



Overview of the TSDU Grant Scheme

Daniela Azzopardi
Project Leader
Tourism and Sustainable Development Unit
Office of the Prime Minister

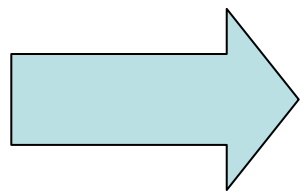
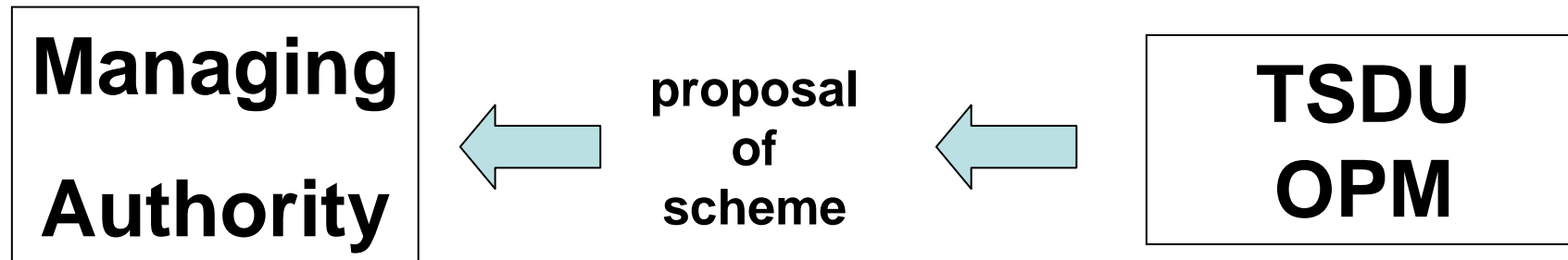
| | | |
|---|---|---|
|  | <p>Operational Programme I – Cohesion Policy 2007-2013 <i>Investing in Competitiveness for a Better Quality of Life</i> Aid Schemes part-financed by the European Union European Regional Development Fund (ERDF) Co-financing: EU Funds, National Funds, and Private Funds <i>Investing in your future</i></p> |  |
|---|---|---|

Presentation Overview

1. Grant Scheme Introduction and Aims
2. Target Beneficiaries
3. Areas of Intervention
4. Financial Thresholds
5. Project Examples
6. How to Participate
7. Call 1 Overview and Lessons to Learn
8. Call 2 Overview
9. Important Dates
10. Contact Information



Introduction



€10 million public co-financing



The scheme aims towards the achievement of Sustainable Tourism Development

Economic Sustainability:

- provide employment & sustain existing jobs
- enhance own enterprise competitiveness as well as of destination Malta
- upkeep of places of interest through tourism contribution
- distributed tourism earnings - over all seasons

Environmental Sustainability:

- reduce waste creation
- reduce energy costs
- invest in water conservation
- increase protection of natural landscapes & biodiversity as an integral part of project objectives/results

Social Sustainability:

- nurture and regenerate social fabric
- provide accessibility to all
- restore local heritage
- conserve and/or revive local traditions



Grant Scheme Objectives

- **Co-financed** by the EU's European Regional Development Fund which aims to promote investment and correct regional imbalances
- Produces **financial aid** towards Malta's tourism sector
- Envisages directing financial aid to proposed tourism projects which aim to contribute towards **sustainable development** of tourism in Malta and therefore strengthening Malta's **competitiveness**
- Promotes Research & Innovation, use of ICT, and Environmental initiatives  focusing on tourism and generating a positive impact on the performance of Malta's tourism industry



Target Beneficiaries

...who can apply?

- In order to be eligible for funding, applicants must primarily be engaged in an economic activity, irrespective of its legal form
- These may also include self-employed persons, family businesses, partnerships or associations
- Projects must constitute state aid.
- The project's main objective must be tourism
- The applicant organisation is based in Malta
- Project benefits will accrue to Malta
- Projects that are self-sustaining, an investment that will generate economic development



Target Beneficiaries

...eligible to apply ~ type/size

- Small, medium, and large enterprises
- Group of companies
- Associations
- Start-up enterprises
(The licence must be in hand on signing of grant agreement)
- Networks
(group of enterprises working together for the purpose of the scheme)

projects with direct relevance to tourism



Proposed Intervention Areas

Project Activities must fall under one or more of the Proposed Intervention Areas:

- Product Upgrade & Investment in Equipment
- Investment in Environmentally friendly measures
- Investment in Information Communication Technology
- Investment in Entrepreneurship
- Investment in Marketing



Co-financing Thresholds

| Enterprise Category | Public Co-financing | Private Co-financing |
|---------------------|---------------------|----------------------|
| Small Enterprise | 50% | 50% |
| Medium Enterprise | 40% | 60% |
| Large Enterprise | 30% | 70% |

In the case of a network formed by enterprises of different sizes, the co-financing rate will be that of the largest enterprise



Total Eligible Costs

| Projects submitted by type of enterprise | Minimum Threshold | Maximum Threshold |
|---|-------------------|-------------------|
| Projects submitted by SMEs (one or more companies) | €15 000 | €400 000 |
| Projects submitted by Large enterprises (one or more companies) | €58 000 | €650 000 |
| Enterprises falling under DeMinimis Regulation (per company) | €15 000 | €375 000 |
| Projects submitted by networks | €15 000 | €1 000 000 |



Project Examples

Product Upgrade & Investment in Equipment

- Upgrading of Hotel Amenities including pool areas, spas and gym among others.
- Purchasing of new diving equipment to cater for varied clientele.
- Enhancing learning conditions in English Language Schools.
- Enhancing the services offered by tourism attractions and activities related to restoration and rehabilitation of heritage.



