



COMPETITION FOR THE **EUROPEAN CAPITAL OF SMART TOURISM 2020**

GUIDE FOR APPLICANTS

ALL YOU NEED TO KNOW



SmartTourismCapital.eu

TABLE OF CONTENTS

1.	ABOUT THE INITIATIVE	3
2.	TIMELINE	4
3.	ADMISSIBILITY AND ELIGIBILITY	4
3.1	Admissibility requirements	4
3.2	Eligibility requirements	5
3.3	Exclusion criteria	5
4.	AWARD CATEGORIES AND ASSESSMENT CRITERIA	7
4.1	Award categories	7
4.2	Assessment criteria and guidelines	8
5.	THE EVALUATION PROCESS	9
5.1	Evaluation step 1	9
5.2	Evaluation step 2	10
6.	AWARDING THE WINNERS	11
7.	HOW TO APPLY: STEP BY STEP	11
7.1	Getting started	11
7.2	How to apply	11
7.2.1	Step 1: Create your account	11
7.2.2	Step 2: Filling in the application form	12
7.2.3	Step 3: Editing your proposal	15
7.2.4	Step 4: Submission	15
7.2.5	Step 5: Application Status page	15
7.2.6	General information	16
8.	PUBLICITY – PROMOTING THE AWARD	16
8.1	Publicity by the winners	16
8.2	Publicity by the Commission	16
8.3	Award Ceremony and Exhibition	17
9.	LEGAL NOTICE	17
9.1	Dissemination and exploitation of results	17
9.2	Conflict of interests	18
9.3	Liability for damages	18
9.4	Checks, audits and investigations	18
9.5	Withdrawal of the title and award	18
9.6	Cancellation of the contest	19
9.7	Complaints	19
10.	CONTACT	19
	ANNEX Proof of Mayor's endorsement	20

1. ABOUT THE INITIATIVE

In line with a preparatory action proposed by the European Parliament, the European Commission has launched a new initiative in 2018, which rewards European cities and gives them the opportunity to share their exemplary practices as smart tourism destinations.

In 2018, the European Commission organised a competition to award the first titles of **“European Capital of Smart Tourism”**. Two cities, Helsinki and Lyon, were selected as first European Capitals of Smart Tourism and hold this title during 2019. In addition, 4 cities were recognised with 2019 European Smart Tourism Awards for their outstanding achievements in the individual categories of the competition: accessibility, sustainability, digitalisation, cultural heritage and creativity.

This Guide for Applicants contains all information applicant cities need to know about the competition for the European Capital of Smart Tourism 2020.

For the purpose of this initiative, a smart tourism destination is defined as a destination facilitating access to tourism and hospitality products, services, spaces and experiences through ICT-based (Information and communications technology) tools. Furthermore, a smart destination is a healthy social and cultural environment, which can be found through a focus on the city's social and human capital. It also implements innovative, intelligent solutions and fosters the development of entrepreneurial businesses and their interconnectedness.

In line with this overarching definition, the initiative will showcase exemplary practices by tourism destinations in implementing innovative and intelligent solutions in four categories:

SUSTAINABILITY

DIGITALISATION

**CULTURAL HERITAGE
& CREATIVITY**

ACCESSIBILITY

The two cities showing the most intelligent, innovative and inclusive solutions in all the above-mentioned areas – and convincing the European Jury with an attractive programme for the year of the title – will be awarded the title of **“European Capital of Smart Tourism 2020”**.

In addition, four cities will receive European Smart Tourism Awards for their outstanding achievements in the individual categories listed above.







For your city to become a European Capital of Smart Tourism you will have to show us what your destination's exemplary and innovative solutions in sustainable and accessible tourism development are, as well as how you are capitalising on your cultural heritage in the tourism offer. All that, paired with innovative digital tools and creativity to enhance the visitor's experience.

2. TIMELINE

Launch of competition	26 February 2019
Application deadline	10 May 2019 by 18:00 (CET)
Evaluation Phase – including evaluation step 1 by independent experts	May – July 2019
Announcement to shortlisted finalists	August 2019
Presentation of finalists in front of the European Jury	October 2019
Award ceremony	October 2019

