



**Contracting Authority: European Commission**

**CALL FOR PROPOSALS PRINCE 2010 - EU27  
GUIDELINES FOR GRANT APPLICANTS**

**Support for**

**TV PROGRAMMES**

**and**

**AWARENESS-RAISING ACTIONS**

**about current EU enlargement**

**towards the Western Balkans, Turkey and Iceland**

**Deadline for submission of proposals: 31 March 2011**

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## 1. BACKGROUND AND CONTEXT OF THE CALL FOR PROPOSALS

In 2009 Directorate-General for Enlargement published the first call for proposals under its Prince programme that covered information and communication activities in the area of current EU enlargement. The 2009 Call raised a considerable interest among the beneficiaries throughout the EU and contributed to Commission's commitment to address EU citizens' concerns about future EU enlargements by providing factual information and by cooperating with strategic partners in the dissemination of information. In order to keep a momentum of communicating enlargement policy in partnership and further develop a productive relationship with strategic multipliers, Directorate-General for Enlargement has decided to launch a similar Call for Proposals in 2010.

The present enlargement agenda covers the Western Balkans, Turkey and Iceland, which have been given the perspective of becoming EU members once they fulfil necessary conditions. This call for proposals is published just days before the European Commission will have adopted the 2010 enlargement package, which consists of the enlargement strategy for the upcoming year and progress reports for each candidate country and potential candidate. This year the Enlargement Package will also include opinions on Montenegro's and Albania's applications for EU membership marking another important step towards the European perspective of candidate countries and potential candidates. The Commission is aware that a broad public support is essential to sustain the enlargement process. Therefore, better communication with the public continues to be one of the cornerstones of EU enlargement policy.

Within the above context Directorate-General for Enlargement intends to support a limited number of projects likely to have maximum reach/impact with the aim to:

- increase public understanding for the EU enlargement process by stimulating an informed public debate about EU enlargement;
- familiarise people in EU Member States with the contemporary reality of candidate countries and potential candidates.

## 2. OBJECTIVES

General objective of this Call for Proposals is to raise awareness about benefits and challenges of current EU enlargement towards the Western Balkans, Turkey and Iceland by involving key stakeholders, multipliers and media professionals and stimulating people-to-people encounters.

The Call is divided in two lots: TV programmes (Lot 1) and Awareness-raising actions (Lot 2).

### **Results expected:**

**Under Lot 1:** To stimulate and contribute to an informed public debate on the EU enlargement policy by producing and broadcasting dedicated TV programmes which: introduce EU enlargement into the public sphere; show European citizens what impact (benefits, possible disadvantages) EU enlargement has on their everyday lives; deconstruct myths and false expectations; change mentalities towards enlargement countries and deconstruct stereotypes.

The Directorate General for Enlargement is seeking to place EU enlargement and related topics on broadcasters' editorial agenda by virtue of original, creative and innovative proposals with a human interest angle.

**Under Lot 2:** To support information and communication about EU enlargement related issues and contribute to challenging preconceptions and presenting enlargement countries through organisation of awareness-raising actions, cultural or sports events.

### **Specific Objectives:**

1. To familiarise EU citizens with the candidate countries and potential candidates and the perspective of future enlargements.
2. To show the contemporary reality of candidate countries and potential candidates and illustrate their potential as possible future EU members.
3. To promote tolerance and understanding through intercultural dialogue and people-to-people encounters between citizens of the EU and of candidate countries and potential candidates.
4. To stimulate an informed public debate in the EU about the benefits and challenges of future EU enlargements.
5. To highlight the extent of the reform process each candidate country has to undergo or has already completed in order to join the EU.
6. To illustrate the importance of financial assistance to candidate countries and potential candidates; insofar as funds invested in enlargement countries boost reforms and contribute to the EU's own interest.

## **Proposed subjects and methods:**

As an indication, the following non-exhaustive list of topics could be addressed by the actions:

- Explaining the EU enlargement process and its current developments: from pre-accession through negotiations towards accession.
- Political, economic, cultural and everyday life in candidate countries and potential candidates.
- Increasing mutual understanding between citizens of EU Member States and candidate countries and potential candidates.
- Presenting candidate countries and potential candidates by creating opportunities for obtaining first-hand experience of the people living there, their culture as well as the issues they face and how they resolve them.
- Changes occurring in candidate countries and potential candidates as a function of and in the context of reforms undertaken in view of preparations for EU membership.
- Implications of enlargement on the EU in terms of:
  - economic and financial matters, e.g. with regard to economic growth, employment, professional mobility, economic convergence, external trade, Internal Market, investment, the EU budget (financing and cost of the enlarged EU);
  - the European social model, environmental protection, the transport and energy sectors (e.g. energy security), research, consumer protection, as well as competition and public services;
  - the security of its citizens, particularly as regards the fight against terrorism, organised crime, trafficking, and illegal immigration;
  - freedom of expression;
  - promotion of values.

