

Italy – Mapping of National and Emilia-Romagna Regional Funding Routes

This section maps national funding routes available in Italy together with regional funding instruments specific to the Emilia-Romagna Region that are relevant to digital cultural heritage, tourism innovation and related digital transformation activities.

The schemes presented may include permanent instruments, periodic programmes, previous calls or measures that may be renewed or replaced by successor initiatives. Their inclusion does not imply that funding is currently available or that future editions will apply the same conditions. Users should always verify the current status, eligibility criteria, budgets, deadlines and application procedures through the official sources before taking action.

National

IFIT – Incentives for Tourism Enterprises

Level: National

Managing authority: Government of Italy, Ministry of Tourism, managed by Invitalia.

Type of support: Financial incentives for tourism enterprises, including tax-based support and other aid mechanisms depending on the instrument design.

Objective: IFIT **supports the upgrading and modernisation of tourism enterprises**. It is relevant for innovation projects that include digitalisation, service improvement and competitiveness measures in the tourism sector.

Target beneficiaries: Tourism enterprises, especially those investing in the modernisation and competitiveness of tourism services and facilities.

Geographical scope / Eligibility: National. Applicants must be established in Italy and comply with the eligibility requirements of the specific incentive scheme.

Access and funding conditions: Financial incentives are provided through procedures managed by Invitalia. The form and intensity of support, eligible investments and application conditions depend on the relevant measure or funding round.

When to use it

- ✓ For digital upgrading of tourism businesses
- ✓ For innovation in tourism services connected to cultural destinations
- ✓ For tourism-side investments complementing heritage projects
- ✓ When the applicant is a tourism enterprise rather than a cultural institution

Link to official source: Invitalia incentive portfolio: [Homepage | Invitalia](#)

FRI-Tur

Level: National

Managing authority: Government of Italy, Ministry of Tourism, implemented through Invitalia.

Type of support: Blended finance for investment projects, combining public support mechanisms with financing for tourism enterprises.

Objective: FRI-Tur supports investments that **strengthen accommodation facilities** in terms of energy upgrading, environmental sustainability and **digital innovation**. It is one of the clearest national instruments for tourism businesses investing in digital transformation.

Target beneficiaries: Tourism accommodation businesses and related tourism enterprises eligible under the scheme.

Geographical scope / Eligibility: National. Applicants must meet the conditions set by

the measure and apply through the official Invitalia procedure.

Access and funding conditions: Support is provided through Invitalia procedures and combines a non-repayable contribution with subsidised financing for eligible investment projects. Funding levels, eligible expenditure and application requirements depend on the applicable measure.

When to use it

- ✓ For digitalisation of tourism accommodation infrastructure
- ✓ For innovation in hospitality linked to cultural destinations
- ✓ For integrated investment projects combining sustainability and digital tools
- ✓ For tourism businesses, including those operating in heritage-rich destinations

Link to official source: Invitalia – FRI-Tur: [FRI-Tur | Invitalia](#)

GreenTour – Fund for the Support of Tourism Enterprises

Level: National

Managing authority: Government of Italy, Ministry of Tourism, managed by Invitalia.

Type of support: Non-repayable contribution combined with subsidised financing.

Objective: GreenTour supports investment programmes aimed at **strengthening the competitiveness, sustainability and digital transformation of tourism enterprises**. It focuses particularly on the ecological transition of the tourism sector, the digitalisation of tourism services and the development of tourism activities capable of contributing to the deseasonalisation of visitor flows.

Target beneficiaries: Tourism enterprises meeting the legal, sectoral and financial requirements established by the applicable measure.

Geographical scope / Eligibility: National. Applicants must be established or operating in Italy and comply with the eligibility conditions defined in the relevant official procedure.

Access and funding conditions: Applications are submitted through the procedures published by Invitalia and the Ministry of Tourism. Eligible investments, grant and financing components, budgets and application periods are defined in the relevant edition.

