# Open Call

## Crafting Heritage and Tourism Across Europe

Grant Agreement nº. 101299673

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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 Commerce of Kozani (Greece).

The total budget of the project amounts to € 831,695.00 co-financed at a 90% rate by the European Union.



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## 2. WHAT IS THE CALL?

***Technical and financial support for professional craftspeople and artisanal 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 at least 30 projects across the European Union.

A list of Business Support Organisations (BSOs) will support craftspeople and artisanal SMEs throughout the process (see Table 1).

Table 1.

| Country | Business Support Organisation |
|---|---|
| Greece | Chamber of Commerce of Kozani |
| Italy | North-West Tuscany Chamber of Commerce<br>Cremona Mantua Pavia Chamber of Commerce |
| Spain | CEIV – Cluster Empresas Innovadoras Valle del Juguete |
| Bulgaria | Sofia Development Association |
| Finland | Modus |
| Estonia | Innoquest Ou |



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The support programme consists of:

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.<br><br>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 9 months starting from January 2027, from mentors appointed by the partners Consortium. This support is additional and not to be deducted from the € 5,000.00 lump sum.<br><br>Technical support includes:<br><br>• Project implementation<br><br>• Capacity building focused on digitalization, marketing and sustainable business models |
| Transnational network | Transnational networking activities will take place (workshops, study visits) |
| Digital collaboration platform | Creation of a digital collaboration platform, integrated with the existing EU tourism platforms, where artisans can connect across borders, share best practices, showcase their products and find partners. |

Participants in the support scheme are expected to:

- be motivated and committed to achieve 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);



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- 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) within the EU.



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## 3.2 APPLICANTS ELIGIBILITY

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

Table 3.

| CRAFT PRODUCT/ACTIVITY | NACE CODE** |
|---|---|
| Manufacture of condiments and seasonings (*Saffron processing and crafts*) | 10.84 |
| Manufacture of textile (*Textile weaving, finishing, dyeing, textile craft production*) | 13 |
| Manufacture of household textiles and made-up furnishing articles (W*eaving, carpets and wool*) | 13.92 |
| Manufacture of wearing apparel | 14 |
| Manufacture of knitted and crocheted apparel (*Heritage knitwear, shawls, folk costume elements*) | 14.10 |
| Manufacture of outerwear | 14.21 (ex 14.19) |
| Manufacture of leather clothes and fur apparel (*Fur & leather craftsmanship*) | 14.24 (ex 14.11 and 14.20) |
| Manufacture of other wearing apparel and accessories n.e.c. | 14.29 |

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



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| CRAFT PRODUCT/ACTIVITY | NACE CODE |
|---|---|
| Tanning, dressing and dyeing of leather and fur<br><br>Manufacture of luggage, handbags, saddlery and harness of any material (*Traditional leather crafts*)<br><br>Manufacture of footwear | 15.11<br><br>15.12<br><br>15.20 |
| Manufacture of other products of wood and articles of cork, straw and plaiting materials (*Traditional woodcraft, woodcarving - Wooden household items, ornaments, small design objects – Wood working and traditional architecture - Basketry and plaited crafts*) | 16.28 (ex 16.29) |
| Manufacturing of other chemical products n.e.c. (*Traditional rose oil-based crafts*) | 20.59 (ex 20.53) |
| Manufacture of ceramic household and ornamental articles (*Ceramic household and decorative products - Traditional ceramic crafts and pottery*)<br><br>Cutting, shaping and finishing of stones (*Alabaster and Marble*) | 23.41<br><br>23.70 |
| Manufacture of cutlery<br><br>Manufacture of locks and hinges | 25.61<br><br>25.62 |



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| | |
|---|---|
| Manufacture of tools<br><br>Manufacture of wire products, chain and springs (*wire craft, forged and fabricated decorative or functional metal objects*)<br><br>Manufacture of other fabricated metal products n.e.c. (*Traditional Bell making*) | 25.63<br><br>25.93<br><br>25.99 |
| Manufacture of jewellery and related articles<br>Manufacture of imitation jewellery and related articles<br>Manufacturing of musical instruments (*Violin making*)<br>Manufacture of games and toys | 32.12<br>32.13<br><br>32.20<br>32.40 |
| Specialized design activities | 74.10 |
| Other arts creation activities (*Alabaster and marble*) | 90.13 |

The selection of these eligible NACE codes is directly motivated by the core purposes of the European call under which the CRAFT-TOUR proposal was funded (PPPA-MOVE-2025-P032404). As outlined in the European call fiche, which lists a series of recognised geographical clusters for craft and industrial products across Member States, the supported activities must be deeply rooted in local heritage.

