



Open Call for Proposals

Development of New Tourism Products in Rural Areas in Kosovo

The FEGO project is seeking proposals for the development of innovative tourism products in rural Kosovo from interested tourism MSMEs.

The Fostering Employment and Growth Opportunities (FEGO) project in Kosovo is financed by the Swedish International Development Cooperation Agency (SIDA) and implemented by Swisscontact in Kosovo. The project aims to generate employment and income for women, men, and youth living in poverty and socio-economic marginalization. This is intended to be achieved through sustainable and scalable growth of micro/small (family) businesses and start-ups, in the apparel, furniture, and rural tourism sectors.

FEGO applies a Market Systems Development (MSD) approach, specifically focusing on market facilitation through new, innovative business models to ensure large-scale sustainable changes in respective sectors. The project will reach its goal through supporting local communities operating with **rural tourism activities**, and their micro and small enterprises towards the development of *rural tourism*. This is aimed at contributing to more sustainable and inclusive market systems, improving income, and productivity, and enhancing job creation in the private sector, therefore contributing to addressing high unemployment and poverty rates in the country, especially amongst youth and women.

Purpose of the Call:

The aim of this call is to identify tourism micro, small, and medium-sized enterprises (MSMEs) located in rural regions of Kosovo that **have concepts/ideas for co-investment in new and innovative tourism products**. These products should fall under either **attractions** or **activities (things to do and/or see)** categories, with the goal of enhancing the tourism offer in rural regions in Kosovo.

The FEGO project aims to enrich and diversify the tourism offer in Kosovo, through support to rural tourism MSMEs in co-investing in the development of new tourism products. One of the main problems identified in rural areas in Kosovo is the lack of things to do/see, leading to a limited tourism offer. Among the underlying causes for this problem were the lack of investment in the sector by the private and public sectors, limited financial resources, and the lack of expertise and know-how regarding tourism product development.

Eligible Ideas:

Innovative tourism commercial products that fall under attractions or activities (things to do and/or see) that will improve the tourism offer in Kosovo. Priority will be given to applicants from the following destinations, where the FEGO project is actively involved in developing the tourism offer: Zym, Kamenice, Ferizaj (specifically Jezerc, Nerodime, Pleshine, Burrnik), Rahovec, and Viti. Ideas should encompass **innovative products and services** promising to increase the number of tourists and spending in a destination, impacting the entities offering these services through an increase in their income generation, and the community. Examples of tourism products previously identified by the Swisscontact projects in Kosovo can be found at the following link: [Tourism Product Development catalog](#). The link is provided only to showcase the nature of the products that might be eligible for support., however, interested applicants are also encouraged to present ideas beyond the catalog.



We do NOT Support: FEGO will not support investments in construction, renovation, and similar investments in accommodations, restaurants, cafes, and other hospitality sector units. Operational costs related to the investment will also not be considered.

Eligible Applicants:

- Formal private sector companies with at least one year of financial record
- The minimum investment amount of €15,000
- Generates employment and income in the sector

Financial Support and Matching Funds:

Applicants should ensure matching funds contribution by at least 50% of the total project. The maximum contribution of the FEGO project will be €30,000.

| Criteria | Weight |
|--|--------|
| Tourism attraction concept (including the degree of novelty that it presents and the sustainability of the business idea) | 20% |
| The potential of the new product to attract visitors/tourists | 20% |
| Employment, income generation potential | 30% |
| Degree of public benefit (benefit of the community, value chain/sector actors, others) | 10% |
| Environmental impact (<i>how the tourism product will have a positive effect on the environment or the mitigation measures in case of a potential negative impact</i>) | 10% |
| Cost-share. Investments requiring less than 50% cost-sharing from the FEGO project will be awarded up to 10% of the points, with the highest cost-sharing proposal receiving the highest points. | 10% |

Application: The interested parties to apply for this opportunity should send their Concept of the business idea to fegoinfo@swisscontact.org. The concept document should at least include:

- a) a description of the business idea,
- b) the approximate employment and income generation by the business idea,
- c) level of public benefit that the investment will create,
- d) a description of the environmental impact (both positive and negative mitigation measures)
- e) the investment costs and proposed cost-sharing.

Inquiry Period: If you need additional information on how to apply or regarding any part of this call for proposal, please send us your question in writing by **April 5, 2024** at fegoinfo@swisscontact.org.

The deadline for application is April 30, 2024.

The applications received after the deadline will be automatically rejected.