3. ADMISSIBILITY AND ELIGIBILITY

3.1 ADMISSIBILITY REQUIREMENTS

-  Applications must be submitted the latest by **10 May 2019 at 18:00 CET**.
-  All applications must be submitted via the online application submission tool, which is accessible via www.SmartTourismCapital.eu. Applications submitted by any other form will not be taken into account.
-  Applications must be readable, accessible and printable.
-  We will only be able to accept complete applications. Incomplete applications may be considered inadmissible if essential elements are missing.
-  **You will be asked to provide an answer to all four categories (Accessibility, Digitalisation, Sustainability, Creativity & Cultural heritage). We will not be able to accept applications which only answer to one, two, or three of the categories.**
-  You may apply in any official language of the European Union. However, bear in mind that **applications in English will speed up and facilitate the evaluation process.**

3.2 ELIGIBILITY REQUIREMENTS

The eligibility criteria for applying to win the title of “**European Capital of Smart Tourism 2020**” are as follows:

1. The European Capital of Smart Tourism competition is open to EU Member States. It is to be noted, that a city can enjoy the benefits of the award only if it will be part of the EU during the whole period in which it would carry the title of the winner.
2. All cities from EU countries, which have more than 100.000 inhabitants, can apply for the title.
3. In countries where there is no city with more than 100.000 inhabitants, the largest city is eligible to apply.
4. A “city” is understood to be an urban area, (excluding conurbations), and is understood as an administrative unit governed by a city council or another form of elected body.




A metropolitan area or a larger urban zone is allowed to apply under the following **conditions**: it includes a city of more than 100,000 inhabitants and is promoted/branded as a tourism destination in line with the local/regional/national tourism development and promotion strategy. In that case, the application should be submitted by the city (of more than 100,000 inhabitants) and in case awarded, the city will bear the title of the “European Capital of Smart Tourism 2020”)
5. The signatory of the application should be the Mayor or the highest-ranking city representative, authorised by national law to legally represent the city.
6. The EUROSTAT database for the last available year is a reference for checking the number of inhabitants for cities:

http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=urb_cpop1&lang=en

The European Commission may perform specific checks when assessing the eligibility criteria.

3.3 EXCLUSION CRITERIA

Cities can be disqualified for technical reasons, such as:

-  The applying city is subject to an administrative sanction (i.e. exclusion)¹
-  The applying city is in one of the following situations²:
 -  Bankrupt, being wound up, having their affairs administered by the courts, entered into an arrangement with creditors, has suspended business activities or is subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant’s debts)

¹ See Articles 131(4) and 106(1) Financial Regulation

² See Articles 138(2) and 106(1), 107 of the Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 218, 26.10.2012, p.1).

- Declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts)
- Found guilty of grave professional misconduct³ by a final judgment or decision (including persons with powers of representation, decision-making or control)
- Convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making or control)
- Shown significant deficiencies in complying with main obligations under a procurement contract, grant agreement or grant decision financed by the EU or Euratom budget (including persons having powers of representation, decision-making or control)
- Found guilty of irregularities within the meaning of Article 1(2) of Regulation No 2988/95 (including persons with powers of representation, decision-making or control)
- Have misrepresented information required for participating in the contest or failed to submit such information
- Were involved in the preparation of the prize documents, entailing a distortion of competition

4. AWARD CATEGORIES AND ASSESSMENT CRITERIA

In the application form that the applicant city has to fill out online, the city will be asked to write four essays to present its best practices and measures implemented under each of the four award categories (**Accessibility, Digitalisation, Sustainability, Creativity & Cultural heritage**) to improve its profile as a tourism destination. To give room to the overarching context and the interconnectedness of all categories, it will also be asked to write an introductory essay presenting the performance of the city as a tourism destination overall. This will be described further down, under "6. How to apply: Step by step".

4.1 AWARD CATEGORIES

Here you will find detailed information on what is meant by each of the categories as well as some examples. These are intended to help you gain a better understanding of the different categories. The examples for the categories below are **by no means exhaustive**, they are meant as a general orientation. We encourage you to think beyond these examples and to demonstrate your city's specific cases, concrete actions and solutions.

³ Professional misconduct includes: violation of ethical standards of the profession, wrongful conduct with impact on professional credibility, false declarations/misrepresentation of information, participation in a cartel or other agreement distorting competition, violation of IPR, attempting to influence decision-making processes or obtain confidential information from public authorities to gain an advantage.

