

PLAN OF ACTION TEMPLATE

The Plan of Action is a detailed plan elaborated by the TANDEMees for describing the actions they will put in place to tackle the challenge selected out of the TOP 5 ECO-CHALLENGES listed in the *Call for Participation*.

The Plan of Action is the key document the EU tourism SMEs and the startup will have to elaborate together and submit in order to get selected as winner TANDEM and therefore to receive the micro-voucher offered by the EU ECO-TANDEM Programme.

In filling in the Plan of Action, the TANDEMees will have to follow the proposed structure and character limit set for each question, which should **have no more than 2000 characters each**, while **the completed document should be no longer than 10 pages**.

Information about TANDEM that elaborates the Plan of Action:

European Tourism SME (third-party beneficiary 1; TANDEMee 1)

Company name:	
Full address (street, city, region)	
Country:	
Short company description:	
Please select your NACE code among the below-mentioned listed: <ol style="list-style-type: none"> Hotels and similar accommodation (NACE I5510) Holiday and other short-stay accommodation (NACE I5520) Camping grounds, recreational vehicle parks and trailer parks (NACE I5530) Travel agency, tour operator reservation services and related activities (NACE N79*) 	
Contact details (email):	

Startup or innovative SME third-party beneficiary 2; TANDEMee 2)

Company name:	
Full address (street, city, region)	
Country:	
Short company description:	
Please select your NACE code among the below-mentioned listed: <ol style="list-style-type: none"> Hotels and similar accommodation (NACE I5510) Holiday and other short-stay accommodation (NACE I5520) Camping grounds, recreational vehicle parks and trailer parks (NACE I5530) Travel agency, tour operator reservation services and related activities (NACE N79) 	



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5. Other (please specify)	
Contact details (email):	

Description of the Action

Be informed that answers to the below questions should have **no more than 2000 characters each (including spaces)**.

The Challenge to tackle

Please, indicate the eco-sustainable challenge selected from the “List of the EU ECO-TANDEM CHALLENGES” which will be solved:

The problem –

Please, describe the situation/problem the tourism SME wants to solve and how this is affecting the operations, the relations with the customers, the economic growth:

The solution

Please, describe the innovative solution(s) (product, process or service-based) solving the challenge and who is providing it. Please also provide a clear rationale about why the innovative solution is fitting the tourism SMEs needs and how it will improve the sustainable performances as soon as implemented:

Objectives of the tandem cooperation

*Please, elaborate on the main common goal for the TANDEM® cooperation;
Please elaborate on your common specific objectives for the plan of action, a concise, clear and concrete way as a possible description about how the solution will be implemented at the tourism SME premises. Make sure the objectives are I.S.M.A.R.R.T. (Impactful, Specific, Measurable, Assignable, Realistic, Relevant, Time-related).
Please, specify the roles of the European tourism SMEs and of the European startup/innovative SME in the implementation of the solution and reaching the goal(s).*

Impact, e.g. socioeconomic impacts, cultural impacts, environmental impacts, expected results and benefit/s for the European tourism SME

*Please list the expected results.
Please also elaborate on how the innovative solution will impact the European tourism SME from a socio-economic, cultural and environmental perspective. How this new solution implemented will impact customers, stakeholders and the local community?
Please use measurable qualitative and quantitative criteria (KPIs).*

The Plan of Action

Please, elaborate on the plan for implementing the innovative solution at the European tourism SME premises by detailing the activities and the tasks needed to be carried out to reach the expected results. Use a Work Break Down (Work Packages, max 2/3).

Please, detail who will be in charge of carrying out each task and provide a consistent and feasible timeline (activities' deadlines) and list the most relevant milestones (please, use the table below (add as many lines as needed) and describe more details under the table if relevant).

Name of the task	Task description	Responsible for the task	Deadline

More details:

The financial plan

Please, detail the overall costs for the Plan of Action described in the previous paragraph and detail how you will be using the micro-voucher within the overall financial plan.

Please provide an overall view of the costs and a break-down according to the eligible activities, quantifying the cost for each of the activities listed.

- **Travel, registration and accommodation costs to attend**

Such activities should foster transnational and cross-border cooperation in sustainable tourism. The activities organised by the project consortium within this action shall however be free of participation/registration fees for the tourism SMEs participating in the project.

- green certification courses;
- study visit at the startup premises to further implement the solution designed in the Plan of Action;
- coaching and mentoring sessions for a feasibility study;
- participation fees to green-oriented events at the EU level.

- **Sustainable and green investments, which may include:**

- compliance adaptation for certification schemes including costs of certification or standardisation;
- advisory services in the field of market analysis (sustainability need with respect to a specific customer segment for the SME);
- specific technical assessment at the SME premises to evaluate the feasibility of the innovative solution implementation;
- test-beds costs for the implementation of the green innovative solution at the SMEs premises;
- skills improvement:
 - specialised training to the SME key staff around the new innovative green solution usage;
 - specialised training around the environmental and social impact of the operations of SMEs in order to assess their "green maturity level";
 - specialised training around managing operations in a more environmentally-friendly manner etc.).

Only European tourism SMEs and European tourism startups will be eligible to receive micro-vouchers.

If the Tandem is formed by non-tourism SMEs, the tourism SME can decide to use the micro-voucher for sub-contracting the non-tourism startup. Please detail how are you planning to cover the overall costs for the implementation of the innovative solutions in case the micro-voucher will be not cover the full budget.

- *If the TANDEM is formed by 1 EU tourism SMEs and 1 EU tourism startup, the voucher will sum-up EUR 13.000, to be distributed equally to the parties (EUR 6.500 each);*
- *If the TANDEM is formed by 1 EU tourism SME and 1 startup from another market sector, then the voucher will be assigned to the EU tourism SME only.*

Measuring/monitoring

Please elaborate on how you will be measuring the impacts as a result of the solution implemented. Please define qualitative and quantitative indicators that you will reach and fulfil during the implementation of the Plan of Action.

List at least five very specific indicators.

Risks that may occur (please, consider also COVID – 19 situation)

Please list here the major risks that can prevent the successful implementation of your Plan of Action. Define contingency measures.

Solution sustainability

Please elaborate on how the solution will be sustained in the future.

EU Tourism SME Legal Representative Sign

EU tourism (non-tourism) Startup Sign



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