Grants will only be offered to project proposals which are clear and well-defined, which have been researched and fully developed having taken all time-schedule and budget considerations into account, which are ready to commence, and which aim at achieving the above-mentioned objectives. The evaluation committee will take into account the expected multiplier effect of the project. Particular attention will be given to creativity and innovation in the proposed methods of communicating with the public and strategic multipliers.

### 3. FINANCING

For the purposes of the present call for proposals, **a total budget of 2.5 Mio EUR** is available.

	<b>LOT 1</b>	<b>LOT 2</b>
	<b>TV programmes</b>	<b>Awareness-raising actions</b>
<b>Maximum grant per project</b>	EUR 300,000	EUR 200,000
<b>Maximum co-financing</b>	60% of total eligible costs	80% of total eligible costs
<b>Minimum grant per project</b>	EUR 150,000	EUR 100,000

The European Commission reserves the right not to commit the whole available budget. The Commission further reserves the right to award a grant of less than the amount requested by the applicant. Grants will not be awarded for more than the amount requested.

Community contributions are based on the co-financing principle. The balance must be financed from the applicant's or partners' own resources, or from sources other than the European Community budget. The applications must include evidence that co-financing is available (secured) for the amount of eligible costs not financed by the European Commission.

An applicant may submit more than one proposal, but is not entitled to receive more than one grant under this Call. Projects will be ranked and selected according to selection and award criteria defined hereafter.

## 4. ELIGIBILITY CRITERIA

These guidelines set out the rules for the submission, selection and implementation of actions financed under this Call.

There are three sets of eligibility criteria, relating to:

- 1) applicant(s) which may request a grant and their partners;
- 2) actions for which a grant may be awarded;
- 3) types of cost which may be taken into account in setting the amount of the grant.

### 4.1 Eligibility of applicants

**In order to be eligible for a grant, applicants must:**

- be public or private bodies (only legal entities; therefore natural persons (i.e. individuals) are not eligible));
- be registered in one of the EU's 27 Member States and provide evidence from their country of registration certifying that the applicant is correctly established and registered;
- be directly responsible for the preparation and management of the action with their partners, not acting as an intermediary.

#### **Specific criteria for the eligibility of applicants under LOT 1**

This financing opportunity is **only open to television broadcasting companies**, as attested by the official statute of the applicant organisation and with proven broadcasting track record and experience.

Please do not submit an application if your organisation is not a television broadcasting company as your application will be rejected automatically.  
Audiovisual production companies can only be eligible as partners of the main applicant body.

**Potential applicants (applicable for both Lots) may not participate in calls for proposals or be awarded grants if they are in any of the situations listed below:**

- (a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any

analogous situation arising from a similar procedure provided for in national legislation or regulations;

(b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;

(c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;

(d) they have not fulfilled obligations relating to the payment of social security contributions and taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the authorising officer responsible and those of the country where the action / work programme is to be implemented;

(e) they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;

(f) they are currently subject to an administrative penalty for having been found guilty of serious misrepresentation in supplying the information required by the authorising officer's department, or for failing to supply such information, or for having been declared to be in serious breach of contract for failure to comply with its contractual obligations subsequent to a procurement procedure or another grant award procedure financed by the Community budget;

(g) they are currently subject to an administrative penalty for having been found guilty of;

(h) they are subject to a conflict of interest;

(i) they are guilty of misrepresentation in supplying the information required by the authorising officer's department or of failing to supply this information.

As per Financial Regulation of 25 June 2002 applicable to the general budget of the European Communities,<sup>1</sup> applicants found guilty of misrepresentation may be subject to administrative and financial penalties in accordance with the conditions laid down in that Regulation.

The administrative penalties consist of being excluded from all contracts or grants financed from the Community budget for a maximum of five years from the date on which the infringement is established, as confirmed after an adversarial procedure with the applicant. This period may be extended to ten years in the event of a repeat offence within five years of the first infringement. Applicants who are guilty of making false declarations may also receive financial penalties representing 2% to 10% of the value of

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<sup>1</sup> Official Journal of European Union L 248 of 16.9.2002, as amended.

the grant being awarded. This rate may be increased to 4% to 20% in the event of a repeat offence within five years of the first infringement.

