



EUROPEAN COMMISSION

Enterprise and Industry

Directorate E : Service Industries

E1 – Tourism Policy

CALL FOR PROPOSALS

**Supporting the enhancement and promotion of
sustainable transnational thematic tourism products
70/G/ENT/CIP/13/B/N03S04**

GRANT PROGRAMME 2013

The present call for proposals is composed of a set of Grant Submission Documents,
which form an integral part of this call:

The call for proposals,
The Guide for Applicants
The Submission Set

The terms set out in the call for proposals document shall take precedence over those in
the other parts of the Grant Submission Documents.

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INTERESTED PARTIES ARE INVITED TO READ CAREFULLY THE BELOW INSTRUCTIONS, AND TO USE THE QUESTIONNAIRE PROVIDED IN CHAPTER II OF THE GUIDE FOR APPLICANTS IN ORDER TO ENSURE THAT APPLICATIONS ARE COMPLETE WHEN SUBMITTED.

1. CONTEXT

1.1. European policy framework

The Lisbon Treaty provides a new framework which allows the Commission to undertake necessary measures in order to complement the action of the Member States in the tourism sector, in particular by promoting the competitiveness of Union undertakings in that sector (Title XXII Tourism, Art. 195 TFEU). The specific measures in the tourism sector especially aim at:

- (a) encouraging the creation of a favourable environment for the development of undertakings in this sector;
- (b) promoting cooperation between the Member States, particularly by the exchange of good practice.

Moreover Article 6(d) mentions tourism as one of the areas in which “the Union shall have competence to carry out actions to support, coordinate or supplement the actions of the Member States”.

The Commission has identified sustainability as a fundamental aspect for the quality and competitiveness of European Tourism (COM(2003)716¹, COM(2006)134²), (COM(2007)621³). In the latest Communication (COM(2010)352)⁴ “*Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe*”, the Commission focuses on two key concepts mutually influencing each other: the need for a sustainable approach and the need to boost the competitiveness of the European tourism sector. There cannot be competitiveness without sustainability and sustainability makes no sense if it doesn't increase competitiveness.

The sector's competitiveness is closely linked to its sustainability, as the quality of tourist destinations is strongly influenced by their natural and cultural environment and their integration into a local community. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee long-term sustainability. The sustainability of tourism covers thus a number of different aspects: the responsible use of natural resources, taking into account the environmental impact of activities (production of waste, pressure on water, land and biodiversity, etc.), the use of 'clean' energy, protection of the heritage and preservation of the natural and cultural integrity of destinations, the quality and sustainability of jobs created, local economic fallout or customer care. These principles are largely reflected in tourism strategies introduced at national and regional level, although they still find insufficient expression in specific actions.

In the framework of its tourism policy, one of the main aims of the European Commission remains the promotion of the development of a competitive, sustainable, responsible and high-quality tourism offer.

To stimulate competitiveness in the European tourism sector, the Commission encourages, among others, the diversification of the supply of tourist services and products.

Europe has an impressive wealth of common heritage, whose added-value lies in its great diversity of aspects from natural, cultural and historical throughout eno-gastronomic tastes. However, this great potential is still far from being sufficiently valorised in tourist strategies at European level. Most of the initiatives

¹ <http://europa.eu.int/eur-lex/lex/LexUriServ/LexUriServ.do?uri=CELEX:52003DC0716:EN:NOT>

² <http://europa.eu.int/eur-lex/lex/LexUriServ/LexUriServ.do?uri=CELEX:52006DC0134:EN:NOT>

³ <http://eur-lex.europa.eu/COMDay.do?year=2007&month=10&day=19>

⁴ http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf

existing at present focus either on the local/regional or national level without capitalising on transnational and pan-European aspects.

An important number of transnational thematic tourism products and services (e.g. cultural routes crossing several regions or countries on different topics, cycling paths, eco-tourism products, sports tourism, enogastronomic tourism, health and wellbeing tourism, protected natural sites based tourism, nature tourism, historical, religious-pilgrim tourism, agro-tourism, rural tourism, or tourism capitalising on the maritime and sub-aquatic cultural heritage, industrial heritage or the economic fabric of a region etc.) have got great potential for growth.

The European Union thus intends to contribute to the diversification of tourism offer by capitalising on the development of thematic tourism products on a transnational and European scale. Transnational synergies can ensure better promotion and a higher profile for tourism. The Commission considers that a number of these initiatives would benefit from recognition and from a European seal of legitimacy which would guarantee their transnational character. Such recognition of their European vocation could create similar dynamic to the one created by the success of the European Capitals of Culture, which act as a catalyst for local development and tourism by implementing an ambitious and attractive annual cultural programme on a European scale.

To this purpose, the Commission is already active by supporting initiatives at transnational and pan-European level, namely:

- **Ensuring visibility and promotion of different thematic tourism services and products through conferences and other events organised at EU level;**
To this end, the European Tourism Day (ETD) focused in 2010 on "trans-European cultural routes" and in 2011 on "Industrial heritage: differentiating the European tourism offer".
- **Identifying and incentivising transnational synergies related to cultural itineraries (i.e. with the Council of Europe (CoE), the UNWTO, the UNESCO, etc);**
To this end, the Commission is actively cooperating with the Council of Europe in the field of cultural tourism in order to better assess its impacts on local economies and give it a higher profile (http://www.coe.int/t/dg4/cultureheritage/culture/Routes/default_en.asp http://www.culture-routes.lu/php/fo_index.php?lng=en).
- **Raising awareness on the importance of and promoting environmentally friendly tourism also contributing to the preservation of "natural" heritage and landscape;**
Cross border and transnational initiatives such as the European cycle routes network "EuroVelo" have been set up in the recent years. The Commission has already supported with grants several projects in relation to the EuroVelo Central Coordination⁵, projects in relation to some cycle routes e.g. the Iron Curtain Trail (EV.13), St. James Route (EV.3) as well as projects related to the promotion of among others: Greenways⁶, DanubeHIKE (Calls for proposals under the Preparatory action "Sustainable Tourism 2010 and 2011"⁷).
- **Co-financing projects on transnational thematic tourism products;**
To this end, the Commission launches calls for proposals. In 2011, the call "Promotion of transnational thematic tourism products in the European Union as means of sustainable tourism development" was launched under the Preparatory Action Sustainable Tourism, resulting in the co-financing of 5 projects. Since 2012, the calls on transnational thematic tourism products are being published under the Entrepreneurship and Innovation Programme (EIP) as well as under the Preparatory Action "Promotion of European and transnational tourism products with special emphasis on cultural and industrial products".

