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Executive Agency for Small and Medium-sized Enterprises

Call for proposals 2014

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**FACILITATING EU TRANSNATIONAL TOURISM FLOWS FOR
SENIORS AND YOUNG PEOPLE IN THE LOW AND MEDIUM
SEASONS**

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FACILITATING EU TRANSNATIONAL TOURISM FLOWS FOR SENIORS AND YOUNG PEOPLE IN THE LOW AND MEDIUM SEASONS

1. INTRODUCTION – BACKGROUND

Small and medium-sized enterprises (SME) play a crucial role in reaching the objectives of the Europe 2020 Strategy¹. Whereas they are considered as crucial engines for growth and job creation, their competitiveness is affected by a limited exploitation of international opportunities and innovation prospects in the Single Market and beyond.

In this context, the Programme for the competitiveness of enterprises and small and medium-sized enterprises (2014-2020)², hereinafter referred to as “COSME”, aims to promote growth and to strengthen the competitiveness and sustainability of enterprises in the European Union.

The contracting authority is the Executive Agency for Small and Medium-sized Enterprises³ (hereinafter referred to as "EASME"). EASME is, *inter alia*, entrusted by the European Commission with the implementation of parts of the COSME programme and the Horizon 2020 programme.

1.1. European policy framework

The Lisbon Treaty provides a new framework which allows the Commission to undertake measures in order to complement the action of the Member States in the tourism sector, in particular by:

- (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.

Within this context, on 30 June 2010 the European Commission adopted the Communication “*Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe*”⁴, which sets out a new strategy for tourism to be implemented via 21 different actions.

¹ COM (2010) 2020 final of 3 March 2010.

² Regulation (EU) No 1287/2013 of 11 December 2013 (Official Journal of the European Union L 347/33 of 20.12.2013)

³ EASME was set up by Commission implementing decision 2013/771/EU of 17.12.2013 "establishing the Executive Agency for Small and Medium Size Enterprises and repealing decisions 2004/20/EC and 2007/372/EC" (Official Journal of the European Union L 341/73 of 18.12.2013).

⁴ COM (2010) 352 final – 30.06.2010

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

Among these actions, with a view to stimulating competitiveness in the European tourism sector, the European Commission encourages the extension of the tourism season. In particular, action 6 of the EC Communication 352/2010 states that the Commission should favour the creation of “*a voluntary tourism exchange mechanism between Member States enabling in particular certain key groups such as young or elderly people, people with reduced mobility and low-income families to travel, particularly during the low season*”.

1.2. **Specific policy framework for this call**

Already before the adoption of the 2010 Communication, the European Commission has been active in promoting tourism exchange mechanisms in the low and medium seasons with the programme “CALYPSO-Tourism for All” implementing the Preparatory Action “Social Tourism in Europe”, approved by the European Parliament in 2009 for a period of 3 years.

The main aim of Calypso was to encourage as many tourists as possible to go on holiday in the low and medium seasons, across different European countries, by fostering travel opportunities for some of the most vulnerable groups (seniors, youth, people with disabilities, families with low income).

Additional aims of the initiative were to promote regional development and generate economic growth across Europe; improve tourism seasonality patterns across Europe; create more and better jobs in the tourism sector; and strengthen the European citizenship.

Under the Calypso initiative, the European Commission co-financed a study on social tourism⁵ – carried out in 2010 in 21 countries - which examined the scope of existing policies in the field of social tourism and analysed its potential. So far, 10 Calypso projects have been co-financed by EU with the budget of the Preparatory Action (2009-2011) and the Entrepreneurship and Innovation Programme (EIP)⁶ in 2012, with the involvement of 17 EU Member States (plus Serbia and Montenegro) along with many public and private organisations.

Among the co-financed projects, the business to business platform eCalypso (www.ecalypso.eu) aimed at supporting organizations and groups of operators who plan to organize and provide travel experiences to the specific Calypso target groups, by offering them quick and easy access to tourism packages across Europe. Besides, eCalypso – which is operational since July 2013 - will facilitate the sustainability and the follow-up of other Calypso co-funded projects, contributing to develop a "European Domestic Tourism Market for all"⁷.

⁵The full report can be uploaded on the following Commission website: http://ec.europa.eu/enterprise/sectors/tourism/files/docs/calypso/calypso_study_annexes_en.pdf

⁶ http://ec.europa.eu/cip/eip/index_en.htm

⁷ More information on Preparatory Action and all the Calypso co-financed projects can be found at: http://ec.europa.eu/enterprise/sectors/tourism/CALYPSO/index_en.htm .

Among the four Calypso target groups abovementioned, in 2013 the Commission decided to launch a call for proposals focusing on seniors⁸ - who showed the greatest potential in terms of further tourism development – in order to test the interest of the market for some tailored tourism offer in low season.

In September 2013, the Commission launched a broad consultation process with various public and private actors on a possible initiative called "Europe, the best destination for seniors", with the aim of ensuring continuity of the Calypso initiative by setting up coordination mechanisms to increase low-medium seasons flows for senior tourists within Europe and from third countries.

This consultation process led to the elaboration and approval of a "Report" on the senior tourism market⁹, elaborated with the advice of a pool of experts. The Reports' overall objective is to set up recommendations for strategic actions, identifying the role that different actors might play in their implementation. An action plan has been annexed to the report.

The publication of the present Call for Proposals – falls under this framework and can be seen as a step further in the implementation of the "Report" recommendations.

