



**Contracting Authority: European Commission**

**CALL FOR PROPOSALS PRINCE 2009 - EU27  
GUIDELINES FOR GRANT APPLICANTS**

**Support for  
PRODUCTION AND DISSEMINATION OF AUDIOVISUAL PROGRAMMES  
and  
AWARENESS-RAISING EVENTS  
in the area of future enlargement of the European Union towards the  
Western Balkans and Turkey**

**Deadline for submission of proposals: 30 November 2009**

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## 1. BACKGROUND

Enlargement is one of the EU's most powerful policy tools. The present enlargement agenda covers the Western Balkans and Turkey, which have been given the perspective of becoming EU members once they fulfil the necessary conditions. The progress of the Western Balkans and Turkey towards EU membership can only be maintained provided they meet the necessary conditions. As the enlargement process keeps its momentum, the public debate on EU enlargement must proceed. Broad public support is essential in order to sustain the enlargement process.

The Commission's Enlargement Strategy 2008-2009<sup>1</sup> has again re-affirmed better communication with the public as one of the cornerstones of EU enlargement policy and a key principle of the renewed consensus on enlargement. The Commission is aware of EU citizens' concerns about future EU enlargements and is willing to address these concerns by providing factual information and by cooperating with strategic partners and multipliers for the dissemination of information.

It is important to respond to citizens' concerns and address any misapprehensions by providing further clear and factual information. DG Enlargement's communication and information strategy is one of the three pillars of the renewed consensus on enlargement and is also part of the wider framework of EU's communication strategy, as outlined in the:

- "Action Plan to improve communicating Europe by the Commission" (SEC (2005) 985);
- "White Paper on a European communication policy" (COM (2006) 35);
- "Communicating Europe in Partnership" (COM (2007) 568).

The efforts and the commitment of the Commission to broaden the coverage of EU affairs and involve the European citizens in a permanent dialogue were reinforced more specifically by two recent communications:

- "Communicating about Europe via the internet – Engaging the citizens" (SEC (2007) 1742);
- "Communicating Europe through audiovisual media" (SEC (2008) 506).

The present Call for Proposals is to be seen against the following background:

- Medium to long term perspective of candidate countries and potential candidates in Southeast Europe (SEE)<sup>2</sup> being ready for accession to the European Union

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<sup>1</sup> COM (2008) 674 final of 5 November 2008

<sup>2</sup> In the context of the present call for proposals, the term "SEE" covers the following: the candidate countries Croatia and the former Yugoslav Republic of Macedonia, Turkey and the potential candidates Albania, Bosnia and Herzegovina, Montenegro, Serbia as well as Kosovo (under UNSCR 1244/99).

- Analysis of opinion polls undertaken in the last 2-3 years showing a clear correlation between a lack of information and skepticism about or even rejection of future enlargements

The EU policy of bringing candidate countries and potential candidates in SEE closer to the European Union and to prepare them for eventual membership cannot be pursued without the support of people in the EU's member states.

As the 2004/07 enlargements have shown, decision-makers will need to extend the consensus about enlargement policy towards their electorate. During the period when candidate countries and potential candidates in SEE undergo the various stages of preparation for EU membership, the general public in the EU should be familiarized not just with the political and economical development in these candidate and potential candidate countries, but also with the richness of their cultural heritage as well as with their contemporary reality.

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 in SEE.

## 2. THEMES AND OBJECTIVES OF THE PRESENT CALL

This Call for Proposals covers two types of actions and is divided into two separate lots:

<b>LOT 1 (audiovisual)</b>	<b>LOT 2 (events)</b>
<b>Production and dissemination of audiovisual programmes on the topic of current enlargement of the European Union.</b>	<b>Organisation of awareness-rising events dealing with the EU's enlargement policy and with the candidates for future membership.</b>

Applicants shall clearly identify the Lot under which they are submitting a proposal by ticking the appropriate box in the Grant Application Form.

### 2.1. Themes

Actions dealing with the following key themes – valid for Lots 1 and 2 – will be supported under this Call:

- 1. Benefits and challenges of the current EU enlargement agenda.**
- 2. Showing the contemporary reality of candidate countries and potential candidates in SEE and illustrating their potential as possible future EU members.**

### 2.2. Specific Objectives

At least one of the following objectives must be attained for actions under Lot 1 and Lot 2:

1. To familiarise EU citizens with the candidate countries and potential candidates in SEE and the perspective of future enlargements.
2. To stimulate informed public debate in the EU about the benefits and challenges of future EU enlargements.
3. To highlight the extent of the reform process each candidate country has to undergo or has already completed in order to join the EU.
4. 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 in SEE.

### **2.3. Proposed subjects and methods**

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

#### **LOT 1**

- Explaining the EU enlargement process and its current developments: from pre-accession through negotiations towards accession.
- Political, economic, cultural and everyday life in SEE.
- Changes occurring in SEE as a function of and in the context of reforms undertaken in view of preparations for EU membership.
- External relations: role of the enlarged EU in the international arena; consequences of EU enlargement on the common foreign, security and defence policy.
- Implications of the EU's enlargement on:
  - human rights, children's rights and protection of minorities;
  - 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.