⁵ <http://www.eurovelo.org/> and www.eurovelo.com

⁶ http://www.aevv-egwa.org/site/hp_en.asp

⁷ The information on the co-financed projects can be found on:
http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/index_en.htm
http://ec.europa.eu/enterprise/sectors/tourism/cycling-tourism/index_en.htm

1.2. Specific policy framework for this call

This call for proposals capitalises on the achievements and ensures the follow-up of the preparatory action⁸ "Sustainable Tourism", which the Commission has been implementing in 2009-2011.

The lessons learned from the workshops organised in the framework of the Preparatory Action Sustainable Tourism showed that to be successful, a transnational tourism product, such as e.g.: a route/trail/itinerary needs:

- § A unit (authority, organisation) that takes the responsibility for the overall project planning, its implementation, operation and quality assurance at European level.
- § National focal points - responsible persons, or better, institutions – for the coordination of the national and cross-border, bilateral implementation.
- § Concrete action plans for its implementation - optimally both at European and cross-border/transnational levels - and a communication strategy in order to raise awareness and give visibility.
- § Connection with existing regional trails/networks and synergies with national tourism strategies.
- § Development of concrete tourist packages (for groups and individuals) that use the local resources.
- § Involvement of tourism marketing and communication organisations and other relevant stakeholders from the very beginning.

As a follow-up, in 2012, the Commission launched, in the framework of the Entrepreneurship and Innovation Programme (EIP) - one of the three operational programmes of the Competitiveness and Innovation Framework Programme (CIP)⁹ - the call for proposals: "Support to transnational thematic tourism products as means of enhancing competitiveness and sustainability of European tourism" 43/G/ENT/CIP/12/B/N02S022, under which it granted co-financing to 7 projects.

The **budget** for the present call for proposals is also allocated from the Competitiveness and Innovation Framework Programme (CIP) financing decision **C(2012)9442 of 18/ 12 /2012** .

The present call for proposals "Supporting the enhancement and promotion of sustainable transnational thematic tourism products ENT/CIP/13/B/N03S04", is published in the framework of the Entrepreneurship and Innovation Programme (EIP), which specifically supports activities aiming at fostering entrepreneurship culture and creating better framework conditions for Small and Medium size Enterprises (SMEs) operating in EU. It also complies with the overall strategy of DG Enterprise and Industry (i.e. strengthening Europe's industry, promoting innovation as means to generate jobs and meet societal needs, encouraging the creation and growth of small businesses and promoting an entrepreneurial culture), as well as with the main objectives as set out in the "Europe 2020"¹⁰ strategy.

This call for proposals, apart from contributing to the EIP's objective of creation of an environment favourable to SME cooperation, particularly in the field of cross-border cooperation, contributes at the same time to the implementation of the 2010 Commission Communication on Tourism COM(2010)352¹¹ and in particular to its actions aiming at promoting diversification of the supply of tourism products and services:

Action 1: to develop a coherent strategy for diversifying the promotion of tourist services and capitalise on Europe's common heritage;

⁸ within the meaning of Article 49(6) of Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 on the Financial Regulation applicable to the general budget of the European Communities (OJ L 248, 16.9.2002, p. 1), as last amended by Regulation (EC) No 1525/2007 (OJ L 343, 27.12.2007, p. 9).

⁹ http://ec.europa.eu/cip/eip/index_en.htm

¹⁰ http://ec.europa.eu/europe2020/index_en.htm

¹¹ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2010:0352:FIN:EN:PDF>

Action 2: to encourage the integration into tourism strategies of 'natural' heritage.¹²

2. OBJECTIVE OF THE CALL

2.1. Overall objectives.

The overall objectives of the present call for proposals are the following:

- to support the enhancement and promotion of sustainable transnational thematic tourism products contributing to the development and promotion of sustainable tourism in Europe by improving their visibility and market uptake.
- to contribute to the creation of an environment favourable to transnational co-operation among tourism-related stakeholders with a particular emphasis on the SMEs.

It aims at:

- 1) Strengthening trans-national cooperation, with regard to sustainable tourism;
- 2) Encouraging a higher involvement of small and micro enterprises and local authorities;
- 3) Stimulating competitiveness of the tourism industry by means of an enhanced focus on the diversification of sustainable tourism thematic products.

2.2. Requirements.

FOR THE PURPOSE OF THIS CALL, A SUSTAINABLE TRANSNATIONAL THEMATIC TOURISM PRODUCT SHOULD CORRESPOND TO THE FOLLOWING CHARACTERISTICS:

A transnational thematic tourism product is meant as made up of a set of tourism destinations/attractions/services **and taking the form of a transnational route/itinerary/trail/tourism offer**, either physical (based on physical infrastructure) or conceptual (linking places/destinations/attractions) **having a common thematic link and a high potential for sustainable tourism development.**

Moreover, the tourism product must:

1. **BE TRANSNATIONAL** - A thematic tourism product (e.g. a route/itinerary/trail/tourism offer) **has to cover/be developed in at least 4 countries as listed under point 5.1. I.** Involvement of more than 4 countries will be considered as an added value for the proposal.
2. **BE THEMATIC** - A transnational tourism product must be conceived, structured and developed around a common theme.
3. **BE ALREADY DEVELOPED:** The aim is to support the market uptake of the products that have already achieved a certain development stage (e.g. at least the concept/action plan exists and some development activities, networking of stakeholders took already place). It will be the onus of the applicant to provide the description and evidence on the above. For this purpose, the project proposals have to include **a thorough description of the sustainable transnational thematic tourism product indicating the actions implemented so far** and the development achieved of the product as well as **its potential for further tourism development** (please see Annex B.0 and Annex 1 Submission Set, Form B6 "Description of the action").

¹² Some useful information on how to make the best use of natural and cultural heritage to develop sustainable tourism as well as on creating a viable tourism product can be found in the study "Using natural and cultural heritage for the development of sustainable tourism in non-traditional tourism destinations (2002)".
http://ec.europa.eu/enterprise/sectors/tourism/documents/studies/index_en.htm#h2-17

4. **HAVE HIGH POTENTIAL FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM** (e.g. by increasing tourists' flows, increasing employment and development of enterprises in tourism sector, benefiting local economies and communities, contributing to the responsible use of natural resources, preservation of natural and cultural heritage, etc.).