Moreover, this year – further to an informal consultation of key international and European youth associations and stakeholders - the Commission also decided to launch a pilot initiative aiming at facilitating youth mobility at transnational level. For this reason, part of the budget of the present Call will be earmarked to co-finance up to 2 pilot projects targeting young people.

1.3. **Senior and youth markets**

On the basis of the population projection by EUROSTAT¹⁰, currently in the European Union more than 128 million people are aged between 55 and 80 years, representing about 25% of the total population. The current demographic trends in the EU show that the proportion of senior citizens is bound to constantly increase.

On the other hand figures from the "2012 EU Youth Report¹¹" indicate that in January 2011 around 95.2 million young people aged between 15 and 29 lived in the EU-27. The acceding country Croatia and five candidate countries to the EU (Montenegro, Iceland, the Former Yugoslav Republic of Macedonia, Serbia, and Turkey) add approximately 22 million young people to this figure.

Young people in the EU-27 have become increasingly mobile. Crossing national borders to study, to work in the paid employment or voluntary sectors, or to travel for pleasure has become increasingly common.

⁸ The Commission launched a Call for Proposals in June 2013 under the EIP Program, "*Facilitating transnational low season tourism exchanges in Europe encouraging Senior Citizens to travel*"

⁹ The Report is published in on the Tourism Web Site: http://ec.europa.eu/enterprise/sectors/tourism/tourism-seniors/index_en.htm

¹⁰ http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Population_structure_and_ageing

¹¹ http://ec.europa.eu/youth/library/reports/eu-youth-report-2012_en.pdf

According to the World Tourism Organisation (UNWTO), youth travel is one of the fastest growing and most dynamic markets of the global tourism sector. Forecasts¹² show that, by 2020, the youth travel industry will grow to 320 billion US\$ per annum and there will be almost 300 million international youth trips per year.

In terms of seniors and young people's potential for the tourism market it has to be noted that:

- The senior group potential is not fully exploited yet: seniors between 55 and 75 are often wealthy enough to travel, but only 41% of them currently do so. Moreover 7 out of 10 seniors exclusively undertake domestic trips. Therefore, there is clearly not only a potential for increasing the number of seniors travelling in their domestic markets but also for them to travel to other countries.
- The youth travel market is growing and, due to longer travel lengths, young travellers spend more than the average tourist during the trip¹³. The high value of youth travel also lies in the 'lifetime value' that young people deliver to destinations through their travel career (they often return to the places they have visited in later life). Young travellers often try and avoid international chains and spend their money directly with local suppliers (this tends to increase the local impact of their expenditure, as leakages are reduced and more money ends up with local businesses). The intrepid nature of experienced young travellers leads them to visit parts of the world that are 'off the beaten track' and discover new destinations. Finally, youth travel is widely recognized as one of the most promising paths towards a more responsible and sustainable tourism sector.

¹² <http://mkt.unwto.org/barometer>

¹³ "New Horizons III: a global study of the youth and student traveller", WYSE Travel Confederation, (September 2013).

2. OBJECTIVE(S) – THEME(S) – ACTIVITIES - OUTPUTS

2.1. General objectives

The general objectives are to:

1. Support the extension of the tourism season, hence contributing to improve SME's competitiveness and jobs growth;
2. Foster transnational cooperation among the widest possible number of actors along the tourism value chain;
3. Facilitate European public-private partnerships;
4. Foster seniors and young people wider sense of European citizenship through increased intra-EU mobility.

2.2. Target beneficiaries

Project proposals **must target "seniors" or "young people"** and must clearly indicate who the targeted beneficiaries are.

DEFINITION

Seniors are defined, for the purposes of this call, as any person over 55 years old.

Young people are defined, for the purposes of this call, as any person aged between 15 and 29.

The proposal may be generally directed towards seniors or young people (as defined here above) or may further restrict the target to a specific category or age group (for example: "high school students between 15 and 17 years old", "young mothers aged less than 24", "retired women", "over 75", etc.). This choice must be duly justified.

2.3. Supported actions

The project proposals must follow one (**and only one¹⁴**) of the two following strands according to the chosen target:

1. "**STRAND A**". Proposals submitted under this strand **must target seniors**.
2. "**STRAND B**". Proposals submitted under this strand **must target young people**.

¹⁴ **The 2 strands are mutually exclusive.** Applicants must clearly indicate for which strand they are applying for and hence clearly define their reference target group.

Proposals targeting “seniors” shall fulfil only the specifications of point 2.3.1. (strand A) while proposals targeting “young people” shall fulfil only the specifications of point 2.3.2. (strand B).

2.3.1. STRAND A - Seniors

Under this Strand, the Commission will co-finance specific actions aimed at developing transnational tourism products for seniors, facilitating tourism flows in Europe during the low and medium seasons¹⁵.

The proposed transnational products must be self-sustainable after the end of the EU co-financing period and can be either innovative or based on national or regional experiences but developed at transnational level.

Eligible activities

The project proposals under this strand **must** develop the following "core" activities:

1. Design and develop (a) tourism product(s) concept for seniors.
2. Run a pilot test to validate the tourism product concept¹⁶.
3. Measure and evaluate the test's results and gather the lessons learned.

DEFINITIONS

- ***Tourism Product:*** For the purposes of this Call, a “tourism product” 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

¹⁵ There is no common definition of low-medium season because seasonality really varies from country to country and from a site to another. Applicants should demonstrate how their proposal contributes to extending the tourism season of the targeted territories.

