



EUROPEAN COMMISSION
Enterprise and Industry

CALL FOR PROPOSALS

Call ID : 127-G-ENT-PPA-14-7722

**Transnational cultural tourism products and
Tourism and accessibility for all**

THEME 1

***Cooperation projects to support transnational tourism
based on European cultural and industrial heritage***

THEME 2

***Fostering accessible tourism entrepreneurship and
management***

GRANT PROGRAMME 2014

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 FOLLOWING INSTRUCTIONS, AND USE THE CHECKLIST PROVIDED IN CHAPTER II OF THE GUIDE FOR APPLICANTS IN ORDER TO SUBMIT COMPLETE APPLICATIONS.

1. CONTEXT

1.1. EUROPEAN POLICY FRAMEWORK

The Treaty on the functioning of the European Union provides that the Union shall complement the action of the Member States in the tourism sector, in particular by promoting the competitiveness of that sector (Title XXII Tourism, Art. 195 Treaty on the functioning of the European Union (TFEU)). Measures to support, coordinate or supplement the actions of the Member States shall be especially aimed 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 practice¹.

In order to maintain Europe's tourism leadership, there is a need to modernise the European tourism policy and offer. Diversifying our tourism products, capitalising on our common and rich heritage (natural, cultural, historical, industrial, etc.) is the first priority listed in the European Commission's Action Plan for tourism issued in 2010².

Transnational thematic tourism products and services are an important niche market with a large growth potential (e.g. cultural routes crossing several countries, industrial heritage sites in various Member States). Whilst recognising the important role Member States play in developing and implementing strategies for tourism at national and regional level, the *Union should help the development and promotion of transnational tourism products which embody common European shared values and heritage and promote Europe as a "unique tourism destination"*.

These considerations have already led to EU flagship initiatives such as the Capitals of Culture³, the European Heritage Days⁴ and also the European Heritage Label⁵. It is the intention of the Commission to capitalise on those initiatives and look for synergies with similar or complementary initiatives undertaken by other International and European Organisations, such as the "Cultural Routes" program of the Council of Europe (CoE)⁶, the UNESCO world heritage sites⁷ or the "Silk Road" project of the UNWTO⁸.

Additional initiatives towards the promotion of thematic tourism products include: the organisation of events around European cultural / industrial heritage tourism such as "*Crossroads of Europe*"⁹ and calls for proposals¹⁰.

Diversifying European tourism products is however only one aspect of what Europe should do to remain competitive. The Action for tourism issued in 2010 is therefore also underlying the need to guarantee optimum conditions for services and safety, particularly when catering for elderly people or those with

¹ See 2013 study "Enhancing the Competitiveness of Tourism in the EU - An Evaluation Approach to Establishing 20 Cases of Innovation and Good Practice" http://ec.europa.eu/enterprise/dg/files/evaluation/cses-gp-tourism_en.pdf

² http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe" (COM(2010) 352 final)

³ http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm

⁴ http://www.coe.int/t/dg4/cultureheritage/heritage/EHD/default_en.asp

⁵ http://ec.europa.eu/culture/our-programmes-and-actions/label/european-heritage-label_en.htm

⁶ www.coe.int/routes

⁷ <http://whc.unesco.org/>

⁸ <http://silkroad.unwto.org/en>

⁹ http://ec.europa.eu/enterprise/sectors/tourism/cultural-routes/index_en.htm

¹⁰ Calls "supporting the enhancement and promotion of transnational thematic tourism products" focusing on sustainable tourism in Europe. http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/index_en.htm and calls to support trans-national Cultural-Tourism products http://ec.europa.eu/enterprise/sectors/tourism/cultural-routes/index_en.htm

reduced mobility. Next to this, The UN Convention on the Rights of People with Disabilities has been concluded by the European Union and ratified by 22 Member States while the rest are in process of doing so. State Parties to the Convention must ensure access for person with disabilities to tourism venues according to article 30. Furthermore the Convention under Article 9, request State Parties to ensure to person with disabilities access on equal basis with others, access to the physical environment, transportation, information and communications and to other facilities and services open or provided to the public. Making tourism facilities more accessible to people with disabilities, is also a "golden opportunity" for businesses. In Europe it is estimated that at least 80 million people have a declared disability, a number due to increase because of demographic ageing and the correlation between disability and old age. In addition, technological developments in assisting devices (e.g. biomechanics, prostheses etc) grant to people with impairments far greater independence and mobility than in the past. Yet, this market is not served properly: several surveys have confirmed that at least a third of all persons with disabilities in Europe do not take holidays because of poor accessibility, or lack of information about accessibility conditions.

