



# Guidelines for Evaluation of Applications to the BEFuture Acceleration Programme

Call for the Selection of Innovative Projects to be Awarded Financial Support

17 December 2024





**Co-funded by  
the European Union**

These guidelines set out the instructions for the evaluators assigned for the evaluation and selection of the projects financed under the Call for the selection of innovative projects to be awarded financial support under the BEFuture Acceleration Programme, which has been launched under the BEFuture Project. These guidelines have been drafted in conformity with the Guidelines for Applicants published for the Call.

## Table of contents

BACKGROUND INFORMATION.....	4
1.1. The BEFuture Acceleration Programme .....	4
1.2. Objectives of the call for applications .....	6
1.3. Who can apply.....	6
EVALUATION OF APPLICATIONS.....	6
Expertise of evaluators .....	7
Conflicts of interest.....	7
Confidentiality.....	7
Briefing .....	8
OVERVIEW OF THE EVALUATION PROCESS.....	8
3.1. Steps for the evaluations process .....	8
<b>Step 1:</b> Eligibility check and Assignment (5 <sup>th</sup> to 7 <sup>th</sup> February) .....	8
<b>Step 2:</b> Individual evaluation of applications (10 <sup>th</sup> – 27 <sup>th</sup> February) .....	8
<b>Step 3:</b> Consensus and final scoring (28 <sup>th</sup> February – 4 <sup>th</sup> March) .....	9
Major discrepancies among evaluators: .....	9
3.2 Final selection of applications .....	9
THE AWARD CRITERIA.....	10
Key concepts for BEFuture Acceleration Programme evaluation:.....	18
5.1 Relevance.....	18
5.2 Innovation potential .....	18
SUPPORTING DOCUMENTATION .....	19
Documents for evaluation:.....	19
Additional documentation:.....	19

## BACKGROUND INFORMATION

### 1.1. The BEFuture Acceleration Programme


The BEFuture project has launched a Call for innovative projects to select beneficiaries to be awarded financial support in the framework of the BEFuture Acceleration Programme (hereafter referred to as the 'Acceleration Programme'). The programme is aiming at transforming the European Business Events (BE) sector by driving it towards sustainability, inclusivity and resilience. The [BEFuture](#) project is co-funded by the **Single Market Programme** (SMP) of the European Union, and brings together the following eight partners from six European countries:

- Agència Catalana de Turisme (ACT) - (Catalonia, Spain)
- B. Link Barcelona Strategic Projects SI (B. Link) - (Catalonia, Spain)
- Tipik Communication Agency Sa (TIPIK) - (Belgium)
- Toerisme Vlaanderen (TVL) - (Flanders, Belgium)
- Linkeus (Linkeus) - France
- Verband Der Veranstaltungsorganisatoren E.V. (VDVO) - (Germany)
- Stichting Nhl Stenden Hogeschool (ETFI) - (Netherlands)
- Università Degli Studi Di Milano-Bicocca (UNIMIB) - (Italy)

The **Acceleration Programme** is a core element of BEFuture. The programme provides direct funding and technical support to at least **80 innovative projects** from the partnering countries to support the development and scaling of innovative products, processes, services and business models that can contribute to spearheading the transformation of the European Business Events sector.

The Acceleration Programme has been designed by BEFuture experts in business development and sustainability and consists of the following main pillars:

<b>Financial Support</b>	<p><b>A grant ranging from €20,000 to €30,000, providing essential resources to turn innovative visions into reality through the purchase of multiple services and/or supplies from external providers.</b> This includes:</p> <ul style="list-style-type: none"> <li>Services to implement a business idea</li> <li>Software purchase and/or licences</li> <li>Registration and certifications</li> <li>Training for Staff (max. 15% of the budget)</li> <li>Promotion and Communication Activities (max. 15% of the budget)</li> </ul> <p>The projects supported by the BEFuture Acceleration Programme, which can be carried out by one single SME or a partnership of up to four entities - with at least one SME -, cover the following scope, established in the <b><u>BEFuture White Paper</u></b>:</p>
--------------------------	--