¹⁶ The product concept will be tested involving at least 2 MS (i.e. the chosen target group(s) must travel in EU country(ies) different from the one of residence), with a sufficient number of tourists to evaluate and provide evidence of the impact of the transnational tourism product. The pilot test could be uni/bi/multidirectional and shall be implemented during the low-medium seasons. The proposal must plan the testing phase during the implementation period, with enough time to provide evidence of its assessment within the outcomes of the project. Testing involving more than 2 MS will be considered as an asset for the purposes of this Call.

tourism, ecotourism, city tourism, sun-and-sand tourism, agro-tourism, health tourism, winter tourism, etc...

- **Product Development:** *For the purposes of this Call, “product development” refers to the process that includes all activities needed to provide a set of tourism services to meet the senior tourist's needs, excluding the launching of the product into the market.*

The following additional possible activities will be considered as assets of the proposal and eligible for funding provided that applicants clearly motivate the choice and demonstrate that they are necessary for the better implementation of the above mentioned activities.

- Senior market analysis, surveys, comparative analysis, evidence-gathering, studies (i.e. statistical data on those who do not travel or never travel outside their borders and its reasons; analysis of seasonality; trends and preferences in the tourism products and services; barriers; income levels, etc...);
- Discussion platforms, focus groups, fora, workshops and similar initiatives;
- Exchanges of good practices;
- Capacity-building, and training for senior tourists and professionals;
- Networking and partnering activities;
- Comparative analysis of the quality of existing tourism services provided to seniors, definition of common quality criteria or recommendations for such services, etc.;
- Measures to create synergies with European initiatives (e.g. eCalypso, EDEN, TourismLink, Cultural Routes, European Capital of Culture, European Innovation Partnership on Active and Healthy Ageing) and transnational programs and policies (e.g. Macro-regional strategies, twinning policies between cities);
- Conferences, seminars, awareness raising events relevant to the Call objectives.

This list is non-exhaustive and only aims at providing guidance to applicants. Applicants may propose any other action they deem necessary to achieve the objectives of the call provided that they justify their choice and clearly describe the link between the proposed actions and the objectives they want to achieve.

Expected results

Project proposals must aim to achieve at least the following results as a direct and immediate consequence of the project implementation:

- Elaborate (a) tourism product(s) concept tailored on seniors specific needs;
- Implement a medium to long term strategy for self-sustainable tourism products on seniors, that takes into account the dynamic approach of the product offer (i.e. the rapid changing shape of economic and social realities affecting seniors, currently and in the medium-long term);

- Encourage a better cooperation and increased agreements among different actors of the tourism value chain and seniors associations/organisations;
- Establish specific and measurable indicators to evaluate and monitor the results of the activities;
- Increase the number of tourism flows during the low and medium seasons.

The achievement of some of the following additional results will be considered as an asset for the proposal (this list is non-exhaustive and only aiming at providing guidance to applicants):

- Improved knowledge of the senior tourism market;
- Professionalization of tourism service providers;
- Promote tourism as a strategy for active and healthy ageing;
- Facilitate accessibility in tourism offers, along with intermodal transfer and cross-border/transnational connectivity;
- Overcome barriers that hamper senior tourists to make transnational travels in the EU;
- Strengthen aware-ising of Europe as a sustainable, quality, and safety destination;
- Increase the European sense of citizenship;
- Proposal of an efficient system/model of socio-economic incentives to ensure the sustainability of the project after the EU co-financing period.

Please proceed directly to section 2.4.

2.3.2. STRAND B – Young people

Under this strand, the Commission wishes to finance up to 2 projects that should be "exemplary", both in terms of their capacity to address the major needs and constraints young people perceive as barriers to transnational mobility and in terms of their ability to become a reference model which will be replicable and transferable.

The Commission considers that – on the basis of some preliminary analysis of the market and stakeholders' consultation – the following 2 actions might provide the greatest added-value at European level and degree of novelty:

- Trans-border (or transnational) **students¹⁷ trips** to European "memory sites"

¹⁷ All students (secondary or tertiary education) falling within the range of the admissible target group (15-29) would be a possible target group.

DEFINITION

By "memory site" it is intended any site that builds upon the common European history (for examples: World War heritage sites, museums on the European industrial revolution, European Union integration's museums).

The onus remains on the applicant to well explain and justify what is the link between the chosen sites and the common European history.

- **Intra-EU "mobility schemes"** between organisations (for example youth associations, clubs, sport associations, educational institutes, etc.), in different EU countries, fostering young people travel/tourism experiences in other EU countries.

DEFINITION

By "mobility scheme", for the purpose of this call, it is intended any possible mechanism (agreement, set of tools, etc.) able to make a specific and defined target group (young people) travel from one organisation to a partner organisation located in a different country. It is **not** a system of **direct subsidies to individual travels**. The scheme should be self-sustainable after the end of the EU co-financing period.

Hence, project proposals under this strand **must**:

1. Design one of the two above said "tourism concepts",
2. Run a pilot to test this concept. The pilot must be run during the low-medium seasons¹⁸ and at transnational level involving at least 2 different EU member states¹⁹,
3. Measure and evaluate the test's results and gather the lessons learned.

Applicants are recommended to submit a comprehensive project proposal. Ideally this proposal would foresee the following steps:

1. Discussion *fora* and networking activities
2. "Intelligence" work (i.e. market analysis useful for the product design)
3. Design of a tourism product (transnational trip or mobility scheme)

¹⁸ There is no common definition of low-medium season because seasonality really varies from country to country and from a site to another. Applicants should demonstrate how their proposal contributes extending the tourism season of the targeted territories.

¹⁹ The chosen target group(s) must travel in EU country(ies) different from the one of residence. A greater geographical impact would be seen as an asset.

