconds, providing an efficient green access route.

As well as being of benefit to the many tourists visiting the town from cruise liners docked in the Grand Harbour, the project has also opened a new route for commuters from Cospicua, Senglea and Vittoriosa and their neighbouring towns. A linked system between the harbour ferries and the lift allowed passengers to traverse the Grand Harbour by boat to the landing point a few metres away from the Barrakka Lift, then take the lift straight into the city with no additional payment.

The lift mechanism featured an innovative form of regenerative technology in its machinery that enabled part of the energy generated through the elevator system to be recovered. Together, these measures minimise electrical consumption and simultaneously contribute towards a reduction in pollution.

A journey in the new lift now offers a panoramic view of the area whilst also providing for reduced travel time between the Harbour area and the city centre. In 2013, 240 364 people used the lift. This number is expected to increase up to 243 000 in 2019.

This new route takes approximately 20 minutes, as opposed to the 35 minutes it would take to arrive at the same destination by private vehicle and the 45 minutes if using previous public transport provisions. In 2013 this new route was being used by almost 5 000 people.

Implementation period: January 2011 – June 2015

Total project costs EUR 2 596 716

EU contribution EUR 2 115 250

Level of EU funding 81,5%

Source: http://ec.europa.eu/regional_policy/en/projects/malta/new-lift-improves-access-to-vallettas-historical-fortifications

V. EUROPEAN SOCIAL FUND

Guiding the excluded towards long-term employment (Spain)

Idea & Concept

In the Canary Islands, where a significant part of tourism is coastal and maritime tourism related, employment services are taking a holistic approach to inserting those at risk of exclusion into the labour market. This project created subsidised job opportunities serving as pathways into the regular labour market.

Participants received support fitting their needs such as tutoring and on-the-job training. Participating companies received financial incentives compensating for productivity losses. By helping partakers to upgrade their skills and acquire job experience, the project proved successful in enabling them to enter the labour market following the subsidised period.

Eight companies participating in the scheme had received grants in 2012. In total, 36 participants benefited from the opportunities created, 15 of which were women.

Implementation period: 2008 – 2012

Total project costs EUR 373 147

EU contribution EUR 317 175

Level of EU funding 85%

Source: <http://ec.europa.eu/esf/>

Traditional boat making as an economic opportunity in Rosmuc (Ireland)

Idea & Concept

Teaching skills is opening new opportunities to unemployed men in rural communities and benefits coastal tourism by developing traditional boat building, heritage and customs.

A course in boatbuilding – a “curach” traditional Irish boat – was organised to equip participants with new skills and qualifications in the process. The project targeted young people and adults with less than upper second level education.

Participants were equipped with the set of skills necessary to build a currach from start to finish, thereby increasing their self-employment opportunities. Participants have become involved in organising races and regattas, building links with community and providing economic opportunities to the region, including in coastal and maritime tourism.

Implementation period: September 2012 – June 2013

Total project costs EUR 25 000

EU contribution EUR 12 500

Level of EU funding 50%

Source: <http://ec.europa.eu/esf/>

VI. EUROPEAN AGRICULTURE FUND FOR RURAL DEVELOPMENT

Banff Coastal Tourism Programme (Scotland)

Idea & Concept

This innovative programme is building rural tourism around Scotland's Banff coast in Aberdeenshire through actions comprising product development, business and market development. As tourism in coastal areas of Aberdeenshire contributes to local economies and the wellbeing of rural communities, expanding the tourism sector is considered one of the opportunities for developing the rural economy of the Banffshire coastal area.

The project aims to support and develop the rural economy in the Banffshire coastal area through delivery of the three-year Banffshire Coastal Tourism Programme. The plan encourages tourist service businesses to work collaboratively to stimulate growth of the industry in north Aberdeenshire. It also aims to contribute to the development of additional quality products, services and accommodation adding to the tourism economy in the area.

The Banff Coastal Tourism Partnership developed a strategy and action plan to deliver a holistic programme of activities for the growth of tourism in the area. Activities have included seminars and workshops on service quality, food accommodation and new project development; a detailed marketing plan, including events and a website; and research to identify new opportunities for the Banff coastal area through increased accommodation capacity and quality.