When to use it

- ✓ For digital transformation projects led by tourism enterprises
- ✓ For tourism services combining digitalisation and environmental sustainability
- ✓ For innovative tourism products supporting deseasonalisation
- ✓ For investment projects linked to cultural destinations and heritage-rich territories
- ✓ When the applicant is a tourism enterprise with a structured investment programme

Link to official source: [GreenTour | Invitalia](#)

Smart&Start Italia

Level: National

Managing authority: Government of Italy, promoted by the Ministry of Enterprises and Made in Italy, managed by Invitalia.

Type of support: Financial support for innovative start-ups.

Objective: Smart&Start Italia **supports the creation and growth of innovative start-ups with high technological content**. It is relevant for heritage tech, cultural tech, immersive tourism, digital visitor services, AI tools, data platforms and other innovation-driven projects operating at the intersection of culture and tourism.

Target beneficiaries: Innovative start-ups established in Italy or planning to establish operations in Italy, provided they meet the scheme's requirements.

Geographical scope / Eligibility: National, covering all Italian regions.

Access and funding conditions: Applications are submitted directly to Invitalia. Support

is generally calculated on eligible business-plan expenditure and may include subsidised financing and, under specific conditions, non-repayable contributions. Conditions depend on the applicant's profile, location and applicable programme rules.

When to use it

- ✓ For start-ups developing digital solutions for museums, heritage sites or tourism services
- ✓ For cultural-tech and heritage-tech business models
- ✓ For scalable digital platforms in tourism and cultural access
- ✓ When the project is innovation-driven and company-led

Link to official source: [Smart&Start Italia | Invitalia](#)

Transizione 4.0 – Tax Credit for Capital Goods / Digital Transformation

Level: National

Managing authority: Government of Italy, Ministry of Enterprises and Made in Italy (MIMIT).

Type of support: Tax credit.

Objective: This is a horizontal national incentive for **business digital transformation, supporting eligible investments in capital goods and, more broadly, the transition toward digitally enabled production and business systems**. It is not culture-specific, but it can be relevant for cultural and tourism SMEs investing in digital equipment, software and transformation processes.

Target beneficiaries: Enterprises resident in Italy that meet the conditions of the measure.

Geographical scope / Eligibility: National. Eligibility depends on the type of investment and compliance with the rules of the tax credit scheme.

Access and funding conditions: Support is obtained through a tax credit for eligible investments rather than through a conventional grant application. Enterprises must comply with the applicable investment, documentation and communication requirements established by MIMIT and the tax authorities

When to use it

- ✓ For digital equipment and software investments by cultural or tourism SMEs
- ✓ For back-office digital transformation
- ✓ For innovation projects that are business-led rather than heritage-policy-led
- ✓ As a complementary instrument alongside sector-specific cultural or tourism support

Link to official source: [Credito d'imposta per investimenti in beni strumentali](#)

Regional – Emilia-Romagna

Emilia-Romagna ERDF 2021-2027 | Digitalisation of Cultural Heritage (Digital Humanities)

Level: Regional

Managing authority: Emilia-Romagna Region, Cultural Heritage Sector, within the Regional ERDF Programme 2021-2027.

Type of support: Grants, primarily non-repayable subsidies awarded through competitive regional calls.

Objective: This call **supports projects for the digitisation and metadata enrichment of cultural heritage held by libraries, historical archives, museums and other cultural institutes and places of culture.** It also supports new forms of access, monitoring, management, participation and learning through digital tools.

Target beneficiaries: Both public and private entities are eligible, depending on the specific call conditions. Funded projects have included municipalities, associations, foundations, public consortia and other cultural organisations.

Geographical scope / Eligibility: Applicants must operate in Emilia-Romagna and meet the eligibility conditions set out in the regional call. The instrument is regional in scope and linked to the ERDF programme managed by the Region.