4. Running a pilot to test and validate the designed product
5. Measure and evaluate the results of the test and gather the lessons learned
6. Elaborate a business plan²⁰ to further develop and market the designed product after the end of the project²¹

DEFINITION

For the purposes of this Call, a “tourism product” 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...

Eligible activities

The following possible activities will therefore be considered eligible for funding provided that applicants clearly motivate the choice of proposed activities and demonstrate there is a direct link between them and the tourism concept design (which shall be the final aim of the proposal):

- Discussion platforms, focus groups, fora, workshops and similar initiatives;
- Capacity building and training;
- Exchange of good practices;
- Networking and partnering activities;
- Youth market analysis, surveys, comparative analysis, evidence-gathering and mapping activities, studies, etc.;
- Comparative analysis of the quality of existing tourism services provided to young people, definition of common quality criteria for such services, labelling/certification systems, etc.;
- Conferences, seminars, awareness raising events relevant to the Call objectives;
- Collaborations and commercial agreements with tourism service providers and other necessary partners;

²⁰ Guaranteeing the product self-sustainability in the future.

²¹ To prepare for post-projects activities, for a continuation of the project after the EU co-financing has been ended.

- Business models for the products and the pilot areas.

This list is non-exhaustive and only aims at providing guidance to applicants. Applicants may propose any other action they deem necessary to achieve the objectives of the call, provided they justify their choice and clearly describe the link between the proposed actions and the objectives they want to achieve.

Expected results

Project proposals must aim to achieve at least the following results as a direct and immediate consequence of the project implementation:

- Better cooperation among different actors of the tourism value chain and youth organisations/associations
- Improved understanding of young people's needs/ constraints/ motivations and of youth market opportunities and trends
- Professionalization of tourism service providers
- New tourism products tailored to specific needs of young people
- Increased European citizenship and better understanding of other Europeans' cultures

In the longer term the implementation of the proposed activities should contribute to realise the following:

- Increased intra-EU mobility of young people
- Increased tourism flows during low-medium seasons
- Improved young people's readiness to travel abroad

2.4. General requirements

2.4.1. Proposals' expected²² requirements

In addition to the specific requirements set under STRAND A or B, proposals are expected to also fulfil some general requirements. Proposals should:

- **Be clear.** In order to ensure good structuring and clarity of the project, applicants are requested to divide the actions into work packages, having clear objectives, a

²² The non-fulfilment of these requirements will not prevent the proposal from being judged as eligible. Eligibility is only assessed on the basis of the criteria mentioned in section 6. However, the extent to which proposals are in line with these expected requirements will contribute to the proposals' evaluation on the basis of the award criteria (see section 9).

clear description of the work, deliverables, milestones, and expected results measured by performance indicators. To do so, partners must fill in the template "Description of Work", provided together with the call.

- **Be coherent.** The proposal should clearly elaborate – among others - on the following aspects:
 - a) Shortcomings and specific needs to be addressed,
 - b) Identification of the target group and its justification/rationale,
 - c) Link between identified needs, specific objectives, proposed actions and expected results,
 - d) Complementarity of the project with other actions being taken (if any) by the applicants or with other existing European initiatives.

- **Be supported by a business plan.** The proposal should briefly elaborate – among others - on the following aspects:
 - a) Status quo (SWOT or similar) analysis,
 - b) Analysis of alternative solutions to address the identified needs and their cost-effectiveness,
 - c) Description of and reasons for the chosen solution,
 - d) Estimation of costs and revenues for the chosen solution in the medium term,
 - e) The extent to which the outputs are likely to lead to clear and tangible results,
 - f) Estimated impact of the proposed actions on target beneficiaries and on the local economies of targeted areas (indicators, data sources, tools and methodologies to measure short and medium-long term benefits/impact of proposed actions),
 - g) Any evidence of transformative or spill-over effects, including the extent to which additional value is or could be created by its adoption more widely across Europe.

- **Be technically and financially sustainable.** The project should identify the management structure and explain how it will enable the project to meet its goals, including a clear description of the financial model (public, private or mix alliances), identifying the staff to be involved with a clear 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.

- **Generate real measurable results and long-term effects.** The expected results of the project should be clearly outlined (both short-term and medium-long-term results) and they should be quantifiable and measurable. The proposal should indicate how the results can be measured (i.e which indicators and sources can be used to measure the results, also after the end of the project).

- **Gather lessons learned and good practices** emerged during the implementation of the project.
- **Define a communication strategy.** A work package should be dedicated to the communication strategy, identifying the activities to communicate the project objectives, to give visibility to the EU co-financing and involvement in the project and to share and transfer the project results to the widest possible audience.

2.4.2 Reporting obligations

The coordinator shall submit the following reports to the EASME

- 1 interim technical implementation report after 6 months following the start date of the action;
- 1 final technical implementation report, including all deliverables.

Reports must be submitted by the coordinator in English.

2.4.3 Project Kick-off meeting

The coordinator will – if the project proposal is awarded a grant– be invited to a kick-off meeting in Brussels with the EASME and the Commission services within the first month of implementation of the project. The proposal must hence foresee in the budget proposal the participation of up to 2 representatives of the coordinator to this kick-off meeting.