The project proposal should focus on the promotion of a concrete transnational thematic tourism product (e.g. a transnational route/itinerary/trail/tourism offer) based on a type of tourism (e.g. cultural tourism, cycling sports tourism, eco-tourism, eno-gastronomic tourism, health and wellbeing tourism, nature tourism, historical, pilgrim tourism, agro-tourism, rural tourism, or tourism capitalising on the maritime and sub-aquatic cultural heritage, industrial heritage or the economic fabric of a region etc. *This list is not meant to be exhaustive*). **Promoting local offers only, without focusing on a transnational offer or promoting a general type of tourism only, without focusing on a concrete transnational product (route/trail/itinerary/tourism offer), would not be sufficient to fulfil the requirements of the call.**

In line with the objectives of the call, **the project proposal** must fulfil the following characteristics:

Ø **The project proposal must:**

- § **Involve a minimum of five partners:** The proposed project must be carried out through a partnership/consortium between a minimum of five partners (i.e. 5 different legal entities mentioned separately in the grant agreement) covering at least 4 countries (please refer to the point 5.1. Eligible applicants)
- § **promote sustainable tourism in Europe.** The project should propose exemplary and innovative ideas for sustainable development of tourism via transnational cooperation. **Sustainable tourism is meant to be respectful of the economic, socio-cultural and environmental principles.** A suitable balance must be established between these three dimensions to guarantee long-term sustainability. The project proposal is expected to show synergies with and benefits for the natural and cultural environment, local economy, local communities etc. It needs to demonstrate and explain how the proposed actions aim to **contribute in concrete terms to sustainable tourism development.**
- § **create real, measurable and time-dependent effects on tourism development and on economy in general.** The expected specific results of the project (as e.g.: greater visibility of a transnational product for potential tourists/general public, increase in tourist flows, improved management capacities and networking activities between partners involved in the project and other stakeholders, contribution to development of tourism SMEs etc.) should be clearly outlined and **it should be indicated how the results will be measured, what indicators will be used. The proposal should contain explanation on how the project will specifically identify and reach the target audience, the estimated impacts over time and how that impact will be measured.**
- § **be technically and financially sustainable.** The project should identify the management structure and explain how it will enable the project to meet its goals, identify the staff to be involved with distribution of tasks between partners and staff members. The project should aim at the creation of a medium-to long-term strengthening and communication/promotion strategy as well as market uptake of a transnational thematic product which continues after the end of the project period. Therefore, the description of the proposal should also refer to how the action could be further developed after the end of the project period, both technically and financially.
- § **give visibility to the European Union's support** to the project.

2.3. Activities.

Applicants are free to propose any kind of activities falling, as a minimum, in all of the following three areas:

- 1) **strengthening sustainable transnational thematic tourism product including the development of concrete tourist offers/packages to facilitate their market uptake after the project's co-financing period ends;**

- 2) **promoting and enhancing the visibility of sustainable transnational thematic tourism product through joint transnational promotion-communication activities** and by, amongst others, providing comprehensive and practical information to potential tourists and other tourism stakeholders;
- 3) **facilitating public-private partnerships and the integration of tourism-related enterprises, in particular small and micro enterprises, as well as local authorities** in the supply chain of transnational thematic tourism products as well as into regional development and tourism promotional strategies.

Additional activities (except development of infrastructure) could be proposed if dully justified as fulfilling the objectives of the call.

2.4. General expected results.

The project proposal shall target the following general expected results:

- better market visibility of attractive and sustainable European transnational thematic tourism offer
- development of comprehensive and practical information on the product for potential tourists
- development of concrete tourist offers/packages
- facilitating and stimulating public-private partnerships and the integration of enterprises, in particular micro and small, of the tourism sector in the supply chain of transnational thematic tourism products as well as into regional development and tourism promotional strategies
- diversification and contribution to the development of sustainable tourism offer in Europe
- contribution to sustainable development, growth (increase in tourism flows) and employment in the tourism sector.

2.5 Reporting to the Commission:

2 interim technical implementation reports and financial statements, including a consolidated statement and a breakdown between each beneficiary, respectively 6 months and 12 months following the start date of the action;

1 final technical implementation report (including all deliverables) and financial statement including a consolidated statement and a breakdown between each beneficiary: within 60 days following the closing date of the action.

Reports must be submitted by the coordinator in English.

3. TIMETABLE

Scheduled start-up date for the action: March 2014

Maximum duration of actions is: 18 months

No applications will be accepted for projects scheduled to run for a longer period than that specified in this call for proposals.

The period of eligibility of costs will start on the first day of the first month following the date when the agreement is signed by the last of the parties. If a beneficiary can demonstrate the need to start the action before the agreement is signed, the expenditure may be eligible as from a date before the agreement is signed. Under no circumstances can the eligibility period start before the date of submission of the grant application.

	Stages	Date and time or indicative period
a)	Publication of the call	3 May 2013
b)	Deadline for submitting applications	3 July 2013– 17:00 Brussels time
c)	Information to applicants	November 2013
d)	Signature of grant agreement or notification of grant decision	February 2014
e)	Starting date of the action/ work programme	1 March 2014

4. EU FINANCING

Maximum budget allocated for EU financing under this call: 1.000.000,00 €

Indicative number of projects: up to 5 projects

Under the condition of sufficient budget the EU financing may be increased up to 1.500.000,00 € and the number of projects may be increased up to 7 projects.

Maximum EU financing rate of eligible costs: 75%

Maximum EU financing amount per project: 250.000 €

Proposals with an EU co-financing beyond any of the above two maxima will not be eligible.

The Commission reserves the right to award a grant of less than the amount requested by the applicant. In such a case, applicants will be asked either to increase their co-financing, propose other co-financing means or to decrease the total costs without altering the substance of the proposal. Grants will not be awarded for more than the amount requested.

Publication of the call (on the Commission Internet site and/or in the Official Journal) does not guarantee the availability of funds for the above action.

4.1. GENERAL PRINCIPLES OF EU FUNDING

Non-cumulative award

Each action may give rise to the award of only one grant from the budget to any one beneficiary.

In no circumstances shall the same costs be financed twice by the Union budget.

Applicants have to inform the Commission immediately of any multiple applications and multiple grants relating to the same action. The applicant shall inform about sources and amounts of EU funding received or applied for the same action or for part of the action. Applicants shall indicate if they receive EU funding for their functioning during the financial year in which the action takes place.

