



European
Commission

Executive Agency for
Small and Medium-sized Enterprises

**DESCRIPTION OF THE ACTION
(TECHNICAL ANNEX 1)**

COSME

Call for proposals

**Supporting Competitive and Sustainable Growth in the Tourism
Sector - COS-TOUR-2015-3-04**

**THEME 2 - *"Diversifying the EU tourism offer and products - Promoting
transnational thematic tourism products"***

Project acronym:	
Project duration (months):	
Start date:	
Coordinating organisation:	
Number of partners:	

Structure

- *All pages should be numbered.*
- *Each page should be headed with the project acronym and drafting date.*

Section A: Project summary

Sustainable Transnational Tourism Product developed:	
<p>Main characteristics of the tourism product:</p> <p>Type of tourism on which it is based</p> <p>a) sport or wellness activity tourism</p> <p>b) culture or industrial heritage tourism</p>	
<p>Countries where the tourism product/offer is/ has been developed (minimum 4).</p>	
<p>Short description of a transnational tourism product and its potential for tourism development</p> <p><i>(including description on how the product and proposed actions in the project will contribute to enhancing sustainable tourism development (economic/environmental and socio-cultural aspects –maximum 1 page-).</i></p>	

A.1 List of beneficiaries

A.1.1 List of Participants			
Participant No	Participant Organisation Name	Country	Typology of partner * (see legend below)
1 (Coordinator)			
2			
3			
4			
5			
Add lines if necessary			
<p>In case a letter of support is submitted:</p> <p>Name of the Ministry (at national or regional level) issuing the letter of support.</p>			

* Please indicate if the partner corresponds to the following typologies:

- **SME** (SME active in the field of tourism as requested by section 6.2.3, letter a),
- **PGA** (Public Governmental Authority as requested by section 6.2.3, letter b),
- **AFO** (Association/Federation/Organisation active in fields of sport or wellness or natural or cultural or industrial heritage as requested by section 6.2.3, letter c),
- **OTHER** (any other eligible partner as listed in section 6.1.2).

A.1.2 List of Affiliated Entities		
Participant Organisation Name	Affiliated Entity	Country of the affiliated entity
1		
2		
3		
4		

5		
Add lines if necessary		

A.2 Work Plan tables

A.2.1 List of Work Packages¹

Number	Title	Lead beneficiary	Start month	End month	Deliverables No
1					
2					
3					
	Add lines if necessary				

A.2.2 List of Deliverables²

Number	Work package number	Title	Lead beneficiary	Type ³	Dissemination level ⁴	Due date (in months)
1						
2						
	Add lines if necessary					

¹ 'Work package' means a major sub-division of the proposed project

² 'Deliverable' means a distinct output of the project, meaningful in terms of the project's overall objectives, and constituted by a report, a document, a technical diagram, a software etc.

³ Please input "R" for reports and other documents, "DEC" for websites and videos and "Other" for other deliverables

⁴ Please input "PU" if public and "CO" if confidential (only for members of the consortium and Commission Services)

A.2.3 List of Milestones⁵

Number	Title	Lead beneficiary	Due date (in months)	Description	Means of verification
1					
2					
<i>Add lines if necessary</i>					

A.2.4 Critical Risks⁶

Describe the critical risks and mitigating measures envisaged in the implementation of the action

Number	Brief Description	Mitigation measures	Work Package number
1			
2			
<i>Add lines if necessary</i>			

⁵ 'Milestones' means control points in the project that help to chart progress. Milestones may correspond to the completion of a key deliverable, allowing the next phase of the work to begin. They may also be needed at intermediary points so that, if problems have arisen, corrective measures can be taken. A milestone may be a critical decision point in the project where, for example, the consortium must decide which of several technologies to adopt for further development.

