



European Commission
Enterprise & Industry Directorate General

CALL FOR PROPOSALS

ASEAN and MERCOSUR IPR SME HELPDESK ENT/CIP/12/B/NN05C05

GRANT PROGRAMME 2012

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.

TABLE OF CONTENTS

1. CONTEXT	3
2. OBJECTIVE OF THE CALL	5
3. TIMETABLE	6
4. EU FINANCING.....	8
4.1. CO-FINANCING AND JOINT AND SEVERAL RESPONSIBILITY	8
4.2. SUBCONTRACTING	8
4.3. PAYMENT ARRANGEMENTS	9
5. ELIGIBILITY	10
5.1. GEOGRAPHICAL ELIGIBILITY	10
5.2. LEGAL STATUS ELIGIBILITY	10
5.3. EXCLUSION CRITERIA.....	10
5.4. ELIGIBLE PROPOSALS	11
6. SELECTION.....	12
6.1. APPLICANTS' FINANCIAL CAPACITY TO COMPLETE THE PROPOSED ACTION.....	12
6.2. EXTERNAL AUDIT REPORTS.....	12
6.3. APPLICANTS' OPERATIONAL CAPACITY TO COMPLETE THE PROPOSED ACTION.....	12
7. AWARD.....	13
8. SUBMISSION OF PROPOSALS	14
9. CONTACTS.....	15
10. ANNEX 1 SUBMISSION SET	15
11. ANNEX 2 GUIDE FOR SUBMISSION	15
12. ANNEX 3 EVALUATION CRITERIA	15
13. ANNEX 4 DRAFT GRANT AGREEMENT	18

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

1. CONTEXT

Intellectual Property Rights (IPR)¹ belong to the stimuli to research, innovation, inventiveness and creativity. These are leading competitiveness factors of EU businesses, particularly of Small and Medium Enterprises (SME)². Small and medium businesses frequently do not realise the full potential of their creativity, because of their size. They do not have the resources and the knowledge to be able to effectively deal with IPR abroad.

Internationalisation and innovation frequently present businesses with IPR issues. Existing support may be difficult to find, costly, or intimidating to the non-specialist. This is why the Commission has already set up two IPR Helpdesks.³

The overall policy context

This project implements EU industrial policy with a particular emphasis on SMEs as defined by the Communication from the Commission entitled, "Implementing the Community Lisbon Programme: A Policy Framework to Strengthen EU Manufacturing - towards a more integrated approach for Industrial Policy"⁴. The project is intended to help the internationalisation of EU SMEs. It is, thus, in line with the EU 2020 Strategy and one of the measures aimed at supporting EU SMEs to become active in major markets outside the EU in line with the communication from the Commission "Small Business, Big World — a new partnership to help SMEs seize global opportunities"⁵. In times of economic crisis, support given to innovative SMEs when these enter new external markets can contribute to the creation of growth and jobs.

The technical design of SME support for IPR should be based on recommendations put forward by two expert groups⁶. In particular it should ensure that a coherent and seamless service to SMEs is provided integrating aspects of support for internationalisation, and research and innovation. The link between the ASEAN and MERCOSUR IPR SME helpdesk(s) and various business intermediaries, including the Enterprise Europe Network, industrial associations, and pan-European business support organisations in the target countries, is expected to achieve such a seamless connection.

¹ 'Intellectual property rights' and 'IPR' are used throughout this call for proposals in the broad sense, encompassing both so-called 'formal' means of protecting such rights (e.g., patents, trademarks, designs, geographical indications, copyrights) and 'informal' means (contractual and licensing conditions, management of business operations so as to protect trade secrets, planning business participation in trade fairs, etc.) 'Enforcement' of these rights refers to any applicable means of enforcement such as through the civil or criminal judicial systems, administrative means, customs authorities, or contractual means, as available in the relevant European, Member State, or jurisdictions .

