ETC co-op programme 2027

Co-branded promotional campaigns

Terms and Conditions

Issuance date	23 November 2026
Deadline for applications	1 February 2027
Estimated starting date	March 2027
Duration	10 months

Brussels, November 2026

Co-funded by
the European Union

EUROPEAN
TRAVEL
COMMISSION

ETC co-op programme 2027

Co-branded promotional campaigns

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Glossary

- **Applicants**: Partners who jointly apply and implement the campaign.
- **Associated partner(s):** An entity that may contribute to the campaign but does not qualify as eligible applicants.
- **Consortium**: A group of at least three and no more than eight partners that jointly submit an application, co-fund and implement the campaign.
- **Coordinator**: The partner who leads the consortium and liaises with ETC on behalf of all other partners in the consortium.
- **FIT**: Free Independent Traveller.
- **KPI**: Key Performance Indicator.
- **Passion community**: A group of individuals who are connected by a common passion point or interest.
- **Passion point**: An emotional driver of consumer choice that plays a big role in determining the products they buy, the content they consume, the brands they embrace and the places they travel to.
- **Responsible travel**: Behaviours and practices that benefit both visitors and locals while minimising negative impacts on the environment and host communities.
- **Partner(s)**: A legal entity (either a public, private or public-private body) that contributes financially to the campaign by means of its own financial resources.
- **Supplier(s)**: A third party that sells goods or services to the partners for the implementation of the campaign.

1. Introduction

The European Travel Commission's (ETC) **Co-branded promotional campaigns programme** supports Europe's travel and tourism ecosystem by investing in industry-led communication and promotional initiatives. The programme aims to foster widespread cooperation in promoting Europe's sustainable tourism offering by encouraging transnational public-private partnerships that leverage shared resources, extend reach, and maximise impact through economies of scale. This programme acts as an incubator for new partnerships, capacity building, and innovative ideas, with a view to guiding initiatives towards a mature stage where they can operate independently.

The programme is presented by ETC in the framework of an **ad-hoc grant of the European Union (EU),** with the objective of strengthening Europe's image as a safe, sustainable, inclusive and accessible tourist destination in long-haul source markets. Its purpose is to reinforce the long-term sustainability of Europe's tourism ecosystem by promoting a more balanced geographic and seasonal distribution of visitor flows, while taking into account the needs and aspirations of local communities.

Initiatives supported under this programme shall add value to ETC's and the EU's efforts to put forward the objectives and actions set out in the **Transition Pathway for Tourism**[1] and the **EU Sustainable Tourism Strategy**[2].

1.1. About the European Travel Commission

The European Travel Commission (ETC)[3] is an international non-profit association of official National Tourism Organisations (NTOs) in Europe. ETC's mission is to empower its members, stakeholders, and the industry to shape the future of tourism in Europe for the benefit of all. For its member NTOs, ETC provides a broad portfolio of promotional and market intelligence services and encourages the sharing of best practices.

The organisation was established in 1948 and is headquartered in Brussels (Belgium) as a private body (AISBL) under the law of Belgium.

1.2. Objectives

The objectives of the co-branded promotional campaigns are to **strengthen Europe's global perception as a sustainable, inclusive, accessible, and safe travel destination** as well as to **drive a behavioural shift towards more responsible travel in Europe.**

1.3. Available budget

The total available budget under this programme is 400,000 EUR (four hundred thousand euros). The above-mentioned amount is in no way binding on ETC. Subject to the availability of funds, ETC reserves the right not to

[1] See https://transition-pathways.europa.eu/tourism
[2] See https://transport.ec.europa.eu/tourism-strategy_en
[3] Further information about ETC can be found on the website: europeantravelcommission.com

allocate all available funds, and/or to redistribute the available funds in a different manner depending on the number and quality of applications received.

2. Campaign requirements

ETC is seeking to co-fund communication and promotional campaigns, hereinafter referred to as **co-branded promotional campaigns**, that are conceived, developed, and implemented by a consortium of public and/or private partners in close cooperation with ETC.

These co-branded promotional campaigns must contribute to the objectives outlined in **Section 1.2 Objectives** and comply with the requirements outlined in the following sections.

Applications that do not meet these requirements will be excluded from further evaluation.