1.2. SPECIFIC POLICY FRAMEWORK FOR THIS CALL

FOCUS ON 1) CULTURAL AND INDUSTRIAL HERITAGE AND 2) ACCESSIBLE TOURISM

The present call is implementing the Commission's 2010 Communication on tourism, with particular reference to the diversification of European cultural and industrial tourism and accessible tourism. It complements or continues the afore-mentioned initiatives.

It is also part of the third and last year of two Preparatory Actions proposed by the European Parliament and approved by the EU budgetary authority, respectively on "Transnational Tourism Products" and "Tourism Accessibility for All".

a) As for the the Preparatory Action "**Transnational Tourism Products**" – it calls on the Commission to "*support cross-border thematic tourism products which reflect common European cultural and industrial heritage and local traditions*".

The Commission – in compliance with the objectives of the Preparatory Action – has decided to focus the present call on those transnational thematic tourism products that give value and promote the richness of European cultural and industrial heritage.

Europe is a key cultural tourism destination, with a large number of major cultural sites and a strong flow of culturally-motivated international and domestic visitors. It is estimated that cultural tourism accounts for around 40% of all European tourism. The great variety of European cultural heritage – both material and immaterial – represents an important competitive advantage to nurture.

Moreover, investing in cultural tourism is a way to ensure that benefits go to all citizens, a wide range of SMEs, generating new tourism flows, new jobs, new cultural and creative industries and opportunities for regional growth. Cultural heritage is indeed not concentrated in European capitals and cities, but is spread all over European territories.

Furthermore, the regeneration of industrial areas for tourism purposes is often a valid alternative to mitigate the decline of some industrial areas, which is often synonymous with job losses, depopulation and other harmful social consequences. Well-founded tourism policies could help these areas to get out of economic and social crisis in such areas, while ensuring the preservation of local identities strongly linked to industrial production and its culture. "Industrial tourism" is a way to revamp degraded areas both economically and socially: it can ensure a swift conversion of economic activities, generate new revenues and avoid impoverishing of local culture and identity.

b) As for the Preparatory Action "**Tourism Accessibility for All**", it calls on the Commission amongst other objectives,, to "*develop skilled, trained and well informed citizens and professionals on the concept of hospitality in relation to accessibility, also through a close cooperation and synergies with universities and schools*"

The Commission - in compliance with the objectives of the Preparatory Action – has decided to focus the present call on the development and provision of capacity building schemes aimed at fostering a more widespread tourism accessibility entrepreneurship and management.

For those who have reduced mobility, because of permanent or temporary physical disabilities, or because of ageing, travelling can be a real challenge. Physical barriers (architectural, urban and transportation barriers), social and communication barriers (access to information and information on accessible products and services), or lack of right attitudes either discourage the potential traveller from setting on a journey or can quickly turn a travel experience into an adventure to forget.

Accessible tourism is not only a matter of ensuring equal opportunities for all, but is also a compelling business case. According to data from EUROSTAT (2005), the general demand for accessible tourism services could be up to 127 million tourists per year, generating potential revenues for more than 160 billion €.

General demand for accessibility	70% that have the economical and physical ability to travel	Multiplier effect for friends & family members	Accompanying friends and family	TOTAL potential travel market	Average expenditure per person per holiday*	Potential tourism revenues
127.5 million	89.3 million	2	178.6 million	267.9 million	€ 620	166 billion euro

Although much has been achieved in recent years, and many tourism businesses have been increasingly recognising the business opportunity in Accessible Tourism, there is still a lot of ground to cover.

Despite the existence of different legal provisions in the EU dealing with equal opportunities or banning discrimination, there is still a general "inertia" among providers of tourism services in fully engaging in accessible tourism.

It has been observed¹¹ that the lack of awareness of accessibility and the lack of a convincing business case for accessibility training are amongst the key barriers hampering tourism enterprises, managers and destination managers from fully mainstreaming accessibility in their strategies and investments. As long as accessible tourism remains a poorly understood market, tourism business, destination managers, prospective tourism entrepreneurs have little incentive to engage in accessibility- let alone to engage in tourism accessibility training for themselves or foresee such training for their staff.