Access and funding conditions: Non-repayable grants are awarded through competitive calls under the [Regional Programme \(PR\) FESR 2021-2027](#). Eligible beneficiaries, project costs, funding rates and application procedures are defined in each call. A previous Digital Humanities call supported 76 projects with approximately €15 million, illustrating the scale of support previously available.

When to use it

- ✓ For digitisation of cultural heritage collections
- ✓ For metadata, cataloguing and digital preservation
- ✓ For digital access, interpretation and audience engagement
- ✓ For projects led by museums, archives, libraries and other cultural institutions
- ✓ When the project is heritage-led rather than accommodation- or tourism-business-led

Link to official source:

<https://fesr.regione.emilia-romagna.it/opportunita/opportunita-di-finanziamento/bandi-21-27>

ex call: <https://fesr.regione.emilia-romagna.it/opportunita/opportunita-di-finanziamento/2023/bando-digitalizzazione-del-patrimonio-culturale-digital-humanities>

Emilia-Romagna Region | Regional Museum Plan / Grants for Public Museums and Other Cultural Institutes

Level: Regional

Managing authority: Emilia-Romagna Region, Cultural Heritage Sector, under Regional Law 18/2000 concerning libraries, archives, museums and cultural heritage.

Type of support: Grants, primarily non-repayable subsidies for public museums and other public cultural institutes.

Objective: The Regional Museum Plan **supports projects by public museums and other cultural institutes to improve services, strengthen institutional quality and enhance heritage management.** One of the relevant intervention areas is the description and digitisation of cultural heritage, making it particularly useful for museum-related digital projects.

Target beneficiaries: Public museums and other recognised public cultural institutes in Emilia-Romagna.

Geographical scope / Eligibility: Regional. Applicants must be eligible public cultural institutions located in Emilia-Romagna and comply with the requirements of the annual or multiannual museum plan notice.

Access and funding conditions: Regional grants are awarded through annual or multiannual museum and cultural-institute plans. Eligible institutions, expenditure, funding amounts and submission procedures are defined in the relevant regional notice. As an example, the wider 2025 planning cycle for libraries, archives and museums reported resources exceeding €6 million.

When to use it

- ✓ For museum digitisation projects
- ✓ For improving heritage documentation and collection management
- ✓ For public cultural institutions needing regionally managed cultural funding
- ✓ For projects improving access, quality of services and digital heritage use
- ✓ When the applicant is a public museum or similar cultural institute

Link to official source: [Piano museale 2025 - 2026 - Patrimonio culturale](#)

Emilia-Romagna Region | Support for the Digital Transition of Enterprises in Emilia-Romagna

Level: Regional

Managing authority: Emilia-Romagna Region, within the Regional ERDF Programme 2021-2027.

Type of support: Grants, primarily non-repayable subsidies for SMEs.

Objective: The **scheme supports the digital transition of businesses in Emilia-Romagna by helping SMEs invest in digital technologies, innovation processes and business transformation**. It is not culture-specific, but it is highly relevant for tourism businesses, creative enterprises and heritage-related SMEs operating in the visitor economy.

Target beneficiaries: Small and medium-sized enterprises established in Emilia-Romagna, subject to the specific conditions of each annual call.

Geographical scope / Eligibility: Regional. Applicants must generally be SMEs based in Emilia-Romagna and must satisfy the eligibility conditions specified in the call.

Access and funding conditions: Non-repayable grants are awarded through regional ERDF calls for SMEs. Funding rates, eligible investments and maximum contributions vary by edition. For example, the 2025 call covered up to 40% of eligible expenditure, with a maximum contribution of €90,000 and a total allocation of €25 million.

