



# Views on EU Funding from the perspective of a European organisation

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# Main messages on EU funding

1. Amount

2. Results

3. Scale

4.  
Sustainability

# 1. Amount

Adequate amount of funding

- 9.7 % of EU GDP from tourism,
- ?% EU funds for tourism.



# 1. Amount

Right distribution of funding

- 7.5% of trips by bike
- 1.6% EU funds for transport can be invested in cycling (2014-2020).



## 2. Results

- The measure of success should be the results reached not the money spent.
- Reduce paperwork – focus on value for money instead of the collecting proof



# 3. Scale

- On the European scale, focus on European initiatives. Do not try to solve local issues from grants distributed in Brussels.
- Particularly when you consider the size of the COSME Grants for tourism (few million euro/year) and the amount of SMEs dealing with tourism across Europe.



# 4. Sustainability

- Invest more in sustainable projects.
- Avoid having to create new 'brands' again and again.
- Instead also create long-term partnerships and support long-term initiatives.





# Thank you for listening

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