	 <p>The matrix is a 4x4 grid of blue boxes. The left vertical bar is labeled 'Innovation' and the right vertical bar is labeled 'Digitalisation'. The top row boxes are: 'Climate Change and Circularity', 'Talent and Inclusion', 'Governance and Impact', 'Event Experience'. The second row boxes are: 'Carbon Neutrality', 'Upskilling and Future Capabilities', 'Regenerative Business Models with a lasting impact', 'Digital Integration'. The third row boxes are: 'Circular Economy', 'Accessibility', 'Cross-Sector &amp; Local Communities' Platforms', 'Immersive Technologies and Interaction'. The bottom row boxes are: 'Sustainable Mobility', 'Inclusion and Diverse Participation', 'Profitability and Tech Access', 'Personalization and Community Building'.</p>				Projects are expected to run <b>from April 2025 to November 2025</b> (8 months). Please, read the <a href="#">Call for Innovative Projects</a> (hereafter referred as Guidelines for Applicants or Guidelines).
	<p>The BEFuture Acceleration Programme will create a transnational and cross-sectoral <b>Pool of Mentors</b>, showcased in the <a href="#">BEFuture Marketplace</a>.</p> <p>Beneficiaries will have to select a BEFuture mentor from the Pool, who will contribute with expert knowledge in the specific area of focus of the initiative, working with each SME (or partnership of SMEs) offering tailor-made coaching, guidance and skills development to elevate the team capabilities and advise projects to achieve increased success, while helping them make the most out of the additional support offered by BEFuture.</p> <p>The mentor fee is covered through the financial support granted by the Programme and needs to be reflected in the budget estimation submitted by the Applicants. The minimum number of mentoring hours that have to be included in the Estimated Budget is 20 hours.</p>				
	<p>A training programme is offered to educate, inspire and support BE professionals towards a digital and sustainable transition. The Programme includes sessions at events such as <b>IMEX Frankfurt</b> (20-22 May 2025) and <b>IBTM World</b> (November 2025), and local training in BEFuture partnering countries.</p>				
	<p>BEFuture innovative solutions will be exhibited on a global stage at prominent industry events such as IMEX Frankfurt and IBTM World 2025, as well as the <a href="#">BEFuture Marketplace</a>.</p>				

## 1.2. Objectives of the call for applications

The Call for innovative projects selects beneficiaries for the BEFuture Acceleration Programme to both, facilitate innovation and development of minimum viable products (MVPs) and enhance scaling and commercialisation of proven innovative solutions for the BE sector.

A **minimum of 80 innovative projects** will be selected based on the Call and integrated in the Acceleration Programme to develop their proposed projects. The total budget available is 2.400.000 EUR, and a minimum 8 projects per country must be selected in each of the **6 participant countries**: France, Germany, the Netherlands, Italy, Catalonia (Spain) and Flanders (Belgium).

## 1.3. Who can apply

Applicants for the BEFuture Acceleration Programme can be:

- A single (1) SME complying with the European Commission Recommendation 2003/361/EC1 and the SME user guide. The SME needs to be registered under the NACE Codes (or national corresponding) listed in the Call for Innovative Projects, or similar.
- A consortium of a maximum of four (4) entities, with at least one SME. Other public or private entities instrumental for the innovative project realization can complete the consortium.

Note that **at least 70% of the financial support must be dedicated to the SME/s** participating in the application. The consortium **cannot be transnational**, and, as such, the Lead Applicant and Partners (hereafter, the partners) must be **all based in the same eligible country**. Please, refer to the **Section 3.1 of the Guidelines for Applicants** to read about the *Eligibility criteria*.

# EVALUATION OF APPLICATIONS

The call for applications for the Acceleration Programme was launched on **5<sup>th</sup> December 2024** and will close on **5<sup>th</sup> February 2025 at 17:00 CET**. All received applications received within this period be evaluated to receive funding under the BEFuture Acceleration Programme.

