



StarGrowth

Sustainable Growth in Tourism



Sustainable **T**ools & **A**ctivities for **R**ural Tourism
and Ecotourism SME's **G**rowth

6 July, 14:00- HUB Nicosia and over zoom

Info event organised by Apintech ltd and the Cyprus Tourism Entrepreneurs Association

1. What is it?

- **A funding opportunity** for Cypriot SMEs, operating in the accommodation business, i.e., hotels and room rentals
- The **businesses can receive up to 7.500E** for digitisation, visibility, sustainability, certification, training, strategy development actions, etc.

2. What types of actions may be funded

- In general actions that visibly contribute to the digitization, visibility, modernisation, sustainability and market development of the business
- Examples are IT solutions, metering and sensors, training, strategy and other consulting services, certification, studies (e.g for adoption of eco tourism)

3. What types of actions cannot be funded

- Advertising, equipment procurement (e.g. heat pumps), regular maintenance services (although a new maintenance IT solution is well eligible) and in general activities that are part of the everyday of the SME.

4. What about the requirement for being in a rural area?

- **All of Cyprus is eligible** as it includes “predominantly rural regions” or “significantly rural regions / Intermediate”.
- Only “predominantly urban regions” are excluded **but this does not relate to Cyprus.**

For details see map

https://ec.europa.eu/eurostat/cache/RCI/#?vis=urbanrural.urb_typology&lang=en

5. Application snapshot

- **Apply only online from the page www.stargrowth.eu** in English or in Greek
- Deadline is **July, 26, 17.00 CET**
- The **process is very simple** and explained in the next slide
- Detailed info available in the call [guide](#)
- All document info discussed in the next slide can be also found at <https://stargrowth.eu/call-for-proposals/>

6. What do I need to apply- the three 'items'

- **ONE**- The online application form; must be submitted online!! Below the templates are shown
 - [English](#)
 - [Greek](#)
- Two documents need to be uploaded (zip/ rar file)
 - **TWO**- Company registration certificate, proving that the company has been established at least one year
 - **THREE**- A declaration of the legal representative
 - [English](#)
 - [Greek](#)

7. What does the application form include?

1. Some **administrative information** (name, address, ...) and a selection from a drop down menu of the nature of the action (e.g. training)
2. The **objective** of the application (max. 2000 chars)
3. The **expected impact** of the action to the company and the broader society (max. 2000 chars)
4. A **description of the long- term competitiveness potential** (max. 2000 chars)
5. Concise description of **deliverable(s)**
6. **Compact budget information** (next slide)

8. Submitting...

- Before the "submit" button, there is this message regarding the docs:
"Please upload all supporting documents (Annex 1 – Declaration, Certificate of registration) Documents must be in jpeg/jpg/webp/pdf and archived in a rar/zip folder."
- Pls be informed that **after submission no edit of the application is possible**

9. Timeline, Budget and eligible activities [1]

- **Actions are expected to be between October '23 (start) and June '25 (end), following evaluation and ranking of the applications (minimum 15 applications will be funded)**
- **35% of the budget will be transferred on start** and the rest 65% upon submission of the proposed deliverable of the action
- **The grant is lump-sum.** It means that the final payment will be made to the SMEs following the completion and approval of the activities/deliverables which are proposed by the SMEs in their proposals.

10. Timeline, Budget and eligible activities [2]

- Eligible expenses and required documents
 - **6750E- invoice of the service provider** will be required; this provider can be any company or person that possesses the skills to perform the services
 - **750E- attendance certification in events and seminars** that will be conducted in the framework of major CY tourism events, potentially in collaboration with CTEA

11. Insights

- **Submission of application is very easy** especially for people that have exposure to such things (consultants, IT companies, etc.) **Estimated time is less than 2 hours**, provided you know what you want to do
- **A vast range of activities are eligible.** It will be difficult to be classified as not eligible
- **There is no financial bureaucracy;** you just submit the promised deliverable and the provider invoice
- **Even if you do not manage or wish to attend the tourism events you will just 'lose' the 750E;** this will have no impact of the main deliverable for which you can claim up to 6750E.

12. Helpdesk for applicants

- **24h reply on any inquiry received at**
 - a. **Email:** info@apintech.com
 - b. **Forum:** <https://www.apintech.com/forum/star-growth-in-cy>
 - c. **fb page** [Star Growth in Cyprus](#) (you can send us a message via this page)
- **Zoom materials (presentation/ recording)**
 - a. download via links in [b] and [c]
 - b. request via email at [a]

Waiting for your e-inquiries and wishing you good luck in your applications!



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