Non-retroactivity

No grant may be awarded retrospectively for actions already completed.

A grant may be awarded for an action which has already begun, provided the applicant can demonstrate the need to start the action before the grant agreement is signed. In such cases, costs eligible for financing may not have been incurred prior to the date of submission of the grant application.

Co-financing

Grants shall involve co-financing, which implies that the resources necessary to carry out the action or the work programme shall not be provided entirely by EU contribution. EU financing may not cover 100% of the total costs of the action.

Co-financing of the action or of the work programme may take the form of:

- the beneficiary's own resources,
- income generated by the action or work programme,
- financial contributions from third parties.

Non-profit rule

EU grant may not have the purpose or effect of producing a profit within the framework of the action of the work programme of the beneficiary.

Where a profit is made, the Commission is entitled to recover the percentage of the profit corresponding to the EU contribution to the eligible costs actually incurred. For this purpose, profit shall be defined as a surplus of the receipts over the eligible costs incurred, when the request for payment of the balance is made.

Balanced budget

The estimated budget of the action or work programme is to be attached to the application form. It must have revenue and expenditure in balance.

The budget must be drawn up in euros.

Applicants, who foresee that costs will not be incurred in euros, are invited to use the exchange rate published on the Infor-euro website available at http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm.

4.2. ELIGIBLE COSTS

In order to be eligible for funding, costs should be actually incurred by the beneficiary and meet the following criteria:

- they are incurred during the duration of the action or work programme, as indicated in the grant agreement, with the exception of costs relating to the request for payment of the balance and the corresponding supporting documents (audit certificates);
- they are indicated in the estimated budget of the action or work programme;
- they are necessary for the implementation of the action or of the work programme, in accordance with the description of the action, attached to the grant agreement;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost accounting practices of the beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified, and comply with the principle of sound financial management, in particular regarding economy and efficiency.

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

The costs made by affiliated entities can be eligible, provided that:

- the entities concerned are identified in the grant agreement;
- the entities concerned abide by the rules applicable to the beneficiary under the grant agreement with regard to eligibility of costs and rights of checks and audits by the Commission, OLAF and the Court of Auditors.

Please note that the exact scope of the eligibility of costs is defined by the grant agreement, which will be signed with the successful applicants.

4.2.1. Eligible direct costs

Direct costs of the action are those specific costs which are directly linked to the implementation of the action and can therefore be attributed directly to it. They shall not include any eligible indirect costs.

The following categories of costs can be considered as eligible direct costs:

- the costs of personnel working under an employment contract with the beneficiary or an equivalent appointing act and assigned to the action, comprising actual salaries plus social security contributions and other statutory costs included in the remuneration, provided that these costs are in line with the beneficiary's usual policy on remuneration. Those costs may also include additional remunerations, including payments on the basis of supplementary contracts regardless of the nature of those contracts, provided that they are paid in a consistent manner whenever the same kind of work or expertise is required, independently from the source of funding used.
- salary costs of the personnel of national administrations to the extent that they relate to the cost of activities which the relevant public authority would not carry out if the project concerned were not undertaken.
- SME owners and other natural persons who do not receive a salary may declare eligible personnel costs for the work carried out under an action or work programme, on the basis of unit costs specific

to the programme under which the call is launched. In other cases, owner managers that do not receive a salary cannot claim any reimbursement for their activities.

Hourly rate calculation tool : http://cordis.europa.eu/fp7/find-doc_en.html

The standard number of productive hours shall be equal to 1 575.

- The reference rate for early-stage researchers shall apply to SME owners of start ups with a professional experience of up to two years.
 - The reference rates for experienced researchers shall apply to
 - (a) SME owners with a professional experience of two to ten years;
 - (b) SME owners with more than ten years of experience.
-
- costs of travel and related subsistence allowances, provided that these costs are in line with the beneficiary's usual practices on travel;
 - the depreciation costs of equipment or other assets (new or second-hand) as recorded in the accounting statements of the beneficiary, provided that the asset has been purchased in accordance with the conditions applicable to implementation contracts and that it is written off in accordance with the international accounting standards and the usual accounting practices of the beneficiary
 - costs of consumables and supplies, provided that they are purchased in accordance with the conditions applicable to implementation contracts;
 - costs arising directly from requirements imposed by the grant agreement (dissemination of information, specific evaluation of the action, audits, translations, reproduction), including the costs of requested financial guarantees, provided that the corresponding services are purchased in accordance with the conditions applicable to implementation contracts;
 - costs entailed by subcontracts, concluded for the externalisation of specific tasks or activities which form part of the action or workprogramme as described in the proposal, provided that the conditions with the conditions applicable to implementation contracts are met;
 - costs of financial support to third parties, in accordance with the conditions set by the grant agreement for such financing;
 - duties, taxes and charges paid by the beneficiary, notably value added tax (VAT), provided that they are included in eligible direct costs, and unless specified otherwise in the Agreement.
 - costs relating to a pre-financing guarantee lodged by the beneficiary of the grant, where that guarantee is a condition for the payment of a pre-financing;
 - non deductible value added tax (VAT) except for activities engaged in as a public authority by the beneficiary where it is a State, regional or local government authority or another body governed by public law.

4.2.2. Eligible indirect costs

A flat-rate amount of 7% of the total eligible direct costs of the action is eligible under indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the action/project

Indirect costs may not include costs entered under another budget heading.

Indirect costs are not eligible for beneficiaries that receive an operating grant from the European Commission.

4.2.3. Non-eligible costs

In addition to any other costs which do not fulfill the conditions set out in Article II.19.1, the following costs shall not be considered eligible:

- return on capital;
- debt and debt service charges;
- provisions for losses or debts;
- interest owed;
- doubtful debts;
- exchange losses;
- costs of transfers from the Commission charged by the bank of a beneficiary;
- costs declared by the beneficiary in the framework of another action receiving a grant financed from the Union budget (including grants awarded by a Member State and financed from the Union budget and grants awarded by other bodies than the Commission for the purpose of implementing the Union budget);
- in particular, indirect costs shall not be eligible under a grant for an action awarded to a beneficiary which already receives an operating grant financed from the Union budget during the period in question;
- contributions in kind from third parties;
- excessive or reckless expenditure;
- deductible VAT.
- participation by any staff of the institutions in actions receiving grants
- any other costs which have been specified as ineligible in the call for proposal

In addition to the above, the Commission can refuse to finance certain costs included in the proposal. The beneficiary can decide to maintain and finance these costs out of his own resources, but they will not be taken into account as eligible costs.