² Throughout this text the terms 'small and medium sized enterprises' and 'SME' or 'SMEs' are understood to refer to enterprises defined as provided in Commission *Recommendation 2003/361/EC*; further information about this definition and a user's guide may be found at: http://ec.europa.eu/enterprise/enterprise_policy/sme_definition/index_en.htm

³ www.china-iprhelpdesk.eu & www.iprhelpdesk.eu

⁴ Communication from the Commission "Implementing the Community Lisbon Programme: A Policy Framework to Strengthen EU Manufacturing - towards a more integrated approach for Industrial Policy" - COM(2005) 474 final <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2005:0474:FIN:en:PDF>

⁵ Communication from The Commission 'Small Business, Big World — a new partnership to help SMEs seize global opportunities' COM(2011) 702 final <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52011DC0702:EN:NOT>

⁶ Making IPR work for SMEs - Expert Group Report http://ec.europa.eu/enterprise/policies/industrial-competitiveness/intellectual-property-rights/expert-group-report/index_en.htm and A memorandum on removing barriers for a better use of IPR by SMEs http://www.proinno-europe.eu/www.proinno-europe.eu/NWEV/uploaded_documents/IPR_Expert_group_report_final_23_07_07.pdf

The China IPR SME Helpdesk pilot project was established in light of changing business patterns and increasing globalisation⁷. The ASEAN and MERCOSUR IPR SME helpdesk(s) follow(s) this line as well. Although some EU SMEs are already present in the target countries, more EU SMEs may wish to expand their business in these new markets, for various reasons. However, in doing so they may be faced with country specific problems related to intellectual property protection and management.

As mentioned already the chosen target countries are major markets with high growth rates where EU businesses, and especially SMEs have many expansion opportunities. At the same time these emerging markets create fierce competitors that challenge EU enterprises on the world market, including the domestic EU market. Both challenges are reason to support EU SMEs working with and entering these key markets. SMEs, however, also are typically the businesses least likely to have the resources to address IPR problems adequately.

Specific context

This call for proposals aims at setting up the ASEAN and MERCOSUR IPR SME helpdesk(s) (A&M Helpdesk (s)). This action is intended to provide first line support on IPR issues to EU SMEs who do business in some countries of the two target regions or are affected by IPR challenges from there. This shall allow EU SMEs to get the best out of their intellectual property and at the same time encourage them to innovate. As a result this will improve their global competitiveness and help them seize opportunities offered by the co-operation with firms from these countries and by these markets.

The ASEAN and MERCOSUR IPR SME Helpdesk(s) is designed to support EU SMEs in ASEAN and MERCOSUR countries and in Chile⁸. The future helpdesk(s) should adapt itself to the demand for its services in the ASEAN and MERCOSUR countries and thus adapt the intensity of services in particular countries of the two regions. The Commission expects at least a minimum set of countries that need to be covered by the Helpdesk. EU SMEs should benefit from the complete set of IPR helpdesk services, as described in section 2 below, in the countries included in the minimum set.

The minimum set of countries for the ASEAN region should cover in depth at least three major countries, based upon an analysis of those most relevant for EU businesses.

For the MERCOSUR and Chile group at least Brazil should be covered.

The Commission will look favorably at offers providing coverage of a larger group of countries taking into account the scope and quality of the services proposed for these additional countries.

The present Call for proposals is based on the Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing the Competitiveness and Innovation Programme (2007 to 2013)⁹ and it is included in the Commission decision C(2012)2916 of 2 May 2012¹⁰.

⁷ The first three years of the China IPR SME Helpdesk were financed under Action ENT3/IMA NR/6.1.1. 'The European Union assuming its role in a globalised world'.

⁸ The countries potentially covered by this project include Member Countries of ASEAN and MERCOSUR and additionally Chile. As described in the tasks below the services of the ASEAN and MERCOSUR IPR SME Helpdesk can be differentiated between the countries of the target area depending on SME needs and the demands on the helpdesk services. The ASEAN countries are: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore and Thailand, and Viet Nam; MERCOSUR countries are: Argentina, Brasil, Paraguay, and Uruguay.