In the section 5 of the grant application form (“Declaration by the applicant”), applicants must declare that they do not fall into any of these situations.

#### **4.1.1 Partnerships and eligibility of partners**

Applicants may act individually or with partner organisations.

Applicants’ partners participate in designing and implementing the action, and the costs they incur are eligible in the same way as those incurred by the grant beneficiary. They must therefore satisfy the eligibility criteria as applicable on the grant beneficiary himself.

**The following are not partners and do not have to sign the “partnership statement” in section 1.6.2 of the Grant Application Form:**

- Associates

Other organisations may be involved in the action. Such associates play a real role in the action but may not receive funding from the grant with the exception of per diem or travel costs. Associates do not have to meet the eligibility criteria referred to in section 4.1. The associates have to be mentioned in section 1.7 - “Associates of the Applicant participating in the Action” of the Grant Application Form.

- Subcontractors

The grant beneficiaries have the possibility to award contracts to subcontractors. Subcontractors are neither partners nor associates, and are subject to the procurement rules set out in section 4.1.2 of these Guidelines.

The applicant will act as the lead organisation and, if selected, as the contracting party (the "Beneficiary").

#### **4.1.2 Subcontracting and calls for tender**

Where the implementation of the subsidised actions requires subcontracting or the launching of a call for tenders, the grant beneficiaries must award this contract to the tender offering the best value for money, respecting the principles of transparency and equal treatment of potential contractors and ensuring there is no conflict of interests. Subcontracting must only account for a limited part of the project. Details on subcontracting must be inserted in the section 2.3 of the Grant Application Form.

For all contracts, beneficiaries must keep evidence that the selection of subcontractors was competitive, involving at least three offers, unless it can be shown that only one supplier exists in a given market. Grants may only be awarded after a project’s start date (given in the application) upon prior written approval by the Commission.

## **4.2 Eligibility types of actions**

All projects must be elaborated so as to achieve at least one of the Call's expected results and develop at least one of the specific objectives set out in section 2. above.

Proposed actions will be evaluated by using the dedicated evaluation grid included in the section 8. of these Guidelines.

As specified in the section 3. of these Guidelines an applicant may submit more than one application under this call for proposals. However, an applicant may not be awarded more than one grant under this call for proposals.

Applications will be examined and evaluated by the Contracting Authority with the possible assistance of external assessors. All actions submitted by applicants will be assessed according to the following steps and criteria.

The actions proposed must define their qualitative (originality, performance) and quantitative (population covered, volume of products distributed, etc.) objectives, and provide details on resources and means to be deployed. In the case of a set of varied actions aimed at a specific group, the project must be presented in the form of a coherent action plan and calendar. The proposed projects shall not have the purpose or effect of producing a profit for the applicant.

### **Eligibility of actions under LOT 1**

Only TV programmes with **broadcasting guarantee** are eligible under Lot 1 of this Call for Proposals.

Applicants – television broadcasting companies - must provide with their application a **letter of guarantee** that the proposed programme(s) will be broadcast either via satellite or terrestrial networks, in the event that a grant is awarded. **Failure to include such a broadcast guarantee will result in your proposal being rejected.**

The broadcast may be on regional, national or multi-national network. Please note that the times and dates of broadcasting set-out in the application will form part of the basis on which the proposal will be evaluated (cost/effectiveness and impact) and as such, **the proposed schedules may not be significantly changed at a later stage.**

Proposals for TV programmes should concentrate on providing unbiased, accurate and up-to-date information. The proposed programme(s) must be broadcast at times and on dates which will reach as large a number of viewers as possible amongst the general public, with a particular emphasis on youth.

The proposed TV programmes should preferably have an original news hook and, if possible, have a cross-border dimension. Programmes with an interactive angle, including connections with social media/online platforms (debates, games, competitions etc.) are strongly encouraged.

Grants will only be offered to project proposals which are clear and well-defined, which have been researched and fully developed having taken all time-schedule and budget considerations into account, which are ready to commence, and which aim at achieving the above-mentioned objectives. Project proposals for TV programmes of a "one-off" nature may be considered, as will programmes broadcast as a series.

- Minimum duration of one-off programme (or total length of a series): 55'

Location:

Programme must be broadcast in one or more EU Member State/s.