4.3. CO-FINANCING AND JOINT AND SEVERAL RESPONSIBILITY

The beneficiary has to supply evidence of the co-financing provided. It can be provided either by way of own resources, or in the form of financial transfers from third parties.

In case of a joint application partners shall agree upon appropriate arrangements between themselves for the proper performance of the action.

In particular, they shall accept joint and several responsibility for any amount due to the Commission by anyone of them which could not be honoured up to the maximum amount specified in Article I.3, as stipulated in the Special conditions of the draft grant agreement.

The final grant agreement shall be signed by the appointed co-ordinator, provided that a power of attorney has been conferred to this entity (Annex IV of the draft grant agreement).

4.4. IMPLEMENTATION CONTRACTS/SUBCONTRACTING

Where the implementation of the action or the work programme requires the use of contracts (implementation contracts), the beneficiary must ensure that the contract is awarded to the bid offering best value for money or the lowest price (as appropriate), avoiding conflicts of interests and retain the documentation for the event of an audit.

Entities acting in their capacity of contracting authorities shall abide by the applicable national public procurement rules, in the meaning of Directive 2004/18/EC on the coordination of procedures for the award of public work contracts, public supply contracts and public service contracts or contracting entities in the meaning of Directive 2004/17/EC coordinating the procurement procedures of entities operating in the water, energy, transport and postal services sectors.

Sub-contracting for the purpose of the action

Sub-contracting refers to contracts concluded for the externalisation of specific tasks or activities which form part of the action or work programme as described in the proposal. Such contracts must satisfy the conditions applicable to any implementation contract and, in addition, the following conditions:

- Subcontracting may only cover the implementation of a limited part of the action up to 50% of the eligible costs.
- It must be justified having regard to the nature of the action and what is necessary for its implementation;
- The proposal should clearly identify the subcontracted activities

Subcontracting does not in any way limit the responsibility of beneficiaries for the implementation of the action. Please note that the beneficiary(ies) should have the necessary capacity to perform the project. Only tasks that are not core business can be sub-contracted to consultants.

It is not necessary to have already selected subcontractors at the time the proposal is submitted. However, cost of contractors not selected in accordance with the applicable rules for procurement will not be eligible.

4.5. FINANCIAL SUPPORT TO THIRD PARTIES

The applications may not envisage provision of financial support to third parties.

4.6. FINAL GRANT AND PAYMENT ARRANGEMENTS

The draft grant agreement annexed to this call for proposals specifies the calculation of the final grant and the payment arrangements.

Your attention is in particular drawn to the General Conditions of the grant agreement, where the eligibility of costs is described. Detailed explanations and a description how costs should be budgeted and reported can be found in the Guide for Applicants.

EU grant may not have the purpose or effect of producing a profit within the framework of the action of the work programme of the beneficiary. Where a profit is made, the Commission is entitled to recover the percentage of the profit corresponding to the EU contribution to the eligible costs actually incurred. For this purpose, profit is defined as a surplus of the receipts over the eligible costs incurred by the beneficiary, when the request is made for payment of the balance. Where such a surplus occurs, the Commission is entitled to recover the percentage of the profit corresponding to the EU contribution to the eligible costs actually incurred by the beneficiary.

The Commission may require the beneficiary to lodge a guarantee for grants exceeding € 60 000, based on a risk analysis.

In the event that the applicant's financial capacity is not satisfactory, a pre-financing guarantee for up to the same amount as the pre-financing may be requested in order to limit the financial risks linked to the pre-financing payment.

The financial guarantee, in euro, shall be provided by an approved bank or financial institution established in one of the Member State of the European Union. When the beneficiary is established in a third country, the authorising officer responsible may agree that a bank or financial institution established in that third country

may provide the guarantee if he considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State. Amounts blocked in bank accounts shall not be accepted as financial guarantees.

The guarantee may be replaced by a joint and several guarantee by a third party or by a joint guarantee of the beneficiaries of an action who are parties to the same grant agreement.

5. ELIGIBILITY

APPLICATIONS MUST COMPLY WITH ALL OF THE ELIGIBILITY CRITERIA SET OUT IN THIS SECTION.

5.1. ELIGIBLE APPLICANTS

I. Geographical eligibility

Applications from legal entities established in one of the following countries are eligible:

- (1) EU 27 Member States¹³.
- (2) European Free Trade Association countries (EFTA) which are members of the European Economic Area (EEA) in accordance with the conditions laid down in the EEA Agreement: Norway, Iceland, Lichtenstein.
- (3) Other countries participating in the Entrepreneurship and Innovation Programme of the CIP: Croatia, the Former Yugoslav Republic of Macedonia, Turkey, Serbia, Montenegro, Albania and Israel.

Participation of partners from other countries is allowed – if relevant for the project - but it will not be considered as concurring to the eligible costs, nor as concurring to satisfy the minimum consortium requirements stated in points 5.1.II.1. (This means that these additional countries will not be considered for verifying the eligibility criteria 5.1.II.1 – consortium gathering a minimum of 5 partners from 4 different countries.

Countries which will be considered for verifying these criteria will only be the ones covered by point 5.1.I (1,2,3).

The transnational nature of the project's consortium must be demonstrated by submitting forms A/2 and A.3.1 to the submission set duly filled in and signed by the partner organisations in order to confirm their participation.

Several applicants, submitting a joint project proposal should choose within their midst a lead organisation, referred to as the coordinator.

The coordinator and other applicants (consortium partners) must satisfy the same eligibility criteria.

In what follows “**applicants**” are to be understood as any potential co-signatory of the future grant agreement subject to this call, and as proposed by the applicant coordinator.

II. Types of applicants

1. Applicants should act in consortium with partner organisations. The consortium must gather **a minimum of five applicants** (i.e. 5 different legal entities mentioned separately in the grant agreement, having

¹³ http://europa.eu/about-eu/countries/index_en.htm

duly filled in Form A2 and having tasks clearly defined in the technical proposal and budgetary annex) **covering at least four countries** as listed under point 5.1 I. "Geographical eligibility".

Please also refer to the draft grant agreement document.