The strategic approach developed through public agencies and private sector businesses working together contributed to building the capacity and sustainability of the Banff Coastal Tourism Programme.

Growth of tourism in the area is the main result. This is being achieved through quality service provision, including: increasing the range of quality products, services and accommodation; facilitating collaborative work between businesses to improve the overall visitor experience; improvement the Banff coast as a unique environment combined with activities such as wildlife tourism and water sports, and strengthened local partnerships.

Implementation period: January 2010 – September 2011

Total project costs EUR 228 000

EU contribution EUR 102 600

Level of EU funding 45%

Source: <http://enrd.ec.europa.eu/enrd-static/policy-in-action/>

The development of Monkstown Bay Marina (Ireland)

Idea & Concept

The South & East Cork Area Development Ltd (SECAD), a community partnership company supported the development of the Monkstown Bay Marina Company which created new jobs in the area through marine tourism and service oriented activity.

The main objective of the project was to stimulate the development of the necessary infrastructure to support local maritime interests and the industry in the Monkstown area. In addition this investment led to the creation of facilities for mooring sailing and motor boats, for both local and visiting craft.

The main activities consisted of developing the concept and plans of the marina and its physical construction. The newly established facilities of the marina improved the access to the area for a wider range of population, including older people, people with disabilities and some less active men and women that enhanced their involvement in sailing practice.

Maritime activities are a growing interest area and also potentially a very valuable tourism product for the area which required investments in infrastructure to support these activities.

The Monkstown Bay Marina was opened in September 2011. Annual and long-term lets are now being taken, and there are plans to extend the marina and the commercial premises around the marina to accommodate a café and other facilities for the surrounding population.

Implementation period: November 2009 – October 2011

Total project costs EUR 1 000 000

EU contribution EUR 82 500

Level of EU funding 8.50%

Source: <http://enrd.ec.europa.eu/enrd-static/policy-in-action/>

Panorama route (Finland)

Idea & Concept

Finland's Northernmost Lapland Local Action Group (LAG) works in close cooperation with its counterpart FLAG (Fisheries Local Action Group) to deliver joined up approaches to rural development in the remote areas of northern Finland. Tourism development, especially tourism that is connected with fisheries, is a common priority for both FLAG and LAG.

At present tourism in the Tana River area is almost totally based on salmon fishing, the season being only three months. The LAG and FLAG anticipate that the long-term impacts of their work (including the Panorama Route) will help extend their territory's tourist season for rural businesses offering accommodation and Lapland culture and nature experiences.

The FLAG and LAG have exactly the same target: to keep these rural areas viable and to develop those livelihoods that best suit the people and the conditions there and this project shows how to build from the interaction between coastal and rural tourism.

Implementation period: January 2010 – December 2010

Total project costs EUR 97 991

EU contribution EUR 39 387

Level of EU funding 40%

Source: <http://enrd.ec.europa.eu/sites/enrd/>

Purchase of a vessel for reduced mobility tourism (Portugal)

Idea & Concept

The high tourist potential of the Albufeira Alqueva, coupled with experience in maritime leisure activity, led the company AQUASPACE to invest in boat based personalized services for people with reduced mobility whichboosed turnover.

AQUASPACE operates in Albufeira Alqueva and is involved in two distinct types of activities. One is the marketing and installation of equipment for wastewater treatment in docks and piers, the other is associated with maritime leisure. It is intended that the latter becomes the core of the company with the aim of mitigating the effects of seasonality. The services provided by AQUASPACE include: boat rental, fishing sporting events, cruises and tours.

The main activities implemented were: i) purchase of vessel for maritime leisure activity suitable for passengers with reduced mobility, with a capacity of 16 people including the crew; ii) acquisition of rescue equipment inherent in the licensing of the boat; iii) elaborating a promotion strategy, custom tours and river cruises; iv) creation and production of promotional materials.

The vessel acquired and adapted for passengers with reduced mobility filled a 'demand gap' existing in the region. It allowed diversification of the company activities, reinforcing the core business and mitigating to some extent the effects of seasonality.

This project was the engine of diversification for the company, stimulating an increase in turnover. Valuing and promoting the provision of maritime leisure AQUASPACE is also promoting the natural and cultural values of the region.