At the same time, it has also been observed that a top-down approach of awareness for accessibility is a powerful driver to increase the provision of accessibility training to all staff and, more importantly, to embed tourism accessibility concerns in management strategies and investments. Next to this, it has also been recognized the boosting role as "accessibility champions" of tourism boards or successful individual businesses that have actively embraced the "accessibility agenda" in their business operations,

1.3. MAIN DEFINITIONS FOR THE PURPOSE OF THIS CALL

Tourism product

A "tourism product"¹¹ represents a combination of different aspects (characteristics of the places visited, modes of transport, types of accommodation, specific activities at destination, etc.) around a specific centre of interest, such as nature tours, life on farms, visits to historical and cultural sites, visits to a particular city, the practice of specific sports, the beach, etc. This notion of "tourism product" is not related to the concept of "product" used in economic statistics, but rather to that used by professionals in the tourism business to market specific packages or destinations. It is then possible to speak of specific types of "tourism products", such as culinary tourism, ecotourism, city tourism, sun-and-sand tourism, agro-tourism, health tourism, winter tourism, etc.¹²

¹¹ EU Commission study – Directorate General for Enterprise and Industry "Mapping skills and training needs to improve accessibility in tourism services", 2014

¹² http://unstats.un.org/unsd/publication/SeriesM/SeriesM_83rev1e.pdf (United Nations, "International Recommendations for Tourism Statistics 2008").

Accessible Tourism

Accessible Tourism refers to tourism services directed to all and especially to people with special access needs, i.e. people with disabilities, but also people with limited mobility (due to disability or not), such as, for example, people on crutches, or the elderly, and all people that can benefit from more accessible services, such as travellers carrying heavy luggage, parents pushing prams, pregnant women, etc.

Transnational

A product made up of a set of tourism services and activities offered in the territory of several countries around a common theme. The transnational tourism product can take the form of a route / itinerary / trail, either physical (based on a physical infrastructure; e.g. the Iron Curtain Trail) or virtual (linking places/destinations/attractions which a common feature; e.g. route of historic thermal towns).

Thematic

The transnational tourism product must be conceived, structured and developed around a common theme.

2. OBJECTIVES OF THE CALL

It is possible to submit a proposal for both themes but in two separate applications (see also point 9 of this call text).

2.1. THEME A - CULTURAL TOURISM

This call complements regional and national policies by supporting trans-European cooperation aimed at designing innovative transnational products capitalising on European shared cultural and/or industrial heritage, with a view to contributing to:

- 1) diversify European tourism offer; and/or
- 2) economic regeneration and job creation in declining (post) industrial regions.

Specific objectives

Hence, the objectives of the call are to:

- help the design of tourism strategies
- promote tourism in regions in crisis or in conversion, in order to boost employment and growth in these regions;
- facilitate exchanges of good practices, the development of networks and of discussion platforms between public decision-makers and the private sector, in the fields of cultural and industrial tourism.
- facilitate and stimulate public-private partnerships and the integration of enterprises of the cultural tourism sector into regional development strategies;
- improve the quality of the European tourism offer by a strengthened cross-border cooperation; and/or
- strengthen the management skills of public or private bodies in charge of developing thematic tourism products.

Financed actions:

The present call aims at supporting trans-national cooperation and public-private partnerships, in the field of "transnational cultural or industrial heritage related tourism products". Therefore it *focuses on "product development" and/or "promotional" phases*.

Applicants are free to propose any kind of action in line with this call's objectives such as: market analysis leading to the identification of a common theme related to the European cultural or industrial heritage; mapping of attractions/sites/destinations and tourism and cultural services that could be linked to the identified theme; identification of additional partners, key stakeholders and sponsors; business plan based on an analysis of the "carrying capacities" along the identified transnational product, networking, awareness raising, etc.

Proposals dealing with the *following elements would be particularly welcome* (non-exhaustive list; proposals based on other elements will be equally treated¹³):

- combination of industrial heritage and living industry (visit of enterprises and their museum) as long as the proposal complies with the non-profit principle of the call
- products around world-known historical figures (European or having lived in Europe) or European events (tourism of memory / remembrance, e.g. around World Wars, steps in the European integration, ..., targeting in particular young people).

