

Pilot Project: Building Capacity for Tourism Training Sessions



Session A - How to navigate EU funding opportunities and build solid partnerships

Date and duration	10 March 2026, from 9:30am to 1:30pm (training modules) / from 1:30pm to 3:30pm (networking and testimonies)
Training mode	In presence*
Venue	Rome: KPMG - Via Curtatone, 3 (8th floor)
Trainer	Mr. Andrea Cenderello (KPMG Italy)
Main topics	<p>Module 1 – Discover EU Funding Mechanisms</p> <ul style="list-style-type: none">▶ This module introduces the overall training programme, clarifying its purpose, structure, and added value for tourism SMEs. It provides a structured overview of the EU funding cycle, including governance models, key financial instruments, and programme classification by theme and sector.▶ It offers a map of the main EU programmes relevant to tourism SMEs <p>Module 2 – Navigate EU Opportunities</p> <ul style="list-style-type: none">▶ This module aims to strengthen participants' capacity to navigate EU funding opportunities. It provides practical guidance on the operational use of the EU Funding & Tenders Portal and relevant tools, including how to search for relevant calls, identify tender documentation, and monitor upcoming opportunities.▶ Through practical case studies, participants will learn how to distinguish between high- and low-priority opportunities, assess their strategic relevance, and substantiate their choices. Finally, the module will also address common application pitfalls, providing guidance on how to identify weaknesses, avoid frequent mistakes, and strengthen the overall quality. <p>Module 3 – Building Solid Partnerships</p> <ul style="list-style-type: none">▶ This module aims to strengthen participants' understanding of the importance of partnerships in EU-funded projects and their relevance in evaluation processes.▶ Through interactive simulations and role-play exercises, participants will experience the dynamics of consortium building, including negotiation of roles, responsibilities, contributions, and expectations. <p>Opportunities for SMEs: direct testimonials from the Enterprise European Network and ongoing EU project representatives</p> <ul style="list-style-type: none">▶ Representatives of the Enterprise Europe Network and participants to ongoing EU projects including cascade funding will illustrate how SMEs can leverage existing support structures and access funding opportunities and training initiatives.

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Time	Duration	Content
9:30 – 9:40	10min	Welcome & Introduction
9:40 – 10:15	35min	Module 1 - EU funding cycle and classification <ul style="list-style-type: none"> ▪ Governance models of EU funds and main types of financial instruments ▪ Classification of EU programmes by theme and sector ▪ From institutional language into operational concepts ➤ <i>HOW: presentations, visual and interactive learning tools, mix-and-match exercises</i>
10:15 – 10:25	10min	Best practices & success stories <ul style="list-style-type: none"> ▪ Success factors ▪ Need and context analysis
10:25-10:45	20min	Overview of EU funding landscape for tourism <ul style="list-style-type: none"> ▪ Map of the main EU programmes relevant to tourism SMEs ▪ Objectives, type of beneficiaries, type of fundable projects ➤ <i>HOW: Map and infographic: strategic orientation of available opportunities</i>
10:45 – 11:00	15min	Coffee break
11:00 – 11:10	10min	Module 2 – How to Navigate EU funding opportunities <ul style="list-style-type: none"> ➤ Practical use of the Funding & Tenders Portal <ul style="list-style-type: none"> ○ Searching calls by keyword, programme, deadline ○ Monitor future calls ➤ Practical criteria for initial screening of relevance
11:10-11:25	15min	Call orienteering – Strategic reading of a call for proposal <ul style="list-style-type: none"> ▪ How to “read” a call focusing on the most relevant elements ▪ Translating formal requirements into operational implications for SMEs
11:25-11:50	25min	Matching-idea call <ul style="list-style-type: none"> ▪ Alignment exercises between project idea and program/call ➤ <i>HOW: Group discussion</i>
11:50-12:15	25min	Critical analysis and error-spotting <ul style="list-style-type: none"> ▪ Typical errors in applications ▪ Identifying corrections and improvements ➤ <i>HOW: Error spotting: practice and discussion</i>
12:15 – 12:35	20 min	Module 3 – Building Solid Partnerships <ul style="list-style-type: none"> ▪ Why partnerships matter in EU programmes <ul style="list-style-type: none"> ○ Role of partnerships in EU programmes and their weight in evaluation criteria ○ Different types of partners and their roles in a consortium ○ Consortium assessment criteria: skills complementarity, geographic balance, value chain coverage ○ Tools for partner search: Funding & Tenders Portal, CORDIS, EEN, industry networks, LinkedIn ➤ <i>HOW: Anatomy of a successful Partnership, practical use of the platforms</i>
12:35 – 13:15	40 min	Consortium building simulation – “Find Your Partner” <ul style="list-style-type: none"> ➤ <i>HOW: Role-playing game: negotiation of roles, responsibilities, contributions, and expectations.</i> ▪ Evaluator's perspective in providing feedback on the consortium's balance and credibility.
13:15 – 13:30	15 min	Building trust and governance <ul style="list-style-type: none"> ▪ Strengthen the ability of SMEs to position themselves credibly and protect their interests in the partnership.
13:30 – 14:30	1h	Light lunch and networking

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14:30-15:00	30min	Testimonials from Enterprise Europe Network (EEN), Detour Project, TASTE Project Speaker: Andrea Belloni – Chairman of the Tourism Sector Group within the Enterprise Europe Network (EEN) – Lazio Innova Speaker: Michela Valentini – Destination Manager DMO ESCO: presentation of the Detour project and funding opportunities for SMEs Speaker: Paola Tolin – Chamber of Commerce of Turin: presentation of the TASTE project
15:00 -15:30	30min	Q&A, delivery of training materials and support tools to participants

**A Teams connection will be available; however, given the highly interactive nature of the session, participants are strongly encouraged to attend in person to fully benefit from the practical exercises, group work, networking opportunities, and direct exchange with trainer and peers.*

In-person participation will allow a more engaging learning experience and more effective hands-on activities.

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