ACCESSIBILITY: Explain if your city is physically accessible to travellers with special access needs, regardless of age, their social or economic situation and whether they have disabilities or not. Being accessible means to be easily reachable through different means of transport and with a strong transport system in and around the city. How accessible is your city – by car, train, plane, and bike? Apart from the infrastructure itself, are your tourism offers barrier-free in physical, cultural and social terms? Please describe whether you are a barrier-free destination for – as an example- people in a wheelchair, with difficulties to walk, for families with strollers etc. Furthermore, tell us what your infrastructure looks like! Your restaurants, museums, walking tours – is information available in multiple languages? Is the service-staff multilingual? Is there a street guidance routing for blind people? How accessible are your tourism offers for people with mental disabilities, people hard of hearing, young families, the elderly etc.? Describe your services, activities, exhibitions and attractions and tell us whether they allow everyone – regardless of disabilities – to participate. Also, do not forget to tell us how accessible your booking systems, websites and services are – they are a part of it all. Do you offer multilingual information? Are the websites user-friendly and intuitive?

SUSTAINABILITY: Is your city working to preserve and enhance the natural environment and resources while maintaining economic and socio-cultural development in a balanced way? We want to know how you are managing natural resources (including innovative environmentally-friendly measures) as a tourism destination and if you are implementing resource efficiency measures and actions aimed at combating or adapting to climate change. Being sustainable goes even further – are you putting in place measures aimed at reducing tourism seasonality? Are you working on involving the local community? Do you share revenues with local communities? Are local tourism revenues returned into local development, communities and businesses? How does your city as a tourism destination contribute to local employment and a diversification of local economies? How does your city support businesses and local communities to develop sustainable solutions or collaborations for the tourism industry?

DIGITALISATION: Being a digital tourism city means offering innovative tourism and hospitality information, products, services, spaces and experiences adapted to the needs of the consumers through ICT-based solutions and digital tools. Are you providing digital information about your destination, its attractions and tourism offers? Is your information on public transport, attractions and accommodation digitally accessible? Do businesses have a digital-friendly environment to grow in? Are you supporting tourism businesses in the development and use of digital skills and tools? Do you use digital solutions for enhancing innovative tourism offers? How does your city support digitalisation of tourism services?

CREATIVITY AND CULTURAL HERITAGE: Is your city making resourceful use of its cultural heritage and creative industries for an enriched tourism experience? What actions are you implementing to render recognition and to incorporate the tangible and intangible heritage of your art, history and culture in its centre and surroundings, in your enhanced tourism offer? How do you use cultural heritage and creativity to attract tourists from countries outside the EU in particular as well as exploit synergies between tourism and cultural and creative industries?

4.2 ASSESSMENT CRITERIA AND GUIDELINES

The cities need to describe concrete examples of measures implemented under all four categories described above. How well a city is performing in these four categories will be assessed on the basis of the following **four assessment criteria**:

1. **How innovative and smart are the implemented measures?** Applying this criterion, the evaluating experts will assess how advanced and original the implemented measures are in each category. They will look at why this measure was innovative in the applicant city, what new technologies were applied and how they have changed the tourism experience.
2. **How sustainable are the implemented measures over time?** Under this criterion, the experts will assess the long-term solution-based approach, instead of just short-term problem fixing in each category. It will also be assessed, how the results of the implemented measures are being sustained.
3. **How inclusive are the implemented measures for different social groups?** Under this criterion, the evaluating experts will assess in each category if the implemented programmes and measures are allowing people of every age, cultural or religious background, and, regardless of any disability or lack of local language skill, to participate in the tourism offer/ services. Under this criterion, the experts will also assess if the implemented measures address and are adapted to different social groups, for example families, seniors, etc.
4. **The degree to which the measures contributed to raising the city's profile as a tourism destination. How effective are these measures? What are the measurable impacts of the implemented programmes?** Under this criterion, the experts will assess in each category the effectiveness and the impact of the measures on the local business environment and the local community. Detailed information about the tangible and, where possible, measurable impacts of the implementations, including delivering quantitative data on relevant indicators, will support the assessment.

Remember: When describing your measures in each category, make sure you address the four assessment criteria above. The more specific you are in describing your best practices, the better the chance to score high in the above mentioned criteria. Please mention how the implementation of the measure changed the tourism in your city, what impact it brought on tourism arrivals/ employment/tourists satisfaction ratings. **Give us concrete numbers, if you have them, and demonstrate the tangible, measurable results of your actions.**




Presenting tangible and measurable impacts of the measures implemented will increase chances of your application to be scored high.

5. THE EVALUATION PROCESS

5.1 EVALUATION STEP 1

All submitted applications, under the condition that they are admissible and eligible, will be reviewed during a pre-selection phase (Evaluation step 1) by a panel of independent experts in the field of tourism. Each of the experts has an in-depth knowledge in at least one of the categories of the competition.