Consequently, the chosen NACE codes have been specifically identified because they encompass products that comply with the following mandatory European requirements:

- the product originates in a specific place, region or country
- the product's given quality, reputation or other characteristic is essentially attributable to its geographical origin
- at least one of the production steps of the product takes place in the defined geographical area.



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In summary, the proposed NACE codes fully respect these requirements, guaranteeing that the funded projects will authentically reflect the geographical and cultural heritage intended by the European Commission framework.

Applicants must NOT be in one of the following situations:

a) have declared bankrupt or have initiated bankruptcy procedures, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
b) they or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the European Investment Bank and international organizations;
d) they are not in compliance with their obligations relating to the payment of social security contributions or of taxes, fees and fines in accordance with the legal provisions of the country in which they are established or those of the country where the contract is to be performed, to be proved by the deliverance of official documents issued by the local authorities, according to the local applicable rules;
e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests;
f) they are subject to an administrative penalty for being guilty of misrepresenting the information required by the contracting authority as a condition of participation in a grant award procedure or another procurement procedure or failing to supply this information or having been declared to be in serious breach of its obligations under contracts or grants covered by the Union's budget;
g) are not under liquidation or are not enterprises under difficulty according to the Commission Regulation No 651/2014.

# 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:



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- 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 **9 months**, starting from the signature of the sub-grant agreement (January 2027).

## 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.



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## 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 September 15th to November 16th 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 4.

| | | |
|---|---|---|
| **GREECE** | Chamber of Commerce of Kozani | chambers@otenet.gr |
| **ITALY** | North-West Tuscany Chamber of Commerce<br>Cremona Mantua Pavia Chamber of Commerce | turismo@tno.camcom.it<br>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 |



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# 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 (pre-screening) and then at central level (ranking).

### *STEP 1 Check of eligibility*

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

- applicants (craftspeople and artisanal SMEs with max 5 employees) meet the eligibility criteria referred 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 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 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



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invited to participate in the event of withdrawal or termination of the contract of a selected craftsperson or artisanal 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 of 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 5.

| CRITERION | Max. points |
|---|---|
| C1. Relevance<br>How relevant is the proposal to the call's thematic areas? | 15 |
| C2. Quality of design<br>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? | 30 |
| C3. Innovation<br>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<br>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 and EU level? Does the project address/meet the issues of the twin transition (digital and green)? | 25 |
| C5 - Contribution to craft-tourism integration<br>How is the project intended to impact the tourism sector? | 10 |
| **Total** | **90** |



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## 6.3 ADDITIONAL AWARD CRITERIA

Table 6.

| Criterion | Max. points |
|---|---|
| Project proposals from female, young SMEs***[1] or young professional craftspeople (under 35 years of age) | 6 |
| Project proposals promoting inclusiveness, accessibility and non-discrimination | 4 |
| **Total** | **10** |

# 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 7.

| Indicative timeline | |
|---|---|
| Call deadline | 2026 November 16th |
| Evaluation period | 2026 November - December |
| Information to applicants and signature of SGAs | 2027 January |

*** - partnerships or co-operative societies in which at least 60 % of the members are natural persons aged 35 or under, or at least 60 % of the share capital is held by natural persons aged 35 or under;
- limited companies in which at least 60 % of the members of the board of directors are natural persons aged 35 or under, or at least 60 % of the share capital is held by natural persons aged 35 or under;
- consortia comprising 51% or more of youth-run enterprises as defined above



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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 8.

| | Indicative timeline |
|---|---|
| **Project start** | January 2027 (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** | May 2027 Projects will submit a progress report giving evidence of activities, outputs and results achieved so far. |
| **Final report** | September 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.



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## 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

- Annex I/A - Application form
- Annex I/B – Budget
- Annex II - Declaration of Honour
- Annex III - Model Sub-Grant Agreement
- Annex IV - Bank Account Information
- Annex V - Model of Progress Report

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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# Craft TOUR

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