BE>FUTURE
shaping the future of business events

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BEFuture Acceleration Programme

Responding to the Call for projects: Tips & tricks for applicants

Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board

B·Link BARCELONA STRATEGIC PROJECTS

tipik by Sword

LINKEUS PROVENCE ALPES CÔTE D'AZUR CONVENTION BUREAU

NHL STENDEN university of applied sciences

European Tourism Futures Institute

VDVO

Flanders State of the Art

UNIVERSITÀ DEGLI STUDI DI MILANO BICOCCA

Introduction

Would you like to submit your innovative project under the **BEFuture Acceleration Programme's Call for projects**?

You are in the right place!

Not sure where to start?

Check this out!

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Contents

What is the BEFuture project all about?

- Project Description
- Project Resources
- The Acceleration Programme

Can you apply for funding with your project?

- Eligibility criteria

What to do before submitting your project?

- Preparing your application

How to apply?

- Step 1: Registration
- Step 2: Project description and budget preparation
- Step 3: Submission

What are we looking for?

- Our six award criteria

Additional resources

Contact

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What is the BEFuture project all about?

BEFuture is dedicated to driving positive change in the Meetings, Incentives, Conferences and Exhibitions (MICE) sector across Europe

Our mission is to transform the industry into a regenerative, resilient, and responsible powerhouse.

Partners:

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Government of Catalonia
Catalan Tourist Board

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Programme:

Single Market Programme (SMP) – European Commission

Budget:

4,1 M EUR

Calendar:

September 2023 – March 2026

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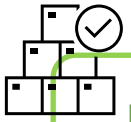
What is the BEFuture project all about?

👇 Tip:

Read these resources for a better understanding of the BEFuture objectives



Identifying best practices

Acceleration Programme

Transforming best practices

Awareness raising

[Stakeholders' network]

[Compilation of Best Practices on the Business Events Industry]

[BEFuture Acceleration Programme]

[New Scenarios and Business Models for the Future of Business Events]

[BEFuture White Paper]

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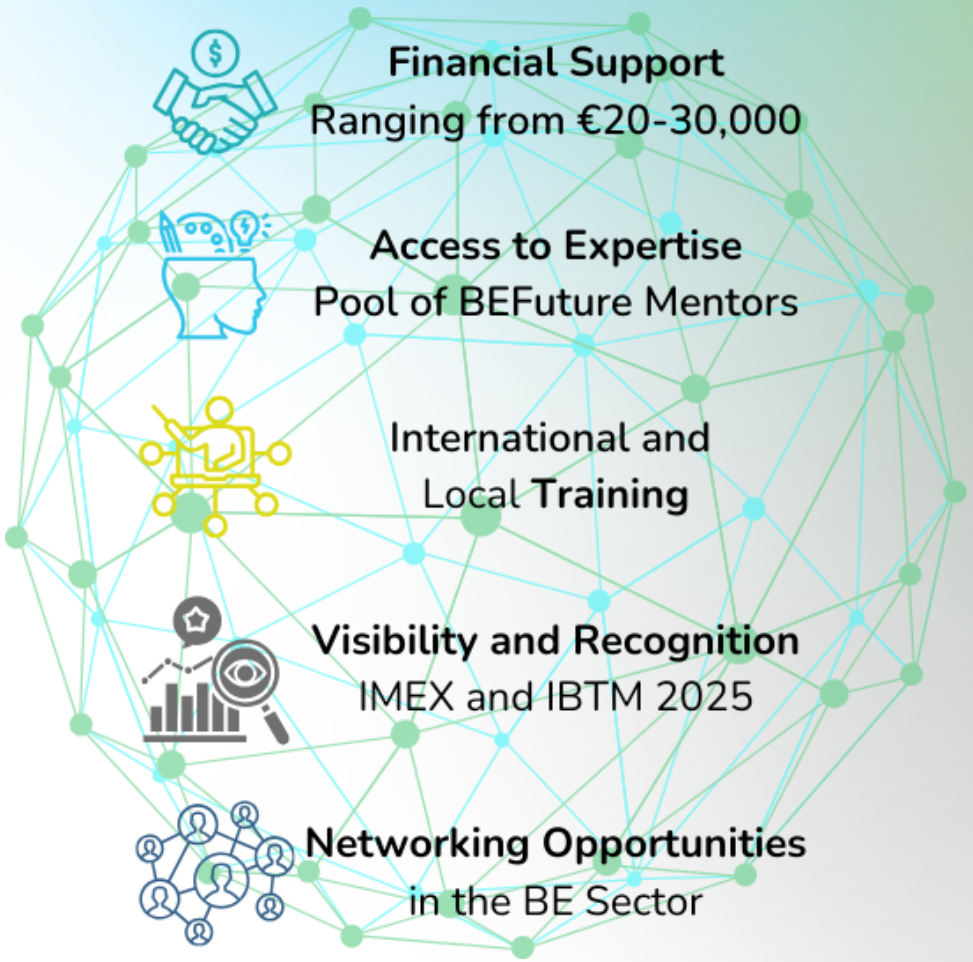
Acceleration Programme