The experts will evaluate and score each application in the four award categories (accessibility, sustainability, digitalisation, creativity & cultural heritage, see point 4.1.), on the basis of the four assessment criteria (listed under 4.2.). The evaluating experts will score them as follows (half marks are possible, decimals are not):

-  For each assessment criterion the city can score from 0 to 5 points.
-  Therefore, for each category, the city can get a maximum of 20 points.
-  Overall, for all categories together, the city can score a maximum of 80 points.

ASSESSMENT CRITERIA	CATEGORY 1: <i>ACCESSIBILITY</i>	CATEGORY 2: <i>SUSTAINABILITY</i>	CATEGORY 3: <i>DIGITALISATION</i>	CATEGORY 4: <i>CULTURAL HERITAGE AND CREATIVITY</i>
CRITERION 1: How innovative and smart are the implemented measures?	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS
CRITERION 2: How sustainable are the implemented measures over time?	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS
CRITERION 3: How inclusive are the implemented measures for different social groups?	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS
CRITERION 4: The degree to which the measures contributed to raising the city's profile as a tourism destination. How effective are these measures? What are the measurable impacts of the implemented programmes?	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS	MIN 0 – MAX 5 POINTS
MAXIMUM SCORE	20	20	20	20

OVERALL MAXIMUM SCORE: 80

THRESHOLD	10	10	10	10
------------------	----	----	----	----

In order to be shortlisted and compete for the title of the European Capital of Smart Tourism 2020 in front of the European Jury, applicant cities must pass an initial threshold of 50 % of the maximum possible score in each award category (at least 10 points in each award category).

The European Commission reserves the right to lower the threshold in case of a small number of applications received. A majority of points attained in one category cannot level out a missed threshold in another category.

Applicant cities that received the minimum necessary score in all four categories individually and hence pass the first threshold will be ranked according to their overall score of all four categories combined.

It is always the highest overall score of all four categories combined that will decide on the qualification of a city to be shortlisted.

A maximum of 10 cities with the highest overall score will be shortlisted as finalists.

If two or more applications achieve the same overall score and that would result in more than 10 potential top-scorers, an independent panel of experts and advisors will compare these applications against each other to recommend a maximum of 10 cities to be shortlisted.

On the basis of the evaluation of the experts, the Commission will establish a shortlist of a maximum of 10 cities that will be shortlisted.

In addition, the evaluation of the experts will result in rankings of cities in each individual category (accessibility, sustainability, digitalisation, cultural heritage and creativity). The top ranked cities in each category will determine the winners of the European Smart Tourism Awards in four categories. European Smart Tourism Awards will be attributed to cities top ranked in each single category, regardless how they perform in other categories.

5.2 EVALUATION STEP 2

In August 2019, applicant cities will be informed whether they are shortlisted or not.

The shortlisted cities will be invited to present their candidatures and the programme they intend to implement during 2020 as the potential European Capital of Smart Tourism, in front of the European Jury in October 2019.

Each finalist city will outline its programme including the EU dimension of its actions. The city is free to propose the activities it deems relevant (promotional actions, events, marketing measures, launching of specific projects, etc.....). The city will need to present how it foresees to use the title of the “European Capital of Smart Tourism” for promotion activities and for raising its profile as a tourism destination. It should describe the added value the title would bring to position the city as a tourism destination and to attract tourists from third countries. The presentation should also elaborate on how the title would contribute to foster the smart tourism development in the city and how the city would involve other EU cities in promoting and disseminating smart tourism ideas and best practices.

The finalist cities will receive further guidelines on this presentation at a later stage.

The two European Capitals of Smart Tourism 2020 will be selected by the European Jury out of the shortlisted cities.

6. AWARDING THE WINNERS

The shortlisted cities will be invited to the European Jury Meeting and the Award Ceremony. Both events will take place **in October 2019**.

For the participation at the Jury meeting and the Award Ceremony, the cost of travel and accommodation for a maximum of 4 nights for 2 representatives per finalist city will be covered by the organisers.





7. HOW TO APPLY: STEP BY STEP

7.1 GETTING STARTED

You can apply in four easy steps via our electronic submission system, which you can access by clicking 'Apply now' on the contest page at www.SmartTourismCapital.eu.

Applications reaching us by other means are regarded as 'not submitted' and will not be evaluated. We will only accept applications that are submitted via the online application tool through the electronic submission system.

The online application tool consists of four parts:

-  Create an account
-  Provide administrative information
-  Upload your application and necessary documents
-  Last question: where have you heard about the initiative?

