



Open Call

Crafting Heritage and Tourism Across Europe

Grant Agreement n°. 101299673



**Co-funded by
the European Union**

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1. WHAT IS CRAFT TOUR?

BACKGROUND INFORMATION ON CRAFT-TOUR PROJECT:

craft-tour.eu

CRAFT-TOUR - Crafting Heritage and Tourism Across Europe is a project co-funded by the European Union under the call PPPA-MOVE-2025-P032404 — The promotion of handicraft products and support of craftsmen.

The project performs the following activities

- 🌿 **Provide direct support to craftspeople** to enhance their capacity and visibility helping at least 30 craftsmen develop new or improved traditional products and marketing strategies
- 🌿 **Foster cross-border collaboration** and knowledge exchange among craftsmen establishing a collaboration platform and networking events to connect artisans across Europe for peer learning, best-practice sharing, and joint innovation.
- 🌿 **Activate tourism in regions known for handicrafts** by developing new tourism products and experiences supporting the creation of tourism initiatives (e.g. craft trails, artisan workshops for visitors, local craft fairs) through collaborative projects between craft SMEs and tourism actors.
- 🌿 **Creation of a digital collaboration platform** which will serve as a knowledge hub and networking space where artisans can connect across borders, share best practices, showcase their products, and find partners
- 🌿 Encourage the **continuation of craft traditions** and involvement of youth in craftsmanship
- 🌿 **Open calls for sub-grants** (financial support to third parties)
- 🌿 Technical assistance and **mentoring**

The project started in January 2026 and has a duration of 24 months involving 6 countries (Greece, Italy, Spain, Bulgaria, Finland, Estonia).

The lead partner of the project is the Chamber of Kozani (Greece).

The total budget of the project amounts to € 831.695,00 co-financed at a 90% rate by the European Union.

Out 60% of the total budget is dedicated to craftsmen and SMEs in the form of direct financial support through calls for projects.

2. WHAT IS THE CALL?

Technical and financial support for craftsmen and artisanal individual SMEs: call for project proposals

The present call aims to support craftspeople and artisanal SMEs in developing small-scale projects that contribute to the overall objectives of CRAFT-TOUR, namely enhancing the visibility and market potential of traditional crafts, fostering innovation and collaboration, and activating tourism linked to craft heritage.

Applicants are expected to propose projects focused on the development of new or improved traditional craft products, the adoption of innovative marketing or digital tools, and/or the creation of craft-based experiences for visitors. Projects should contribute to increasing the attractiveness and accessibility of crafts, while strengthening their connection with local tourism ecosystems.

In particular, supported projects are encouraged to explore the transformation of traditional craftsmanship into tourism-related experiences, such as workshops, demonstrations, open studios, participation in craft routes, or collaborations with tourism operators and cultural organisations.

Projects may also include activities aimed at improving branding, storytelling, digital presence, and customer engagement, as well as small-scale investments necessary to implement these actions.

All proposals should be feasible within the available budget and duration.

The present call is launched within the technical and financial support scheme provided by CRAFT-TOUR. It will award up to 30 projects in the following countries: **Greece, Italy, Spain, Bulgaria, Finland and Estonia.**

Each country has a **Business Support Organisation (BSO)** to support craftspeople and artisanal SMEs throughout the process.

Table 1.

Country	Business Support Organisation
Greece	North-West Tuscany Chamber of Commerce Cremona Cremona-Mantova-Pavia Chamber of Commerce
Italy	North-West Tuscany Chamber of Commerce
Spain	Cremona Mantua Pavia Chamber of Commerce
Bulgaria	CEIV -Cluster Empresas Innovadoras Valle del Juguete
Finland	Sofia Development Association
Estonia	Modus

Table 2.

CRAFT-TOUR support programme	
Financial support	Each selected project will receive a lump sum of € 5,000.00 , which will be paid out in two tranches. The funding rate is 100%, therefore participation to the agreed amount is free of charge for successful projects and includes free mentoring and monitoring (Technical support). The payments to the projects follow the lump sum approach, meaning that the estimated budget of the project is formulated based on the outputs, activities and deliverables of the proposed project, and then evaluated to determine its cost effectiveness (see also point 8 - When and how will I receive the funding?).
Technical support	Each selected project will receive free tailored mentoring and support for 18 months starting from August 2026, from mentors appointed by the partners Consortium. This support is additional and not to be deducted from the € 5,000.00 lump sum. Technical support includes: <ul style="list-style-type: none"> • Project implementation • Capacity building
Transnational networking	Transnational networking activities will take place

Participants in the support scheme are expected to:

- 🍃 be motivated and committed to achieving the expected results of their proposed project and contribute to CRAFT-TOUR general objective;
- 🍃 actively participate in the technical support activities as reported above;
- 🍃 collaborate with the assigned mentor expert;
- 🍃 provide all requested information to monitor the project's progress according to the agreed reporting procedures (see point 8);
- 🍃 guarantee visibility of the EU financing and CRAFT-TOUR project on all the communication and promotional material related to their project;
- 🍃 agree that all information provided regarding the project will be made public and shared with the grant awarding authority (European Commission – DG Move) (see point 10).