BENEFITS



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Acceleration Programme

SCOPE

Climate Change & Circularity

- Carbon Neutrality
- Circular Economy
- Sustainable Mobility

Talent and Inclusion

- Upskilling and Future Capabilities
- Accessibility
- Inclusion and Diverse Participation

Governance and Impact

- Regenerative Business Models w/ lasting impact
- Cross Sector and Local Communities' Platforms
- Profitability and Tech Access

Event Experience

- Digital Integration
- Immersive Technology and Interactions
- Personalization and Community Building

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Call for Projects

At least 80 innovative projects

€20.000 to **30.000** in financial support for each to cover costs of service providers and:

Minimum 20-hour mentorship from **BEFuture's Pool of Mentors**

Travel and Participation **IBTM 2025**

Types of Innovation:

RADICAL
Groundbreaking innovations that create or transform markets

DISRUPTIVE
Significant advancements improving performance and competitiveness

SUBSTANTIAL
Major improvements boosting efficiency & productivity of existing solutions

INCREMENTAL
Minor refinements enhancing functionality or user experience

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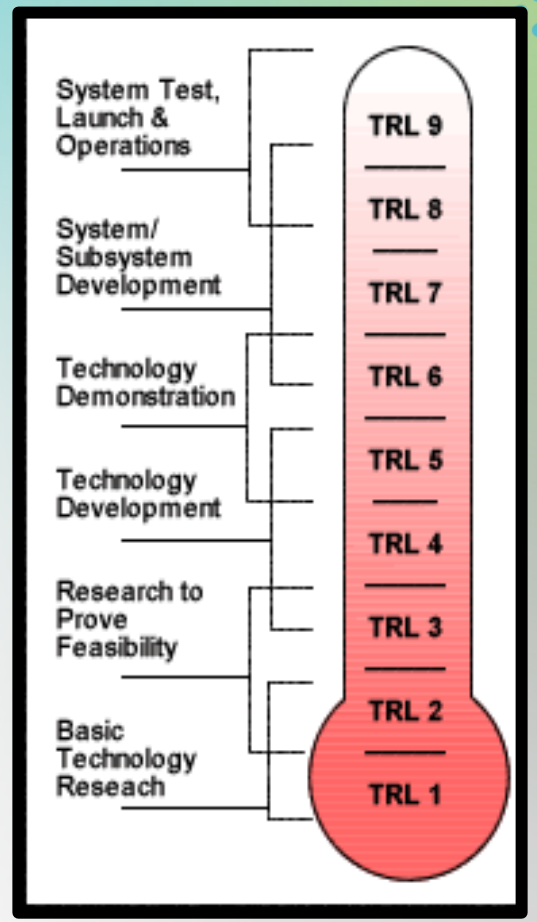
Call for Projects

Innovative Projects must be at **Technology Readiness Levels (TRL) 4, 5, 6, or 7** indicating that they are in the concept validation or development phases, suitable for rapid completion within the Programme's timeframe.