Implementation period: May 2009 – September 2009

Total project costs EUR 28 164

EU contribution EUR 14 082

Level of EU funding 50%

Source: https://enrd.ec.europa.eu/en/policy-in-action/rdp_view

VII. EUROPEAN MARITIME AND FISHERIES FUND

"Put 'n' Take" recreational fishery – FLAG West Jutland (Denmark)

Idea & Concept

Grab the crab before it grabs you! Do you dare pat a shark on its head, stroke a ray down its spine, or hold a crab in your hand? This is how the website of the "put 'n' take" recreational fishery in West Jutland welcomes its visitors, showing that combining fun and exploration combined with the creation of awareness for fisheries can go hand in hand.

The fishery offers away for families and friends to experience sea fishing in a safe and accessible environment where, in addition, the catch is guaranteed. The principle is very simple: close off part of the sea and stock this area with locally caught live fish to increase the chance of success for wannabe anglers. This activity increases the tourist offer in the area while creating an alternative market for local fish via a unique collaboration between a local aquarium, a fishmonger and local fishermen.

The project attracted anglers from day one. In total there were around 1000 visitors between August and December 2013. Local professional fishermen benefit from a new sales channel by supplying live fish, while the local fishmonger is attracting new customers to his shop.

Any coastal area could in principle set up a salt water "put and take" fishery, local legislation permitting. The area used for the fishery is state-owned and leased by the operator from the harbour authorities in Thyborøn. The operator had to obtain a number of different permissions from the authorities to set up the project (e.g. permission to close off the area and to release live fish into the water). The main operator behind the hasproven experience in marketing and running tourist products.

Implementation period: 2013

Total project costs EUR 26 000

EU contribution EUR 5 000

Level of EU funding 19.23%

Source: <https://webgate.ec.europa.eu/fpfis/>

Mistral sweet factory and café – FLAG Slowinska (Poland)

Idea & Concept

Bringing together fisheries and pastries? The Mistral sweet factory and café shows how the EMFF supports project that not only boost coastal economies but also brings tourists closer to regional traditions and delicatessen. The sweets made in the factory use a novel ingredient - the valuable Omega 3 fatty acids produced from fish. Moreover, the owner has also launched a whole range of educational and promotional activities linked to regional history and environmental conservation. The setting up of a sweet factory that uses Omega 3 acids from fish, complete with cafeteria, helped generate additional income for a fisherman and his family, as well as contributing to the touristic attractiveness of the fishing port of Ustka.

Ultimately, the project has helped attract new types of tourists to the port area: school groups and families with children, who can learn how to make their own candy and hear about the importance of Omega 3 acids for a diet. The project tried to combine tradition with innovation and thereby unlocking hidden business potentials. The business has successfully used modern technologies to promote the traditional fishing culture of the old city of Ustka, creating a unique product which can be a souvenir from the coast or an original gift. It has also found a new use for Omega 3 extracts from the fishing activity.

Thus the project provides an example of how a fisherman can successfully operate an innovative business and use the fishing character of the area to attract tourists while extending the business season.

Implementation period: 2011 – 2012

Total project costs EUR 24 000

EU contribution EUR 10 700

Level of EU funding 44.58%

Source: <https://webgate.ec.europa.eu/fpfis/cms/farnet/es/tools/flags-2007-2013>

Pescatourisme 83 – FLAG Groupe Varois (France)

Idea & Concept

Pesca-tourism 83 aimed to offer local fishermen a way of diversifying their revenues without increasing their fishing effort while at the same time engaging with the general public in a way that raises awareness of the tradition and heritage that fishing represents and the issues the sector faces.

In general, Pesca-tourism is understood to involve professional fishermen welcoming a certain number of tourists on to their boats in a tourism-recreation activity to discover the world of fishing and the sea. Due to the general decline in the fisheries sector and its increasing marginalisation from the rest of the local community, there is a need for the sector to re-engage with the general public. As there also is an abundant pool of potential customers for pesca-tourism activities, the project idea was transferred to Var, France. In the context of the Var, the practice has been adapted to the type of fishing boats (7-10 metres and often with just one crew member) and consists of a morning (3-4 hours) of pesca-tourism, leaving before dawn to pull in the nets laid the day before and observe and learn the techniques of artisanal fishing in the area. The introduction of the project in Var proofed the concept of transferability and moreover resulted in a modernization and facilitation of legislative procedures, ultimately supporting the development coastal tourism business projects in the whole region.