Non-exhaustive examples of eligible actions:

- TV documentaries – either individual programme or a series of programmes
- TV discussion fora
- Infotainment (debates, youth programmes, travel programmes, celebrity shows, quizzes, music programmes)
- Short video stories with newsroom potential
- Cartoons

Duration:

The project **implementation period for Lot 1 actions may not exceed 18 months** from the date of signature of the agreement and may not extend beyond **30 November 2013**, i.e. actions must take place between the date of signature of the grant agreement and 30 November 2013, but the implementation period must not exceed 18 months.

For all projects, the period of eligibility for expenditure resulting from implementation of a supported action will be specified in the grant agreement. This period will commence on the date the agreement is signed by the Commission.

A grant may not be awarded for a project that has already started.

## **Eligibility of actions under LOT 2**

In order to be eligible, actions should fulfil at least one of the following conditions:

- cross-border dimension (as defined in "Location" below)
- consist of **a series** of awareness-raising activities (see the non-exhaustive list below)
- combine two or more different types of awareness-raising activities each delivering its own impact

Location:

Actions can take place in:

- at least two EU Member State/s;
- one or more EU Member States (and involving participants from candidate countries and potential candidates).
- one or more candidate countries or potential candidates (and involving participants

from one or more EU Member States);

Non-exhaustive examples of eligible activities:

- Cultural and sports events and encounters.
- Youth events.
- Workshops, summer schools and conferences.
- Academic events, informed public debates.
- Strategic stakeholders study visits.
- Interactive websites

Projects should include a communication plan to ensure the visibility and dissemination of information on one or more of the specific objectives using the appropriate media (major media, national and regional media, information networks specific to target groups, etc.) and endeavour wherever possible to involve the different relays and networks established by the EU in the Member States.

Duration:

The project **implementation period for Lot 2 actions may not exceed 12 months** from the date of signature of the agreement and may not extend beyond **30 November 2013**, i.e. actions must take place between the date of signature of the grant agreement and 30 November 2013, but the implementation period must not exceed 12 months.

For all projects, the period of eligibility for expenditure resulting from implementation of a supported action will be specified in the grant agreement. This period will commence on the date the agreement is signed by the Commission.

A grant may not be awarded for a project that has already started.

### **4.3 Eligible types of costs**

Only “eligible costs” can be taken into account for a grant. These are detailed below. The budget is therefore both a cost estimate and a ceiling for "eligible costs". Note that the eligible costs must be based on real costs, not lump sums (except for travel and subsistence costs and indirect costs).

Recommendations to award a grant are always subject to the condition that the checking process which precedes the signing of the contract does not reveal problems requiring changes to the budget. The checks may give rise to requests for clarification and may lead the contracting authority to impose reductions or modifications.

It is therefore in the applicant's interest to provide a realistic and cost-effective budget.

*Eligible direct costs:*

To be eligible under the call for proposals, costs must be

- connected with the subject of the action and they must be provided for in the estimated budget;
- necessary for performance of the action;

- reasonable and justified and they must accord with the principles of sound financial management, in particular in terms of value for money and cost-effectiveness;
- generated during the lifetime of the action as specified in Article I.2.2 of the model grant agreement attached to these Guidelines, unless in exceptional cases duly justified by the applicant in the application form or the accompanying cover letter, eligible costs incurred before the start of the action may be taken into account (see below “Non eligible projects”);
- actually incurred by the beneficiary, be recorded in his accounts in accordance with the applicable accounting principles, and be declared in accordance with the requirements of the applicable tax and social legislation;
- identifiable and verifiable;
- compliant with the requirements of the applicable tax and social legislation.

The beneficiary’s internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the action with the corresponding accounting statements and supporting documents.

In particular, the following direct costs are eligible provided that they satisfy the criteria set out in the previous paragraph and indents:

- the cost of staff assigned to the action, comprising actual salaries plus social security charges and other statutory costs included in the remuneration, provided that this does not exceed the average rates corresponding to the beneficiary's usual policy on remuneration; the remuneration of management persons of the applicant organisation and / or any partner(s) are not covered, i.e. the remuneration of the directors (as an example) or persons holding similar positions must not appear in the budget;
- travel, accommodation and subsistence allowances for staff (of the beneficiary and / or his partners) taking part in the action, provided that they are in line with the beneficiary's usual practices on travel costs or do not exceed the scales approved annually by the Commission;
- acquisition of existing projects (broadcasting rights and cost of product);
- broadcasting costs, with the exception of costs pertaining to air-time;
- the purchase cost of equipment (new or second-hand) and technical services, provided that it is written off in accordance with the tax and accounting rules applicable to the beneficiary and generally accepted for items of the same kind. Only the portion of the equipment's depreciation corresponding to the duration of the action and the rate of actual use for the purposes of the action may be taken into account by the Commission, except where the nature and/or the context of its use justifies different treatment by the Commission;
- leasing/rental or depreciation costs of equipment and technical services (in the case of costs for durable goods, only the depreciation costs will be considered);
- costs of consumables and supplies, provided that they are identifiable and assigned to the action;
- costs entailed by other contracts awarded by the beneficiary for the purposes of carrying out the action, provided that the conditions laid down in Article II.9 of the model grant agreement attached to these Guidelines are met;
- costs arising directly from requirements imposed by the agreement (e.g. dissemination of information as explained under “Eligibility of actions” above, publicity, specific evaluation of the action, audits, translations, reproduction, etc.), including the costs of any financial services (especially the cost of financial guarantees);

### *Eligible indirect costs:*

A lump sum not exceeding 7% of the direct eligible costs of the action may be claimed as indirect costs (flat-rate funding).

The eligible indirect costs for the action are those costs which, with due regard for the general conditions of eligibility described above (see first paragraph under “Eligible direct costs” above), are not identifiable as specific costs directly linked to performance of the action which can be booked to it direct, but which can be identified and justified by the beneficiary using his accounting system as having been incurred in connection with the eligible direct costs for the action. They may not include any eligible direct costs. They need not to be supported by accounting documents.

Indirect costs shall not be eligible under a project grant awarded to a beneficiary who already receives an operating grant from the Commission during the period in question.

### *Non eligible costs:*

The following costs shall not be considered eligible:

- return on capital;
- debt and debt service charges;
- provisions for losses or potential future liabilities;
- interest owed;
- doubtful debts;
- exchange losses;
- VAT, unless the beneficiary (or its partner(s)) can show that he is unable to recover it;
- costs declared by the beneficiary and covered by another action receiving a Community grant;
- purchases of land or buildings;
- excessive or reckless expenditure;
- contributions in kind (e.g. land, immovable property whether in its entirety or in part, durable capital goods, raw materials and unpaid voluntary work) under any circumstances.

## **5. EXCLUSION CRITERIA**

The award of grants is subject to the **principles of transparency and equal treatment**. The project selection procedure starts with checking the proposals against the selection criteria:

### **STEP 1: Opening and administrative check**

The following will be assessed:

- The deadline has been respected. If the deadline has not been respected the proposal will automatically be rejected.

- The Application Form satisfies all the criteria mentioned in the Checklist (Annex 4 of the grant application form). If any of the requested information is missing or is incorrect, the proposal may be rejected on that **sole** basis and the proposal will not be evaluated further.

Applicants who are found guilty of false declarations may be subject to administrative and financial penalties.

Following the opening session and the administrative check, the Contracting Authority will send a letter to all applicants, indicating whether their application was submitted prior to the deadline, informing them of the reference number they have been allocated, whether they have satisfied all the criteria mentioned in the checklist and whether their Grant Application Form has been recommended for evaluation.

## **STEP 2: Verification of eligibility of the applicants**

Project applications will be checked so as to ensure that they fully comply with the following eligibility criteria:

- The Declaration by the applicant (Section 5 of the grant application form) is duly signed by the applicant's representative;
- The eligibility of the applicant, action and costs will be verified according to the criteria set out in section 4 of these Guidelines.

## **6. SELECTION CRITERIA**

An evaluation of the quality of the applications, including the proposed budget, and of the capacity of the applicant and its partners, will be carried out in accordance with the evaluation criteria set out in the Evaluation Grid included below.

**The selection criteria** are intended to help evaluate the applicants' 1/ technical and 2/ financial capacity

**1/ Technical capacity:** all applicants, including public bodies, must have the professional competencies and qualifications required to complete the proposed action or programme.

The following factors will be taken into account to assess technical capacity:

- the expertise and experience of those involved in designing, coordinating, managing and implementing the project;
- the geographical coverage and expected audience;
- the human and material resources (facilities, equipment and broadcasting capacity) available for project implementation;
- previous activity in the same field and previously produced and broadcast programmes of a similar nature.

- 2/ **Financial capacity:** to ensure that applicants have stable and sufficient sources of finance to maintain their activity throughout the period during which the action is being carried out and, where appropriate, to participate in its funding.