Project Examples

Investment in Environmentally Friendly Measures

- Installation of building management systems in hotels and restaurants.
- Investment in waste management techniques.
- Investment in products and processes that reduce pollution.
- Investment in water management systems and reverse osmosis systems.



Project Examples

Investment in Information and Communication Technology

- Investment in ICT management systems for the establishment.
- Introduction of Wi-fi Services and Point of Sales Systems.
- Investment in online payment systems.
- Investment in IT equipment excluding the purchase of personal computers and laptops.



Project Examples

Investment in Entrepreneurship

- Creation of new tourism product that allows for the diversification of the organisation applying.
- Investment in research related to innovation in tourism.
- Diversification of an organisation's current operation to include tourism.



Project Examples

Investment in Marketing

- Implementation of overseas marketing campaigns.
- Market research for tourism.
- EBusiness development.
- Creation of promotional material



How to Participate

Applicants that wish to participate in the Grant Scheme will require the following:

- Completing the Application Form that can be downloaded from the website in the coming weeks.
- Acquire all the supporting documentation attached to the application form.
- Be in possession of a valid licence for the year 2009.

It is strongly suggested that applicants read the Guidance Notes to the Application Form to ensure that all required information is submitted.



Call 1 Overview

- The IB received **91 Application Forms** for funding.
- **16** of these **Application Forms** were disqualified for arriving after the 12.00 noon deadline on the 30th March 2009.
- The Eligibility Evaluation resulted in **40 Application Forms** failing this phase. Following the appeals procedure, **6 Application Forms** passed. Therefore **41 Application Forms** passed to the next phase of the evaluation.
- All **41 Application Forms** passed the Preliminary Phase of the Evaluation.
- The IB is currently finalising the Strategic Evaluation and results will be issued shortly.



Call 1 - Lessons to Learn

- The importance of deadlines.
- Liaising constantly with consultants used to submit the Application Form.
- Spend time to plan your project.
- Include all details into the Application Form.
- Using the checklist at the end of the Application Form to ensure that all documentation is attached.
- Ensuring that the operator has a valid licence for the year of application.



Overview of Call 2

- The Application Form has been amended slightly into a new format, the content has remained the same.
- The deadline has been extended to 15.00.
- The applicant must submit 1 original Application Form, signed in blue ink, and 1 soft copy only on the deadline.
- Applicants who submitted a project under Call 1 may re-submit the same Application Form with amendments if needed.
- The Minimum Project Value has decrease to €15,000.



Dates to Remember

Application Form Submission Dates

Opening: 1st October 2009

Anytime during business hours

Closing: 30th November 2009

Till 15:00

Evaluation Process

Duration of 6 months following closure of the call (subject to number of applications received)

to November 2009 Deadline of Application Submission
June 2010 Results of Evaluation of Applications



IB Contact Details

Grant Scheme for Sustainable Tourism
Projects by Enterprises
Project Leader
Office of the Prime Minister
Auberge d'Italie
Merchants Street,
Valletta CMR02 - Malta

Tel: 22915059
22915052

Fax: 22915039

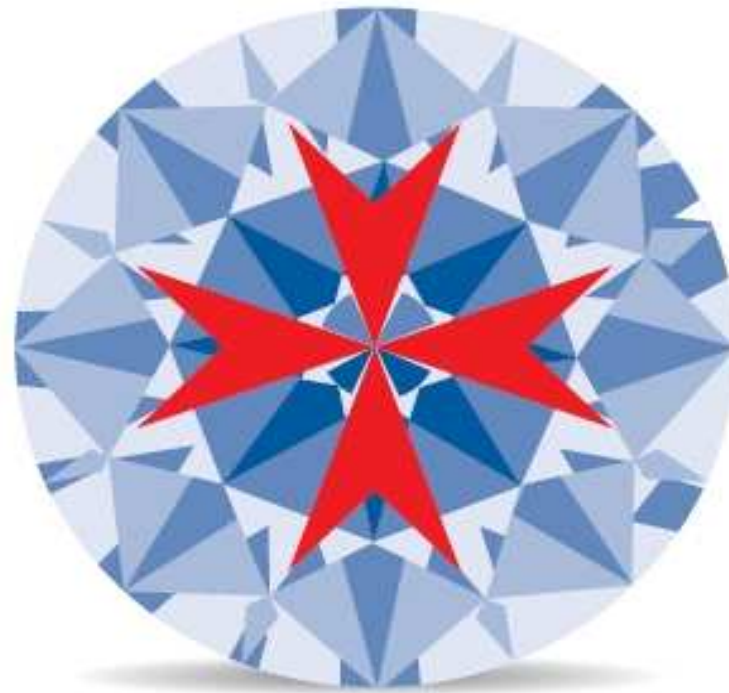
Email: tourismschemes.opm@gov.mt

Webpage: www.tsdu.gov.mt





EUROPEAN REGIONAL DEVELOPMENT FUND
MALTA 2007-2013



SUSTAINABLE **MALTA**

YOUR FUTURE