Implementation period: January 2009 – December 2011

Total project costs EUR 277 590

EU contribution EUR 86 140

Level of EU funding 31.03%

Source: <https://webgate.ec.europa.eu/fpfis/cms/farnet/tools/flags>

Benboa: restaurant, bar & delicatessen – FLAG Ría de Arousa (Spain)

Idea & Concept

The project involved renovating an old salting factory and transforming it into a multi-purpose space, Benboa. It was built around existing live shellfish supply activities and the expansion into Benboa saw the development of a seafood restaurant, bar, fishmonger, processing unit and gourmet shop selling artisanal Galician products and ready-made meals from the processing unit. As such, Benboa makes up for many of the services lacking in the village. It also offers cookery workshops, wine tasting, lectures, maritime culture exhibitions, as well as concerts and performances – all with the purpose of promoting the consumption of Galician fisheries products. One of Benboa's strong points lies in its communication strategy. The comprehensive website that has been created includes information for visiting the area, videos, animations, special offers and culinary blogs. This has generated significant press interest as well as attracting a large number of Benboa's clients. The webpage has received 120 000 visitors since its launch a few months ago.

Implementation period: Octobre 2011 - November 2012

Total project costs EUR 466 177.60

EU contribution EUR 186 471.03

Level of EU funding 40%

Source: <https://webgate.ec.europa.eu/fpfis/>

VIII. LIFE

Restoration and public access of urban coastal meadow complex in Pärnu Town (Estonia)

Idea & Concept

Using cattle to manage coastal meadows might be a unusual yet successful way to combine coastal management with tourism and additionally raise awareness for flora and fauna in the region. Pärnu has a population of around 43 000 people. It is a popular tourist destination in the summer, receiving around half a million visitors every year, mainly attracted by the beach. Coastal meadow management in an area with so many visitors is a major challenge and due to lack of funds, had not been properly addressed.

The coast of Pärnu, which consists of boreal coastal meadows, coastal lagoons and dunes habitats, is located inside the Pärnu urban area and covers more than 250 ha. The experience gained from previous LIFE projects involving the restoration of boreal coastal meadows habitats projects shows that the most cost-effective action is grazing, combined with reed cutting.

The overall goal of the project is thus to improve the conservation status of the coastal meadow and costal lagoon habitats in Pärnu by combining grazing and cutting. This will be achieved by managing Pärnu's coastal habitats and raising awareness among local residents and visitors about the ecological value of the site.

The project shows how LIFE funding can support coastal tourism through environmental upgrading. The project combined a number of environmental activities with impact on coastal and maritime tourism, including:

- Cleaning unwanted vegetation (i.e. reed and brushwood) from the coastal meadow habitat;
- Introducing grazing by building fences and other infrastructure necessary for grazing;
- Establishing visitor infrastructure (trails, observation platforms etc.);
- Raising public awareness of the value of and threats to the coastal lagoon habitats;
- Educating and involving local inhabitants in the management of the habitats.

Implementation period: January 2012 – December 2016

Total project costs EUR 1 138 413

EU contribution EUR 853 809

Level of EU funding 75%

Source: <http://ec.europa.eu/environment/life/project/Projects/index.cfm>

Campaign for the reduction of smoking related litter on beaches (Greece)

Idea & Concept

Coastal tourism is highly dependent on clean beaches and marine environments. This project displays how LIFE funding may increase litter challenges awareness in coastal areas. Marine litter is one of the most serious environmental problems of the 20th Century. It has an adverse effect on the economy, affecting tourism, industry and the fisheries sector, and it is a potential source of damage to human health.

Litter thus also affects sensitive coastal zones, causing considerable damage to marine animals and birds. Focusing on coastal tourism, there is an urgent need to inform users of the coastal zone, including visitors (especially smokers) and commercial users, in order to prevent pollution on coasts and seas of the Mediterranean. Therefore, the project aimed to implement an integrated information campaign for the prevention/reduction of smoking-related litter in coastal areas of Greece. It concentrated on enhancing public awareness of coastal pollution through various communication channels such as on-site campaigns, training activities and reporting on results as well as options for replication.