3. WHO CAN PARTICIPATE?

3.1 GEOGRAPHICAL ELIGIBILITY



Applicants must be registered (see point 3.2) in the following territories:

- Italy
- Greece
- Spain
- Bulgaria
- Finland
- Estonia

3.2 APPLICANTS ELIGIBILITY

Projects can be submitted by **professional craftspeople and artisanal SMEs*¹** with **max 5 employees** of the following clusters and relevant NACE codes:

Table 3.

GREECE	
CRAFT PRODUCT/ACTIVITY	NACE CODE
Condiments - Saffron (Krokos) Processing & Crafts	10.84
Traditional Bell Making (Koudhounia)	25.99
Fur & Leather Craftsmanship (Siatista)	14.20 – 15.11
Woodworking & Traditional Architecture	16.29

Table 4.

ITALY	
CRAFT PRODUCT/ACTIVITY	NACE CODE*
Manufacture of other non-metallic mineral products (Alabaster and Marble)	23.7
Other arts creation activities (Alabaster and marble)	90.13
Manufacturing of musical instruments	32.20

Table 5.

SPAIN	
CRAFT PRODUCT/ACTIVITY	NACE CODE*
Manufacture of games and toys	32.40

Table 6.

BULGARIA	
CRAFT PRODUCT/ACTIVITY	NACE CODE*
Traditional ceramic crafts and pottery	23.41
Traditional rose oil-based crafts	20.53
Traditional woodcraft (woodcarving)	16.29
Traditional textile crafts (weaving, carpets and wool)	13.92
Traditional leather crafts	15.12

* SME: https://single-market-economy.ec.europa.eu/smes/sme-fundamentals/sme-definition_en

** NACE codes: <https://ec.europa.eu/eurostat/web/nace>

Table 7.

FINLAND	
CRAFT PRODUCT/ACTIVITY	NACE CODE*
Metal - Cutlery, hand tools, locks/hinges, wire craft, forged and fabricated decorative or functional metal objects	25.61 - 25.62 - 25.63 - 25.93 - 25.99
Metal - Jewellery, metal adornments, imitation jewellery	32.12 - 32.13
Leather and textile - Textile weaving, finishing, dyeing, textile craft production	13
Leather and textile - Apparel and sewn textile products, leather clothing and fur apparel	14 – 14.24
Tanning, dressing and dyeing of leather, Handbags, saddlery, harness, leather accessories, Footwear	15.11 – 15.12 – 15.20

Table 8.

ESTONIA	
CRAFT PRODUCT/ACTIVITY	NACE CODE*
Heritage knitwear, shawls, folk costume elements	14.10.1 – 14.29.9 – 13.92.9
Wooden household items, ornaments, small design objects	16.28.1
Ceramic household and decorative products	23.41.1
Basketry and plaited crafts	16.28.2
Ethnographic and contemporary jewellery	32.12.1

4. PROJECT FOCUS




4.1 THEMATIC AREAS

The present Call is looking for projects and solutions focused **on the development of new or improved traditional products and marketing strategies.**

The foreseen costs of the project cannot be lower than € 5,000.00

4.2 ELIGIBLE ACTIVITIES

The types of activities and costs that can be funded are the following:

-  Implementation of new business ideas, new products launch and development, market studies
-  Development and analysis of business plans
-  Intellectual property development such as support to drafting products specifications

- 🍃 Digital innovative projects that promote accessibility
- 🍃 Acquisition of software licenses
- 🍃 Development and implementation of new digital tools such as artificial intelligence, augmented reality, fine tuning algorithms
- 🍃 Entry fees and travel costs to business meetings, trade fairs, training, provided that these are related specifically to the activities eligible for the financial support
- 🍃 Certification costs and implementation costs related to the certification schemes compliance relevant to sustainability, digitalisation and resilience
- 🍃 Promotion and communication activities relevant to the activities in this list.

Other type of activities/costs will not be eligible.