⁹ Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) OJ L 310/15, 09.11.2006 http://ec.europa.eu/cip/index_en.htm

¹⁰ Commission Decision of 2 May 2012 updating the 2012 annual work programme for the Entrepreneurship and Innovation Programme C(2011)9230.

2. OBJECTIVE OF THE CALL

This call aims to provide support services to assist EU SMEs to both protect and enforce their intellectual property rights in or relating to the ASEAN and MERCOSUR regions and Chile¹¹. The target audience is both European SMEs in the EU and those already present in or investing in or otherwise doing business in or with these regions.

PRIORITY AREAS

Projects to be supported will focus on one or preferably both of the following two priority areas:

Lot 1:

ASEAN IPR SME Helpdesk

Lot 2:

MERCOSUR and Chile IPR SME Helpdesk

DESCRIPTION OF ACTIVITIES ENVISAGED UNDER EACH OF THE ABOVE PRIORITY AREAS

Services to be provided in **each lot** should include:

- Providing EU SMEs with **first line advice services**, on IPR protection and enforcement in the covered region(s), and **expert liaison and signposting services** to relevant government administrations, attorneys, or consultants for further follow-up as appropriate. In particular, advice should be provided on challenges which arise in a cross-border manner across the target countries. These services should include a physical presence in one major economic centre of the covered region(s) in order to facilitate co-ordination with EU and relevant organisations based in the respective main city. Depending on the availability of EU Business Centres in the covered region, the ASEAN and/or MERCOSUR IPR SME Helpdesk should co-operate with or physically move to that Centre if it is dedicated to SMEs.
- Developing and providing state-of-the-art materials for **legal background support** for EU SMEs. (Materials provided under this call should also be made available to the Enterprise Europe Network, the China IPR SME Helpdesk¹², the domestic European IPR Helpdesk¹³, SME industrial associations, and other European organisations concerned with SMEs and IPR protection in the covered regions for their distribution and use.) Consideration may be given to translation or exchange of existing materials from the China IPR SME Helpdesk, the European IPR Helpdesk, Member State Chambers of Commerce or other relevant sources, where such material is current, appropriate, and such a form of collaboration is acceptable to the authors and publishers of the materials. The materials developed by the China IPR SME Helpdesk and the European IPR Helpdesk are fully available for re-use by the ASEAN and MERCOSUR IPR SME Helpdesk, provided the authorship is acknowledged.
- Providing **trainers and state-of-the-art training materials** on ASEAN and/or MERCOSUR IPR enforcement and closely related subjects (such as 'know before you go' business guidance, etc.) for **SME clinics and workshops** in the EU and around the covered region(s) and planning, preparing, promoting and presenting such clinics and workshops in these regions and in the EU.
- Creating a **network** between client firms of the Helpdesk, industry associations, and other relevant existing organisations in the ASEAN and/or MERCOSUR region to **inform SMEs on the latest IPR developments and available support for enforcement**.
- Providing a **multi-lingual web portal for IPR protection in ASEAN and/or MERCOSUR region(s)**, focusing on how to protect IPR in typical business situations. This portal should also provide relevant links to other relevant sources of information, such as Member State Chambers of Commerce, the appropriate technical assistance programmes¹⁴, and official sites of the EU, Member State, local/relevant administration

¹¹ Please see the description of the potential target countries above in footnotes 8 and 9

¹² China IPR SME Helpdesk - www.china-iprhelpdesk.eu

¹³ European IPR Helpdesk – www.iprhelpdesk.eu

¹⁴ Technical assistance programmes on Intellectual Property Rights such as the continuation of ECAP III project (<http://www.ecap-project.org/>)

and industry associations. As a minimum, the webportal should be made available in English and additionally in large parts in French, German, Spanish and Portuguese. Potential beneficiaries can propose additional EU languages.