2. Moreover, among the minimum five applicants in the consortium:

a) **at least one must be an SME – Small and Medium Sized enterprise¹⁴ - acting in the tourism sector.**

Enterprises qualify as micro, small and medium-sized enterprises (SMEs) if they fulfill the criteria laid down in the Commission Recommendation of 3 April 1996 concerning the definition of small and medium-sized enterprises (Text with EEA relevance) (96/280/EC)¹⁵ which are summarized in the table below. In addition to the staff headcount ceiling, an enterprise qualifies as an SME if it meets either the turnover ceiling or the balance sheet ceiling, but not necessarily both.

Enterprise category	Headcount	Turnover	or	Balance sheet total
medium-sized	< 250	• € 50 million		• € 43 million
small	< 50	• € 10 million		• € 10 million
micro	< 10	• € 2 million		• € 2 million

For the purpose of the present call, it is considered that an SME being the partner in the consortium has to provide a proof that is established and has been operating on the market for at least 2 years and has to act in one of the following fields:

- tourist accommodation
- catering
- travel agencies and tour operators
- attractions
- leisure (recreational, cultural and sporting activities)
- tourism related transport
- other tourism related fields if their relevance for the project proposal is duly justified by the applicant

Other kinds of SMEs (e.g. in the fields of promotion, media, ICT development and others) may be involved in the project only as subcontractors (see point 4.4), not as applicants in the consortium.

It is not mandatory, but it will be seen as an additional asset and added value positively affecting the assessment of the proposed project (see also Annex 3) if the SME involved in the project consortium is a **micro or small enterprise**.

b) at least one of the applicants must be:

a Ministry (public national governmental authority), in charge of tourism and/or regional development or any other area which is in relation to the object of the proposal.

OR

a National Tourist Organisation (NTO) being in charge of national tourism promotion under condition that a letter from the Ministry is provided indicating this NTO as an organisation to which the implementation of the project is entrusted on behalf of the Ministry.

c) at least one of the applicants must be:

¹⁴ http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm

¹⁵ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31996H0280:en:HTML>

a regional or local public governmental authority

(For the purpose of this call, a regional or local public governmental authority is considered as: region, province, department, municipality, city council, commune).

OR

a network or association of regional or local public governmental authorities.

ATTENTION:

The onus will be on the applicants to demonstrate that they fully respect the requirements set in the call. Please provide any useful supporting document and proof of the fulfilment of the above-mentioned compulsory requirements and clearly indicate in the submitted proposal, the name of the applicants fulfilling them, in order to allow the evaluation committee to accomplish its assessment.

3. Applications must be submitted by a legal person; natural persons (i.e. individuals) are not eligible.
4. Applicants (coordinator and consortium partners) in the project consortium must correspond to the definition of the following target organisations active in the field of tourism or any other field that is strictly related to the object of the proposal such as :

- Public governmental authorities and their networks or associations at European, international, national, regional and local level or other organisations acting on behalf of a public governmental authority
- Academic training or education establishments
- Destination management organisations and their networks/associations
- Travel Agents and Tour Operators and their umbrella associations
- Chambers of commerce and industry, chambers of handicrafts or similar bodies and their umbrella Associations.
- Not-for profit/Non-governmental organisations, civil society organizations, foundations, think-tanks, umbrella associations, networks or federations of public or private bodies, whose core activity falls under the following fields: tourism, regional development or any other field that is strictly related to the object of the proposal;
- International, European and national organisations/associations active in the field of tourism and related fields
- Federations and associations operating in partnership across the borders of a number of countries with a proven cross-border outreach.
- Small and Medium Size enterprises (SMEs) acting in the tourism sector namely in one of the following fields:
 - Ø tourist accommodation
 - Ø catering
 - Ø travel agencies and tour operators
 - Ø attractions
 - Ø leisure (recreational, cultural and sporting activities)
 - Ø tourism related transport
 - Ø other tourism related fields if their relevance to the project proposal is duly justified by the applicant
- National, regional, local tourism organisations, public and private agencies related to tourism promotion
- Public and private bodies whose core activity falls under the following fields: tourism, regional development or any other field that is strictly related to the object of the proposal.

- Corporate bodies must be properly constituted and registered under the law. If a body or organisation is not constituted under the law, a physical person must be designated to provide the legal responsibility.
- Legal entities having a legal or capital link with applicants, which is neither limited to the action nor established for the sole purpose of its implementation, may take part in the action as affiliated entities, and may declare eligible costs. For that purpose, applicants shall identify such affiliated entities in the application form. The affiliated entities will have to comply with the eligibility and exclusion criteria.
- Several entities that form together one entity, whether or not this entity is established for the purpose of implementing the action, may apply as a sole beneficiary. The entities will be considered as affiliated entities, which each will have to comply with eligibility, exclusion and selection criteria.

IMPORTANT

Please note that bodies that do not fall within one of the above listed categories may not apply for the present call. Subcontracting will however be permissible for them, in compliance with the rules and within the limits set at point 4.4 of this call.

Supporting documents

Subject to the eligibility criteria indicated above, the applicants should provide the following supporting documents to establish their eligibility:

- **private entity:** extract from the official journal, copy of articles of association, extract of trade or association register, certificate of liability to VAT (if, as in certain countries, the trade register number and VAT number are identical, only one of these documents is required);
- **public entity:** copy of the resolution or decision establishing the public company, or other official document establishing the public-law entity;
- **consortium:** in addition to the supporting documents referring to their legal status, consortium members will submit letters confirming their participation to the project,
- **natural persons:** photocopy of identity card and/or passport;
- **entities without legal personality:** documents providing evidence that their representative(s) have the capacity to undertake legal obligations on their behalf.

5.2. ADMISSIBLE AND ELIGIBLE PROPOSALS

Applications must comply with the following conditions in order to be eligible for a grant:

- Applications must be sent no later than the deadline for submitting applications referred to in section 9.
- Applications must be submitted in writing, using the application form and the electronic submission system, as indicated in the Guide for Applicants.
- Applications must be drafted in one of the EU official languages. If your proposal is not in English, a translation of the full proposal would be of assistance to the evaluators. An English translation of an abstract should be included in the proposal (see Guide for Applicants).
- Proposals must be submitted in conformity with the call specifications;

- Only projects that are strictly non-profit-making and/or whose immediate objective is non-commercial shall be eligible.
- Applications must respect the maximum rate for EU co-financing.
- Applications must respect the maximum amount for EU co-financing.
- Applications must respect the maximum duration of projects.
- Applications must respect the requirements set for the start date.
- Applications may not include contributions in kind as part of their co-financing.