Costs incurred for fees related to the registration of geographical indications for foodstuffs and craft products can NOT be funded.

The financial support cannot be used for the acquisition of services provided directly by the partners of the Consortium.

Applicants can take advantage of and inspiration from:

- 🍃 best practices examples
- 🍃 the information and suggestions provided by each BSO during the Call promotional activities.

4.3 PROJECT'S DURATION

Projects implementation is expected to last 18 months, starting from the signature of the sub-grant agreement (July 2026).

5. HOW CAN I APPLY

5.1 APPLICATION PROCEDURE




Applicants are requested to apply online through the dedicated page on CRAFT-TOUR website <https://craft-tour.eu/open-call> where, upon registration, they will find the application package.

5.2 APPLICATION DOCUMENTATION

The application package is composed of:

CALL GUIDELINES

Annexes to be uploaded:

-  Application Form – Annex I A: document to be filled in with the technical details of the project (activities, outputs, expected results, etc.), in English;
-  Budget – Annex I B: document to be filled in with division of costs per activities in English
-  Declaration of Honour – Annex II, in English

Applicants are obliged to use the templates provided as Annexes of the present Call without any alterations. On receipt of each application, applicants will receive an Acknowledgement of Receipt via email registered at application stage.

5.3 CALL OPENING AND DEADLINE FOR APPLICATION

The call for applications will be open from April, 7th to May 8th 2026 at 12.00 CET (Brussels Time); thereafter the submission platform will be closed. Only proposals submitted before the deadline will be accepted.

5.4 FURTHER INFORMATION AND CONTACTS

Questions may be sent by e-mail no later than 5 days before the deadline for the submission of applications to the following e-mail addresses:

Table 9.

GREECE	Chamber of Commerce of Kozani	chambers@otenet.gr
ITALY	North-West Tuscany Chamber of Commerce Cremona Mantua Pavia Chamber of Commerce	turismo@tno.camcom.it donelli@cmp.camcom.it
SPAIN	CEIV - Cluster Empresas Innovadoras Valle del Juguete	alvaro@clustervalle.es
BULGARIA	Sofia Development Association	office@sofia-da.eu
FINLAND	Modus	basso@nic.fi
ESTONIA	Innoquest Ou	office@innoquest.world

6. HOW BE WILL PROJECTS SELECTED?

6.1 EVALUATION PROCEDURE

CRAFT-TOUR Consortium of partners will guarantee a transparent, fair and impartial evaluation process, that aims at awarding excellence. The process consists of the following 3 steps, performed first at national and then at transnational level.

STEP 1 Check of eligibility

Proposals' eligibility is checked by the local BSOs at national level through the verification that:

- 🍃 applicants (craftsmen and artisanal individual SMEs) meet the eligibility criteria referred to in section 3;
- 🍃 proposals meet the criteria for eligible activities as referred in section 4;
- 🍃 the application is submitted within the deadline and the documentation provided is complete, as referred to in section 5.

Proposals that do not comply will be discarded as non-eligible and will receive a letter of rejection.

STEP 2 Technical evaluation

Eligible applications will be evaluated by technical evaluators selected by the partners Consortium/Steering Committee against two sets of criteria:

General evaluation criteria (6.2) They apply to all project proposals across the 6 countries and evaluate their capacity to address the call's requirements and contribute to CRAFT-TOUR objectives. In order to be admissible for funding, each project must score a minimum of points 70 points over 100;

Additional award criteria (6.3) Up to 10 additional points may be assigned if applicants and/or proposals are aligned with the specific priorities identified.

In case two applications reach the same score and only one can be funded, priority will be given to the one with the highest score in the "Quality of design" criterion, and, secondly, in the "Impact, sustainability and green sustainability" criterion.

Proposals that do not reach the minimum threshold in the technical evaluation will be discarded as non-compliant and will receive a rejection letter. Proposals that reach and/or pass the threshold will be listed as admissible. Proposals not selected for funding, but that meet the minimum threshold, will be put in a reserve list and may subsequently invited to participate in the event of withdrawal or termination of the contract of a selected craftsman or artisanal individual SME.

STEP 3 Ranking and awarding

The final list of awarded projects and reserve list will be published on the project website. Applicants will be informed of their proposal's result also by e-mail within 6 weeks of the deadline for the call.

In the event of selection of a lower number of applications and total amount of funding available, the partners Consortium reserves the possibility to re-open the call at a later stage.

6.2 GENERAL EVALUATION CRITERIA

Table 10.