Public bodies are considered having the necessary financial and administrative capacity, together with the necessary financial stability, to carry out projects under the Prince Information and Communication Programme: they shall not be required to present further documentation to demonstrate this.

Other applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out.

In order to permit an assessment of their financial capacity, these applicants must submit, together with their applications:

- one copy of the official annual accounts for the most recent financial year<sup>2</sup> for which accounts have been closed;
- an external audit report produced by an approved auditor. This report shall certify the accounts for the last 2 years available.

The financial capacity of applicants will be established by taking into account, in particular:

- their turnover, profit and loss account and balance sheet
- their capital
- their long- and short-term debts
- their debt/capital ratio
- their most recent operating results
- their investment/turnover ratio

If, on the basis of the documents submitted, DG Enlargement considers that technical or financial capacity has not been proved or is not satisfactory, it may:

- reject the application;
- ask for further information;
- require a guarantee for pre-financing;
- offer a grant agreement without pre-financing;
- offer a grant agreement with payment in instalments.

**Documents submitted by the applicant must enable this evaluation to be made.**

## 7. AWARD CRITERIA

The award criteria allow the quality of the applications submitted to be evaluated in relation to the set objectives and priorities, and grants to be awarded to actions which maximise the overall effectiveness of the call for proposals.

They enable the selection of applications which the Contracting Authority can be confident will comply with its objectives and priorities and guarantee the visibility of the

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<sup>2</sup> "Official" means accounts certified by an appropriate external body and/or published and/or approved by the organisation's general meeting.

Community (see [http://ec.europa.eu/europeaid/work/visibility/index\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/index_en.htm)). They cover such aspects as the relevance of the action, its consistency with the objectives of the call for proposals, quality, expected impact, sustainability and cost-effectiveness.

**Documents submitted by the applicant must enable this evaluation to be made.**

Particular attention will be given to projects which clearly demonstrate, through the thoroughness of the application and methodology, the clarity of the budget and the proposed project management, that their proposal is one which will not only address the criteria and objectives of this Call, but can be completed successfully.

## 8. EVALUATION GRIDS

### LOT 1 Selection and award criteria:

Section	Minimum threshold	Maximum Score
<b>1. Financial and operational capacity</b>	<b>12</b>	<b>20</b>
1.1 Does the broadcaster dispose of a significant share of audience in his home market?		10
1.2 Do the applicant and partners have sufficient <b>technical expertise</b> ? (notably knowledge of the issues to be addressed.)		5
1.3 Does the applicant have stable and sufficient sources of <b>finance</b> ?		5
<b>2. Relevance</b>	<b>12</b>	<b>20</b>
2.1 Relevance of the proposed action with regard to the objectives of this Call for proposals.		10
2.2 Is the choice of subject and treatment likely to attract an appropriate audience?		10
<b>3. Impact and reach</b>	<b>18</b>	<b>30</b>
3.1 Broadcast guarantee during an attractive time slot.		15
3.2 Geographic areas covered by the programme in guaranteed broadcast.		15
<b>4. Methodology</b>	<b>n/a</b>	<b>20</b>
4.1 Does the proposed action have the potential to generate mutual understanding?		10
4.2 Innovative aspect of the project (creative idea, original approach and tools).		10
<b>5. Budget and cost-effectiveness</b>	<b>n/a</b>	<b>10</b>
5.1 Return on investment - is the ratio between the estimated costs and the reached audience/impact satisfactory? (Expressed as cost per minute of production and broadcasting as well as number of viewers/listeners per euro of EU funding.)		5
5.2. The consistency and the justification of the proposed budgets as compared to market prices, as well as the best cost-quality ratio.		5
<b>TOTAL</b>	<b>65</b>	<b>100</b>