In this context, will be rejected any project directly or indirectly contrary to EU policy or against public health, human rights, citizen's security or freedom of expression.

6. EXCLUSION CRITERIA

6.1. EXCLUSION FROM PARTICIPATION

Applicants will be excluded from participating in the call for proposals procedure if they are in any of the following situations:

- 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;
- they or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- they have been guilty of grave professional misconduct proven by any means which the Commission can justify, including by decisions of the European Investment Bank and international organisations;
- they are not in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- they or persons having powers of representation, decision making or control over them have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests;
- they are subject to an administrative penalty referred to in Article 109(1) Financial Regulation (see section 6.3).

The same exclusion criteria apply to affiliated entities

6.2. EXCLUSION FROM AWARD

Applicants will not be granted financial assistance if, in the course of the grant award procedure, they:

- are subject to a conflict of interest;

- are guilty of misrepresentation in supplying the information required by the Commission as a condition of participation in the grant award procedure or fail to supply this information;
- find themselves in one of the situations of exclusion, referred to in article 106 Financial Regulation (see section 6.3)

The same exclusion criteria apply to affiliated entities.

6.3. SUPPORTING DOCUMENTS

Applicants must sign a declaration on their honour certifying that they are not in one of the situations referred to by filling in the **“Exclusion Criteria Form” (form B4)**.

Administrative and financial penalties may be imposed on applicants, or affiliated entities where applicable, who are guilty of misrepresentation.

By using the “Exclusion Criteria Form” applicants shall declare on their honour that they are not in one of the situations referred to in Articles 106 and 107 of the Regulation (EC, Euratom) n° 966/2012 on the financial rules applicable to the general budget of the Union (Financial Regulation).

Please note that, according to articles 109 and 131.4 of Regulation (EC, Euratom) n° 966/2012 on the financial rules applicable to the general budget of the Union (Financial Regulation) and according to article 145 of the Commission Delegated Regulation (EC, Euratom) n° 2342/2002 on the rules of application of the Financial Regulation, administrative and financial penalties may be imposed by the Commission on applicants who are excluded in relation to points a) to h) of the form in question.

For grants with a value exceeding € 60 000, the Commission may require further evidence, as indicated in article 143 Rules of Application.

7. SELECTION

7.1. FINANCIAL CAPACITY

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. The applicants' financial capacity will be assessed on the basis of the following supporting documents to be submitted with the application:

For grants < EUR 60 000:

- a declaration on honour

For grants • EUR 60 000, in addition:

- a declaration on honour and,
- form B/5 provided for in the submission set, filled in with the relevant statutory accounting figures. Other documents may be submitted if needed (see IV.4 Guide to applicants).

For grants for an action • EUR 750 000 or operating grants • EUR 100 000, in addition:

- an audit report produced by an approved external auditor certifying the accounts for the last financial year available.

In the event of an application grouping several applicants (consortium), the above thresholds apply per applicant.

In the case of affiliated entities forming together **one** sole applicant, the above requirements apply to each of the affiliated entity.

7.2. OPERATIONAL CAPACITY

Applicants must show they have the **operational (technical and management) capacity** to complete the operation to be supported and must **demonstrate their capacity to manage scale activity** corresponding to the size of the project for which the grant is requested. In particular, the **team responsible** for the project/operation must have **adequate professional qualifications and experience**.

In this respect, applicants have to submit a declaration on their honour, and the following supporting documents:

- curriculum vitae or description of the profile of the people primarily responsible for managing and implementing the operation;
- an exhaustive lists of previous projects and activities performed and connected to the policy field of a given call or to the actions to be carried out;

In the case of affiliated entities forming together a sole applicant, the above requirements apply to each affiliate entity.

The selection procedure is described in further detail in the Guide for Applicants.

8. AWARD

An evaluation of the quality of proposals, including the proposed budget, will be carried out in accordance with the evaluation criteria set out in annex 3 to this call for proposals.

The evaluation procedure is described in further detail in the Guide for Applicants.

9. SUBMISSION OF PROPOSALS

Please note that only electronic submissions are allowed for this call.

Please consult the Guide for Applicants for the modalities of preparing the proposal.

**The proposals shall be submitted via the Submission and Evaluation Programme: SEP.
The link to SEP shall be provided on the Call's website.**

Submission of a grant application implies acceptance of the conditions of the grant agreement, attached to this call.

The deadline for submission of projects proposals is:

03/07/2013 [17:00:00 Brussels local time]

10. CONTACTS

Contacts between the contracting authority and potential applicants can only take place in certain circumstances and under the following conditions only:

Before the final date for submission of proposals,

- At the request of the applicant, the Commission may provide additional information solely for the purpose of clarifying the nature of the call.
- Any requests for additional information must be made in writing only to the coordinates stated below.
- The Commission may, on its own initiative, inform interested parties of any error, inaccuracy, omission or other clerical error in the text of the call for proposals.
- Any additional information including that referred to above will be published on the internet in concordance with the various call for proposals documents.

After the deadline for submission of proposals:

- If clarification is requested or if obvious clerical errors in the proposal need to be corrected, the Commission will contact the applicant provided the terms of the proposal are not modified as a result.
- If the authorising officer finds that those proposals, which have been listed for award needs limited adaptations to their proposal. In such case, these applicants will receive a formal letter setting out the requested modifications. Any such modifications must stay within the limits of the request. This phase will not lead to a re-evaluation of the proposals, but a proposal might be rejected if the applicant does not wish to comply with the modifications requested.

Contact coordinates for the call:

European Commission

Enterprise and Industry Directorate-General

Call for proposals No: 70/G/ENT/CIP/13/B/N03S04

E-mail address: ENTR-CFP-13-70-THEMATIC-TOU@ec.europa.eu

Office address: **B100 04/30** - B-1049 Brussels, Belgium

11. DATA PROTECTION

The reply to any call for proposals involves the recording and processing of personal data (such as name, address and CV). Such data will be processed pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Unless indicated otherwise, the questions and any personal data requested are required to evaluate the application in accordance with the specifications of the call for proposal will be processed solely for that purpose by ENTR.E.1 Tourism Policy.[entity acting as data controller].

Details concerning the processing of personal data are available on the privacy statement at:

http://ec.europa.eu/dataprotectionofficer/privacystatement_publicprocurement_en.pdf.

