

"How does EU funding work for my business in Tourism? Tools, platforms and training resources for businesses of all sizes", Co-organized by DG MOVE and EISMEA, 9/October/2026. Seville, Spain.



The objective of the event was to provide practical guidance on accessing and making the most of EU funding opportunities available to tourism businesses of all sizes.

A highlight of the conference was the presentation “*EU Funding for Tourism: Key Programmes and Opportunities*” by Andreea Staicu, Deputy Head of Unit for Tourism at DG MOVE, European Commission. She provided an overview of European funding allocated to tourism and managed directly by the European Commission between 2019 and 2022, as well as the programmes through which these funds were distributed. The total amount allocated over this four-year period was €275 million, of which €41.25 million (15%) went to the COSME programme and €3 million (12%) to Erasmus+.

Another noteworthy contribution was the presentation of a newly launched toolkit designed to help tourism SMEs access EU funding opportunities. It was presented by Miguel Vaz Alexandre, Senior Policy Officer at DG MOVE, European Commission, and can be downloaded here: [Toolkit for Tourism Businesses](#).

The event primarily aimed to raise awareness of the resources available to the tourism sector and the funding opportunities open to SMEs of all sizes. This was a worthwhile initiative to encourage broader participation. However, available funding remains limited (for example, COSME funding averages around €10 million per year), while competition is becoming increasingly intense. This challenge was clearly illustrated by Hervé Busschaert, Programme Advisor at EISMEA and a proposal evaluator. He noted that a recent call for proposals had attracted 98 applications, of which only five projects were selected. The success rate had therefore fallen from approximately 13% in previous rounds to just 7% in the most recent one.

The event also provided an excellent opportunity to speak with Andreea Staicu, recall EGWA’s activities and projects, and highlight the Association’s ongoing work. It was also an opportunity to thank the European Commission for its continued support of the European Greenways Award,

particularly through the participation of a representative from the Commission's Directorate-General as a jury member and speaker at the corresponding conferences. We reiterated our interest in continuing this valuable cooperation and receiving DG MOVE's support in future editions. In recent editions, the European Commission was represented in this role by Ramune Genzbigelyte-Venturi, to whom we are very grateful for her contribution and support.

Regarding EU-funded projects, Andreea Staicu recalled the previous COSME call for proposals focused on tourist routes and announced that a new call was expected to be published later in 2026, encouraging interested organisations to participate.

In conclusion, it was a positive and enjoyable event, both professionally and personally. It offered an opportunity to learn more about EU funding opportunities, exchange ideas and explore potential avenues for future cooperation. Just as importantly, it provided a chance to meet colleagues in person—people who, after years of working together, have become friends.

Mercedes Muñoz Zamora
European Greenways Association (EGWA)
Ambassador & former director
Member of T4T EC Expert Group