If the minimum number of projects per country (8) is not reached, the Call will reopen for those specific countries not meeting this target.

The evaluation and selection of applications falls under the responsibility of the Selection Committee, which is composed by the appointed representative members of the BEFuture Steering Committee. The procedure is coordinated by B.Link (a partner of BEFuture project), reporting to the Selection Committee.

The evaluation of applications is carried out with the assistance of a group of independent evaluators. This group of evaluators is formed by at least three experts per participating country, who will be appointed by the consortium partners. **Each application will be evaluated by minimum three evaluators.**

<sup>1</sup> <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF>

The general principles applied to the evaluation and selection of applications for the Call will be **transparency, objectivity, independence, absence of conflict of interest and quality of evaluations.**

### Expertise of evaluators

Evaluators must be experts in Business Events and/or have experience in leading transformative projects by identifying the potential for significant impact, embracing cross-disciplinarity and having technical and financial proficiency. Preferably, external evaluators will be experienced in the topics they evaluate and hold the following skills:

- **Innovative Mindset:** Innovators or entrepreneurs with a history of leading transformative projects, identifying the potential for significant impact.
- **Cross-disciplinary:** Broad expertise across multiple related disciplines, evaluating how well projects integrate diverse industry elements.
- **Technical and Financial Proficiency:** Capable of assessing the technological and operational feasibility of projects, as well as financial viability.

Evaluators will be asked to fill a Microsoft FORM - <https://forms.office.com/e/vdGW8NmK0K> - with their general data and expertise. B.Link staff will supervise **the allocation of applications to evaluators**. In case an evaluator is assigned an application he/she does not have an adequate expertise to evaluate it, he/she should inform the consortium and stop evaluating the application.

### Conflicts of interest

An expert involved in an evaluation must not have a direct or indirect conflict of interest with any of the applications that he/she evaluates. A **Conflict-of-Interest declaration** will be signed by evaluators.

An evaluator is deemed to have a **direct conflict of interest** when any of the following applies: he/she is employed by the applicant institution; works closely in collaboration with the applicant (professional relationship); was involved in the preparation of the application; or is in some other way closely related to the applicant (family relationship).

An evaluator is deemed to have an **indirect conflict of interest** if any of the following applies: the evaluator would directly benefit from the application being funded or not funded in the context of his/her own professional activities.

In such cases the evaluator may not evaluate such an application and may not take part in discussions relating to such an application. Evaluators must declare that no conflict of interest exist and that they will inform the consortium if any such conflict should arise in the course of their duties. If during the evaluation itself, it is discovered that an evaluator is in some way connected with an application or has some other involvement which impairs his/her impartiality, this will be immediately informed and the consortium will then take all necessary actions to remove the conflict of interest.

### Confidentiality

Evaluators are responsible of maintaining confidentiality at all times during the process. The consortium will take all the necessary measures to ensure confidentiality during the evaluation.

Evaluators will be also required to **sign a Confidentiality clause** before receiving applications for evaluation. Evaluators are expected to keep application information confidential and not release any application or evaluation information to third parties.

Under no circumstance may evaluators attempt to contact an applicant either during the evaluation session or afterwards.

### Briefing

The Agència Catalana de Turisme, together with B.Link, will organise a briefing for evaluators in order to present the objectives of the programme and to align evaluation criteria among evaluators on **31<sup>st</sup> January 2025**. The briefing will consist in a presentation/webinar carried out online (e.g. by means of Microsoft Teams or similar tools). Attending the briefing is highly recommended to all evaluators. The session will be recorded.

## OVERVIEW OF THE EVALUATION PROCESS

### 3.1. Steps for the evaluations process

#### Step 1: Eligibility check and Assignment (5<sup>th</sup> to 7<sup>th</sup> February)

On receipt through the BEFuture Submission platform used for the submission of applications, these are registered and acknowledged, and their contents included in the 'pipeline of applications' to support the evaluation process.