3. INDICATIVE TIMETABLE

	Stages	Date and time or indicative period
a)	Publication of the call	10 th October 2014
b)	Deadline for submitting applications	15/01/2015 at 17:00 (<i>Brussels time</i>)
c)	Evaluation period	Mid-January – Mid-March 2015
d)	Information to applicants	April 2015
e)	Signature of grant agreement	June 2015
f)	Starting date of the action	July 2015

4. BUDGET AVAILABLE AND FUNDING OF PROJECTS

The total budget earmarked for the co-financing of projects is 1.800.000 euros divided as follow:

- 1.300.000 earmarked for the co-financing of projects submitted under STRAND A (targeting seniors)
- 500.000 earmarked for the co-financing of projects submitted under STRAND B (targeting young people)

The maximum grant per project will be:

- 220.000 euros for projects submitted under STRAND A
- 250.000 euros for projects submitted under STRAND B

The Commission expects to fund 8-10 proposals.

The EU grant is limited to a maximum co-funding rate of 75% of **eligible costs**.

The EASME reserves the right not to distribute all the funds available and to reallocate the budget between strands.

5. ADMISSIBILITY REQUIREMENTS

The following requirements must be complied with:

- Applications must be submitted no later than the deadline for submitting applications referred to in section 3;
- Applications must be submitted as explained in section 14;
- Applications must be drafted in one of the EU official languages.

Failure to comply with those requirements will lead to the rejection of the application from the onset and without any evaluation process.

6. ELIGIBILITY CRITERIA

6.1. Geographic eligibility

Applicant organisations must be established:

- in EU Member States; or
- in countries participating in the COSME programme under Article 6 of the COSME Regulation²³.

In addition, participation of partners from other countries is allowed if relevant to the project and in duly justified cases. But costs derived from these countries are not eligible, nor will these additional countries be considered as concurring to comply with the eligibility criterion of having a minimum of 4 partners from 4 different countries (see section 6.3.).

6.2. Eligible applicant entities

1. Applicant organisations must be legal entities. They can be fully or partly public or private bodies; private bodies must be properly constituted and registered under national law. Natural persons are non-eligible for the purpose of the present call.

²³ The following groups of countries are eligible for participation in COSME:

- a. European Free Trade Association (EFTA) countries which are members of the European Economic Area (EEA), in accordance with the conditions laid down in the EEA Agreement, and other European countries when agreements and procedures so allow;
- b. acceding countries, candidate countries and potential candidates in accordance with the general principles and general terms and conditions for the participation of those countries in the Union's programmes established in the respective Framework Agreements and Association Council Decisions, or similar arrangements;
- c. countries falling within the scope of the European neighbourhood policies, when agreements and procedures so allow and in accordance with the general principles and general terms and conditions for the participation of those countries in the Union's programmes established in the respective Framework Agreements, Protocols to Association Agreements and Association Council Decisions.

2. Applicants (coordinator and 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 authorities (national, regional, local) and their networks or associations at European, international, national, regional and local level;
- International organisations;
- Youth/seniors organisations/associations/federations
- Universities;
- Training and educational institutions;
- Research centres;
- Destination management organisations and their networks/associations;
- Travel agents and tour operators and their umbrella associations;
- Non-profit organisation (private or public), NGOs, 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, youth or senior policies, or any other field that is strictly related to the object of the proposal;
- Chambers of commerce and industry, chambers of handicrafts or similar bodies and their umbrella associations;
- Small and Medium Size enterprises (SMEs) acting in the tourism sector namely in one of the following fields:

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

- Any other public or private entity active in the following fields: tourism, youth or senior policies, or any other field that is strictly related to the object of the proposal.

3. 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 as specified in section 11.2.

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.

6.3. **Eligibility conditions for consortia**

To successfully achieve the general objectives mentioned in section 2.1 it is mandatory that the eligible actions are undertaken by "Transnational Strategic Partnerships".

What is a Transnational Strategic Partnership?

By Transnational Strategic Partnership it is meant a consortium – at European level - between public and private stakeholders of the tourism sector (e.g. organisations, public authorities, DMOs, enterprises, NGOs, Think Tanks, educational institutions and any other businesses) with senior or youth organisations/associations aimed at carrying out a clearly defined and agreed upon programme of activities.

This partnership is strategic in the double sense that it is composed of actors that are "key" for the performance of the proposed activities and that these actors agree upon a specific cooperation "strategy" clearly detailed in the description of work.

In this sense, to be considered as a "Transnational Strategic Partnership" the consortium **must** fulfil the following requirements:

1. **The consortium must be transnational.** The consortium must gather between a **minimum of 4 to maximum 8 applicants from at least 4 different eligible countries** as listed in section 4.1 "Geographical eligibility".
2. One of the applicants must act as the consortium coordinator. Several applicants, submitting a joint project proposal should choose within their midst a lead organisation, referred to as the coordinator.
3. **The consortium must be strategic.** The consortium must be composed of at least 1 public governmental authority, 1 partner representing a youth or senior organisation, and 1 tourism service provider. More in details:
 - a) **at least one of the applicants must be either a national or regional or local public governmental authority²⁴ or a network or association of regional or local public governmental authorities.**
 - b) Unless a national or regional governmental authority²⁵ is partner of the consortium, the applicants must also submit, together with the project proposal, a **letter of support** of the project idea and activities proposed **delivered by a public governmental authority**²⁶ - at **national or regional level** - from one of the eligible countries.

²⁴ For the purpose of this call, public governmental authorities at national, regional and local level are, inter-alia, ministries, regions, provinces, departments, municipalities, city councils, counties, districts and communes.