7.2 HOW TO APPLY

7.2.1 STEP 1: CREATE YOUR ACCOUNT

You will need to create an account with your name and email address. You will then get a password sent to you via email, with which you can log in and access the application tool from every device you prefer working on. You need to create an account in order for you to log in easily any time you want to work on your application, up until the deadline for submission.

You can create multiple accounts per city and work on the application together. A single application by a city can have multiple co-authors. The person of each city who first creates an account for the city just needs to make sure, that the submitting author has allowed co-authors to edit the application/ proposal. Co-author's accounts are created automatically once the application submitter (the person first creating an account) has added these co-authors. Once this has happened, all co-authors can log in to their dashboard/account and collaborate on editing the submission.

Each account will be password secured and the application will be saved automatically, so you can gradually work on it.

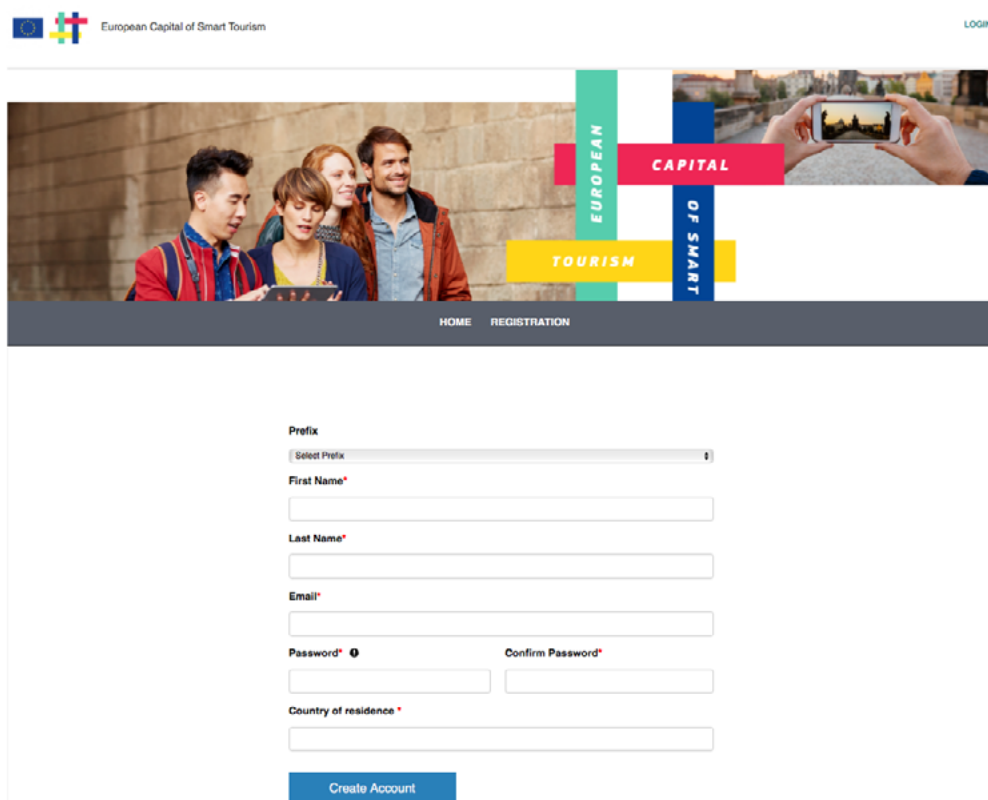
7.2.2 STEP 2: FILLING IN THE APPLICATION FORM

PART 1: APPLICANT DETAILS

You will submit your application electronically on the contest page www.SmartTourismCapital.eu

After clicking on the button **Start your application/ APPLY NOW**, you will be able to submit the first part of your application, **the applicant details**:

- Please fill in all requested information identifying your city as an applicant city to this contest, including contact details of one main contact person and one back-up alternative contact.
- **Please make sure to state the official name of the applying entity in both English and local language.**



The screenshot shows the registration page for the European Capital of Smart Tourism. At the top, there is a header with the European Union flag, the text 'European Capital of Smart Tourism', and a 'LOGIN' link. Below the header is a large banner image featuring a group of people and a hand holding a smartphone. The banner has a graphic overlay with the text 'EUROPEAN CAPITAL OF SMART TOURISM'. Below the banner is a navigation bar with 'HOME' and 'REGISTRATION' links. The main content area contains a registration form with the following fields:

- Prefix: A dropdown menu with 'Select Prefix' as the placeholder.
- First Name*: A text input field.
- Last Name*: A text input field.
- Email*: A text input field.
- Password*: A text input field with a strength indicator icon.
- Confirm Password*: A text input field.
- Country of residence*: A text input field.