CRITERION	Max. points
C1. Relevance How relevant is the proposal to the call's thematic areas?	15
C2. Quality of design Is the project's specific objective clearly identified, realistic and achievable? Is the project's structure (activities, expected results, outputs, etc.) clear and consistent with the specific objective? Are expected results verifiable and/or measurable within the project's duration?	35
C3- Innovation How innovative is the project compared to the present state-of-the-art and business-as-usual? What change is expected compared to the existing technology and/or solutions available?	10
C4- Impact, sustainability and green sustainability How sustainable is the project's solution in the future? Is medium- and long-term impact expected? How replicable is the project's solution at local, Mediterranean and EU level? Does the project address/meet the issues of the twin transition (digital and green)?	25
Total	85

6.3 ADDITIONAL AWARD CRITERIA

Table 11.

Criterion	Max. points
Project proposals from female, young SMEs or young professional craftspeople (under 35 years of age). For non-individual SMEs, the criterion should apply to 51% of partners.	5
Project proposals promoting inclusiveness, accessibility and non-discrimination	5
Self-financing	5
Total	15

7. IF I AM AWARDED, WHEN WILL I START

SIGNING OF SUB-GRANT AGREEMENT

Awarded projects will be invited to sign a contract (Sub-Grant Agreement – SGA) (see Model SGA – Annex III) detailing the legal requirements of the awarded sub-grants. By signing the SGA, the beneficiaries accept the sub-grant and agree to implement the

project under their own responsibility and in accordance with the contract, with all the obligations and terms and conditions it sets out.

Table 12.

Indicative timeline	
Call deadline	2026 May 15th
Evaluation period	2026 June
Information to applicants and signature of SGAs	2026 July - August

Once the contract is signed, each project will be assigned to a local mentor appointed by the partners Consortium, who will follow and support them throughout the implementation period.

8. WHEN AND HOW WILL I RECEIVE THE FUNDING ?

MONITORING, REPORTING AND PAYMENTS

CRAFT-TOUR financial support is provided through a lump sum, a form of simplified costs reporting that focuses on the activities, outputs and expected results of the project instead of documenting expenses. Therefore, during the implementation phase, projects are requested to give evidence of the realization, effectiveness and quality of their activities and outputs, and to demonstrate the achievement of the expected results, according to what they planned in their project proposal (Application Form).

Reporting is performed by filling in the Progress Report (see Annex V) and presenting them to the partners Consortium. If the planned results are delivered, the payments will be done. If results are not satisfactory, businesses will be invited to review and improve on their performances. In case the projects do not deliver in a significant way what agreed in the signed contract, the funding will be cancelled, according to the conditions set out in the SGA.

The following monitoring and reporting process is expected:

Table 13.

Indicate timeline	
Project start	August 2026 (date of signature of SGA)
Kick-off check	The mentor assigned to the project will check that its kick-off activities have been implemented, that a management structure is in place and that planning of activities is adequate. A pre-payment of 70% of the grant is delivered.
Progress report	February 2027 Projects will submit a progress report giving evidence of activities, outputs and results achieved so far.

Final report

August 2027 Projects will submit a final report giving evidence of activities, outputs and results achieved by the end of the project. If the report is approved, the final payment of the remaining grant (30%) is delivered.

9. RECORD KEEPING

Beneficiaries of awarded projects are required to keep record of documents proving the implementation of their activities and achievements of results up to 5 years after the end of the project. Although providing evidence on the expenditures (e.g. invoices, receipts, etc) is not required, it is recommendable to keep and file also the expenses documentation for eventual sample audits by national authorities.

10. PROCESSING OF PERSONAL DATA

To process and evaluate applications, CRAFT-TOUR partners Consortium will need to collect personal and organisational data of the craftsmen and SMEs. Such data will be processed in compliance with the General Data Protection Regulation (EU) 2016/679 (GDPR) on the protection of natural persons with regard to the processing of personal data and on the free movement of such data. The names of participating craftsmen and SMEs will be published on the CRAFT-TOUR website and other publication materials for general communication. Information and data will also be shared with the grant awarding body (European Commission – DG Move), which may also publish general information accordingly.

ANNEXES TO THE CALLFOR PROJECTS

Table 14.

<p>Application package To be provided during the application phase</p>	<p>Call Guidelines Annex I A – Application form Annex I B - Budget Annex II – Declaration of Honour</p>
<p>Implementation package To be signed and used during projects implementation phase</p>	<p>Annex III – Model of Sub-Grant Agreement Annex IV – Bank Account Information Form Annex V – Model of progress report</p>

Applicants are obliged to use the templates provided as Annexes of the present Call document, without any alterations and to upload them in PDF format.



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