👇 Tip:
TRLs definition and assessment tool:
https://horizoneuropencpportal.eu/sites/default/files/2022-12/trl-assessment-tool-guide-final.pdf

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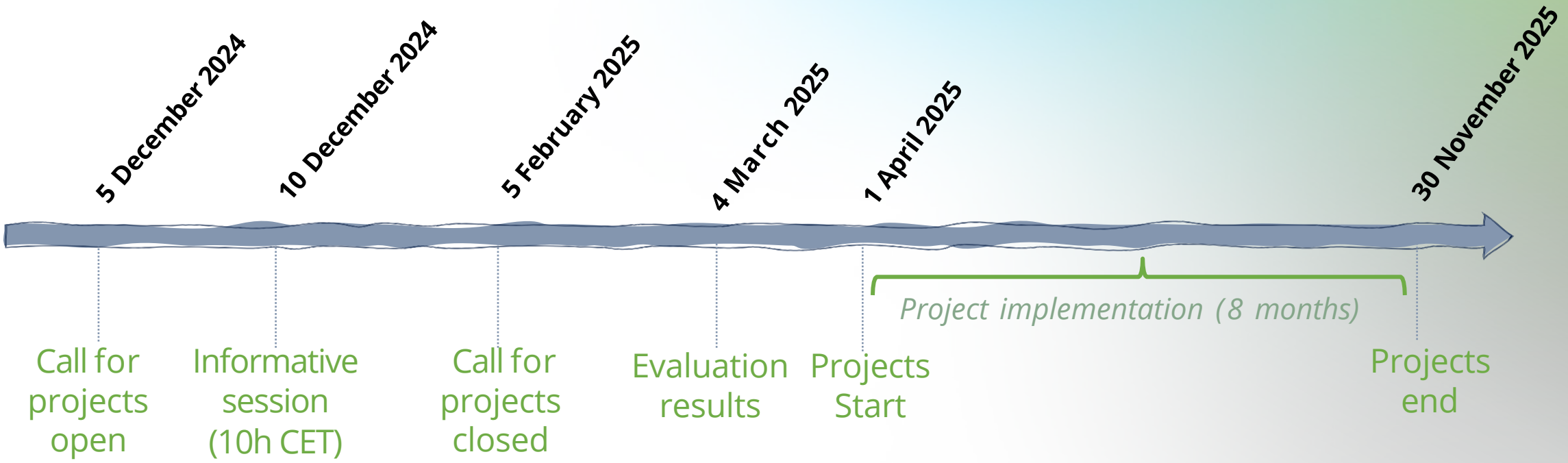
Call for Projects - Timeline



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Can you apply for funding?

Who?

Applications can be submitted by:

- a single **SME**
- a **consortium** of up to four entities, comprising public and/or private organisations, with **at least one SME**

Tip:

Not sure your company is an SME? Check the SME definition according to the EU recommendation 2003/361.

Read the Call guidelines (3.1 Eligibility criteria) for the full eligibility criteria.

Where?

All entities must be based in Belgium (Flanders), France, Germany, Italy, the Netherlands or Spain (Catalonia).

Both the lead applicant and their partners must be located in the same country.

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What to do before submitting the project?

Preparing you application properly will help you save time later!

1. Read carefully the documentation provided:

- Under 'Get funding' on the webpage
- Call guidelines (read them in full!)

2. Attend information sessions:

- Online *Informative session* on 10 December 2024 at 10h CET
- Local Information Days

If you have any doubts, refer to the FAQ section or get in touch and stay updated:

E-mail: call-inquiries@be-future.eu

LinkedIn: BEFuture

Newletter: Stay up to date - BEFuture

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What to do before submitting the project?

3. Download the **templates** of key documents, they are to be submitted as part of your application:

- Courtesy Application form
- Pitch deck of the proposed project
- Budget breakdown

Download them all here!

👇Tip:

Fill in these documents ahead of your submission.

*On the portal, **you will not be able to save and retrieve the information you have entered.** Make sure you submit everything in one go.*

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How to apply?

Applications are submitted online through our submission page. In the case of a consortium, they must be submitted by the lead applicant on behalf of all project partners.

The Call opens on 5 December 2024 and closes on 5 February 2025 at 17:00 CET

👇 Tip:

Start filling out your application in advance to avoid last-minute issues. No applications will be accepted after the deadline has passed!

