



## What is Cross-Re-Tour? (<https://crossretour.eu/>)

We would like to inform you that the Malta Tourism Authority is participating in an EU-funded project called Cross-Re-Tour. The objective of Cross-Re-Tour is to support small and medium sized enterprises (SMEs) in tourism to become more sustainable and more digital. The main areas of focus are **water, energy, plastic, food, equipment/furniture, mobility, client nudging and staff nudging.**

The project involves a partnership between 8 different organisations from different countries.

### The benefits of participating in the Cross-Re-Tour project:

- Join the online dialogue to share & discuss your challenges to green & digital innovation;
- Use the automated self-assessment tool to evaluate your readiness to take on the transition journey;
- Profit from capacity building packages & business advisory services;
- Become part of an international community to network & find cross-domain innovation partners;
- Apply for the cross-domain open innovation program (grant scheme) to receive additional technical support & funding for your green/digital project up to 30.000 €.

### Call for Challenges (CfC): Deadline to enrol: 19th June 2024 at 17.00hrs

To formalise your interest in the Cross-re-tour project we would like to invite tourism SMEs to participate in the Call for Challenges (CfC). Before enrolling, please review the Guidelines available via this link: [https://crossretour.eu/wp-content/uploads/2024/05/Call-for-Challenges\\_Guidelines\\_website\\_finalV1.2.pdf](https://crossretour.eu/wp-content/uploads/2024/05/Call-for-Challenges_Guidelines_website_finalV1.2.pdf)

To enrol in the CfC, visit <https://crossretour.eu/calls/call-for-challenges/>

Participating in this CfC will help us better understand the challenges faced by tourism businesses and enable us to provide tailored advisory services and matchmaking with potential service providers.

The CfC will lay the groundwork for the creation of the "Cross-domain Open Innovation Programme" (grant scheme). Through this programme, Cross-Re-Tour will provide tourism SMEs with funding of up to €30,000 (via lump sums) for implementing innovative projects that address their specific challenges. **The Call for Proposals (CfP) of the Cross-domain Open Innovation Programme (grant scheme) is anticipated to be launched in Autumn 2024.**

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