2.1. Eligibility of applicants and consortium composition

Applicants must meet the following criteria to be eligible for receiving financial support from this programme:

1) be a legal entity (either a public, private or public-private body) properly constituted and registered under the National Law of an EU Member State or a third country (non-EU) participating in the Single Market Programme[4];
2) be either a Destination Marketing Organisation (DMO), a business support organisation (BSOs), governmental entity with a clear mandate to promote a European destination, a tourism-related association, a non-profit organisation or a private sector company;
3) have sufficient financial capacity [5] (stable and sufficient sources of funding) to maintain its activity throughout the period of campaign implementation;
4) have sufficient operational and professional capacity[6], including staff, experience and expertise to carry out the activities described in its application.

Eligible applicants must jointly apply as a consortium. Eligible **consortia must comprise a minimum of three (3) and a maximum of eight (8) eligible applicants.**

Note that applicants meeting all criteria except criterion 1 above can still join a consortium and financially support the campaign, referred to as **associated partners**. Associated partners will count towards the minimum and maximum consortium size and can act as coordinator. Contributions from associated partners may be included in the overall campaign budget but will not be taken into account when calculating ETC's share of the campaign funding(refer to **Section 3.1. Co-funding requirements**).

Consortia do not need to have a given legal form to be allowed to apply. All entities in the consortium shall agree upon appropriate arrangements between themselves for the proper management and implementation of the co-branded promotional campaign and shall assume joint responsibility towards its completion and final delivery.

[4] See https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation_smp_en.pdf
[5] In this regard, ETC reserves the right to ask applicants to supply supporting documents at a later stage.
[6] ibid

The consortium must be led by one of its partners, referred to as the **coordinator (see Section 3.3 Coordination and reporting requirements)**. The coordinator shall be responsible for submitting the application and liaising with ETC on behalf of all other partners in the consortium.

Multiple applications from the same partner or a consortium of partners are allowed.

Note that consortia that have previously participated in the programme are not eligible to resubmit the same or substantially similar application. They may submit a new application only if the proposed campaign demonstrates significant innovation, such as:

- addressing new themes and target groups;
- expanding the geographical scope to include new destinations;
- introducing new creative approaches, channels, or content formats.

ETC reserves the right to assess whether the application sufficiently differs from previous campaigns and to reject applications that do not meet this requirement.

2.2. Thematic scope

The thematic scope of the co-branded promotional campaign must focus on one of the following pan-European themes, which appeal to the interests and passions of niche global traveller communities:

- **Nature and the Outdoors**: Inspiring experiences and stories framed around human or nature-powered journeys that connect with the outdoors in line with the ethos of the **Slow Adventure movement**[7]. This includes nature experiences that provide a better understanding of the environment, but also of the local culture, food, people and traditions, especially in rural areas (ecotourism).
  This passion point connects with the community of **Immersive Explorers**[8]; 18-34-year-old couples with children, and solo travellers (male bias) who find togetherness in the wilderness and enjoy experiencing nature at their own pace. They want to learn about new cultures, experience new adventures and expand their perspectives from what they learn when travelling.
- **Creative Cities**: Inspiring experiences and stories framed around the local cultural scene and lifestyle, with a focus on contemporary arts, architecture and design, handicrafts, fashion, music, festivals, gastronomy, street and performing arts (creative industries) as well as high-end products in small or medium-sized urban areas.
  This passion point connects with the community of **City Life Enthusiasts**[9]; 18–34-year-old couples with children, and solo travellers (female bias) who swap landmarks for local life, trade the well-worn path for a secret side street and crave a culture of creative contrast and artistic reinvention. They want to "live like a local" while developing their own creativity and emphasising the atmosphere of the places they visit.

[7] Please see the Slow Adventure Guide for a detailed overview of the ethos of the Slow Adventure movement: https://etc-corporate.org/uploads/2020/03/The_Slow_Adventure_Guide_compressed.pdf
[8] For further information on the profile the community of Immersive Explorers see https://etc-corporate.org/reports/tourism-passion-communities-immersive-explorers/
[9] For further information on the profile the community of City Life Enthusiasts see https://etc-corporate.org/reports/tourism-passion-communities-city-life-enthusiasts/

- **History and Ancestry**: Ancestry and heritage-related experiences and stories in connection with historical places and events (places of memory, contemplation and commemoration) which exerted an influence on world history.
  This passion point connects with the community of **Explorers of Cultural Identity and Roots**[10]; 35+ year-old couples with children and empty nesters (Male bias) who step beyond borders into the theatre of world history, learning from the stories of yesterday with a desire to discover their own roots.