The project aimed at showing that actions targeting behavioural changes in coastal tourism need to address both local stakeholders as well as tourists. A sustainable change of behaviour can only be realized when easy understandable messages are combined with various dissemination methods, including professional social media campaigns.

Implementation period: July 2013 – March 2015

Total project costs EUR 599 918

EU contribution EUR 299 709

Level of EU funding 49.96%

Source: <http://ec.europa.eu/environment/life/project/Projects/index.cfm>

Sustainable Cruise: Prototypes and approaches for raising the waste hierarchy on board and certifying it (Italy)

Idea & Concept

The Sustainable Cruise project aimed at demonstrating the potential for waste prevention, recovery and recycling on a cruise ship, focusing on the detection, testing, evaluation and dissemination of best available techniques and approaches for three on-board waste streams: (i) packaging; (ii) biodegradable waste; and (iii) paper; and three horizontal issues: (i) energy efficiency; (ii) onshore rubbish disposal; and (iii) normative consistency and pre-certification.

The project identified and assessed the environmental impacts (through a lifecycle assessment - LCA - methodology) and the technical and economic viability of the large-scale introduction of promising solutions for the prevention, recovery and recycling of onboard packaging, biodegradable and paper waste. The project also drafted first suggestions for a standardised approach to waste management on-board, applying for the first time the Kyoto requirements in the marine sector. The project worked with this approach in order to test advanced solutions for waste management and provide guidelines for a standard process. It provided guidelines for an advanced certification scheme and assess some additional criteria in order to verify the possibility of converting CO2 emissions reductions into tradeable carbon credits.

The project envisaged showing that efficient and sustainable management of shipboard waste is indeed not sufficient, but moreover needs to be integrated with coordination activities which also involved shoreside facilities.

The project results show potential for transferability to other situations, allowing a municipality, a community or any local administration, to orient itself towards sustainable management conventions at local level.

Implementation period: September 2011 – June 2014

Total project costs EUR 2 629 246

EU contribution EUR 1 314 623

Level of EU funding 50%

Source: <http://ec.europa.eu/environment/life/project/Projects/index.cfm>

RECYSHIP: Pilot project for the dismantling and decontamination of discarded boats (Spain)

Idea & Concept

A ship reaches the end of its working life after 20-30 years and is sold as scrap and dismantled to recover the steel. Almost 90% can be reused as high-quality steel. The problem is that the remaining 10% contains high quantities of dangerous waste.

The RECYSHIP project aimed at developing a technically and economically feasible, safe and environmentally sound methodology for the dismantling and decontamination of end-of-life vessels.

The Recyship project made a thorough analysis of existing normal practices and taking active part in the drawing up of the EU regulation on ship recycling. The project team made some recommendations during the public information process and developed an interesting analysis of the state-of-the-art techniques used in ship dismantling. The Portuguese partner, Navalria (a dangerous waste management company, in charge of the dismantling tests) was the first company to obtain a permit for ship dismantling in Portugal and Spain.

The project tried to show that practical engagement of the private sector could stimulate the blue economy at national and regional level and help shaping better EU regulation on ship recycling. When the project started, the regulation was in its first phase of development, and the beneficiary had the opportunity to make a contribution during the public information process. Many of the main recommendations of the project were included in the regulation, including: 1) inclusion of a specific LER code for end-of-life ships; 2) banning of ships dismantling using beaching and landing techniques; 3) creation of a register of facilities authorised for carrying out ship recycling activities; and 4) creation of an European Integrated Management System to assure the sustainability of the sector.

Implementation period: January 2009 – September 2013

Total project costs EUR 3 393 046

EU contribution EUR 1 686 773

Level of EU funding 49.6%

Source: <http://ec.europa.eu/environment/life/project/Projects/index.cfm>

IX. HORIZON 2020

Coastal and shallow-water monitoring through innovative low-cost technologies for blue growth in the Mediterranean (Greece)

Idea & Concept

HORIZON2020 supports conservation of coastal tourism sides by funding innovative shoreline water monitoring systems. Coastal tourism is negatively affected by climate change. Therefore, proper and sustainable management of the coasts is imperative.