When to use it

- ✓ For digital upgrading of tourism and cultural SMEs
- ✓ For CRM, booking, digital marketing, e-commerce and management software
- ✓ For visitor experience technologies and service innovation
- ✓ For business-side digital transformation linked to cultural destinations
- ✓ When the applicant is a company rather than a museum, archive or public heritage institution

Link to official source: <https://fesr.regione.emilia-romagna.it/opportunita/opportunita-di-finanziamento/2025/sostegno-della-transizione-digitale-delle-imprese-dellemilia-romagna-anno-2025>

Emilia-Romagna Region | EuReCa Turismo

Level: Regional

Managing authority: Emilia-Romagna Region. The instrument is framed under regional support for SMEs and tourism accommodation investment, consistent with the Regional ERDF Programme 2021-2027.

Type of support: Capital contribution combined with bank financing supported through guarantees and counter-guarantees under the EuReCa financial platform.

Objective: EuReCa Turismo **supports investments for the qualification, strengthening and diversification of the regional tourism accommodation offer.** The Region presents it as a tool to improve the quality, competitiveness, sustainability and attractiveness of tourism facilities and related services.

Target beneficiaries: SMEs operating in the tourism accommodation sector in Emilia-Romagna, according to the eligibility requirements of the scheme.

Geographical scope / Eligibility: Regional. Applicants must meet the requirements of the regional call and operate in Emilia-Romagna.

Access and funding conditions: Support combines capital contribution with bank financing backed by guarantees and counter-guarantees under the EuReCa platform. Applicants follow the procedure established by the Region and participating financial intermediaries. Funding amounts, eligible investments and financing conditions are defined in each edition. For example, a previous edition allocated €11 million to tourism accommodation investments.

When to use it

- ✓ For upgrading tourism accommodation in cultural destinations
- ✓ For tourism-side innovation and service diversification
- ✓ For sustainable and more competitive visitor-facing tourism businesses
- ✓ For digital and operational improvement of hospitality services
- ✓ When the measure supports tourism competitiveness rather than the digitisation of heritage collections themselves

Link to official source: [Fondo EuReCa - Investimenti per la qualificazione, il potenziamento e la diversificazione dell'offerta turistica ricettiva — Imprese](#)

Chamber of Commerce system (Camere di Commercio) | Digital Innovation Vouchers (PID / I4.0)

Level: Regional/Local (Chamber system)

Managing authority: Individual Italian Chambers of Commerce operating within their territorial jurisdiction, as part of the national PID – Punto Impresa Digitale framework. In Emilia-Romagna, relevant examples include the Chamber of Commerce of Romagna, the Chamber of Commerce of Modena and the Chamber of Commerce of Emilia.

Type of support: Vouchers / grants, generally non-repayable subsidies supporting digital innovation projects by SMEs. Depending on the Chamber and the call, support may cover consultancy, training and the acquisition of digital technologies and tools.

Objective: These schemes aim to **support the digital transition of micro, small and medium-sized enterprises through practical, accessible funding for digital innovation actions.** The eligible technologies commonly include cloud solutions, cybersecurity, big data, AI, blockchain, immersive technologies such as AR/VR and 3D reconstruction, and e-commerce systems.

Target beneficiaries: Primarily SMEs established in the territory of the relevant Chamber of Commerce. Some Chamber calls also allow projects by groups of firms or collaborative initiatives.

Geographical scope / Eligibility: Local or sub-regional rather than region-wide. Eligibility depends on the territorial competence of the issuing Chamber and the specific conditions of each annual call.

Access and funding conditions: Vouchers or non-repayable grants are awarded through calls issued by the competent Chamber of Commerce. Funding rates, maximum contributions, eligible technologies and application windows vary by territory and annual

edition. Applications are submitted through the platform indicated in each notice.

When to use it

- ✓ For SME-level adoption of digital tools such as CRM, data tools, cybersecurity, e-commerce and digital marketing
- ✓ For basic XR, immersive content or 3D-related business applications
- ✓ As a first-step instrument before larger ERDF or EU-funded projects
- ✓ For tourism, creative and heritage-related SMEs needing lighter and faster-access digital support
- ✓ When the applicant is a business rather than a museum, archive or public cultural institution

Link to official source: ex 2025: [Bando innovazione digitale - PI25 | PID](#)