In addition to the above themes, the co-branded promotional campaign may also showcase experiences and stories that relate to local **gastronomy** and **lifestyle**.

2.3. Promotion of responsible travel practices

Within the thematical scope described in **Section 2.1 Thematic Scope**, the co-branded promotional campaign must showcase experiences and positive stories that raise awareness of the importance of responsible travel practices, in line with the ***Unexpected Upgrade movemen***[11].

Responsible travel is defined as behaviours and practices that benefit both visitors and local communities, while minimising negative impacts on the environment and host communities. Examples include prioritising off-peak travel[12], exploring off-the-beaten-path destinations[13], choosing low-impact transportation options[14], and actively supporting local communities[15].

Ultimately, a co-branded promotional campaign must contribute to driving a behavioural shift towards the adoption of responsible travel practices by bridging the gap between travellers' intentions and actions, offering clear and practical guidance on how to travel more responsibly.

2.4. Geographical scope

For the purpose of this programme, Europe is defined as the ensemble of the following countries:

A) EU Member States[16]
B) Non-EU Member States (third countries) participating in the Single Market Programme[17]
C) ETC Member States[18]

[10] For further information on the profile the community of Explorers of Cultural Identity and Roots see https://etc-corporate.org/reports/tourism-passion-communities-explorers-of-cultural-identity-and-roots/
[11] See https://visiteurope.com/unexpected-upgrade-movement
[12] Off-peak travel is defined as travel outside the peak seasons, primarily avoiding the summer.
[13] Off-the-beaten-path destinations are defined as lesser-known or unconventional destinations that are not frequented by travellers beyond the famous hotspots.
[14] Low-impact transportation options are represented, especially by those involving public, electric, or human-powered modes of transportation.
[15] Supporting local communities is intended as favouring experiences that facilitate active engagement and immersion in the local culture, traditions, and way of life of the destination.
[16] Including the outermost regions of the European Union.
[17] See https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation_smp_en.pdf
[18] See https://etc-corporate.org/our-members/

The geographical scope of the co-branded promotional campaign must cover **at least three countries participating in the Single Market Programme (EU or non-EU Member States), of which at least two must be EU Member States**.

This geographical requirement reflects the EU funding conditions currently envisaged for the programme. However, as at the date of publication of these Terms and Conditions, the requirement to cover at least two EU Member States remains subject to final confirmation by the European Union. ETC reserves the right to adjust this specific geographical scope requirement, if necessary, to ensure compliance with the applicable EU funding conditions. Any such adjustment shall be communicated to applicants in a timely manner. Where necessary, ETC shall take appropriate measures to ensure fair and equal treatment of applicants.

Campaigns covering a broader geographical area (i.e. more than three countries) will receive a higher score in the selection process (see **Section 5.2 Award criteria**).

ETC welcomes in particular campaign applications whose geographical scope includes destinations in Eastern European countries where international arrivals remain below pre-pandemic levels[19], such as Estonia, Latvia, Lithuania, Romania, and Slovakia.

Note that the campaign must be grounded in a cohesive European narrative, rather than simply combining individual national or local narratives.

2.5. Target groups

Within each of the niche global travel communities described in **Section 2.1 Thematic Scope**, the co-branded promotional campaign must specifically target **Free Independent Travellers** (FITs) or semi-independent travellers (semi-FITs), including consumers with relatively high spending potential and an interest in experience-led travel. A FIT is an individual or a small group (<10) of individuals who travel independently (not in an organised group). They may book individual products and services arranged by a tour operator or advisor for use by independent travellers (semi-FITs).

The co-branded promotional campaigns must target FITs who are at the **dreaming, consideration and/or sharing stages** of their travel cycle and shall help drive them down the path to purchase. There is a preference for engaging repeat visitors to Europe as opposed to first-time visitors.

The co-branded promotional campaigns must target consumers in one or more (multi-market) of the long-haul outbound markets per theme listed in Figure 1.

The list of long-haul markets in Figure 1 is not exhaustive. Applicants may propose targeting other relevant long-haul[20] outbound markets, such as India, Gulf Cooperation Council (GCC) countries, or Central Asia, among others. In such cases, applicants must provide robust market research demonstrating the size, potential, and value of the target audience in the relevant market for the host destinations.