KEY STEPS

Step 1: Registration

- First, you need to register to the BEFuture platform to get access to the submission portal. You can do this at any time, even before the call opens.
- Then, you will need to register your application and provide general administrative information about the consortium partners to demonstrate that you are eligible (Eligibility Check).

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How to apply?

Step 2: Project description

You will be asked to submit the following in **English** or **your local language**:

- a project description including
  - ✓ the application form
  - ✓ a pitch deck of the proposed project (do not hesitate to include images or infographics reinforcing your ideas)
- a budget breakdown

👇**Tips**:

As you will not be able to retrieve or save your application in the submission platform, fill in the Word version of the courtesy application form and copy-paste its contents.
Be concise and provide what is requested in the application form.
Refer to Guidelines Annex IV to see the Award Criteria, which will help you complete a successful proposal.

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Budget Breakdown

Read the ***Instructions*** carefully

1. Fill the ***Project information*** for the Lead applicant and project partners (if applicable)
2. Fill the ***Budget*** compulsory cells for ***Travel*** and ***Services*** costs (yellow cells)
   - Make sure that all costs are attributed to *Beneficiary* and a *Type of Activity*
   - At least, 1 SME per projects needs to attend the IBTM 2025 in Barcelona
3. Take into account the following budget rules:
   - *Project budget must be over €20.000, grant amount ranging from €20.000 to 30.000*
   - ***At least 70% of the grant amount must be allocated to the SME(s)***
   - *Training costs cannot exceed 15% of the budget, and communication costs cannot exceed 10%.*
4. If existing, fill the "Other resources" sheet for Travel and Services (white cells).
5. Make sure that all elements of the ***Budget checklist*** are ***Correct*** and submit your budget

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1. Project information

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Main beneficiary

		Type of organisation	If Other, specify
Lead applicant:			

Name of the proposal:	
Country:	
Type of innovative project:	

Total Budget	Grant Amount	Own resources	
€ 1.000,00	0		Automathically filled

Partnerships:

		Type of organisation	If Other, specify
Partner 2			
Partner 3			
Partner 4			

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2. Budget

Check 1: Compulsory cells are filled	Compulsory cells not filled	Compulsory cells (in yellow)
Check 2: At least 20 hours of mentorship	At least 20 hours of mentorship -F22-	F22 needs to be equal to or higher than 20 hours
Check 3: Type of costs	Correct	Training costs cannot exceed 15 % of the budget, and communication costs cannot exceed 10 %. Refer to F23 & F24
Check 4: SMEs receive at least 70 % of the grant	Correct	For partnerships, SMEs must receive at least 70 % of the grant amount. Refer to G10
Check 5: The grant amount is above 20.000 EUR	The budget amount must be above 20.000EUR	The budget amount -refer to H35- must be higher than EUR 20 000 . If it is higher that EUR 30 000, the Own resources contribution is indicated
Check 6: All costs are associated to a Type of cost and a Partner	Associate each cost to a Partner and a Type of Cost	The total budget amount -H35- must be equal to O9 (Partners) and O25 (Type of costs). Make sure that the Beneficiary and Type of activity are filled in the main table.

Check 1

Check 2

Check 3

Check 4

Check 5

Status of the cost (compulsory / optional)		Beneficiary	Applicant Unit	Number of units Expected number	Unit value Average price	Cost	Justification (to be filled in by the Applicant)
TRAVEL AND SUBSISTENCE COSTS							
COMPULSORY Attendance of this event is compulsory by at least one representative of the SME. No cost can be claimed for SMEs based in the event country	ISTM World Barcelona November 2025 (trip to Barcelona, Spain)		Per trip	1	€ 1 000.00	€ 1 000.00	N/A
OPTIONAL Attendance to this event is optional. No cost can be claimed for SMEs based in the event's country	ISTM World Barcelona November 2025 (trip to Barcelona, Spain)		Per trip		€ 1 000.00	€ -	
Subtotal travel and subsistence:						€ 1 000.00	