The reliability of estimations based on existing models depends directly on the amount and quality of the primary data which often have lower-than-required accuracy. For safeguarding coastal tourism, innovative monitoring tools improving the quality and accuracy of the available geo-information and thus providing high data are needed, according to the aim of the project.

In phase 1, the roadmap for this project foresaw a thorough market assessment as well as the technical feasibility study of the business idea. A business plan serving as strategy of how the envisaged service was to be developed in Phase 2 in order to guide the project towards full commercialization.

Implementation period: May 2015 – November 2015

Total project costs EUR 71 429

EU contribution EUR 50 000

Level of EU funding 70%

Source: http://cordis.europa.eu/project/home_en.html

Future outboards run conventionally and electrically (Italy)

Idea & Concept

Coastal tourism relies on clean sea shores – an area that this project might improve with an innovative shipping concept. Waterborne transport offers an enormous potential for pollution reduction and energy efficiency gains. Particularly small- to medium-size vessels, which make up a large proportion of intra-European waterborne transport, still negatively contribute to the pollution of coastal areas.

The scope of the project foresaw evaluating the technical and commercial feasibility of a new hybrid marine propulsion system, allowing for zero emission navigation in sensitive areas as for instance near to the coasts, protected areas, marinas or inland waters.

In phase 1, technical and commercial feasibility study as well as a business plan were to be developed.

Implementation period: November 2014 – April 2015

Total project costs EUR 71 429

EU contribution EUR 50 000

Level of EU funding 70%

Source: http://cordis.europa.eu/project/home_en.html

Sustainable tourism development models (Italy, Malta)

Idea & Concept

The research project deals with sustainable tourism development models in the Euro Mediterranean region. Particularly emphasis is given to the Euro Mediterranean coastal areas such as Malta and Sardinia, in which tourism industry plays a significant role in terms of tourism arrivals, revenue, employment, skills, etc.

The research project was expected to renew the knowledge about the topic of sustainable tourism, identify the strength and weaknesses of the tourism system in Malta and Sardinia, to provide recommendations for improving sustainable tourism policy and practices in the two chosen areas, to share the results among tourism stakeholders, both private and public organisations. Moreover, it was expected to identify innovative tourism good practices in the EU areas related, giving particular attention to socio cultural economic offers, for improving the competitiveness and sustainability of the EU tourism industry, to contribute at the European Research Area, and to disseminate the results through public meetings and/ or conferences with regional/European stakeholders and scholars.

Implementation period: April 2013 – March 2015

Total project costs EUR 190 669

EU contribution EUR 190 669

Level of EU funding 100%

Source: http://cordis.europa.eu/project/home_en.html

X. COSME

Enhancing a shared European multi-cultural sustainable tourism (Italy)

Idea & Concept

The project Venetian routes: Enhancing a shared European multi-cultural sustainable Tourism aimed at implementing and enhancing a trans-national thematic cultural route, linking the extraordinary and complex system of maritime routes, settlements, defensive fortifications and cultural heritage which characterized the relationships between Venice and Euro-Mediterranean ports and cities during the so called Serenissima Republic of Venice. Since the Middle Ages and throughout centuries these maritime trade routes facilitated the exchanges and influences between peoples and cultures and were also connected to the Silk Road toward the Far East. The public-private partnership led by the Tourism Department of Veneto Region has been cooperating to develop trans-national and sustainable tourism products based on these ancient routes and sites, in particular by:

1. mapping Venetian Routes and catalogue with cultural and tourist information,
2. developing pilot maritime tourist products along Venetian Routes (sail boat travel)
3. encouraging eco-tourism and discovering Venetian fortified heritage in Europe,
4. building managerial capacities for SMEs along the Venetian Routes,
5. defining af visual identity and transnational communication and dissemination strategy.

Implementation period: May 2013 – October 2014

Total project costs EUR 251 510

EU contribution EUR 188 632

Level of EU funding 75%

Source: <http://ec.europa.eu/growth/sectors/tourism/>

CurioSEAty (Spain, France, Portugal, Croatia, Italy)

Idea & Concept

The project connects the market potential of water sports to European maritime heritage, appealing to the passion of nautical practitioners for the Sea. The Route would unveil such heritage and make it visible and accessible to nautical practitioners, signalling Europe as the best destination for the practice of water sports - not only for its existing, state-of-the-art nautical infrastructure - but also for offering to experience a world of maritime history and culture that is unique and can only be found in the Old Continent.