The Eligibility check is undertaken on the 6<sup>th</sup> and 7<sup>th</sup> February by B.Link, as a previous step to undergo the evaluation against the award criteria. Applications which do not fulfil the eligibility criteria are excluded and will not be further evaluated. The *Eligibility criteria* is explained in the **Section 3.1 of the Guidelines for Applicants**.

Projects must address the **Business Events sector**. For the absence of doubt, **projects that address topics with no BE component will be considered as non-eligible**.

Applications being marked as non-eligible will get a rejection letter that will include the reasons for being catalogued as non-eligible. No further feedback on the process will be given to these applicants.

Based on each country set of external evaluators, **B.Link will assign three evaluators per eligible application**.

#### Step 2: Individual evaluation of applications (10<sup>th</sup> – 27<sup>th</sup> February)

When examining applications, evaluators may only apply the award criteria of the BEFuture Acceleration Programme shown on the **Individual Evaluation Report**, provided as a Microsoft FORM for each Application. Refer below to the Award Criteria and Key Concepts for a comprehensive explanation of the evaluation criteria.



The external evaluators should record their individual opinion and scoring by filling the provided Microsoft FORM, giving scores and comments on each evaluation criteria. They should write all comments and assessments **in English**.

Evaluators must read all their assigned applications before giving a final score, so that marks awarded are consistent across applications. **The submission of the Individual Evaluation Report - Microsoft FORM - closes the individual evaluation stage for that application.**

An evaluator might require approximately **2 to 3.5 hours** to conduct a comprehensive evaluation of a single proposal

Evaluators will have **a maximum of 3 weeks** for evaluating the applications assigned to them. Deadlines for finalising initial independent evaluations must be strictly followed. **The evaluation period will start on the 10th of February and will finalise on the 27th of February at 23:59 CET.**

### Step 3: Consensus and final scoring (28<sup>th</sup> February – 4<sup>th</sup> March)

When the external evaluator has concluded his/her **Individual Evaluation Report**, he/she will submit the Microsoft FORM. B.Link will be in charge of collecting all the Forms and calculating each project score.

The procedure will work as follows:

1. Per each criterion, the average among the three evaluators scoring will be calculated. Each award criterion has an **individual threshold of 50 points out of a possible 100 points**, prior to any weighting being applied.
2. For all applications with all criteria over the established threshold, the weighting among the award criteria will be calculated to obtain the final scoring. The **total maximum score** that can be achieved is **600 points**, and the **minimum** is **300 points**.
3. The projects are ranked according to their final score.

Finally, B.Link will write a **Summary Evaluation report** (approx. ½ page) per Application, bringing together the external evaluators' insights.

### Major discrepancies among evaluators:

**More than 30 points of difference** in the scoring given by the evaluators to the same award criteria will be considered a major discrepancy. In case of this discrepancy is identified in the calculation of the scoring of an application, it will be appraised B.Link. This process will involve a structured discussion – organized by B.Link- among evaluators to discuss their perspectives and justifications for their scores. The objective of this discussion will be to reach an agreement on scores by revising initial assessments where needed or by further substantiating the reasons for divergent scores.

## 3.2 Final selection of applications

Only applications **reaching the necessary thresholds** - 50/100 at each criterion and overall, 300 points - will be considered in the final selection. All evaluated applications will then be presented to the Selection Committee **ranked per country from the highest to the lowest score**, according to the following rules:

- ✓ **Rule 1:** Ranking is set per country and based on the overall score (which is the sum of all the scores of the award criteria) obtained by each application.
- ✓ **Rule 2:** If, following rule 1, there are applications in the same position on the list, priority will be given to applications that have a higher score in 'Innovation potential'.
- ✓ **Rule 3:** If, following rule 2, there are applications in the same position on the list, priority will be given to applications that have a higher score in 'Relevance'.
- ✓ **Rule 4:** If, following rule 3, there are applications in the same position on the list, priority will be given to applications that have a higher score in 'Participants' capacity and team competence'.
- ✓ In the event that applications remain in the same position on the list, the applicant that can demonstrate having a higher percentage of women in their management and administration bodies will be selected.