SERVICES	Beneficiary	Type of activity	Unit	Number of units Expected number	Unit value Average price	Cost	Justification	Please define the main Output Expected (e.g. Plan, Strategy, Certificate, Label, Report, Software, Training, etc.). BE SPECIFIC.
COMPULSORY	Lead Applicant	Mentoring (minimum 20 hours)	Per hour			€ -	N/A	N/A
COMPULSORY: AT LEAST one cost related to the activity. Add more costs if needed be			Per service			€ -		
OPTIONAL Please indicate other cost categories required and justify why they are needed for the success of the project			Per service			€ -		
			Per service			€ -		

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3. Other Resources

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Costs financed through Other Resources								Please define the **expected Deliverable** (e.g. Plan, Strategy, Certificate, Label, Report, Software, Training, etc.). BE SPECIFIC.
	Beneficiary	**Type of activity**	**Unit**	**Number of units Expected number**	**Unit value Average price**	**Cost**	**Justification**	
OPTIONAL Please indicate other cost categories required and justify why they are needed for the success of the project.			Per service			€ -		
			Per service			€ -		
			Per service			€ -		
			Per service			€ -		
			Per service			€ -		
			Per service			€ -		
Total financed by Other resources						- €		
Project total budget	**= Grant amount (up to EUR 30 000) + Other resources (above)**					- €		

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How to apply?

Step 3: Submission

Before hitting “Submit”, double-check that your proposal is

- **Complete** (all forms completed and supporting documents uploaded)
- **On time** (submitted by 5 February 2025 at 17:00 CET)
- **Compliant** (submitted through our online submission page)

These 3 points form the admission criteria and will be checked before your project is evaluated!

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What is evaluated?

What should you pay attention to when pitching your project?

These are the six award criteria your project will be rated on.

More details on these criteria can be accessed in the guidelines.

Relevance – 10%

➔ Highlight that your project aligns with the Tourism Transition Pathway and the overarching goals of BEFuture (sustainability, digitalization, and the positive impact on the business tourism, meetings, and professional events sector)

Innovation potential - 35%

➔ What makes your project stand out as radical, disruptive, substantial or incremental innovation?

Feasibility – 25%

➔ Show that what you propose is feasible in terms of technology, viability and market, and how you will manage risks related to these aspects.

Exploitation – 15%

➔ Highlight how results will make a tangible difference in the business events sector and how they could be brought to the market and replicated elsewhere

Participants' capacity & team competence -10%

➔ Demonstrate the necessary skills and resources among your team to implement your project effectively

Cost – Effectiveness -5%

➔ Demonstrate a cost-effective use of resources in relation to the project's objectives and deliverables

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Additional Resources

Here are some additional resources that could provide inspiration and food for thought:

- Our Compilation of Best practice on the Business Events Industry.
- The Directory of innovative projects

Several information sessions will be organised:

- 10 December 2024, 10:00 CET (online) - Sign up here
- December 2024/January 2025 (dates TBC): local webinars in partnering countries – Check for dates here

To participate in one of the sessions, contact us at call-inquiries@befuture.eu.

Check our web page for up-to-date information on additional local information sessions.

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Questions? Need more help?

For general questions:

Please contact: call-inquiries@be-future.eu

On our BeFuture webpage, you can find detailed information on local information sessions and contact points to receive help with your application.

Specific questions by territory:

Territory	Name and Organization	Email
Catalonia (Spain)	Miriam Pijuan Catalan Tourist Board – Catalan Convention Bureau	miriampijuan@gencat.cat
Flanders (Belgium)	Gemmeke de Jongh Visit Flanders	gemmeke.dejongh@meetinflanders.com
France	Heliéna BregandLINKEUS (Provence Alpes Côte d'Azur Convention Bureau)	h.bregand@linkeus.fr
Germany	Doreen Biskup Verband der Veranstaltungsorganisatoren e.V. (VDVO)	db@vdvo.de
Italy	Francesco Bianchi Universita' degli Studi di Milano-Bicocca	francesco.bianchi@unimib.it
The Netherlands	Jochem Jansen NHL Stenden University	jochem.jansen@nhlstenden.com

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Good luck!

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the European Union. Neither