The project mapped different attractions, services and sport activities in a number of coastal destinations in 5 European countries. Then the partners built a communication strategy to promote the Route in Europe and outside. Finally they created the tools (website and app) to provide relevant information through the web.

The project provides an example on how to combine outdoor/sport activities and cultural heritage with the aim of providing tourists with a unique experience.

Implementation period: May 2013 – October 2014

Total project costs EUR 187 433

EU contribution EUR 149 947

Level of EU funding 75%

Source: <http://ec.europa.eu/growth/sectors/tourism/>

XI. CREATIVE EUROPE PROGRAMME

The Underwater Heart of the Mediterranean (France, Cyprus, Greece)

Idea & Concept

Starting from the idea of an “underwater heart” that has been beating in the Mediterranean Sea for thousands of years, project partners put forward a multi-disciplinary project, the “Underwater Heart of the Mediterranean” project that will bring the centre of our attention to the discovery of common pulses, pathways and roots. With respect towards diversity, the project goes far beyond defending peoples’ differences to put humanity in the front line and work through the exploration of peoples’ similarities, common thought and beliefs - projecting the ideas of equality, human rights, respect, transparency, clarity, simplicity, environment, human proportions, as everybody is equal under the water.

Three European performing arts organisations, together with a network of associated partners from various countries of Europe and Lebanon, was supposed to engage performing arts professionals, cultural, educational and environmental experts, multimedia designers, people with physical disabilities, children and teenagers, divers and snorkelers, tour guides, and the general public in a project including: workshops and educative programs, artistic residencies, an underwater performance production, a multi-disciplinary performance, a short film documentary, an international forum, the development of a website and the production of a DVD, which could ultimately benefit coastal and maritime tourism.

Implementation period: December 2014 – February 2016

Direct EU Grant: EUR 200 000

Source: <http://ec.europa.eu/programmes/creative-europe/projects/>

Common Cultural Connections (UK, France, Spain)

Idea & Concept

The Common Cultural Connections (CCC’s) project aimed to tackle a number of significant heritage issues common to all three partner countries. The heritage issues include diversifying audiences, overcoming barriers to access and presenting heritage that is not easy for the general public to see and visit.

The project focused on an under-represented aspect of our shared heritage: archaeological evidence from coastal and marine sites. Our coastlines and waters are rich in sites of national and international interest, from unique submerged landscapes providing evidence from a time when the UK and Europe were linked, to shipwrecks, harbours and ports containing evidence of trade and networks between the partner countries. Due to their nature, however, such sites can often be overlooked as ‘out of sight, out of mind’. The project was meant to raise the profile of this unique and finite resource, encouraging people to become involved in their cultural heritage.

Implementation period: October 2014 – April 2016

Direct EU Grant: EUR 191 873

Source: <http://ec.europa.eu/programmes/creative-europe/projects/>

XII. ERASMUS +

Diving tourism – Lever development of Kalymnos (Greece)

Idea & Concept

Training in diving tourism is expected to support regional economy and coastal tourism in Kalymnos.

Diving tourism is growing rapidly worldwide. Every year large transaction volumes are traded internationally and are transported normally to the coastal countries and especially in those with interesting seas with rich flora and fauna (natural landscapes, diverse flora and fauna, caves and volcanoes on the seabed, etc.). Certainly in Kalymnos diving parks of incomparable beauty can be created, also its history is connected with the sponge and fisheries, it has created an entire culture of the sponge and written story about diving. The diving tourism can provide qualitative information on domestic tourism product and contributes to its own dynamics and its own public in the efforts to increase the number of visitors to Greece.

The 2-week' training program is designed according to the characteristics and to meet the needs of participants in order to obtain the specialized knowledge required in relation to diving tourism, so that in combination with the practical skills gained and attitudes required by their specialty, to become competitive and able to pursue and achieve their integration into the labour market. Furthermore, the project is directly related and relevant to labour market needs as mentioned above.