[19] Source: Tourmis, 2025

[20] By long-haul outbound market, ETC understands non-European outbound markets. Outbound travel from the Russian Federation is not considered long-haul.

Figure 1: Global target groups



2.6. Types of actions

The co-branded promotional campaign must use appropriate messages, channels, and tactics to effectively engage the target groups.

Campaign tactics that **directly engage and benefit European tourism small and medium-sized enterprises (SMEs)** - such as independent hotels and guesthouses, tour operators, incoming agencies, cultural and creative businesses, transport providers, and local attractions, among others - are particularly encouraged and will receive a higher score in the selection process (see **Section 5.2 Award criteria**).

Consumer (B2C) and trade (B2B) campaigns that include one or more of the activities listed below are eligible for financial support:

- **Digital consumer marketing activities**. These include communication and promotional activities using consumer digital channels and tactics, such as:
  - Content marketing
  - Video
  - Social media
  - Influencer marketing
  - Programmatic display advertising
  - Email marketing
  - Digital out-of-home advertising

- **Trade promotional activities**. These include communication and promotional activities using travel trade and other business-to-business (B2B) channels and tactics, such as:
  - Bespoke B2B sales events (workshops, roadshows, etc.)
  - Content marketing

- Videos and webinars
- Email marketing
- Press and familiarisation trips

Examples of previous campaigns are provided in the links below for reference:

- Europe Untold
- Alps. Adriatic. Amazing

The following types of actions and costs will not be considered:

- Product or destination development activities
- Academic conferences and seminars
- Offline activation consumer events
- Fairs and exhibitions
- Cost related to participation in business or consumer groups, events, or the activities organised by these (i.e., membership fees, registration fees, etc.)
- Actions not focusing on the priority themes (see Section *2.1. Thematic Scope*)
- Actions not focusing exclusively on Europe (see Section *2.4. Geographical Scope*)
- Actions already completed or ongoing
- Actions not being measurable and result-focused
- Actions with an explicit commercial purpose or effect of producing a profit
- Actions providing financial support to third parties (re-granting schemes)
- Travel expenses for the staff of the campaign partners to attend any of the above actions.

2.7. Implementation period

The implementation period of the campaign is expected to start in **March 2027** and shall not extend beyond the end of **December 2027**, unless otherwise agreed between ETC and the campaign partners.

Within this period, applications must specify the expected timeframe for the execution of the campaign based on the type of campaign, its goals and in general when it is expected to have the highest impact.

The following table provides an indicative timeline for the programme.

Table 1: Timeline

Action	Date
Applications open	23 November 2026
Deadline for submitting applications	1 February 2027
Evaluation of applications and notification to applicants	February 2027

Signature of agreements with partners	March 2027
Public procurement of third-party suppliers	March – May 2027
Campaign activation	April – December 2027
Deadline for completing reporting requirements	30 calendar days after the completion of the campaign

2.8. Exclusion criteria

Applications shall be excluded if they fail to comply with the requirements described in **Section 2. Campaign requirements**, as well as any of the following underlying principles:

- **Non-profit rule**. The proposed campaign may not have the purpose or effect of producing a direct economic profit for the participating partners.
- **No double funding**. The campaign shall rely on European Union financing exclusively deriving from this programme. In no circumstances shall the same expense be funded twice by the European Union budget. In this regard, applicants shall inform ETC about any sources and amounts of European Union funding applied for the same campaign or for part of the campaign.
- **Non-retroactivity**. No campaign or activity that has already been completed will receive funding.

Furthermore, individual applicants shall be excluded from the programme under the following circumstances:

- have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering;
- are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or are subject to a procedure of the same kind;
- have received a judgment with res judicata force, finding an offence that affects their professional integrity or constitutes a serious professional misconduct;
- do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of the country where they are established.

Applicants shall declare on their honour that they are not in any of the above-mentioned situations. In this regard, ETC reserves the right to ask applicants to supply supporting documents at a later stage.