At the bottom of the form is a blue button labeled 'Create Account'.

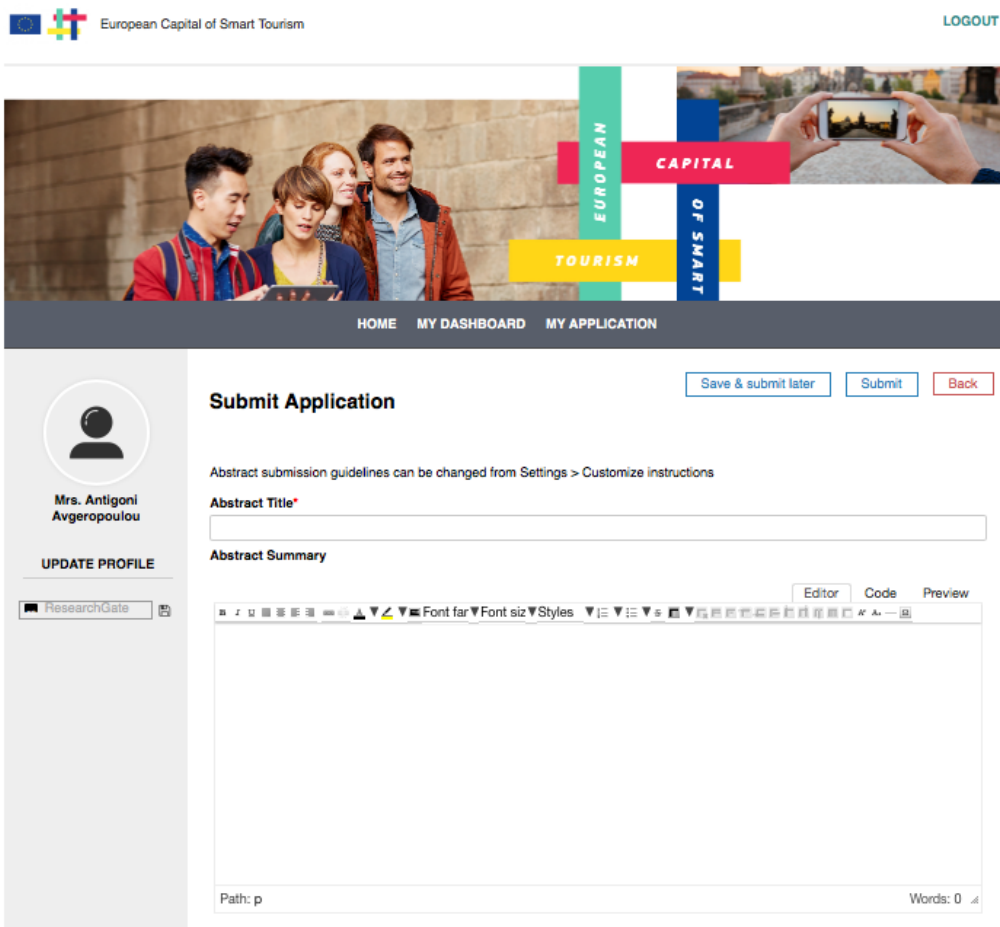
APPLYING ENTITY (OFFICIAL NAME IN EN AND LOCAL LANGUAGE)	
NAME OF CITY	
COUNTRY	
NAME OF THE MAYOR / PRESIDENT OF THE CITY SIGNING THE APPLICATION	
ADDRESS	
WEBSITE	
CONTACT NAME AND POSITION	
TELEPHONE	
EMAIL	
ALTERNATIVE CONTACT (NAME AND POSITION)	
TELEPHONE	
EMAIL	

PART 2: YOUR APPLICATION

Here you will enter your submission into a word-based online application tool. You can also upload additional material in support of your application illustrating measures/ best practices you will be describing (for example: promotional material, photos, statistics, user feedback, impact evaluations, etc.).

CITY PROFILE – DESCRIPTION OF YOUR CITY AS A TOURISM DESTINATION

Here we ask you to provide a short summary (max. 600 words) describing why your city is an attractive tourism destination and deserves to be the European Capital of Smart Tourism 2020. You may also add statistical data in regards to annual tourist numbers and/or main assets/attractions that make your city especially appealing to international tourism etc.