#### **LOT 2**

- Actions increasing mutual understanding between citizens of EU Member States and candidate countries and potential candidates in SEE.
- Organising cultural and sports events and encounters.
- Presenting candidate countries and potential candidates in SEE 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.

### 3. FINANCING

For the purposes of the present call for proposals, a **total budget of 2.5 Mio EUR** is available. The total budget is distributed in two lots as described in Article 2 of these Guidelines.

	<b>Lot 1 (audiovisual)</b>	<b>Lot 2 (events)</b>
<b>Total budget available for grants</b>	EUR 1.500.000	EUR 1.000.000
<b>Maximum grant per project</b>	EUR 300.000	EUR 200.000
<b>Maximum co-financing</b>	50% 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 is not entitled to receive more than one grant per Lot under this Call. Projects will be ranked and selected according to the criteria defined under point 4.3 (selection and award criteria) hereafter.

## 4. RULES FOR THIS CALL FOR PROPOSAL

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

### 4.1. Eligibility Criteria

There are three sets of eligibility criteria, relating to:

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

#### 4.1.1 Eligibility of applicants

(1) 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

Additional eligibility criteria according to lot:

For **LOT 1** the applicants may be:

- Broadcasters (TV)<sup>3</sup> registered in one of the 27 EU Member States.
- Producers of AV programmes (TV) registered in an EU Member State in so far as they can prove a broadcasting commitment form a broadcaster registered in an EU MS.

For **LOT 2**, projects may be submitted by public sector bodies, private sector bodies, organisations of the civil society, regional or municipal authorities.

An indicative list of the organisations that may apply for Lot 2 is given below:

- Civil society organizations, preferably operating within a network of organizations in different countries such as: youth organizations, sports organizations, foundations, cultural associations, human rights associations etc.
- Associations of regions, towns and municipalities in the European Union.

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<sup>3</sup> Radio broadcasters are not eligible.



- Federations and associations operating in partnership across the borders of a number of countries with a proven cross-border outreach.
- Think tanks, research institutes and other bodies concerned with examining and diffusing information on the consequences of public policy.

(2) Potential applicants 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>4</sup> applicants found guilty of misrepresentation may be subject to

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<sup>4</sup> Official Journal of European Union L 248 of 16.9.2002, as amended.

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 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.

### (3) Partnerships and eligibility of partners

Applicants may act individually or with partner organisations.

In order to maximise the qualitative and quantitative impact of the actions, partnerships between several organisations are recommended. Applicants are thus encouraged to have partners, but it is not a condition. Partner organisation may come from the country that is not an EU member. In particular, the cooperation with partners coming from the region of SEE is encouraged.

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.

### (4) 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.

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.

## 4.1.2 Eligible types of actions

All projects must:

- develop one of the **themes** listed under point 2.1;
- respond to one of the **specific objectives** set out under point 2.2.

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.

Additional eligibility criteria according to lot:

For **LOT 1**, the actions must concern production and dissemination of TV audiovisual programmes. Radio programmes are not eligible. Programmes must treat EU enlargement issues and provide pertinent reports.

Types of eligible TV programmes:

- TV programmes (and possibly linked websites) such as documentaries (minimum duration of an individual programme or of a series of programmes: 25’.
- Discussion fora – to the extent that the proposed action concerns a series of programmes and not a one-off programme.
- Infotainment.
- Programmes must reach a maximum audience.
- Programmes must avoid nationalistic bias or focus.

For **LOT 2**, the actions shall be awareness-raising initiatives like for example:

- Sports or cultural events bringing together participants from EU Member States and from candidate countries and potential candidates in SEE.
- Summer schools, summer camps.
- Series of conferences, interactive workshops.

The cross-border aspect of these activities is of particular importance.

Duration:

The project implementation period may not exceed 15 months from the date of signature of the agreement and may not extend beyond **30 November 2012**, i.e. programmes must be broadcasted (Lot 1) and events must take place (Lot 2) between the date of signature of the grant agreement and 30 November 2012, but the implementation period must not exceed 15 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, preliminary scheduled for May 2010 and will end on 30 November 2012.

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

Location: Actions can take place in:

- one or more EU member state/s;
- one of the countries of SEE (and involving participants from EU Member States);
- or in one of the EU Member States (and involving participants from the region of SEE and EU Member States).

### Number of proposals and grants per applicant

The actions proposed under Lot 1 and Lot 2 (see section 2. of these Guidelines) will be evaluated separately by using the respective evaluation grids mentioned in the point 4.3 of these Guidelines.

An applicant may submit more than 1 application under this call for proposals. As already specified above, an applicant may not be awarded more than 1 grant per Lot 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.

### Impact

- Actions should ensure the widest possible visibility and dissemination of information on one or more of the themes and specific objectives in the appropriate media (major media, national and regional media, information networks specific to target groups, etc.).
- Actions should reach the maximum multiplier effect and cover the maximum geographical area.
- To this end, projects should include a communication plan and endeavour wherever possible to involve the different relays and networks established by the EU in the member States.