⁶ Critical risks are externalities which may affect the implementation of the action

Section B: Action: objectives, management structures and work plan

B.1 Objectives of the Action

B.1.1 Specific objective(s) of the Action

- *Indicate how your proposal addresses the specific challenge and scope of the topic, as set out in the COSME work programme.*
- *Indicate how your proposal addresses the objectives of the call*
- ***Describe the specific objectives for the project, which should be CLEAR, MEASURABLE, REALISTIC AND ACHIEVABLE WITHIN THE DURATION OF THE PROJECT. Objectives should be consistent with the expected exploitation and impact of the project.***

B.1.2. Target group/audience

- *This section should describe to **which target group(s) the activities are dedicated** i.e. SMEs in general, SMEs in specific sector, regional authorities, sectoral organisations, etc. by making the link with the COSME work programme.*

B.1.3 Description of work methodology and tools

- *Describe and explain the overall concept underpinning the project. Describe the main ideas, models or assumptions involved.*
- *Describe the methodology, tools and quality control criteria needed for the implementation of the proposed action by making the link with the different work packages.*
- ***Provide an action plan of your project where you summarize (in max.2 pages):***
 - ***the present situation***
 - ***what is needed to be changed***
 - ***describe the specific objectives for the project, which should be clear, measurable, realistic and achievable within the duration of the project. Objectives should be consistent with the expected exploitation and impact of the project.***
 - ***effectiveness of the requested EU co-financing***
 - ***the tangible results and impacts of the project,***
 - ***how the impacts will be measured***
 - ***how the project will continue after the end of the co-financing***

This action plan should be further detailed in the section B.3 “Work Plan” in the different work packages.

B.1.4 Performance Indicators

Describe the indicators used to measure the implementation of the action

Title	Brief Description	Target (<i>quantity</i>)
<i>Add lines if necessary</i>		

B.2. Management structure and procedures

B.2.1 Organisational structure

- Explain how the profile of the proposed participant(s) is aligned with the objectives of the Action.
- Describe the organisational structure and the decision-making process within the consortium.
- Explain why the organisational structure and decision-making mechanisms are appropriate to the complexity and scale of the project.

B.3 Work Plan⁷

More details should be provided in this section for each WP compared to the information already available under Part A.

Work Package 1. Title

WP. 1.1 Objectives of the Work Package

Describe the specific objectives of the action that will be achieved through this Work Package

WP.1.2 Description of the Work Package

Describe the specific tasks comprised in this work package

WP.1.3 Participants Involved in the Work Package

Participant No	Role	Main tasks
	WP Leader	
<i>Add lines if needed</i>		

WP.1.4 Subcontracting

Describe whether any of the tasks in the Work Package would be subcontracted and explain how the subcontractor will be selected

⁷ Should you have more than 2 Work Packages, please copy/paste a Work Package's structure as many times as necessary.

WP.1.5 Performance Indicators		
<i>List the indicators used to measure the implementation of this work package by making the link with section 1.4</i>		
Title	Brief Description	Target (quantity)
<i>Add lines if necessary</i>		

WP.1.6 Planned effort			
<ul style="list-style-type: none"> Proposals must include an aggregated overview on planned efforts (person-months).⁸ To facilitate the reading of the table, it is important to break-down the project. Please follow the structure below: 			
Start month:		End month :	
Participant No		Total person-months	
1 (Coordinator)			
2			
...			
<i>Add lines if necessary</i>			
<i>Total (Consortium)</i>			

⁸ Person-months factors help to determinate the effort which is necessary to make a certain action done (Work Packages). To calculate it, multiply the total number of hours allocated to the relevant WP by 12 and divide the result by 1720.

For instance, if 350 working hours are allocated to member of the staff X and 510 working hours are allocated to member of the Staff Y, the person-months of that work package is 6.

$((350+510)*12)/1720$

Work Package 2. Title

WP.2.1 Objectives of the Work Package

Describe the specific objectives of the action that will be achieved through this Work Package

WP.2.2 Description of the Work Package

Describe the specific tasks comprised in this work package

WP.2.3 Participants Involved in the Work Package

Participant No	Role	Main tasks
	WP Leader	
<i>Add lines if needed</i>		

WP.2.4 Subcontracting

Describe whether any of the tasks in the Work Package would be subcontracted and explain how the subcontractor will be selected

WP.2.5 Performance Indicators

List the indicators used to measure the implementation of this work package by making the link with section 1.4

Title	Brief Description	Target (quantity)
<i>Add lines if necessary</i>		

WP.2.6 Planned effort

Start month:		End month :	
Participant No	Total person-months		
1 (Coordinator)			
2			
...			
<i>Add lines if necessary</i>			
<i>Total (Consortium)</i>			