3. Financial and operational requirements

3.1. Co-funding requirements

In line with the co-funding principle, both ETC and **the consortium of partners must contribute their own funds to finance the campaign; non-monetary (in-kind) contributions are not accepted.**

ETC's financial contribution shall not exceed 50% of the total eligible campaign costs and shall be **capped at EUR 100,000 (one hundred thousand euros) per campaign**. The remaining share of campaign costs must be collectively

funded by the consortium of partners with a **minimum contribution of EUR 45,000 (forty-five thousand euros)**. Each consortium member decides their financial contribution to the campaign, with a **minimum of EUR 5,000 (five thousand euros) per partner.**

Applicants must submit a budget estimate (refer to *Annex 1. Budget Form*). Each partner's financial contribution and the requested contribution from ETC should be specified in the section "Contributions" of the budget form. The expenses foreseen for the implementation of the campaign should be specified in the section "Costs" of the budget form. Expenses related to the independent analysis of campaign performance (if applicable) should also be quoted in the "Costs" section of the budget form. **Note that all campaign-related costs must be incurred through third-party suppliers, different from the campaign partners.** Note that expenses related to the staff of the partners (i.e., salaries, travel expenses, per diems, etc.) are not eligible costs.

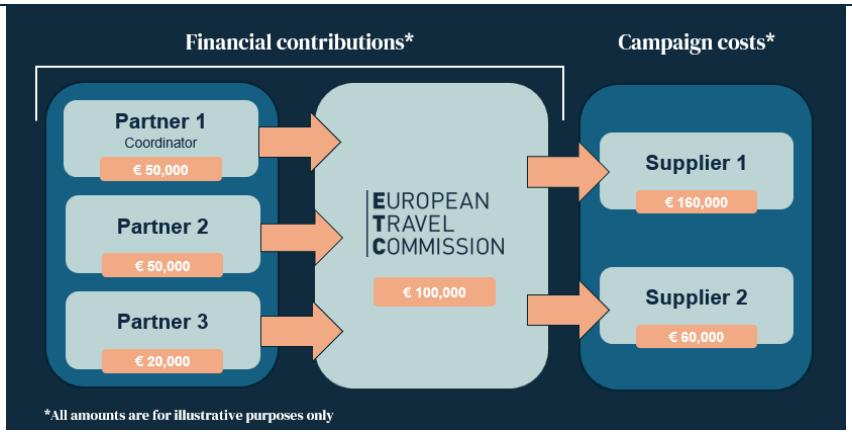
The budget estimate must be comprehensive, coherent, and cost-effective based on the proposed activities. ETC reserves the right to invest a lower ratio than the requested amount, depending on its evaluation of the application, the overall availability of funds and demand for funding.

3.2. Administration and payment requirements

ETC shall be responsible for the administration of the co-branded campaign and the overall supervision of its implementation. This includes conducting public procurement procedures, as necessary, following ETC's procedures[21] for selecting third-party suppliers and entering into contractual agreements with them, which must be respected by the campaign partners. Any decisions on the technical requirements of the procurement, the selection of suppliers, and the award of contracts will be jointly managed by ETC and the partners, unless otherwise agreed. Expenses and third-party suppliers procured directly by the partners are not eligible expenses.

ETC is also responsible for executing all payments to suppliers and other third parties in connection with the implementation of the campaign. These payments are made using ETC's own financial resources, which are partly co-funded by the European Union, and include ETC's share of the campaign contribution. Figure 2 illustrates the programme's payment flows.

Figure 2: Payment flows



[21] The partners should consider public procurement procedures for the selection of third-party suppliers when planning their campaign. Note that public procurement procedures may take up to 60 calendar days to complete depending on the amount of the contract with the supplier. Please contact ETC for further information.

Note that ETC cannot make advance payments to third-party suppliers, such as to kick off the campaign. Consequently, ETC's contribution should be expected to be part of intermediate and/or final payments to suppliers.

ETC shall invoice each partner separately or the consortium coordinator in full for the amount in Euro (EUR) of their contribution to the campaign. **The contribution from each partner will be fully due and payable shortly after the signature of the cooperation agreement between ETC and the campaign partners.**

3.3. Coordination and reporting requirements

The partners are jointly responsible for the execution and reporting of the campaign. The partners are led by a **coordinator**, who shall be responsible for liaising with ETC on behalf of all other partners for administrative matters and overall command of operations.

The coordinator also leads the overall implementation of the campaign and manages relations with the other partners in the consortium and the campaign suppliers. ETC supervises the implementation and is available to provide input and guidance at all times.