The Committee will select applications based on the ranking per country and considering the available funding of the country. If in one or more of the countries, the minimum number of selected projects (8 per country) is not reached, the **Call will re-open for that/those specific country/ies**.

In cases where the minimum required number of projects (8) have already been selected per country, but the available funding in other countries is not fully utilized (due to insufficient applications or applications not meeting the necessary threshold in their scoring), **the remaining funds will be reallocated**. This reallocation will be done by selecting non-selected applications from the **country ranking**. Applications with the highest scores in the overall general ranking will be awarded funding, regardless of their country of origin. This does not apply for the applications in Catalonia and Flanders, where the funding will be disbursed in their territory exclusively.

Successful applications for which funding is not available will be held in **a reserve list** in case one or more of the selected projects renounces to the grant.

All applicants will receive an acceptance or rejection letter together with an anonymised version of the Summary Evaluation Report, which will include the final score and a description of strong and weak aspects of the project in relation to the evaluation criteria, which will be of use to clarify the score obtained.

## THE AWARD CRITERIA

Eligible applications will be evaluated against predetermined evaluation criteria, applying predefined weighting factors and thresholds.

**Six criteria** have been established, each of them ranging from 0 to 100. Depending on the Applicants' performance on each of them, distinct scores are indicated and need to be chosen by evaluators. A score and a brief justification needs to be provided for each criterion (1-3 phrases). Comments should focus on the strengths and weaknesses found and avoid a mere repetition of the information on the application.

Where justified, you may give recommendations for modifications to the application. This is specially required in relation to the criterion on “cost effectiveness” as the comments of the evaluator will be carefully considered for the negotiation phase of the financial support granted to the beneficiary.

Criterion	Description	Scoring	Weight
<b>Relevance</b>  <b>Application form 2.</b> <b>Relevance</b>	<p>How relevant is the project presented in the context of this call:</p> <p>To what extent does the project align with the specific objectives mentioned in the <u>Tourism Transition Pathway</u> and the <u>BEFuture White Paper</u>, such as advancing <b>sustainability, digitalization</b>, and the <b>positive impact</b> on the business tourism, meetings, and professional events sector?</p>	<p><b>From 0 to 100 points</b></p> <p>Projects that clearly align with and actively promote the key themes of the <b>Tourism Transition Pathway</b> and priorities of the <b>Call</b> and demonstrate a strong relevance to the ongoing needs and future direction of the BE industry will score well.</p> <ul style="list-style-type: none"> <li>• The project contributes to the three goals of sustainability, digitalization, and positive impact: <b>100 points</b></li> <li>• The project contributes to two of the goals: <b>70 points</b></li> <li>• The project contributes to one of the goals: <b>50 points</b></li> <li>• The project does not contribute to the goals: <b>0 points</b></li> </ul>	10%
<b>Innovation potential</b>  <b>Application form 3.</b> <b>Innovation Category and Scope</b>	<p>Type of innovation represented by the project</p> <p><b>Radical Innovation:</b> Does the project introduce a groundbreaking change that creates a new market or significantly transforms existing ones?</p> <p><b>Disruptive Innovation:</b> Does the project offer a new approach or technology that significantly improves performance or efficiency without necessarily creating a new market?</p>	<p><b>From 0 to 100 points</b></p> <p>Score depending on the type of innovation under which each innovative project falls:</p> <p>Radical Innovation: <b>100 points.</b></p> <p>Disruptive Innovation: <b>80 points.</b></p>	35%