### LOT 2 Selection and award criteria:

<b>Section</b>	<b>Minimum threshold</b>	<b>Maximum Score</b>
<b>1. Financial and operational capacity</b>	<b>15</b>	<b>20</b>
1.1 Do the applicant and partners have sufficient <b>experience of project management</b> and sufficient <b>management capacity</b> ? (including staff, equipment and ability to handle the budget for the action)?		10
1.2 Do the applicant and partners have sufficient <b>technical expertise</b> ? (notably knowledge of the issues to be addressed.)		5
1.3 Does the applicant have stable and sufficient sources of <b>finance</b> ?		5
<b>2. Relevance</b>	<b>12</b>	<b>20</b>
2.1 Relevance of the project with regard to the general and specific objectives of this call for proposals and the specific needs and constraints of the target group.		10
2.2 Quality and consistency of the proposed means of achieving the objectives (i.e. efficiency and coherence of the tools to be implemented):		5
2.3 How clearly and strategically chosen are the final beneficiaries, target groups? Have their <b>needs</b> been clearly defined and does the proposal address them appropriately?		5
<b>3. Impact</b>	<b>n/a</b>	<b>30</b>
3.1 To what extent is the action likely to have a tangible impact on the target audience? This impact effect must be expressed in figures (number of people reached).		10
3.2 Is the proposal likely to have <b>multiplier effects</b> ? (including scope for replication and extension of the outcome of the action and dissemination of information.)		10
3.3 Publicizing the project in the media and broader public (before, during and after implementation). Is there a detailed description of the way in which the results of the project will be disseminated?		10
<b>4. Methodology</b>	<b>n/a</b>	<b>15</b>
4.1 How clear is the description of the project in terms of subjects to be addressed?		5
4.2 Are the <b>activities</b> proposed appropriate, practical, coherent and consistent with the objectives and expected results?		5
4.3 Innovative aspect of the project (creative idea, original approach and tools, partners of a new type).		5
<b>5. Budget and costs-effectiveness</b>	<b>n/a</b>	<b>15</b>
5.1 To what extent is the budget clear and detailed?		5
5.2 The consistency of budget with staff (are the proposed staff and the corresponding expenditure <b>necessary</b> for the implementation of the action?).		5
5.3 The cost-effectiveness (ratio between the estimated costs and the expected results).		5
<b>TOTAL</b>	<b>65</b>	<b>100</b>

## 9. PROCEDURE FOR THE SUBMISSION OF PROPOSALS

### 9.1 How to apply

- Applications must be submitted in **one original and three copies** in A4 size, each bound. The complete application form must also be supplied in electronic format (CD-ROM) in a separate and unique file (e.g. the application form must not be split into several different files). The electronic format must contain exactly the same proposal as the paper version enclosed.
- Applications must be submitted in a **double envelope**. The outer envelope must be sealed and must bear the **reference number and the title of the call for proposals**, together with the full name and address of the applicant, and the words "Not to be opened before the opening session" and "Ne pas ouvrir avant la séance d'ouverture".
- All applications must be submitted **by 31 March 2011 at 5p.m. at the very latest**. Date of dispatch (postmark or dated certificate of receipt in case of hand deliveries) will be taken as decisive. The deadline must be strictly adhered to, and no extensions will be granted.
- Applications must be submitted by registered mail, private courier service or by hand-delivery (a signed and dated certificate of receipt will be given to the deliverer) at the address below:

#### **Postal address:**

Catherine WENDT  
EUROPEAN COMMISSION, DG Enlargement  
Unit A2 - Information and Communication (CHAR 04/140)  
Rue de la Loi 170  
1049 Bruxelles - BELGIUM

#### **Address for hand delivery or by private courier service:**

EUROPEAN COMMISSION, DG Enlargement  
Unit A2 - Information and Communication  
Catherine WENDT  
Building Charlemagne 4th floor Office nr 140  
170, rue de la Loi  
B- 1049 Brussels

- Where an applicant sends several different proposals, each one has to be sent separately.
- The Checklist (Annex 4 to the grant application form) and the Declaration by the applicant (see point 5 of the grant application form) must be stapled separately and enclosed in the envelope.

- Questions may be sent by email no later than 21 days before the deadline for the submission of applications to the address below, indicating clearly the reference to the call for proposals. Replies will be given no later than 11 days before the deadline.

E-mail: **ELARG-CFP-PRINCE2010@ec.europa.eu**

Applications must include:

<b>Documents required</b>	<b>Comments</b>
One original and three copies of the application form, signed and dated, including the budget tables	Only one set of all other documents is required
Complete application on CD ROM	
The delivery note containing the applicant's address	
A copy of the legal documents or act establishing the applicant body	
The financial identification form completed, signed and dated – Annex 5A	
The Legal Entity form completed, signed and dated - Annex 5B	
A declaration on honour (see point 5 of the Application Form)	
Accounting documents:  - the official complete statement of accounts for the most recent financial year for which accounts have been closed (including the balance sheet, turnover, profit and loss account, investments and capital)  - an external audit report produced by an approved auditor; this report shall certify the accounts for the last 2 years available	In line with "Selection criteria" as defined in Section 6 of these Guidelines.
The applicant's most recent activity report	
The partners' written commitment to co-finance the project	

Applications will only be considered if they are properly completed and submitted on the official application form.