¹³ See 2013 study "Enhancing the Competitiveness of Tourism in the EU - An Evaluation Approach to Establishing 20 Cases of Innovation and Good Practice" http://ec.europa.eu/enterprise/dg/files/evaluation/cs-es-gp-tourism_en.pdf

- products around coastal and maritime heritage¹⁴
- products targeting diasporas (e.g. come and visit the place of your ancestors)
- “spiritual” routes
- gastronomic routes with a European narrative (e.g. where an aliment was first introduced, how it spread through Europe, description of commercial routes and different ways to prepare it ...; by opposing to the presentation of unrelated products)
- routes starting or ending outside Europe
- “experience-based” tourism (e.g. when tourists live for a moment the live of the hosting community – fishermen – or are invited to make their own ceramic after visiting a museum and a factory).

Expected results:

The proposal should aim at achieving the following expected results:

- Creation of a "critical mass" of destinations, attractions, sites and tourism-related services, providing ground for attractive and sustainable European cultural and industrial tourism related offers, which will contribute to the diversification of European tourism offer;
- Contribution to the growth of employment in the tourism sector;
- Better valorisation of the European cultural and industrial heritage;
- Fostering a greater sense of European identity (among tourism actors collaborating in transnational network and among European tourists discovering other aspects of our European common heritage)

The project proposal must fulfil the following characteristics:

- be thematic: The transnational tourism product must be conceived and structured around a common theme. The theme must be related to European cultural or industrial heritage and it must be clearly identifiable.
- 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 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.
- create real measurable effects. The expected results of the project should be clearly outlined and it should be indicated how the results will be measured and what indicators will be used.
- be trans-national. The tourism product shall have a "European dimension", in the sense of both covering at least 5 different European countries - as listed under point 5.1 - and be representative of the European common heritage and shared values. In other words, the tourism product should tell a European story (i.e. illustrating how Europeans (used to) cooperate, compete and/or fight).
- 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) having their legal seats in at least 5 different countries as listed under point 5.1. The consortium should include at least 1 public authority and 2 SMEs.
- give visibility to the European Union's involvement in the project.

¹⁴ As foreseen in Action 11 of the European Commission's Communication "A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism", COM(2014)86, p.8.
http://ec.europa.eu/maritimeaffairs/policy/coastal_tourism/documents/com_2014_86_en.pdf

Reporting to the Commission:

2 interim technical implementation reports and financial statements, including a consolidated statement and a breakdown between each beneficiary, respectively after 1/3 and 2/3 of the project duration (e.g. for 18 months projects, after 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 3 months following the closing date of the action.

Reports must be submitted by the coordinator in English.

2.2. THEME B: CAPACITY BUILDING SCHEMES FOR ACCESSIBLE ENTREPRENEURSHIP AND MANAGEMENT IN TOURISM

This theme consists with supporting the development and the provision of Accessible Tourism "Capacity Building Schemes" for tourism managers and entrepreneurs. Its ultimate purpose is to encourage the uptake of business practices and strategic planning which mainstream accessibility and "Universal Design"¹⁵ priorities in the tourism sector.

Specific objectives

Hence, the objectives of this lot are to:

- enable tourism business managers and entrepreneurs, prospective tourism entrepreneurs, national , regional or local authorities in charge of tourism development and promotion, other national, regional, local authorities relevant for the tourism sector, to integrate accessibility and "Universal design" concerns in their management activities, planning, investments, strategies, daily operations etc...;
- involve other operators in the tourism supply chain, thus fostering the creation of new business and cooperation also cross-border in accessible tourism
- foster sharing of experiences and information between entrepreneurs on the obstacles, challenges and benefits of making their business more accessible
- facilitate exchanges of good practices, the development of networks and of discussion platforms between public decision-makers, the private sector, schools and academia in the field of accessible tourism .
- strengthen the management skills of public or private bodies in dealing with accessibility issues.

Financed actions:

The present call focuses on the "product development" and "product implementation" of capacity building schemes. Promotion of the scheme is also considered as part of the "implementation" .

Applicants are free to design, implement and promote the capacity building scheme as they see fit, bearing in mind that the purpose of the scheme is to enable tourism managers, national and local tourism organizations, other public authorities with conceptual and practical tools that will allow them to develop policy, strategy, marketing and product plans for accessible tourism. The capacity schemes should have therefore a strong practical approach, such as: analysis of real-case scenarios, participation of leading figures and successful entrepreneurs, guidance and support tools, including ICT tools , etc....