			<b>Substantial Innovation:</b> Does the project introduce improvements by redesigning the structure of existing products, services, processes, that significantly enhance customer experience, functionality and competitive differentiation?	Substantial Innovation: <b>70 points.</b>	
			<b>Incremental Innovation:</b> Does the project enhance or refine an existing product, service or method to boost its performance and quality competitiveness?	Incremental Innovation: <b>50 points.</b>	
Feasibility	Application form	4.	To what extent is the project <b>technically and economically feasible</b> ? The following key aspects will be considered:	<b>From 0 to 100 points</b> Projects that demonstrate well-planned strategies, market knowledge and sound budgeting will receive higher scores.	25%
Feasibility			<b>Project Readiness Level:</b> <ul style="list-style-type: none"> <li>• TRL4: Is the project based on Concept Validation and will conduct small-scale pilot studies or develop early-stage prototypes to assess the feasibility of their ideas in real-world scenarios?</li> <li>• TRL5: Is the project in a development phase and has progressed from a mere concept to a tangible prototype or model that can be rigorously tested in a controlled environment?</li> <li>• TRL6: Is the project a refined version of a product, service, or business model that is actively being tested in specific markets or with selected user groups?</li> <li>• TRL7: Is the project a demonstration of the system or prototype in a real environment, conducting the pilot test to evaluate manufacturing issues and the final operations?</li> </ul>	<ul style="list-style-type: none"> <li>• TRL4: <b>25 points</b></li> <li>• TRL5: <b>18 points</b></li> <li>• TRL6: <b>12 points</b></li> <li>• TRL7: <b>5 points</b></li> <li>• Other TRLs: <b>0 points</b></li> </ul>	

		<p><b>Market demand:</b> Is the existence of market demand for the proposed product or service, supported by market studies or data, or is there a capacity to generate this market through an innovation that can be implemented quickly?</p>	<ul style="list-style-type: none"> <li>• There is existing or potential market demand (i.e. identified potential and/or existing clients): <b>25 points</b></li> <li>• There are studies and a marketing plan with feasible market penetration projections: <b>15 points</b></li> <li>• They have a defined market and have assessed the challenge it holds: <b>5 points</b></li> <li>• There is not a market study or client identified: <b>0 points</b></li> </ul>	
		<p><b>Economic Viability:</b></p> <ul style="list-style-type: none"> <li>• Cost Estimation and Financial Projections: Are the cost estimates and financial projections detailed, reasonable and sustainable?</li> <li>• Revenue Potential: How realistic are the revenue projections? Are they well-supported by market data?</li> <li>• ROI: Does the expected return justify the investment based on financial analysis?</li> </ul>	<ul style="list-style-type: none"> <li>• If all answers are positive from the 3 questions asked: 25 points</li> <li>• If 2 questions are positive: 15 points</li> <li>• If 1 question is positive: 5 points</li> <li>• If no questions are positive: 0 points</li> </ul>	
		<p><b>Risk Assessment and Mitigation:</b></p> <ul style="list-style-type: none"> <li>• Risk Identification: What are the main risks associated with the project's technical and economic dimensions?</li> <li>• Mitigation Strategies: What measures are in place to effectively address these risks?</li> </ul>	<ul style="list-style-type: none"> <li>• The projects present risks with evaluations and mitigations appropriate to the objectives set by the project: <b>25 points</b></li> <li>• The projects present the risks but lack the evaluation and mitigation: <b>15 points</b></li> <li>• No risks are presented: <b>0 points</b></li> </ul>	
Exploitation	Application form 5. <i>Exploitation</i>	The potential for <b>exploitation</b> of the project presented within the scope of this call:	<p><b>From 0 to 100 points</b> Projects that demonstrate <b>legacy and impact potential</b>, as well as potential to be <b>scaled</b> or <b>transferred</b> to different conditions and geographies within the BE sector, will score higher</p>	15%

