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?

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:

Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board

NHL STENDEN
university of applied sciences

European Tourism Futures Institute

VDVO

LINKEUS
PROVENCE ALPES CÔTE D'AZUR
CONVENTION BUREAU

tipik
by Sword

B·Link
BARCELONA

DEGLI STUDI DI MILANO
BICOCCA

Flanders
State of the Art

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](#)

Acceleration Programme

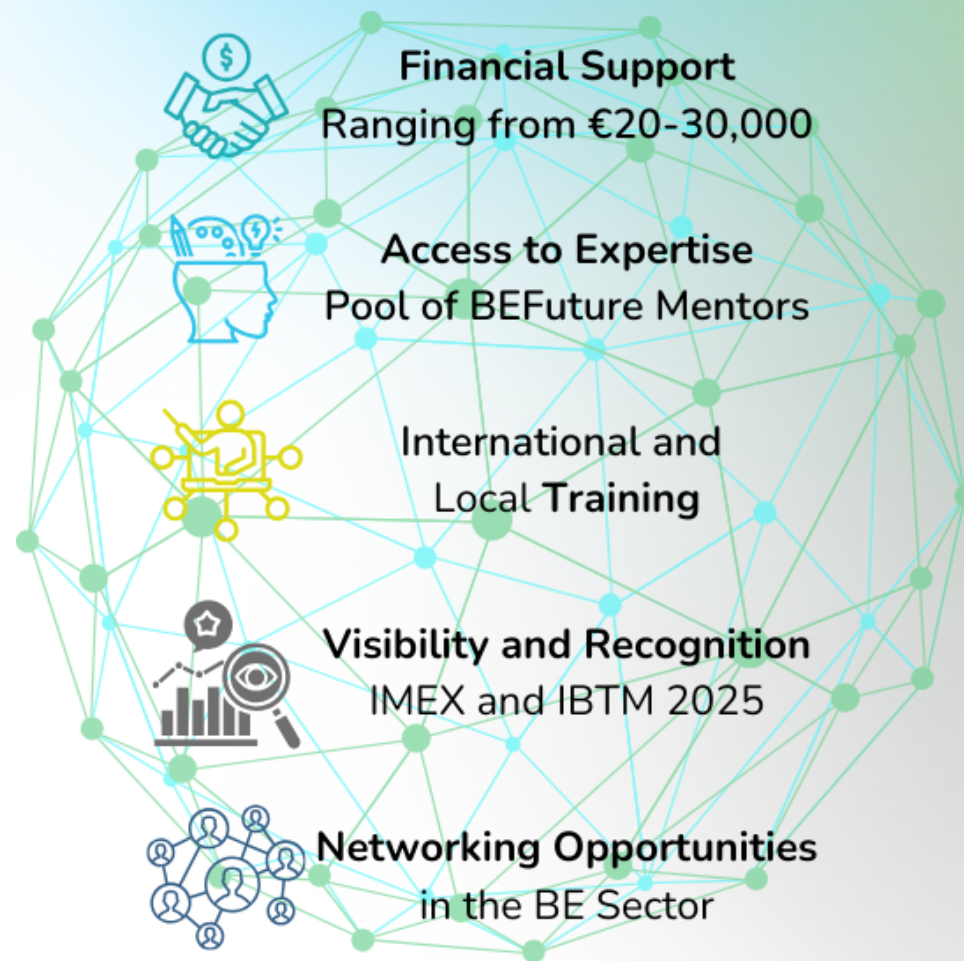## BENEFITS

Financial Support
Ranging from €20-30,000

Access to Expertise
Pool of BEFuture Mentors

International and
Local **Training**

Visibility and Recognition
IMEX and IBTM 2025

Networking Opportunities
in the BE Sector

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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