The capacity building scheme should also aim at building new relationships and networks for participating entrepreneurs and policy makers. The proposal should therefore clearly explain how "active networking" will be implemented and evaluated. *Focus on SMEs and micro-SMEs will be evaluated more favourably.*

Expected results:

¹⁵ http://en.wikipedia.org/wiki/Universal_design

The proposal should aim at achieving the following expected results:

- Creation of a "critical mass" of accessible destinations, attractions, sites and tourism-related services
- Boost the "know how" about "Universal design" and "Accessible tourism" in tourism leadership and management both in the public and private sector while, at the same time, improving the uptake of dedicated skills and staff competences.
- Improve the quality and provision of accessible tourism training in Europe, both educational and vocational.
- Contribution to the growth of employment and turn-over in the tourism sector;
- Contribute to the enhancement of the quality of tourism services, propelling worldwide the reputation of the EU as an accessible, responsible and high-quality tourism destination

The project proposal must fulfil the following characteristics:

- 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 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.
- create real measurable effects. The expected results of the project should be clearly outlined and it should be indicated how the results will be measured and what indicators will be used.
- be carried out through a partnership/consortium between a minimum of 3 (three) partners (i.e. 3 different legal entities mentioned separately in the grant agreement) which shall include at least one public authority, 1 tourism training provider (university, school, vocational training providers), 1 business federation/and or Chambers of commerce, industry and crafts or similar bodies and their umbrella associations;
- The consortium can be transnational (i.e. different legal entities having their legal seats in at least 3 different countries) but it is not compulsory.
- give visibility to the European Union's involvement in the project.

Reporting to the Commission:

2 interim technical implementation reports and financial statements, including a consolidated statement and a breakdown between each beneficiary, respectively after 1/3 and 2/3 of the project duration (e.g. for 18 months projects, after 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 3 months 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: April 2015

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 at the earliest on the day 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	8/08/2014
b)	Deadline for submitting applications	21/10/2014 – 17:00 Brussels time
c)	Information to applicants	within six months from the final date for the submission of complete proposals;
d)	Signature of grant agreement or notification of grant decision	within three months from the date for information to the successful applicants;
e)	Starting date of the action/ work programme	The 1 st of the month following the signature of the agreement by both parties

Please note that those time limits do not include the time necessary:

- to comply with the specific procedures that may be required by the basis act in accordance with Regulation (EU) No 182/2011 (comitology)
- may be exceeded in exceptional cases, in particular for complex actions, large number of proposals or delays attributable to the applicants.

4. EU FINANCING

Maximum budget allocated for EU financing under this call:

€1,000,000 (Theme A) and €650.000 (Theme B)

Indicative number of grants: 4 to 5 for Theme A and 3 to 4 for Theme B.

Maximum EU financing rate of eligible costs: 75 %

Maximum EU financing amount per project: € 250,000 (for Theme A) and € 180.000 (for Theme B)

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 Info-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.
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.Hourly rate calculation tool: http://cordis.europa.eu/fp7/find-doc_en.html
- 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;
- duties, taxes and charges paid by the beneficiary, 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;

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;
- 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, all partners shall agree upon appropriate arrangements between themselves for the proper performance of the action.

In particular, they shall be jointly and severally liable for any amount due to the Commission by any one of them which could not be honoured, up to the maximum amount specified in Article I.3. The beneficiaries shall also be jointly and severally liable for interest on late payment, when applicable.

The final grant agreement shall be signed by each applicant. Alternatively it 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