²⁵ By governmental authority it is intended a ministry (at national or regional level) level in charge of tourism or any other area in relation to the object of the Call for proposals

²⁶ By governmental authority it is intended a ministry (at national or regional level) in charge of tourism or any other area in relation to the object of the Call for proposals

c) **At least one applicant in the consortium must be an association, a federation or an organisation active²⁷ in the fields of youth or seniors.**

d) **At least one applicant must be an SME²⁸ – Small and Medium Sized Enterprise – or an association of SMEs 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)²⁹ 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, not as partner 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 if the SME involved in the project consortium is a micro or small enterprise.

²⁷ An entity is considered as active in the field of youths or seniors when the statute or any other official mission statement of the entity refers to it.

²⁸ http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm

²⁹ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31996H0280:en:HTML>

It will be seen as an additional asset and added value positively affecting the assessment of the project proposal if the consortium covers more than 4 countries and there is appropriate balance among public and private entities.

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.

6.4. **Eligible proposals**

Proposals will only be considered eligible if they **target either seniors aged 55 or above or young people aged between 15 and 29**. The proposal must clearly state to which target group it is addressed, (see also section 2.2) and therefore chose between STRAND A or B.

6.5. **Implementation period**

The project duration must be between a minimum of 12 and a maximum of 15 months.

Applications for projects scheduled to run for a shorter or longer period than that specified in this call for proposals will not be accepted.

7. **EXCLUSION CRITERIA**

7.1. **Exclusion from participation:**

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

- (a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) they 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;
- (c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the EIB and international organisations;
- (d) 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 Authorising Officer or those of the country where the grant agreement is to be performed;

- (e) 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 an illegal activity is detrimental to the Union's financial interests;
- (f) they are currently subject to an administrative penalty referred to in Article 109(1) of the Financial Regulation³⁰.

7.2. Exclusion from award:

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

- (a) are subject to a conflict of interest;
- (b) 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;
- (c) find themselves in one of the situations of exclusion, referred to in section 7.1.

The same exclusion criteria apply to affiliated entities.

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

7.3. Supporting documents

Applicants must sign a declaration on their honour certifying that they are not in one of the situations referred to in articles 106(1) and 107 to 109 of the Financial Regulation³¹, filling in the relevant form.

8. **SELECTION CRITERIA**

8.1. **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. The applicants' financial capacity will be assessed on the basis of the following supporting documents:

- a) Low value grants (\leq EUR 60 000):
 - a declaration on their honour.
- b) Grants \geq EUR 60 000:
 - a declaration on their honour and,

³⁰ Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council (Official Journal of the European Union L 298 of 26.10. 2012).

³¹ Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council (Official Journal of the European Union L 298 of 26.10. 2012)

EITHER

- the profit and loss account, the balance sheet for the last financial year for which the accounts were closed;
- for newly created entities, the business plan might replace the above documents.

OR

- a table filled in with the relevant statutory accounting figures, in order to calculate the ratios as detailed in it.

c) Grants for an action \geq EUR 750 000, 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 by applicants.

On the basis of the documents submitted, if the Authorising Officer considers that financial capacity is not satisfactory, he may:

- request further information;
- propose a grant agreement without pre-financing;
 - propose a grant agreement with a pre-financing paid in instalments;
 - propose a grant agreement with a pre-financing covered by a bank guarantee (see section 11.4 below);
 - where applicable, require the joint and several financial liability of all the co-beneficiaries;
- reject the application.

The verification of the financial capacity shall not apply to natural persons in receipt of scholarships, to natural persons in most need in receipt of direct support, to public bodies or international organisations.

8.2. **Operational capacity**

Applicants must have the professional competencies as well as appropriate qualifications necessary to complete the proposed action. 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*
- *a 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.*

9. AWARD CRITERIA

Eligible applications will be assessed on the basis of the following criteria:

EVALUATION CRITERIA AND KEY ELEMENTS LIKELY TO BE ASSESSED BY THE EVALUATION COMMITTEE	MAX. SCORE
1. Relevance of the actions proposed in view of the objectives established in the call	30
<p><i>How relevant is this proposal to the general objectives of the published call for proposal? How well is the proposal in line with the policy context (section 1) and with the expected results?</i></p> <p><i>To what extent the proposed activities might have a European added value?</i></p> <p><i>Is there any complementarity between the proposed project and other actions being taken at European level?</i></p>	
<p><i>Has the project proposal a real transnational dimension? Are more than 4 countries involved? Is there a widely geographical coverage and balance?</i></p> <p><i>How clearly defined and strategically chosen are the project partners (different types of partners, relevance of the partners to the project, degree of involvement of the partners)? Are the partners able to guarantee successful continuation of the project in the future?</i></p>	
<p><i>To what extent can the designed concept be reasonably considered as an attractive and innovative tourism product for the proposed targets?</i></p> <p><i>How well does it fit with the expectations/needs of the identified target group?</i></p>	
<p><i>Is the proposed "pilot test" of the designed concept relevant to the objectives of the Call?</i></p> <p><i>Does it offers sufficient elements (considering the evaluation methodology proposed) to reach significant conclusions?</i></p>	
2. Quality of the proposed actions	30
<p><i>To what extent has the project been well thought out or prepared (including the outline of the business plan)? How coherent is the overall project design? Is the used language sufficiently clear (not misleading or confusing)?</i></p>	
<p><i>To what extend does the proposal meet the general requirements of the call stated in section 2.4.? Is the product concept designed accordingly to a robust business plan?</i></p> <p><i>Does the proposed methodology and repartition of tasks among partners (including the timetable and monitoring) seem to be effective?</i></p> <p><i>Does the proposal justify the choice of the chosen target group? Is the link between identified needs, proposed actions, specific objectives and expected results well described and justified? Are the proposed activities appropriate and realistic?</i></p>	
<p><i>Does the project present a clear description of the work (work packages), deliverables, milestones, and expected results measured by performance</i></p>	