- **Monitor selected IPR cases and follow IP policy** affecting SMEs in ASEAN and/or MERCOSUR region(s) in order to provide the European Commission, SMEs and other European organisations with relevant information to support business and policy decisions.
- **Presence at trade fairs or 'partenariat' events** or other relevant services to SMEs to provide 'first-line' advice and assistance on IPR matters.
- Providing **basic support for initial contacts** with local law enforcement agencies in the ASEAN and/or MERCOSUR region(s), such as complaint hotlines on IPR infringements or complaint forms for various agencies or administrations related to IPR enforcement.

All these services will need to be provided in the countries included in the minimum set as described in section 1 above. For the other potential countries¹⁵ the beneficiary will have to indicate in the proposal, which additional countries it intends to cover and the set of services that will be provided. The Helpdesk(s) are expected to address the challenges that are caused by IPR infringements in intra-regional trade and investment flows. Thus, it is expected to suggest solutions and to provide trainings on such problems, even if these occur in other countries of the covered region that are not part of the proposal.

All the above services should be provided in English and additionally where required in French, German, Spanish and Portuguese. Services in remaining European Union Member State languages can be provided proportionate to the actual needs of EU SMEs. All services, materials and presentations should address intellectual property matters specifically from the point of view of SME business needs (e.g., how to design production or sourcing processes so as to protect one's intellectual property, what measures to take in participating in trade fairs or in logistics, etc.), rather than addressing a more specialist audience such as IPR law practitioners. Services should be designed to reach an SME business audience composed of businesses not necessarily normally or traditionally aware of IPR concerns, not only those firms already aware of IPR issues. All training and other materials used and developed by this Helpdesk are to be the property of the European Commission and remain so after the end of the Helpdesk term. The advice provided and the materials developed should bear the necessary disclaimers regarding legal liabilities limitations, data protection and intellectual property.

The services will be promoted in Europe within the Member States by the Helpdesk(s) itself and through other projects being supported by the European Commission, including the Enterprise Europe Network. Service providers should be prepared to co-ordinate closely with other existing organizations and institutions which deal with IPR protection in the ASEAN and/or MERCOSUR region(s), such as European and Member States' chambers of commerce (especially the European ASEAN Business Centre in Thailand¹⁶ and any similar future EU co-funded entity), anti-counterfeiting organizations, embassy IPR attachés, the Delegation of the European Commission in the respective target countries, the EU Commission, Member States, and the like, in order to avoid duplication of effort and maximize possible synergies. Particular attention should be paid to ensure careful co-ordination with the work programme of the EU IPR technical assistance to target countries (i.e. ECAP III in ASEAN) and the work programme of EU Business centres in these target countries.

Two lots could be awarded to the same provider if it proves to be the best provider in the assessment of the individual offers.

3. TIMETABLE

- | | |
|-----|---|
| (1) | Scheduled start-up date for the action: 1 January 2013 |
| (2) | Maximum duration of action[s] is: <ul style="list-style-type: none"><input type="checkbox"/> Lot 1: 20 months<input type="checkbox"/> Lot 2: 20 months |

¹⁵ See footnote 8 for the maximum reach of the helpdesk(s)

¹⁶ <http://www.eabc-thailand.eu/>

However, if after the signing of the agreement and the start of the project it becomes impossible for the beneficiary, for fully justified reasons beyond his control, to complete the project within the scheduled period, an extension to the eligibility period may be granted. A maximum extension of 4 additional months will be granted, if requested before the deadline specified in the agreement. The maximum duration will then be 24 months.

The intention is to inform applicants of the outcome of the award procedure no later than the month of December 2012.

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

4. EU FINANCING

The **maximum budget** allocated from the Commission Decision of 2 May 2012 amending the 2012 annual work programme for the Entrepreneurship and Innovation Programme under European Parliament and Council Decision No 1639/2006/EC establishing a Competitiveness and Innovation Framework Programme (2007-2013) financing decision for this call for proposals is : 1 800 000 €

Breakdown by individual objectives (if any): In order to ensure that different priority areas are addressed, grants will be awarded to the highest-scoring proposals within each lot.