- a) Applications from legal entities established in one of the following countries are eligible:
- **EU Member States.**
- The applicant and its partners must be legal entities established in one of these countries.
- b) The transnational nature (Theme A) of the project must be demonstrated by filling in forms A (Electronic submission platform)
- c) Several applicants, submitting a joint proposal should choose within their midst a lead organisation, referred to as the coordinator. The coordinator and its partners must satisfy the same eligibility criteria.
- d) Applications must be submitted by a legal person.
- e) The **consortium** (i.e. the coordinator plus its partners) must be composed of:
- d.1 For **Theme A**, a minimum of **five (5)** different legal entities (having their legal seats in at least 5 different countries as listed under point 5.1) mentioned separately in the grant agreement, having duly filled in forms "A" (Electronic submission platform) and having tasks clearly defined in the technical proposal and the budgetary annex, **covering at least five (5) EU Member States.**
 - d.2 For **Theme B**, a minimum of **three (3)** legal entities mentioned separately in the grant agreement having duly filled in forms "A" (Electronic submission platform) and having tasks clearly defined in the technical proposal and the budgetary annex
- f) The **consortium** must include at least:
- e.1 For **Theme A**, one (1) public authority and two (2) SMEs
 - e.2 For **Theme B**, one (1) public authority, one (1) tourism training provider (university, school, vocational training providers) and one (1) business federation/and or Chambers of commerce, industry and crafts or similar bodies and their umbrella associations.
- g) Applicants correspond to the definition of one of the following organisations and be active in the field of tourism, culture, regional development, spatial planning, or any other field that is strictly related to the object of the proposal:
- g.1. Public governmental authorities¹⁶ and their networks or associations at international, national, regional and local level, or other organisations acting on behalf of a public governmental authority¹⁷.
 - g.2. Academic training, education establishments, tourism training providers, or research centres ;
 - g.3. Destination management organisations and their networks/associations;
 - g.4. Travel Agents and Tour Operators and their umbrella associations;
 - g.5. Chambers of commerce, industry and crafts or similar bodies and their umbrella associations;
 - g.6. Not-for-profit / Non-governmental organisations, civil society organisations, disability organisations and charities
 - g.7. International, European and national associations active in the field of tourism and related fields

¹⁶ For the purpose of this call, public governmental authorities at national, regional and local level are ministries, regions, provinces, departments, municipalities, city councils and communes.

¹⁷ "Acting on behalf of" means having delegated powers or being empowered by a public governmental authority to perform activities on its behalf in the field of tourism, culture, regional development, spatial planning, or any other field that is strictly related to the object of the proposal. Being dependent from or in a special administrative relation/subordination with a public governmental authority does not in itself demonstrate that an organisation is "acting on behalf of" that authority. The delegation of powers or empowering must be established by an official document.

g.8. Public and private bodies (SMEs¹⁸ ...).

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.

- 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.

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;
- **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 may be included in the proposal (see Guide for Applicants).

¹⁸ SME is defined as a company engaged in economic activities having less than 250 employees, with a turnover of less than € 50 million or a balance sheet total of less than € 43 million (http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm).

- Proposals must be submitted in conformity with the call specifications; **they must include at least one letter of support from a Ministry¹⁹ in charge of tourism, regional development, spatial planning, culture or other field which could be strictly related to the object of the proposal.**
- 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
- Applications may not include financial support to third parties

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

¹⁹ Depending on the political organisation of each Member State, this governmental authority usually is at national/federal or federate/regional level.

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,

- 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)

Please note that the amount of EUR 60.000 refers to the total amount requested by all applicants taken together.

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 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 (accompanied where appropriate, like in the field of research and education, by a list of relevant publications);
- the organisations' activity reports;
- an exhaustive list 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. This obligation does not apply to secondary or higher education establishments. 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.

Applicants can participate to both themes but, in this case, will submit one proposal by theme.

Applicants will have to choose the appropriate topic/link in the electronic submission platform.

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

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

The deadline for submission of proposals is:

TUESDAY - 21/10/2014 [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 proposals listed for award need limited adaptations, the 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
Directorate E: Service Industries
Unit E2: Tourism and Cultural Instruments
E-mail address: entr-cfp-14127-PA-TOURISM@ec.europa.eu
Office address:
European Commission
Enterprise and Industry Directorate-General
Directorate E: Service Industries
Office : B100 04/28 (Financial Team)
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 E2 "Tourism and Cultural Instruments".

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 and emblem of the European Commission 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.

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 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)).

Description of the tourism product & its potential	
Theme:	[Theme A or Theme B]
Tourism product name:	
Type of theme: (e.g. archaeology, music, heritage railways, ...)	
Countries where the product will be / has been developed.	
Short description of transnational product (max ½ page)	
Describe what has already been done to develop and / or promote the product (max ½ page of text, or the applicant is free to annex the relevant information but max 10 pages)	
Describe the potential of the project on tourism development and on the economy in general (max ½ page)	
Eligibility check on the consortium partners:	
List the partners of the consortium indicating their full official name, an English translation of that name and the country where their head office is registered	reminder: <ul style="list-style-type: none"> • THEME A: minimum 5 entities from 5 different Member States for theme 1 • THEME B: minimum 3 entities for theme 2
Indicate which partner belongs to the following categories THEME A , at least, one (1) public authority and two (2) SMEs THEME B , at least, one (1) public authority, one (1) tourism training provider (university, school, vocational training providers) and one (1) business federation/and or Chambers of commerce, industry and crafts or similar bodies and their umbrella associations	
Letter(s) of support (the consortium must provide at least one letter of support from a Ministry in charge of tourism – depending on the political organization of each Member State this governmental authority usually is at national/federal or federate/regional level)	