Applications will be examined closely and **those that do not contain the above-mentioned documents may not be further examined.**

## **9.2 Time Schedule of the Procedure**

As a guide, the indicative timetable is as follows:

STEP	DATE
Deadline for request for any clarifications from the Contracting Authority	10 March 2011
Last date on which clarifications are issued by the Contracting Authority	20 March 2011
Deadline for submission of proposals	31 March 2011 at 5 p.m. (hand delivery) or stamp date
Information to applicants on the opening and administrative check	May 2011
Evaluation Committee meetings	April 2011 - September 2011
Applicants receive written notification of the results	October 2011
Signing of grant agreements	by 30 November 2011

Applicants will be informed in writing of the Contracting Authority's decision concerning their application and, in case of rejections, the reasons for the negative decision.

## **10. ADDITIONAL PROVISIONS**

### **10.1 Language rules of this Call for Proposals**

The call for proposals is being published in all EU official languages in the Official Journal, C-series of the European Union and on the Internet address:

*<http://eur-lex.europa.eu/JOIndex.do?ihmlang=en>*

**Applications under this Call for Proposals shall be submitted in English or French.** Proposals shall be submitted in one of these languages by using the official Application Form (annexed to these Guidelines).

## **10.2 Audit requirements**

**All selected beneficiaries will be asked to provide an external audit on actions' financial statements.** This obligation will be binding **regardless the amount of co-financing**. This means that final requests for payment must be accompanied by an external audit report produced by an approved external auditor. Costs of the audit on actions' financial statements shall be incurred as part of the eligible costs under the heading A.6 "any other direct costs" of action's budget.

## **10.3 Conditions applicable to implementation of the action following the Contracting Authority's decision to award a grant**

Following the decision to award a grant, the Beneficiary will be offered a contract based on the Contracting Authority's standard contract (see Annex 6 of these Guidelines). By signing the Application form attached to these Guidelines, the applicant declares accepting, in case where it is awarded a grant, the Contractual conditions as laid down in the Standard Contract.

A grant may be awarded subject to the eligibility of the proofs related to the exclusion situations. The candidate proposed to be awarded a grant will be requested to submit admissible proof or statement usual under the law of the country in which is established that his organisation do not fall into any of the exclusion situations listed in Section 5 of the grant application form, in accordance with the declaration included in the application. The date on the evidence or documents provided must be no earlier than 1 year before the date of submission of the application. Any missing supporting document or any incoherence between the Declaration by the applicant and the supporting documents may lead to the rejection of the application on that sole basis.

### **Implementation of sub-contracts**

Where implementation of the action requires the Beneficiary to award procurement contracts, it must award the contract to the tenderer offering the best value for money, that is to say, the best price-quality ratio, in compliance with the principles of transparency and equal treatment for potential contractors, care being taken to avoid any conflict of interests. To this end, the Beneficiary must follow the procedures set out in Annex IV to the Contract.

### **Early Warning System and Central Exclusion Database**

The applicants, persons who have powers of representation, decision-making or control over them, are informed that, should they be in one of the situations mentioned in:

- the Commission Decision of 16.12.2008 on the Early Warning System (EWS) for the use of authorising officers of the Commission and the executive agencies (OJ, L 344, 20.12.2008, p.125) or

-the Commission Regulation of 17.12.2008 on the Central Exclusion Database (CED) (OJ L344, 20.12.2008, p.12),

their personal details (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the EWS only or both in the EWS and CED, and communicated to the persons and entities listed in the above-mentioned Decision and Regulation, in relation to the award or the execution of a grant agreement or decision.

## **11. LIST OF ANNEXES**

### **DOCUMENTS TO FILL IN**

- GRANT APPLICATION FORM
- ANNEX 1: INVOLVEMENT OF 3<sup>RD</sup> PARTIES IN THE ACTION
- ANNEX 2: BUDGET
- ANNEX 3: SUPPORTING DOCUMENTS TO BE ATTACHED TO THE APPLICATION FROM
- ANNEX 4: CHECKLIST FOR APPLICANTS
- ANNEX 5A: LEGAL ENTITY SHEET
- ANNEX 5B: FINANCIAL IDENTIFICATION FORM

### **DOCUMENTS FOR INFORMATION**

- ANNEX 6: DRAFT GRANT AGREEMENT