### **4.1.3 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.

**4.2. How to apply and the procedure to follow**

All applications must be submitted **by 30 November 2009 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 in a sealed envelope 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:**

Gisela GAUGGEL-ROBINSON  
EUROPEAN COMMISSION, DG Enlargement  
Rue de la Loi 170  
1049 Bruxelles - BELGIUM

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

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

Applications sent by other means (e.g. email or fax) will be rejected. Incomplete applications may be rejected. Applicants must verify that their application is complete by verifying the checklist from Annex 4.

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

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.

Where an applicant sends several different proposals (as allowed to do so by the Article 4.1.2 of Guidelines of the Call), each one has to be sent separately.

The outer envelope must bear the **the title of the call for proposals, reference number and number of the Lot chosen**, together with the title, 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".

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-PRINCE2009@ec.europa.eu**

**Applications must include:**

<b>Documents required</b>	<b>Comments</b>
Three copies (the original and two 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 latest official complete statement of accounts (including the balance sheet, turnover, profit and loss account, investments and capital)	
A copy of the professional indemnity insurance policy	
The applicant's most recent activity report	
The partners' written commitment to co-finance the project	
Written commitment from TV stations to broadcast the programmes produced	Applicable for Lot 1 if the applicant is not the broadcaster

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

### **4.3. Evaluation and Selection of Applicants**

The award of grants is subject to the **principles of transparency and equal treatment.** The project selection procedure takes place in three stages:

#### **STEP 1: Opening and administrative check - exclusion criteria**

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 and partners**

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, the partners, action and costs will be verified according to the criteria set out in section 4.1.

### **STEP 3: Selection and Award**

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. There are two types of evaluation criteria: selection and award criteria.

**The selection criteria** are intended to help evaluate the applicants' financial and operational capacity to ensure that they:

- 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;
- have the management capacity, professional competencies and qualifications required to successfully complete the proposed action. This also applies to any partners of the applicant.

**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 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.

### **Financial capacity**

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

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

### **Technical capacity**

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.

**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.

Programme and content producers who are not broadcasters must include in their application a written commitment from the TV stations which will broadcast the programme.

### *Scoring:*

The evaluation criteria are divided into sections and subsections. Each subsection will be given a score between 1 and 5 in accordance with the following guidelines: 1 = very poor; 2 = poor; 3 = adequate; 4 = good; 5 = very good.

**Selection and award criteria for LOT 1:**

<b>Section</b>	<b>Minimum threshold</b>	<b>Maximum Score</b>
<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? If the main applicant is a producer: what is his track record for producing programmes of the kind submitted under the present call for proposals?		15
1.2 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 Likelihood to reach appropriate audience: Is the choice of subject and treatment inductive to attract an audience?		10
<b>3. Impact and reach</b>	<b>18</b>	<b>30</b>
3.1 Broadcast guarantee during a time slot enabling to reach a maximum audience.		15
3.2 Geographic areas covered by the programme.		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 and overcome division?		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>

**Selection and award criteria for LOT 2:**

Section	Minimum threshold	Maximum Score
<b>1. Financial and operational capacity</b>	<b>15</b>	<b>25</b>
1.1 Do the applicant and partners have sufficient <b>experience of project management</b> ?		5
1.2 Do the applicant and partners have sufficient <b>technical expertise</b> ? (notably knowledge of the issues to be addressed.)		5
1.3 Do the applicant and partners have sufficient <b>management capacity</b> ? (including staff, equipment and ability to handle the budget for the action)?		10
1.4 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 What is the expected multiplier effect on the target group. This effect must be expressed in figures (number of people reached) upon presentation of the project.		15
3.2 Publicizing the project (before, during and after implementation).		15
<b>4. Methodology</b>	<b>n/a</b>	<b>15</b>
4.1 Are the <b>activities</b> proposed appropriate, practical, and consistent with the objectives and expected results?		5
4.2 Innovative aspect of the project (creative idea, original approach and tools, partners of a new type).		10
<b>5. Budget and costs-effectiveness</b>	<b>n/a</b>	<b>10</b>
5.1 The consistency of budget with staff (are the proposed staff and the corresponding expenditure <b>necessary</b> for the implementation of the action?).		5
5.2 The cost-effectiveness (ratio between the estimated costs and the expected results).		5
<b>TOTAL</b>	<b>65</b>	<b>100</b>

#### **4.4. Notification of the Contracting Authority's Decision**

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.

**As a guide, the indicative timetable is as follows:**

STEP	DATE
Deadline for request for any clarifications from the Contracting Authority	9 November 2009
Last date on which clarifications are issued by the Contracting Authority	19 November 2009
Deadline for submission of proposals	30 November 2009 at 5 p.m. (hand delivery) or stamp date
Information to applicants on the opening and administrative check	22 December 2009
Evaluation Committee meetings	December 2009 - April 2010
Applicants receive written notification of the results	30 April 2010
Signing of grant agreements. Beginning of the eligibility period for expenditure and start of timeframe within which programmes should be broadcast	15 June 2010

#### **4.5. 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 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.

#### **4.6. 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.

## **5. 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