The screenshot shows the 'Submit Application' page of the European Capital of Smart Tourism portal. At the top, there is a header with the European Union flag, the text 'European Capital of Smart Tourism', and a 'LOGOUT' link. Below the header is a banner image featuring a group of people and a hand holding a smartphone. The banner is overlaid with a graphic that reads 'EUROPEAN CAPITAL OF SMART TOURISM'. Below the banner is a navigation bar with links: 'HOME', 'MY DASHBOARD', and 'MY APPLICATION'. The main content area is titled 'Submit Application' and includes three buttons: 'Save & submit later', 'Submit', and 'Back'. Below the title, there is a link to 'Abstract submission guidelines can be changed from Settings > Customize instructions'. The form fields include 'Abstract Title*' and 'Abstract Summary'. The 'Abstract Summary' field is a rich text editor with a toolbar and a preview button. At the bottom of the form, there is a 'Path: p' field and a 'Words: 0' counter.

CATEGORIES 1 – 4: ACCESSIBILITY, SUSTAINABILITY, DIGITALISATION, CULTURAL HERITAGE AND CREATIVITY

In the categories 1 – 4 (accessibility, sustainability, digitalisation, cultural heritage and creativity) you are asked to describe your concrete best practices or measures you have implemented under each of them. You can write **up to 1000 words for each of the categories** and upload further supporting material and/or links that provide more information or demonstrate the best practice at the end of every section.

For all uploaded documents you must use exclusively PDFs (portable document format) up to a limit of 25GB.

Under each category described under 4.1 (see above) you can find examples of different aspects you might want to cover in your description of best practices and implemented measures. These examples are not exhaustive, and you are welcome to include any other information you deem relevant for the evaluation of your proposal.

PART 3: ADDITIONAL INFORMATION

Please briefly indicate here where or how you first learned about the European Capital of Smart Tourism Initiative.

MANDATORY DOCUMENTS TO BE UPLOADED:

At the end of part 3 you will also be asked to upload the **following mandatory documents in support of your application**:

Proof of 'Mayor's endorsement': please download the document under **"How to Apply"** on www.SmartTourismCapital.eu or go to the last page of this document. Fill out the Proof of Mayor's endorsement, have it signed by the Mayor and scan it, so you can upload it in a pdf format and attach it to your application.⁴

7.2.3 STEP 3: EDITING YOUR PROPOSAL

You can modify your proposal at any time up to the deadline. Once you have finalised your proposal, just click "submit application".

Your application will not be accessible to the organisers in its draft phase. Only when you click "submit" will it be made accessible for the organisers and passed on to evaluation.

We are not able to "recover" any un-submitted or draft applications.

7.2.4 STEP 4: SUBMISSION



Please make sure to submit your proposal by the deadline: **10 May 2019 by 18:00 CET.**

Any submissions after this deadline cannot be taken into consideration.

7.2.5 STEP 5: APPLICATION STATUS PAGE

Reaching this step means that your application has been successfully submitted. You should have also received a short e-mail confirmation about the successful submission of your application. Naturally, this does not mean the application is valid, admissible or eligible in all respects.

Here you can:

-  **Download the application.** It is advised to download the application to check that it has been correctly sent. The PDF is digitally signed and time stamped.
-  **Withdraw the application.** If the application is withdrawn, it will not be considered for evaluation. A reason for the withdrawal will be requested.

(Note: Once an already submitted application is withdrawn, the withdrawal action can be reversed, but only before the deadline, by simply re-submitting the application).

⁴ or the equivalent highest political representative authorised by national law to legally represent the city as specified in the application form

7.2.6 GENERAL INFORMATION

Applications must be submitted by **10 May 2019, 18h00 CET**.

After this deadline, the application can no longer be modified. It is however visible in a read-only version.

You can save a draft well before the deadline. The last version of your application submitted before the deadline is the one that will be taken into consideration; no later version can be substituted, and no earlier version can be recovered.

Help & General Assistance

If you encounter problems in the submission process or have questions about the European Capital of Smart Tourism Initiative, please contact us via the website: www.SmartTourismCapital.eu and go to "Contact".

8. PUBLICITY – PROMOTING THE AWARD

8.1 PUBLICITY BY THE WINNERS

Both finalists and winners must contribute to promoting the initiative, contest and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. Unless the Commission requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) must:

- (a) display the EU emblem and
- (b) include an agreed-upon text which will be decided at a later stage. The text will include the mention of the Award.