14. ANNEX 1 SUBMISSION SET

The Submission Set can be downloaded from the following page: <http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

15. ANNEX 2 GUIDE FOR APPLICANTS

The Guide for Applicants can be downloaded from the following page: <http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

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	35
For Theme A	
<i>To what extent does the project build on cultural and/or industrial heritage?</i>	
<i>Has the product a real transnational dimension? (i.e. made of a set of destinations with a clear commonality (e.g. destinations on a specific commercial route, which were competing on a certain product, which were visited or celebrated by the same writer ...). In other words, the project should tell a European story, how Europeans (used to) cooperate, compete or fight each other.</i>	
<i>To what extent do the expected results of the project contribute to diversification of European tourist services / products and better valorisation of Europe's common heritage? To what extent is the project consistent with European policies in the tourism sector?</i>	
<i>To what extent do the proposed activities contribute to the development of the European identity?</i>	
For Theme B	
<i>To what extent the project builds on fostering better skills in tourism management and/or fostering accessible tourism entrepreneurship?</i>	
<i>To what extent the proposal contributes to building up new networks and cooperation tools between stakeholders and entrepreneurs to actively implement accessible tourism priorities?</i>	
<i>To what extent do the expected results of the proposal contribute to enhancing the quality of tourism services in the Eu and the reputation of Europe as an accessible, responsible and high quality tourism destination?</i>	
2. Visibility	10
<i>To what extent will the Community involvement in the project or activity be publicised?</i>	

<i>To what extent this type of action would reflect positively on the image of the EU and the Commission?</i>	
3. Impact	20
<i>To what extent would the project benefit tourism SMEs, the local economy, local communities, etc.?</i>	
<i>To what extent does the proposal contain potential multiplier effects? (Including possibilities for replication and extension of project outcomes, dissemination of information, foreseen contribution or cooperation with other regional, national and European level initiatives.)</i>	
<i>Does the proposal include more than one letter of support from Ministries and/or European public organisations in charge of tourism, regional development, spatial planning, culture or other field which could be strictly related to the object of the proposal?</i>	
<i>To what extent is the initiative likely to continue after the end of EU financing?</i>	
4. Quality	25
<i>To what extent has the project been well thought out or prepared? (e.g. supported by a market analysis, a business plan ...)?</i>	
<i>How clear and feasible is the plan of action? To what extent are the project partners well-chosen and their tasks properly allocated (different types of partners, relevance of the partners to the project, degree of involvement of the partners, clear distribution of tasks)? Does the consortium include major territorial authorities (i.e. at minimum NUTS 2 level²⁰) in charge of tourism ?</i>	
<i>How coherent, appropriate and practical are the activities proposed?</i>	
<i>To what extent does the project contain specific elements of added value, such as innovative approaches, models for good practice</i>	
<i>How coherent and robust are the project processes and structures? (management structure, coordination mechanisms, countervailing measures to reduce risks ...)</i>	
<i>How well described and realistic are the proposed performance indicators?</i>	
5. Budget and Cost-effectiveness	10
<i>To what extent is the budget clear and detailed? Does the breakdown of the budget, category by category, offer a way of ensuring that the amount of the grant awarded is the minimum necessary for the operation to be completed?</i>	
<i>Do the probable results stand in a reasonable relationship to the amount of the grant? (Is the project offering value for money? Conversely, is it possible to implement the project and its deliverables with the proposed budget?)</i>	
<i>To what extent are there better ways of achieving the expected results?</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.

²⁰ For more information on NUTS (Nomenclature of territorial units for statistics): http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts_nomenclature/correspondence_tables/national_structures_e
[u](http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts_nomenclature/correspondence_tables/national_structures_e).

17. ANNEX 4 - AGREEMENT

- [Multi-beneficiary Grant agreement for action](#)