- **Maximum EU co-financing rate** of eligible costs: 90 %
- **Maximum European Union co-financing ceiling** per project:
 - For Lot 1, up to 1 200 000€
 - For Lot 2, up to 600 000€

Proposals with an EU co-financing beyond any of the above two maxima will be ineligible. Please refer to section 5 below.

- Please note that one action may give rise to the award of only one grant from the European Union budget to any one beneficiary. Both could be granted to the same provider.
- EU financing can never cover 100 % of the costs of an action.
- The Commission reserves the right to award a grant of less than the amount requested by the applicant. In such a case, beneficiaries proposed for award will be proposed 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.
- The publication (on the Internet site and/or in the Official Journal) does not guarantee the availability of funds for the above action.
- The Commission grant may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of receipts over costs. The amount of the grant will be reduced by the amount of any surplus.

4.1. CO-FINANCING AND JOINT AND SEVERAL RESPONSIBILITY

The beneficiary shall 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, or by contribution in kind. For this call for proposals, the Commission accepts co-financing in kind, if considered necessary or appropriate. In such cases the value of such contributions cannot cover all the necessary co-financing. Please refer to the Guide for Applicants, chapter IV for further details.

In case where a multi-beneficiary agreement is possible or required, all partners shall agree upon appropriate arrangements between themselves for the proper performance of the action.

In particular, they shall accept the joint and several responsibility for any amount due to the Commission by anyone of them as stipulated in article II.18 of the grant agreement.

The final grant agreement shall be signed by each participating co-beneficiary unless a power of attorney is conferred to the appointed co-ordinator (Form A/4 of the submission set)

4.2. SUBCONTRACTING

Only a limited part of the project may be subcontracted, up to 20 % of the eligible costs.

Subcontracting does not limit the responsibilities of beneficiaries.

Please note that the beneficiary(ies) has (have) to have the necessary capacity to perform the project. Only tasks that are not core business can be sub-contracted to consultants.

When submitting the proposal, it is not necessary to have performed already a tendering process. However, proposed subcontractors without a tendering process will lead to ineligibility of the corresponding costs.

Please refer to the guide for applicants (page 28) for further details on subcontracting.

4.3. PAYMENT ARRANGEMENTS

The draft grant agreement annexed to this call for proposals specifies the payment arrangements in article [I.4] for single beneficiary agreements and [I.5] for multiple beneficiary agreements. The agreement is attached for information only, and should not be submitted with the proposal.

Your attention is in particular drawn to part B of the General Conditions, article II.14, where the eligibility of costs is described. These costs are also further explained in chapter VI of the Guide for Applicants.

In case of grants exceeding 750.000 €, when the cumulative amounts of request for payment is at least 325.000 €, an auditor has to certify that the costs are real, accurately recorded and eligible in accordance with the grant agreement.

5. ELIGIBILITY

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

5.1. GEOGRAPHICAL ELIGIBILITY

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

- (1) - EU Member States
- (2) - EFTA and EEA countries: Iceland, Liechtenstein, Norway
- (3) - candidate countries: Croatia, FYROM, Turkey
- (4) - other countries - Applications from legal entities established in the target countries¹⁷ are eligible provided that they come from organisations having as a main objective to represent the interests of companies established in an EU Member State, present or active in the target countries.

The applicant must demonstrate the ability to establish a physical presence in one main city, an economic centre of a major target country in the regions concerned. The Commission may select proposals from applicants in EFTA/EEA countries or candidate countries, provided that, on the date of selection, agreements have been signed setting out the arrangements for the participation of those countries in the programme established by the Decision referred to under point 1 of this call.

5.2. LEGAL STATUS ELIGIBILITY

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

1. Applicants may act individually or in consortium with partner organisations. In the submission set, you will find two different types of grant agreement for reference.
2. Partners of the lead organisation must satisfy the same eligibility criteria as those for applicants; the applicant will be the coordinator
3. Applications must be submitted by a legal person
4. 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.