The project is still ongoing (May 31st, 2016)

EU contribution EUR 46 256

Source: <http://ec.europa.eu/programmes/erasmus-plus/>

Inspiring entrepreneurship in the blue economy (Spain)

Idea & Concept

The project aims to inspire and motivate young with fewer opportunities, unemployed young people and students in coastal cities and islands to acquire the skills to start a business or to get interested in job opportunities within the maritime industry.

Through the creation of a network, capacity building and blue job-shadowing activities are fostered and disseminated. This network includes partners in Gambia, Ghana, Jamaica, Saint Lucia, Bulgaria, Greece and Spain. The project intends to benefit in total 25 young people (youth workers, ambassadors, multipliers) and 5 potential young entrepreneurs in the maritime industry. Besides it will empower 480 direct young people in their regions and indirectly will reach around 25,000 (social media marketing, in education centers and NGOs, associations, etc.) during 12 months.

The project is currently under evaluation. Yet it is intended to be one of the first steps to initiated a global network of coastal cities and islands to promote blue entrepreneurship.

EU contribution: currently no final number available

Source: <http://ec.europa.eu/programmes/erasmus-plus/projects/>

XIII. EMPLOYMENT AND SOCIAL INNOVATION

No examples for coastal tourism funded available yet, but the examples given in the guide about other tourist sectors are transferable to coastal tourism.

GLOSSARY

CBC	Cross-Border Cooperation
CEP	Creative Europe Programme
CLLD	Community-Led Local Development
CF	Cohesion Fund
CFP	Common Fisheries Policy
CORDIS	Community Research and Development Information Service
COSME	Competitiveness of Enterprises and Small and Medium Enterprises
EaSI	Employment and Social Innovation programme
EASME	Executive Agency for Small and Medium Size Enterprises
EACEA	Education, Audio-visual and Culture Executive Agency
EAFRD	European Agricultural Fund for Rural Development
ECOC	European Capitals of Culture
ECTS	European credit transfer and accumulation system
EIB	European Investment Bank
EfE	Erasmus for Entrepreneurs
EFSI	European Fund for Strategic Investments
EMFF	European Maritime and Fisheries Fund
ERDF	European Regional Development Fund
ESF	European Social Fund
ESIF	European Structural and Investment Funds
EURES	Network of European Employment Services
FLAG	Fisheries Local Action Group
GDP	Gross Domestic Product
H2020	Horizon 2020 – EU Framework Programme for Research and Innovation
HORECA	Hotel, Restaurant and Catering Sector
ICT	Information and Communication Technologies
INTERREG	Interregional Cooperation (part of ERDF)
LAG	Local Action Groups
LEADER	Promoting the Implementation of Local Development Strategies
LEIT	Leadership in Enabling and Industrial Technologies (H2020)
LIFE	Fund for Environmental and Nature Conservation Projects
LLP	Lifelong Learning Programme
MSCA	Marie Skłodowska-Curie Actions
NCFE	Natural Capital Financing Facility
NGO	Non-Governmental Organization
OP	Operational Programme
PF4EE	Private Financing for Energy Efficiency instrument
PROGRESS	Community Programme for Employment and Social Solidarity
REFLECTIVE	Europe in a changing world - Inclusive, innovative and reflective societies (H2020)

SMEs	Small and Medium-sized Enterprises
TEN-T	Trans-European Transport Networks
TCP	Transnational Cooperation Projects (Creative Europe)

Follow us on



<http://www.facebook.com/EUmaritimefish>

<http://www.facebook.com/EU.growth>



[@EU_MARE; @EU_Growth](#)

our websites:

ec.europa.eu/maritimeaffairs; ec.europa.eu/fisheries

ec.europa.eu/growth

FOR THE ELECTRONIC VERSION OF THE GUIDE OR MORE INFORMATION ABOUT EU TOURISM POLICY
<http://ec.europa.eu/growth/tourism-funding-guide>

FOR THE ELECTRONIC VERSION OF THE ANNEX
<http://europa.eu/!gb64xX>

European Commission

Directorate-General
Maritime Affairs and Fisheries

Directorate-General
Internal Market, Industry,
Entrepreneurship and SMEs

**ANNEX TO THE
GUIDE ON EU FUNDING
FOR THE TOURISM SECTOR**
ADDITIONAL EXAMPLES FOR
COASTAL AND MARITIME
TOURISM

April 2016