The coordinator and the campaign suppliers will be expected to provide ETC with regular updates on work progress, as well as a **final implementation report**, including a detailed overview of the activities performed, a description and justification of any changes in the work programme, a description of all campaign outputs (deliverables) and related supporting documents, results against set goals and KPIs, as well as expected future impacts to be generated by the campaign. A final report must be submitted to ETC no later than 30 calendar days after the completion of the campaign.

All reports and supporting documents must be written in English in a clear, concise and accurate manner.

Furthermore, during the implementation of the campaign as well as afterwards, ETC reserves the right to request additional documentation related to the campaign implementation. ETC, the European Commission or any other EU institution in charge of inspections (such as OLAF) shall have the right to carry out technical, financial checks and audits to determine whether the consortium is implementing the campaign properly and is complying with its obligations. The consortium needs to keep all original campaign-related documents for six years after the agreement with ETC ends.

3.4. Publicity

The co-branded promotional campaign must clearly acknowledge ETC's and the European Union's financial contribution. In this respect, the partners are required to give prominence to the following logos on all communication outputs (videos, posters, websites, publications, reports, etc.) produced in the framework of the co-branded campaign:

Logo of Europe-visiteurope.com

EUROPE
visiteurope.com

Name and emblem of the European Union

Co-funded by
the European Union

The guidelines for the use of the Europe-visiteurope.com logo and the EU emblem, as well as the respective graphic files, are available for download at the following link: https://etc-corporate.org/publicity-guidelines/

In addition, ETC may request the use of specific visuals, hashtags and/or handles on communication materials in order to maximise cross-promotion and leverage opportunities with other promotional activities of ETC.

If the publicity requirement is not fully complied with, ETC's financial contribution to the co-branded campaign may be reduced.

3.5. Use of Artificial Intelligence

The partners may use Artificial Intelligence (AI) in the preparation of their application. However, any use of AI must be clearly disclosed as part of the application submission. This disclosure must include:

- A description of the AI tools or technologies used;
- Identification of the specific areas of the application where AI was applied;
- A preliminary outline of the tasks, processes, or deliverables during campaign execution where AI is expected to be used.

4. Submission of applications

Applications must be submitted via the online application form (see *Reference document 1. Online Application Form*[22]) available on ETC's website: https://etc-corporate.org/co-branded-campaigns-registration/

4.1. Registration

An account must be created using the applicant's name and email address before the application form can be completed. A confirmation email containing a link to access the application form will be sent to the registered email address. This **email should be retained**, as the link will be required to access the application form. If the confirmation email is not received, the spam or junk mail folder should also be checked.

The application form is linked to the email address provided during registration. ETC advise against creating multiple registrations using the same email address.

4.2. Online application

To start filling your application, please click on the link in your registration confirmation email.

Please fill in all requested information in the application form. Applications must be written in English and should be **concise and clear**, so there can be no doubt as to word meaning and figures. Applications should include detailed information about the campaign objectives, target audience, thematic and geographical scope, key message(s), creative idea, tactics, channels, and expected outputs. Furthermore, a specific emphasis should be placed on the

[22] Only intended for reference, to help you plan your application. Do not submit this form. Please complete the form online to submit your application.

monitoring and evaluation of the campaign performance. The application must therefore specify the key performance indicators (KPIs), their estimated target values and the means of verification.

Note that **the application form does not save progress automatically**. To save your work, click "Save" at the bottom of each page of the form.

Previously saved applications may be modified at any time before the application deadline. To retrieve an application form, the link provided in the registration confirmation email must be used.

Once you have finalised your application, please click "submit application".

4.3. Required documents

The following documents must be uploaded as part of the application:

1) Budget form (see *Annex 1. Budget Form*)
2) Timeline (no template provided)

4.4. Submission deadline

Applications must be received by **1 February 2027 at 16:00 (CET)**. Applications received after this deadline will not be considered.

Applications must remain valid for at least three months after the submission deadline.

5. Selection procedure

The applications will be assessed by the staff members of ETC. ETC reserves the right to seek the European Union's approval of the selection of partners and the scope of the campaign. For that purpose, ETC may share the information about the partners and the documents of the application with the European Union.

5.1. Eligibility assessment

ETC will assess whether applicants and their respective consortia meet the eligibility requirements outlined in **Section 2.1. Eligibility of applicants and consortium composition**. Applications that do not fulfil these requirements will be excluded from further evaluation.