5.3. EXCLUSION CRITERIA

By using the “Exclusion Criteria Form” (form D attached to the “Submission Set) applicants shall declare on their honour that they are not in one of the situations referred to in Articles 93 and 94 of the Financial Regulation.

Please note that, according to articles 96 and 114 of the Financial Regulation applicable to the general budget of the European Communities and according to article 134b of the Commission Regulation (EC, Euratom) n° 2342/2002 of 23 December 2002¹⁸ laying down detailed rules for the implementation of Council Regulation (EC, Euratom) n° 1605/2002 on the Financial Regulation applicable to the general budget of the

¹⁷ The target countries are Member States of ASEAN and MERCOSUR and Chile. For a complete list please see footnote 8

¹⁸ As amended by Commission Regulation 1261/2005 of 20 July 2005, Commission Regulation 1248/2006 of 7 August 2006 and Commission Regulation 478/2007 of 23 April 2007

European Communities¹⁹, 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.

5.4. ELIGIBLE PROPOSALS

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

1. Applications must be signed, dated and complete, using the standard submission set. All forms must be submitted in their original form with original signatures;
2. Applications must be submitted timely, in conformity with the specifications for the submission of proposals (see point 8 below) ;
3. Only projects that are strictly non-profit-making and/or whose immediate objective is non-commercial shall be eligible.
4. Applications must respect the maximum EC contribution as laid out in section 4.
5. Applications must respect the maximum duration of projects (see section 3).
6. Applications must be in line with the scheduled start date (see section 3).

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 As amended by Council Regulation 1995/2006 of 13 December 2006

6. SELECTION

The following sets out the basis for the evaluation of applicants' capacities in relation to the action. Please refer also to chapter IV of the Guide for Applicants for further details.

6.1. APPLICANTS' FINANCIAL CAPACITY TO COMPLETE THE PROPOSED ACTION

Applicants must show they have stable and sufficient sources of funding to ensure the continuity of their organisation throughout the project and, if necessary, to play a part in financing it.

6.2. EXTERNAL AUDIT REPORTS

For actions where the cost to be financed exceeds EUR 500 000 and for operating grants of over EUR 100 000, the application shall be accompanied by an external audit report produced by an approved auditor. This report shall certify the accounts for the last year available and provide the possibility for an assessment of the financial viability of the applicant.

6.3. APPLICANTS' OPERATIONAL CAPACITY TO COMPLETE THE PROPOSED ACTION

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 particular, the team responsible for the project/operation must have adequate professional qualifications and experience. In addition applicants must demonstrate sufficient expertise and experience in all of the following:

- (1) **working with SMEs** for at least three years during the last ten years,
- (2) **business experience** in at least the minimum target countries for at least three years during the last ten years²⁰,
- (3) **business-oriented communications and marketing work** to effectively reach and serve the intended audience described in section 2 above for at least one year during the last five years, and
- (4) **effectively handling IPR problems** in and relating to the minimum target countries for at least three years during the last ten years.

The applicants must include with their grant application form curricula vitae of the staff that will actually be performing the work involved and professional references and details of past similar projects. For ease of reference, each curriculum vitae should preferably be submitted in the Europass format which can be found on the following page:

http://europass.cedefop.europa.eu/europass/preview.action?locale_id=1

Applicants must be directly responsible for the preparation and management of the project, not acting as an intermediary.

²⁰ As described in section one, the list of minimum priority target countries for the ASEAN region should cover at least three major countries and at least Brazil in the MERCOSUR and Chile group. The business experience will be required for the target countries chosen by the offerer.

7. 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.

Note that these criteria require submission of sample materials – see Annex 3 for details.

1. Relevance /25

2. Impact /35

3. Quality /20

4. Budget and Cost-effectiveness /20

Maximum total score /100

The complete selection and evaluation procedure is described in chapter VII of the Guide

The complete selection and evaluation procedure is described in chapter IV of the Guide for Applicants in annex 2.