<p><i>indicators?</i></p> <p><i>Is there a risk analysis / a quality management plan?</i></p> <p><i>How clear is the role of each partner? Is it clearly and separately mentioned according to the tasks and objectives of the proposal?</i></p>	
3. Impact on target audience	30
<p><i>To what extent are the project's outputs likely to produce - in the short term – the expected results?</i></p> <p><i>To what extent is the project likely to produce - in the medium-long term - a tangible impact on seniors/young people tourism flows in Europe during the low and medium seasons?</i></p> <p><i>Will the project realistically contribute to create real and measurable effects both on the chosen target beneficiaries and on the economy of the targeted territories/communities?</i></p>	
<p><i>To what extent is the project likely to continue and be self-sustainable in the future -medium to long term- (Is there a business plan? Is it realistic? Are the partners committed)?</i></p>	
<p><i>Are there expected multiplying effects?</i></p> <p><i>Is the designed concept transferable/replicable at European level?</i></p> <p><i>Does the project offer opportunities for cross-fertilisation?</i></p> <p><i>To what extent is the project building on or creating synergies with existing experiences, good practices or initiatives?</i></p>	
<p><i>Is the proposal detailed enough to allow the evaluation committee to estimate the real impact and relevance of the proposed actions?</i></p> <p><i>To what extent does the proposal contain objectively verifiable indicators for evaluating the project outcomes, also after the end of the project?</i></p> <p><i>Are the proposed indicators appropriate, realistic and measurable?</i></p>	
<p><i>Is the communication strategy well designed?</i></p> <p><i>To what extent will the dissemination of the expected results, lessons learned, good practices, realistically be successful and reach a wide audience?</i></p> <p><i>Are the communication tools and channels appropriate?</i></p>	
4. Budget and cost-effectiveness	10
<p><i>To what extent is the budget clear, detailed as well as coherent with the technical description? Are all budget items well described in the project description?</i></p>	
<p><i>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 with the expected results and impact (Cost-effectiveness)?</i></p>	
<p><i>To what extent is the proposed expenditure necessary for the implementation of the project (Cost-efficiency)?</i></p>	
<p><i>Are subcontracted tasks strictly “not core activities”?</i></p>	
Maximum total score	100

In order to be considered for funding proposals will need to have passed an overall threshold of 70% in terms of total score. In addition, thresholds of 50% will be applied to each individual award criterion described above in order to ensure a consistent minimum quality for all award criteria. Proposals will be ranked according to their total score.

10. LEGAL COMMITMENTS

In the event of a grant awarded by the Agency, a grant agreement, drawn up in euro and detailing the conditions and level of funding, will be sent to the beneficiary. The Agency will give details on the procedure to formalise the obligations of the parties.

11. FINANCIAL PROVISIONS

11.1. General Principles

a) Non-cumulative award

An action may only receive one grant from the EU budget.

In no circumstances shall the same costs be financed twice by the Union budget. To ensure this, applicants shall indicate the sources and amounts of Union funding received or applied for the same action or part of the action as well as any other funding received or applied for the same action.

b) Non-retroactivity

No grant may be awarded retrospectively for actions already completed.

A grant may be awarded for an action which has already begun only where 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

c) Co-financing

Co-financing means that the resources which are necessary to carry out the action may not be entirely provided by the EU grant. It may take the form of:

- the beneficiary's own resources;
- income generated by the action;
- financial contributions from third parties.

d) Balanced budget

The estimated budget of the action 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 on the Infor-euro website available at http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm.

e) Implementation contracts/subcontracting

Where the implementation of the action requires the award of procurement contracts (implementation contracts), the beneficiary must award the contract 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 in the meaning of Directive 2004/18/EC³² or contracting entities in the meaning of Directive 2004/17/EC³³ shall abide by the applicable national public procurement rules.

Sub-contracting, i.e. the externalisation of specific tasks or activities which form part of the action as described in the proposal must satisfy the conditions applicable to any implementation contract (as specified above) and in addition to them the following conditions:

- it may only cover the implementation of a limited part of the action;
- it must be justified having regard to the nature of the action and what is necessary for its implementation;
- it must be clearly stated in the proposal.

f) Financial support to third parties.

Applications for this action may not envisage provision of financial support to third parties.

11.2. Funding forms

Grants are calculated on the basis of a detailed estimated budget indicating clearly the costs that are eligible for EU funding. The grant amount may neither exceed the eligible costs nor the amount requested. Amounts are indicated in euros.

➤ **Maximum amount requested**

The EU grant is limited to a maximum co-funding rate indicated in section 4. Consequently, part of the total eligible expenses entered in the estimative budget must be financed from sources other than the EU grant (see section 11.1c).

➤ **Eligible costs**

Eligible costs are costs actually incurred by the beneficiary of a grant which meet all the following criteria:

- ✓ they are incurred during the duration of the action, with the exception of costs relating to final reports and audit certificates;

The period of eligibility of costs will start as specified in the grant agreement. If a beneficiary can demonstrate the need to start the action before the agreement is signed, expenditure may be authorised before the grant is awarded. Under no circumstances can the eligibility period start before the date of submission of the grant application (see section 11.1b).

³² Directive 2004/18/EC on the coordination of procedures for the award of public work contracts, public supply contracts and public service contracts.

³³ Directive 2004/17/EC coordinating the procurement procedures of entities operating in the water, energy, transport and postal services sectors.