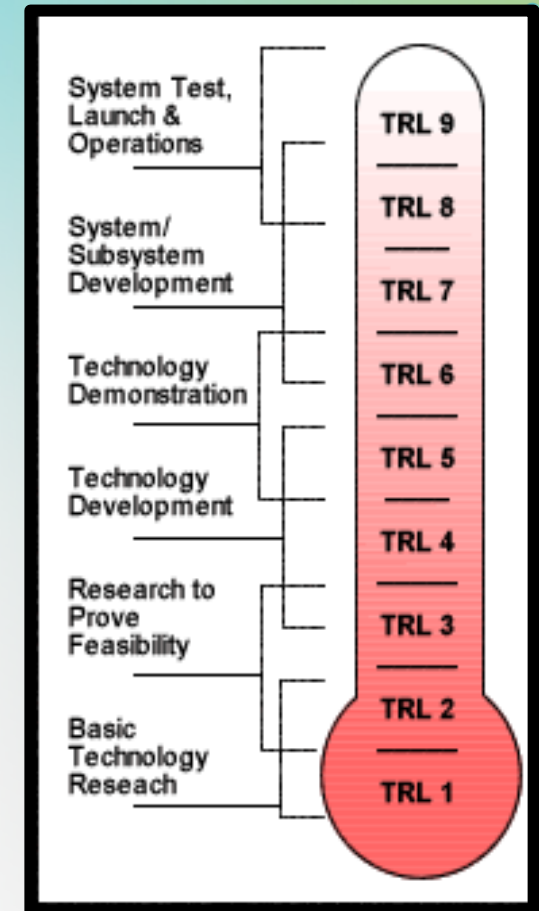BE>FUTURE

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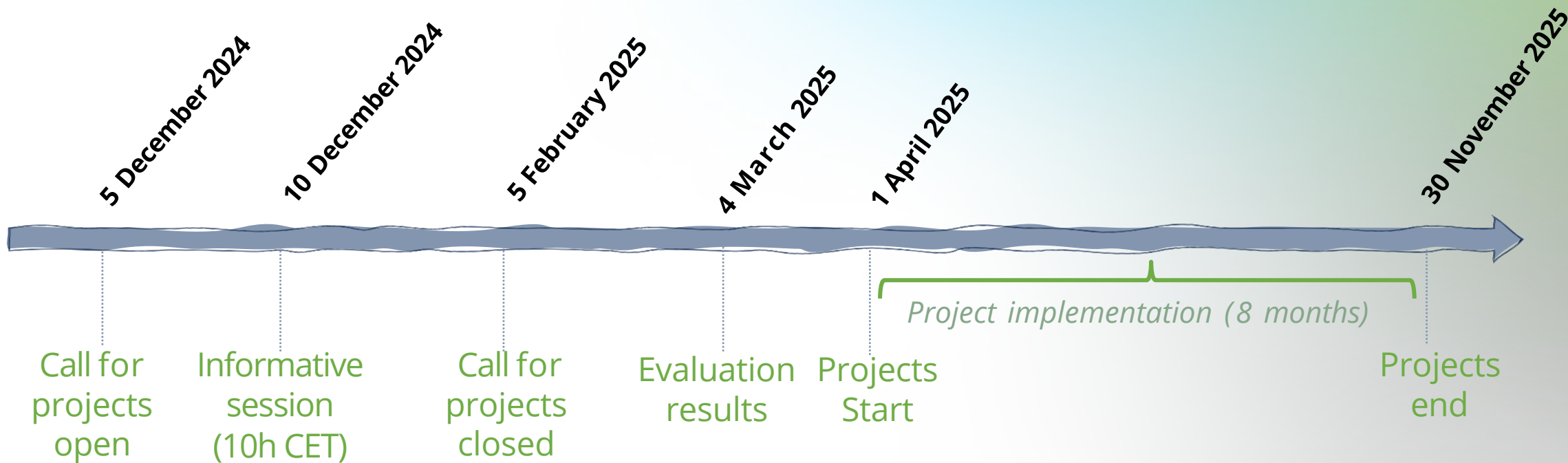
👇 Tip:
TRLs definition and assessment tool:
https://horizoneuropencpportal.eu/sites/default/files/2022-12/trl-assessment-tool-guide-final.pdf

Call for Projects - Timeline

5 December 2024

10 December 2024

5 February 2025

4 March 2025

1 April 2025

30 November 2025

Project implementation (8 months)

Call for projects open

Informative session (10h CET)

Call for projects closed

Evaluation results

Projects Start

Projects end

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.*

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:	

	Total Budget	Grant Amount	Own resources
Type of innovative project:	€ 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

3. Other Resources

	Beneficiary	Type of activity	Unit	Number of units / Expected number	Unit value / Average price	Cost		Justification	Please define the **expected Deliverable** (e.g. Plan, Strategy, Certificate, Label, Report, Software, Training, etc.). BE SPECIFIC.
Costs financed through Other Resources									
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)					- €			

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 <u>award criteria</u> 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 <u>Tourism Transition Pathway</u> and the overarching <u>goals of BEFuture</u> (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

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

Good luck!

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shaping the future of business events