8. SUBMISSION OF PROPOSALS

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

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

The deadline for submission of proposals is:

07/08/2012 at 17 h 00 CET

9. 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 may contact the applicant provided the terms of the proposal are not modified as a result.
- If the authorising officer finds that those proposals, which have been listed for award needs limited adaptations to their proposal. In such case, these applicants will receive a formal letter setting out the requested modifications. Any such modifications must stay within the limits of the request. This phase will not lead to a re-evaluation of the proposals, but a proposal might be rejected if refusing to ensure a positive follow-up to the request.

Contact coordinates for the call:

European Commission Enterprise and Industry Directorate-General Directorate B: Industrial Policy and Economic Analysis Unit B2: Industrial Competitiveness Policy E-mail address: ENTR-CFP-12-B-ASMER@ec.europa.eu Office address: BREY 7/64, B-1049 Brussels, Belgium

10. ANNEX 1 SUBMISSION SET

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

11. ANNEX 2 GUIDE FOR SUBMISSION

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

12. ANNEX 3 EVALUATION CRITERIA

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	25
<p><i>How relevant is the proposal to the needs of the proposed target groups and how well will it address those needs?</i></p> <p>The proposal should contain the following information:</p> <ul style="list-style-type: none"> Identify the main industry groups and sectors that will be potential clients of the Helpdesk(s). An explanation of the analysis and priorities should be included. Identify the IPR challenges in the main countries of each region of relevance to EU SMEs and identify in which type of economic relations they occur (e.g. trade, joint ventures, etc). The Helpdesk(s) should explain how they will cover the wider regional IPR issues arising from inter-regional trade and investment. An explanation of the analysis and priorities should be included. <p>Potential beneficiaries that will only send offers addressing one of the lots are asked to provide the analysis only for their respective region.</p>	
2. Impact	35
<p><i>To what extent does the proposal, particularly the outline marketing and communication plan, contain appropriate multiplier effects to sufficiently identify and reach European SMEs who could benefit from the Helpdesk?</i></p> <p>The proposal should contain the following information:</p> <ul style="list-style-type: none"> A detailed description of the services offered by the Helpdesk(s) and the explanation of how they will be provided to EU SMEs. A section describing how the project will specifically identify and reach the target SME audience, the estimated impact, and how that impact will be measured. This section should also contain a short outline of a marketing and communications plan for the Helpdesk, showing how SMEs who may potentially benefit from the Helpdesk's services will be effectively identified and reached. 	25
<p><i>To what extent does the proposal contain objectively verifiable indicators for project outcomes and client SME satisfaction?</i></p>	5
<p><i>To what extent will the Community involvement in the project or activity be publicised?</i></p>	5
3. Quality	20
<p><i>How coherent is the overall project design, including its management structure and ability to be flexible and responsible to needs of the target SME audience and in addressing any risks in implementation?</i></p> <p>The proposal should contain the following information:</p> <ul style="list-style-type: none"> A section describing the management structure and resources of the project and how the proposed structure will enable the project to meet its goals. In particular it should show the way the coordination between the presence in Europe and in the target regions will be organised. 	12
<ul style="list-style-type: none"> It should include description of provisions for risk assessment, contingency planning, performance monitoring and user satisfaction measurement, and appropriate confidentiality mechanisms. 	8
4. Budget and Cost-effectiveness	20
<p><i>To what extent is the budget allocated between the various possible budget headings in a way designed to offer the greatest impact for the amount of expenditure?</i></p>	
<p><i>Is the budget sufficiently clear and realistic? Do the probable results stand in a reasonable</i></p>	

<i>relationship to the amount of the grant?</i>	
Maximum total score	100

If a total score lower than **65** points or a score lower than 50% for any of the above five criteria is obtained, the proposal will not be evaluated further.

13. ANNEX 4 DRAFT GRANT AGREEMENT

Annex 4 Draft Grant Agreement

The **Draft Grant Agreement** can be downloaded from the following webpage:

<http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

Please note that the **Draft Grant Agreement is provided for information purposes only** – it must not be filled in at proposal stage nor be submitted with the proposal.