	<ul style="list-style-type: none"> <li>• How will the project results contribute to new developments in the Business Events industry and bring benefits to those involved (event planner, participants and the broader community, including government, academia, business and residents)? (Impact)</li> <li>• To what extent can the idea be replicated in similar settings or industries? (Replicability)</li> <li>• To what extent can the idea be transferred to other sectors or geographical areas? (Transferability)</li> </ul>	<ul style="list-style-type: none"> <li>• Answers all questions and the answers are correctly justified and aligned with the project: <b>100 points</b></li> <li>• Answers two questions and those are correctly justified: <b>80 points</b></li> <li>• Answers one question correctly and it is justified and aligned with the project: <b>50 points</b></li> <li>• No questions answered or correctly justified and aligned with the project: <b>0 point</b></li> </ul>	
Participants' capacity and team competence	Capacity and competence of the individuals participating in the project	<b>From 0 to 100 points</b> Teams with proven expertise, relevant skills and a strong commitment to their project's longevity and impact receive higher scores.	10%
Application form 6. Participants' capacity and team competence	To what extent are the necessary skills, experiences and resources in place to develop and implement the innovative project?	<ul style="list-style-type: none"> <li>• A team member demonstrates at least <b>5 years of experience</b> aligned with Climate Change and Circularity; Talent and Inclusion; Event Experience; Governance and Impact and/or Professional Meetings and Events Tourism: <b>100 points</b></li> <li>• A team member demonstrates at least <b>3 years of experience</b> aligned with Climate Change and Circularity; Talent and Inclusion; Event Experience; Governance and Impact and/or Professional meetings and Events Tourism: <b>80 points</b></li> <li>• A team member demonstrates at least <b>2 years of experience</b> aligned with Climate Change and Circularity; Talent and</li> </ul>	

		<p>Inclusion; Event Experience; Governance and Impact and/or Professional Meetings and Events Tourism: <b>60 points</b></p> <ul style="list-style-type: none"> <li>• A team member demonstrates at least <b>1 year of experience</b> aligned with Climate Change and Circularity; Talent and Inclusion; Event Experience; Governance and Impact and/or Professional Meetings and Events Tourism: <b>50 points</b></li> <li>• Those who do not demonstrate the afore-mentioned experience: <b>0 points</b></li> </ul>	
<b>Cost Effectiveness</b>  <b>BEFuture_Estimated_Budget</b>	How <b>economically resources</b> are used to achieve a goal	<p><b>From 0 to 100 points</b></p> <p>Projects which budget is effectively aligned with the project ambition and that demonstrate an efficient use of resources will receive higher scores.</p>	5%
	Does the budget breakdown demonstrate a cost-effective use of resources in relation to the project's objectives and deliverables?	<ul style="list-style-type: none"> <li>• The budget is justified in relation to the project's objectives and the deliverables are clearly identified: <b>up to 100 points</b></li> <li>• The budget is justified in relation to the project's objectives, but more detail is needed in the justification of the line items and the expected deliverables are not clearly identified: <b>from 51 to 70 points</b></li> <li>• The budget shows some discrepancies with the project's objectives, with poorly justified line items and without clearly identifying the expected outcomes: <b>from 1 to 50 points</b></li> <li>• The budget shows discrepancies with the project's objectives, with unjustified line</li> </ul>	



		items and without clearly identifying the expected deliverables: 0 points	
--	--	--	--

# Key concepts for BEFuture Acceleration Programme evaluation:

## 5.1 Relevance

To assess this criterion, please refer to the two main documents mentioned in the Evaluation criteria:

- [Tourism Transition Pathway](#), European Commission, 2022.
- [BEFuture White Paper](#), BEfuture Consortium, 2024.

Three key concepts determine the “Relevance” scoring:

- **Sustainability:** ability to meet the needs of the present generation within the carrying capacity of supporting ecosystems, without compromising future generations’ ability to meet their own needs, according to the thriving principle presented in the BEFuture White Paper.
- **Digitalisation:** integration of digital technologies into processes, systems, and experiences to enhance efficiency, innovation, and value creation, while fostering connectivity, inclusivity, and a legacy of sustainable and data-driven transformation.
- **Positive impact:** creation of enduring environmental, social, and economic value within the BE industry that benefits all stakeholders, fosters sustainability, inclusivity, and innovation, and leaves a lasting legacy aligned with long-term regenerative and responsible development goals.