Personal data may be registered in the Early Warning System (EWS) only or both in the EWS and Central Exclusion Database (CED) by the Accounting Officer of the Commission, should the beneficiary be in one of the situations mentioned in:

- the Commission Decision 2008/969 of 16.12.2008 on the Early Warning System

(for more information see the Privacy Statement on:

http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm),

or

- the Commission Regulation 2008/1302 of 17.12.2008 on the Central Exclusion Database (for more information see the Privacy Statement on

http://ec.europa.eu/budget/explained/management/protecting/protect_en.cfm)

12. PUBLICITY

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used.

In this respect, beneficiaries are required to give prominence to the name of the programme (Competitiveness and Innovation Framework Programme (CIP)) and the EU emblem on all their publications, posters, programmes and other products realised under the co-financed project.

To do this they must use the text, the emblem and the disclaimer available at http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf If this requirement is not fully complied with, the beneficiary's grant may be reduced in accordance with the provisions of the grant agreement or grant decision.

With the exception of scholarships paid to natural persons and other direct support paid to natural persons in most need, all information relating to grants awarded in the course of a financial year shall be published on an internet site of the European Union institutions no later than the 30 June of the year following the financial year in which the grants were awarded.

The Commission will publish the following information:

- name of the beneficiary;
- address of the beneficiary (legal persons) or reference to the region (natural persons);
- subject of the grant;
- amount awarded.

Upon a reasoned and duly substantiated request by the beneficiary, the publication shall be waived if such disclosure risks threatening the rights and freedoms of individuals concerned as protected by the Charter of Fundamental Rights of the European Union or harm the commercial interests of the beneficiaries.

13. ANNEX B.0 ELIGIBILITY AND RELEVANCE ASSESSMENT FORM

Annex B.0 - Mandatory Form to be dully filled in and uploaded in the electronic submission system, helping to assess the eligibility and relevance of the project proposal to the requirements of the call for proposals. (to be downloaded from the Participant's Portal (SEP)).

A transnational thematic tourism product description:	
Thematic Tourism product name:	
Type of tourism on which it is based:	
Countries where the thematic tourism product has been developed.	
Short description of transnational thematic tourism product (max ½ page)	
Implemented actions and achieved development of the product so far (max ½ page of text, or the applicant is free to annex the relevant information but max 5 pages)	
Describe a potential of the product for tourism development (max ½ page)	
Describe expected and measurable effects of the proposed project on tourism development and on economy in general (max ½ page)	
How the proposed actions contribute to sustainable tourism development (economic/environmental and socio-cultural aspects)? (max ½ page)	
Eligibility check on the consortium partners:	
List the partners of the consortium indicating their full official <u>name and the country where their head office is registered</u> . Start by providing the name of the partner of the consortium being:	
a) an SME – Small and Medium Size enterprise¹⁶ - acting in the tourism sector Please indicate the field in which it is acting and the date of establishment.	
b) a public national governmental authority – namely a Ministry, in charge of tourism and/or regional development (or any other area which is in relation to the object of the proposal)	

¹⁶ http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm

<p>OR National Tourist Organisation (NTO) - in that case, has the letter from National Ministry been provided?</p>	
<p>c) a public regional or local governmental authority OR a network/association of regional or local governmental authorities</p>	
<p>d) other consortium members</p>	

14. ANNEX 1 SUBMISSION SET

The Submission Set can be downloaded from the Participant's Portal (SEP).

15. ANNEX 2 GUIDE FOR APPLICANTS

The Guide for Applicants can be downloaded from the Participant's portal.

16. ANNEX 3 EVALUATION CRITERIA

When assessing the below evaluation criteria, the evaluation committee generally pays attention to the elements indicated below each criterion. Please note that these elements, which are indicative and non-exhaustive, are given on the basis of transparency and in order to help applicants to improve their applications.

EVALUATION CRITERIA AND KEY ELEMENTS LIKELY TO BE ASSESSED BY THE EVALUATION COMMITTEE	MAX. SCORE
1. Relevance	30
<i>How relevant is the proposal to the objectives of the published call for proposal?</i>	
<i>Does a transnational thematic tourism product correspond to the requirements of the call?</i>	
<i>Has the project a real transnational dimension, do the proposed activities demonstrate a European added value?</i>	
<i>To what extent does the project proposal contribute to enhance and promote sustainable tourism development in Europe?</i>	
<p><i>How clearly defined and strategically chosen are the project partners?</i></p> <p><i>(different types of partners, relevance of the partners to the project, degree of involvement of the partners)</i></p> <p><i>Are the partners able to guarantee successful continuation of the project in the future?</i></p> <p><i>Has an effort been made to strengthen the partnership proposed and/or the European dimension by ensuring that:</i></p> <ul style="list-style-type: none"> <i>– Thematic tourism product covers more than 4 countries</i> <i>– SME(s) involved in the project is/are micro or small sized enterprise(s)</i> 	
2. Quality	30
<i>How coherent is the overall project design (Including preparedness for evaluation and presentation of the proposal)?</i>	
<i>How coherent, appropriate and practical are the activities proposed (including the internal plan of action/work packages)?</i>	
<i>To what extent has the project been well thought out or prepared (including the outline of the communication/promotion strategy)?</i>	
3. Impact and Visibility	30
<i>To what extent is the project likely to have a tangible impact on competitive and sustainable tourism in Europe and a tangible impact on the target groups?</i>	
<i>To what extent does the project contribute to create real measurable effects on tourism development and on economy in general (e.g. increasing tourists flows, development of tourism SMEs)?</i>	
<i>To what extent does the proposal contain objectively verifiable indicators for evaluating the project outcomes?</i>	
<i>To what extent does the proposal contain specific elements of a follow-up with regard to further development of the thematic tourism product?</i>	
<i>To what extent does the project show synergies with and benefits for the natural and cultural environment, local economy, local communities etc.?</i>	
<i>To what extent the European Union's support to the project will be published?</i>	

4. Budget and cost-effectiveness	10
<i>To what extent is the budget clear and detailed as well as effective to implement the action? Does the breakdown of the budget, category by category, offer a way of ensuring that the amount of the grant awarded is reasonable in relation to the expected results?</i>	
<i>Do the probable results stand in a reasonable relationship to the amount of the grant? To what extent is the proposed expenditure necessary for the implementation of the project?</i>	
Maximum total score	100

If a total score lower than 70 points or a score lower than 50% for any of the above five criteria is obtained, the proposal will not be evaluated further.

17. ANNEX 4 - AGREEMENT

- Multi-beneficiary Grant agreement for action