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations, the finalists and winners may use the EU emblem without first obtaining approval from the Commission. This does not, however, give them the right to exclusive use.

Moreover, they may not take the EU emblem, or any similar trademark linked to the initiative for their own use, either by registration or by any other means.

8.2 PUBLICITY BY THE COMMISSION

The Commission may use, for its communication and publicising activities, information relating to the action as well as any other material, such as pictures or audio-visual material that it receives from the participating cities (including in electronic form). In order to better deal with press requests, it is recommended that all applicant cities appoint a dedicated spokesperson to directly react to specific queries.

The Commission will publish both the name of finalists and winners, as well as the award's nature and purpose — unless they have requested to waive this publication (because of disclosure risks threatening its security and safety or harm its commercial interest).

Photos and videos taken by the Commission either in preparation of the award ceremony or during the award ceremony are the sole property of the Commission.

In line with the objectives of the initiative to foster sharing of best practices, the European Commission can publicise best practices submitted by the cities during the application phase in the report/ compendium, on the website or by other means. With the submission of your application you mark your agreement that the contents of the application and accompanying material can be used for this purpose.

8.3 AWARD CEREMONY AND EXHIBITION

The Award Ceremony will take place in October 2019.

All shortlisted cities will be invited to the Award Ceremony where the results of the competition will be announced. Expected representation is ideally a city mayor or someone on an equivalent political level. At the announcement of the winners, the city's representative will receive the trophy.

After the Award Ceremony takes place, most probably towards the beginning of 2020, the 2 winners of the title of the European Capital of Smart Tourism 2020 and the 4 awarded cities in each of the award categories will be asked to contribute to an exhibition. The exhibition will be organised to promote the winning cities during a major EU event or an international fair (relevant technical specifications will be provided in due time).

9. LEGAL NOTICE

9.1 DISSEMINATION AND EXPLOITATION OF RESULTS

The winners must comply with the following obligations:

Processing of personal data:

- Processing of personal data by the Commission: Any personal data will be processed by the Commission under Regulation No 45/2001.⁵ All finalists and winners consent that the Commission publishes the following information:
 - Name
 - Member State/City
 - Their activities in relation to the award in whatever form and medium.
- Processing of personal data by the participants: the participants must process personal data in compliance with applicable EU and national law on data protection (including authorisations or notification requirements, if any).

⁵ Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data (OJ L 8, 12.01.2001, p.1)

9.2 CONFLICT OF INTERESTS

The participants must take all measures to prevent any situation where the impartial and objective award is being compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests').

They must inform the Commission without delay of any situation constituting or likely leading to a conflict of interests and immediately take all the necessary steps to rectify this situation.

To avoid conflict of interest both by participants and members of the jury, the Commission may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

9.3 LIABILITY FOR DAMAGES

The Commission cannot be held liable for any damage caused to the participants or to third parties as a consequence of the award, including for gross negligence.

The Commission cannot be held liable for any damage caused by any of the participants in the context of the award.

9.4 CHECKS, AUDITS AND INVESTIGATIONS

The Commission, the European Anti-Fraud Office (OLAF) and the European Court of Auditors may carry out checks, audits and investigations in relation to the award.

9.5 WITHDRAWAL OF THE TITLE AND AWARD

The Commission reserves the right to withdraw the award after it has been granted if it finds out that:

- (a)** false information, fraud or corruption was used to obtain it
- (b)** a winner was not eligible or should have been excluded
- (c)** a winner is in serious breach of its obligations stated under 3.3.

9.6 CANCELLATION OF THE CONTEST

The Commission may cancel the contest or decide not to grant the award — without any obligation to compensate participants — if:

- (a) no applications are received
- (b) the jury does not find a winner
- (c) the winner is not eligible or must be excluded

9.7 COMPLAINTS

Complaints against decisions negatively affecting the rights of a participant or winner can be brought before the General Court — or, on appeal, the Court of Justice of the European Union — under Article 263 of the Treaty on the Functioning of the EU (TFEU).

10. CONTACT

For more information, please check the award website www.SmartTourismCapital.eu or contact the award secretariat: info@SmartTourismCapital.eu

In case of questions, please also refer to the FAQs on the website: www.SmartTourismCapital.eu.

PROOF OF MAYOR'S ENDORSEMENT

To whom it may concern,

I, _____ (*the undersigned*), endorse
the application of _____ (*name of city*) to the
EU competition for the title of the European Capital of Smart Tourism 2020.

DATE, PLACE

NAME

SIGNATURE

CITY STAMP