## 5.2 Innovation potential

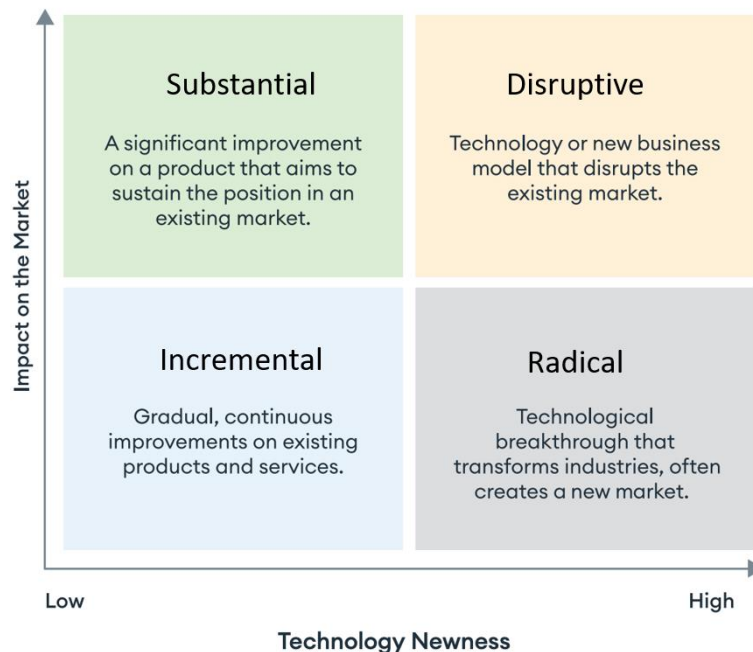
To measure projects’ innovation potential, the **Oslo Manual (2018)** approach to innovation is advanced:

“Innovation is a new or improved product or process (or combination thereof) that differs significantly from the unit’s previous products or processes and that has been made available to potential users (product) or brought into use by the unit (process)”.

For the definition of the four innovation categories the Christensen, C. M. *et al* (2018)’s definitions are adopted, according to which:

- **Radical innovative projects** create **new markets** and transform existing ones by introducing groundbreaking technologies or models that challenge and **redefine industry standards**. These innovations should offer solutions that not only differ significantly from current methods but also have the potential to replace them entirely by establishing new ways of conducting business within the events sector, addressing underserved needs or disrupting traditional event frameworks.
- **Disruptive innovative projects** involve **significant technological or methodological - business model- advancements** which substantially improve performance or efficiency over existing solutions. These innovations should **leverage cutting-edge technology to push the boundaries of what is currently possible**, by enhancing the competitive edge of businesses within the BE sector, without necessarily creating new markets.

- **Substantial innovative projects** enhance existing products, services or methods to **significantly boost performance** or functionality by **redesigning the structure** or architecture of products, processes, or systems, contributing to increased productivity, competitiveness and measurable benefits in terms of efficiency, customer satisfaction or environmental impact.
- **Incremental innovative projects** refine and optimize existing products, services, or processes. These innovations should focus on making improvements that enhance performance, quality, or user experience of existing solutions.



For examples of projects falling under each type of innovation, refer to Annex III Examples of radical, disruptive and substantial innovative projects within the BE sector of the Guidelines.

Note that each Applicant will indicate to which type of pf innovation its projects correspond. If the Evaluator agrees, the punctuation indicated above per each type of innovation needs to be attributed. If the evaluator does not agree with the Applicant's self-assessment of the project innovation potential, the evaluator will determine to which type of innovation it belongs.

## SUPPORTING DOCUMENTATION

### Documents for evaluation:

- 00\_Guide for Evaluators BEFuture Acceleration Programme.
- 01\_Declaration on Absence of Conflict of Interest and Confidentiality Clause

### Additional documentation:

- 02\_Call for Applications and annexes.
- 03\_BEFuture Acceleration Programme Power-Point presentation (Informative Webinar session)
- 04\_BEFuture Acceleration Programme Video-recording (Informative Webinar session)



More information about BEFuture is available on the **project website**: <https://www.be-future.eu/>