- ✓ they are indicated in the estimated budget of the action;
- ✓ they are necessary for the implementation of the action which is the subject of the grant;
- ✓ 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 requirements 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.

Eligible direct costs

The eligible direct costs for the action are those costs which, **with due regard for the conditions of eligibility set out above**, are identifiable as specific costs directly linked to the performance of the action and which can therefore be booked to it directly, such as :

- the costs of personnel working under an employment contract with the applicant or 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 applicant's usual policy on remuneration. Those costs may include additional remuneration, including payments on the basis of supplementary contracts regardless of their nature, provided that it is paid in a consistent manner whenever the same kind of work or expertise is required and independently from the source of funding used;
- 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;
- subsistence allowances (for meetings, including kick-off meetings where applicable, conferences etc.) provided that these costs are in line with the beneficiary's usual practices;
- costs of travel (for meetings, including kick-off meetings where applicable, conferences etc.), provided that these costs are in line with the beneficiary's usual practices on travel;
- depreciation cost of equipment (new or second-hand): only the portion of the equipment's depreciation corresponding to the duration of the action/project and the rate of actual use for the purposes of the action may be taken into account by the EASME;
- costs of consumables and supplies, provided that they are identifiable and assigned to the action/project;
- costs entailed by implementation contracts awarded by the beneficiaries for the purposes of carrying out the action/project, provided that the conditions laid down in the grant agreement are met;
- costs arising directly from requirements linked to the implementation of the action/project (dissemination of information, specific evaluation of the action, translations, reproduction);
- costs relating to a pre-financing guarantee lodged by the beneficiary of the grant, where required;

- costs relating to external audits where required in support of the requests for payments;
- non-deductible value added tax ("VAT").

Eligible indirect costs (overheads)

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.

Applicants's attention is drawn to the fact that in the case of organisations receiving an operating grant, indirect costs are not eligible under specific actions.

➤ **Ineligible costs**

- (a) costs related to return on capital;
- (b) debt and debt service charges;
- (c) provisions for future losses or debts;
- (d) interest owed;
- (e) doubtful debts;
- (f) currency exchange losses;
- (g) bank costs charged by the beneficiary's bank for transfers from the Agency;
- (h) excessive or reckless expenditure;
- (i) deductible VAT;
- (j) costs incurred during suspension of the implementation of the action;
- (k) in-kind contributions provided by third parties;
- (l) costs declared under another EU or Euratom grant (including grants awarded by a Member State and financed by the EU or Euratom budget and grants awarded by bodies other than the Agency for the purpose of implementing the EU or Euratom budget); in particular, indirect costs if the beneficiary is already receiving an operating grant financed by the EU or Euratom budget in the same period.

➤ **Calculation of the final grant amount**

The final amount of the grant to be awarded to the beneficiary is established after completion of the action, upon approval of the request for payment containing the following documents:

- a final report providing details of the implementation and results of the action;
- the final financial statement of costs actually incurred;

EU grants may not have the purpose or effect of producing a profit within the framework of the action. **Profit shall be 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. In this respect, where a profit is made, the EASME shall be entitled to recover the

percentage of the profit corresponding to the Union contribution to the eligible costs actually incurred by the beneficiary to carry out the action.

11.3. **Payment arrangements**

Pre-financing payment

A pre-financing payment corresponding to 70% of the grant amount will be transferred to the beneficiary within 30 days of the date when the last of the two parties signs the agreement, provided all requested guarantees have been received.

Final payment

The EASME will establish the amount of the final payment to be made to the beneficiary on the basis of the calculation of the final grant amount (see section 11.2 above). If the total of earlier payments is higher than the final grant amount, the beneficiary will be required to reimburse the amount paid in excess by the EASME through a recovery order.

11.4. **Pre-financing guarantee**

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

The guarantee shall be released as the pre-financing is gradually cleared against interim payments or payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

12. PUBLICITY

12.1. **By the beneficiaries**

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 in accordance with the details provided in the grant agreement.

12.2. **By the EASME**

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 EASME will publish the following information:

- name of the beneficiary
- address of the beneficiary when the latter is a legal person, region when the beneficiary is a natural person, as defined on NUTS 2 level³⁴ if he/she is domiciled within EU or equivalent if domiciled outside EU,
- 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. **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 45/2001³⁵ 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 the Head of Unit A.1 of the EASME. 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 EASME, 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:

³⁴ Commission Regulation (EC) No 105/2007 of 1 February 2007 amending the annexes to Regulation (EC) No 1059/2003 of the European Parliament and of the Council on the establishment of a common classification of territorial units for statistics (NUTS) (Official Journal of the European Union L 39 of 10.02. 2007).

³⁵ Official Journal of the European Union L 8/1 of 12.01.2001.

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)

14. PROCEDURE FOR THE SUBMISSION OF PROPOSALS

Proposals must be submitted by the deadline set out under section 3.

No modification to the application is allowed once the deadline for submission has elapsed. However, if there is a need to clarify certain aspects or for the correction of clerical mistakes, the EASME may contact the applicant for this purpose during the evaluation process.

Applicants will be informed in writing about the results of the selection process.

➤ Electronic submission

Applicants are requested to log in at http://ec.europa.eu/easme/cosme_en.htm and follow the procedure for submitting an application.

➤ Contacts

The EASME is available to answer questions relating to the content of the present call for proposals. All questions must be sent by e-mail to EASME-COSME-TOURISM-FLOWS-CALL-2014@ec.europa.eu Answers will be published periodically and within a reasonable period of time at http://ec.europa.eu/easme/cosme_en.htm