5.2. Award criteria

Applications will first be assessed based on the quality criteria and secondly evaluated against the financial criterion outlined below.

Each **quality criterion** and its respective weights are as follows:

Quality criteria	Weight
Relevance and strategic fit • The extent to which the campaign aligns with and contributes to the objectives of this programme, the EU Transition Pathway for Tourism and the EU Sustainable Tourism Strategy, • The extent to which the campaign ensures the promotion of responsible travel practices and minimises environmental impacts; • The nature, experience and capacity of the partners for implementing the campaign.	30
Pan-European thematic dimension • The extent to which the campaign scope pursues appropriate geographical coverage of Europe and a solid European narrative; • The extent to which the campaign scope ensures a clear thematic approach in line with the priority target groups and markets of this programme; • The extent to which the campaign scope will engage and benefit European tourism small and medium-sized enterprises (SMEs).	30
Clarity and creativity of the campaign approach • The level of detail, coherence and practicality of the campaign tactics and methodology; • The innovative nature of the campaign's strategy; • The extent to which the campaign outputs, KPIs and the estimated impacts on target groups are well-defined and verifiable; • The level of detail and coherence of the timeline and the budget.	40

Each quality criterion will be given a score in a range from 0 (zero) points to 10 (ten) points in accordance with the following scale:

Scale	Score
The application fails to address the criterion or cannot be assessed due to missing or incomplete information.	**0** *Not available/not provided*
The criterion is inadequately addressed, or there are serious inherent weaknesses.	**1-2** *Poor*
The application broadly addresses the criterion, but there are significant weaknesses.	**3-4** *Fair*
The application addresses the criterion well, but a number of shortcomings are present.	**5-6** *Good*

The application addresses the criterion very well, but a small number of shortcomings are present.	**7-8** *Very good*
The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.	**9-10** *Excellent*

Applications must achieve a minimum score of 60 out of 100 points in the quality score. Applications that score below this threshold will be excluded from further evaluation.

The **financial assessment** will consider the consortium's requested contribution from ETC, expressed as a percentage relative to the total campaign budget. Applications with a lower requested share will receive a higher score.

The following formula will be used to calculate the final total score of the application:

$$\text{Final score} = \frac{\text{lowest requested share}}{\text{application requested share}} \times 100 \times 0.5 + \text{quality score} \times 0.5$$

5.3. Notification of the decision and signature of the agreement

ETC envisages that the selection procedure will take up to four (4) calendar weeks after the submission deadline to complete. Upon completion of the selection process, ETC will notify in writing the final decision and next steps to undertake to each consortium coordinator.

The selected consortium of partners will be required to sign an agreement (see *Reference document 2. Draft Model Agreement*) with ETC **within 45 days following the notification** to the coordinator. If this agreement is not signed within the deadline, ETC reserves the right to cancel its financial support for the co-branded campaign.

Applicants are strongly advised to read the draft agreement, in particular its requirements in terms of payment and reporting.

6. General provisions

This document is in no way binding on the European Travel Commission or the European Union. Any contractual obligation commences only upon the signature of the agreement between ETC and the selected consortium of partners.

The implementation of the programme is subject to the applicable funding and conditions established by the European Union. Should these requirements be amended, clarified or supplemented during the programme, ETC reserves the right to make the necessary adjustments to the programme's terms and conditions and implementation arrangements to ensure continued compliance. Any such adjustments shall be communicated to the affected applicants or campaign partners and implemented in accordance with the principles of transparency and equal treatment.

ETC reserves the right to accept or reject any or all applications received, as well as to negotiate with all qualified applicants or to cancel this programme, either partially or totally. In the event of cancellation of this programme, this should not entail any financial obligation from ETC towards any applicant.

Submission of an application implies acceptance of the terms and conditions set out in this document.

7. Contact and help desk

Potential applicants are encouraged to contact ETC if they need assistance in finding suitable partners, planning and submitting their application or in case they have any enquiries about applicable public procurement procedures or any other matter relevant to the information contained in this document.

Enquiries must be made in writing and sent via the contact form on the website https://etc-corporate.org/co-branded-campaigns-help-desk/.

8. Annexes

- Annex 1. Budget Form
- Reference document 1. Online Application Form
- Reference document 2. Draft Model Agreement

Brussels, 23 November 2026

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