



MARCO POLO
NEW WAYS TO A GREEN HORIZON

Marco Polo How to apply for funding: tips & tricks

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<http://ec.europa.eu/marcopolo>

Outline

- **Formal & General requirements**
- **Eligibility, Exclusion, Selection, Award**
- **Criteria**
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- **Proposal Structure & Recommendations**
- **Different Action Types** →
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 - CAT – Catalyst**
 - CLA – Common learning**
 - MOS - Motorways of the Sea**
 - TAV – Traffic avoidance**
- **Contract Negotiations**
- **Available Support**



Formal requirements

- ▶ **Complete proposal with main text and annexes**
- ▶ **MP calculator for all actions except CLA**
- ▶ **3- 4 forms (project overview, declaration of applicant, joint letter of intent (if applicable), acknowledgement of receipt)**
- ▶ **1 signed original + 5 copies + CD ROM**



Formal requirements

- ▶ **Respect the deadline: cannot be extended!**
- ▶ **Use the correct address**
- ▶ **By registered letter – stamped on the closing date for submission**
- ▶ **By hand delivery at 16.00 pm on closing date**



General requirements – partners & subcontractors



Proposal by single undertaking:

- Describe experience of your company - track records & CV's
- Describe role of your company
- Mention all subcontractors & their role

Proposal by a consortium:

- Describe experience of all partners - track records & CV's
- Describe role of each partner
- Mention all subcontractors & their role
- **PLUS:** Joint letter of intent Form signed by all partners
- Distinguish between partners & subcontractors (no cross-invoicing between partners allowed)




General requirements – financial statement & business plan

- ▶ **Latest annual financial statement of all partners – to assess the financial capacity of applicants**
- ▶ **Audit report included – for partners receiving at least €500,000 of EC subvention**
- ▶ **A credible & detailed business plan (see later)**



General requirements – MP calculator

- ▶ Modal shift/ traffic avoidance calculated – attach all pages
- ▶ No modal shift if shift between non-road modes (from rail to shipping etc.)
- ▶ freight = goods transported + intermodal transport unit + road vehicle (including empty runs in case of modal shift) 
- ▶ No modal shift in non-participating 3rd countries – for SSS up to the first foreign port only



General requirements – No distortion of competition

- ▶ Funding condition in the Call
- ▶ Clause in the Grant Agreement – reason for termination of the Agreement
- ▶ Describe & compare other similar non-road services in the same market
- ▶ Different market/route/segment of freight/customers/service



Eligibility, Selection & Award Criteria

- ▶ ELIGIBILITY CRITERIA
- ▶ EXCLUSION CRITERIA

YES



NO



Excluded

- ▶ SELECTION CRITERIA

YES



NO



Excluded

- ▶ AWARD CRITERIA



RANKING



Eligibility Criteria

■ ELIGIBILITY CRITERIA

▶ GENERAL:

- Uniqueness (yes/no)
- Transport services (yes/no)
- European Dimension – Undertaking/consortium (yes/no)
- European Dimension – Cost (yes/no)
- Type of Legal Entity (yes/no)
- Start-up action (yes/no)

▶ SPECIFIC:

- Specific for each action (yes/no)
- Duration, thresholds, European route

▶ EXCLUSION CRITERIA (declaration of the applicants)

YES ↓

NO ↘


Excluded



Selection Criteria

- ▶ **FINANCIAL CAPACITY OF APPLICANT(S) (yes/no)**
- ▶ **TECHNICAL CAPACITY OF APPLICANT(S) (yes/no)**

YES 

NO  **Excluded**



Award Criteria

▶ SCORED CRITERIA

▶ Modal shift & Environmental benefits and External costs savings

- The higher the better – but it must be credible!
- Scores are given after comparison with other proposals
- Qualitative Benefits: +1 / +2 Extra Points

▶ Other criteria

- Individual assessment – credibility & viability of the action etc.



RANKING



Credibility & Viability of the Action

- **Very important evaluation criterion!**
 - ▶ Most proposals fail due to low credibility & viability
 - ▶ Applies to all action types
 - ▶ 50% of total score is given to this criterion



Credibility & Viability of the Action

How to increase credibility? Describe:

- ▶ The market: market research (indicating the source), problems in the market described (low water level, border crossings, permits needed, etc.)
- ▶ The type and quantity of freight
- ▶ Return cargo
- ▶ Recent letters of intent/commitment from potential customers
- ▶ Modal shift volume must be justified



Credibility & Viability of the Action

How to increase credibility? Describe:

- ▶ Realistic loading factor – *gradually developing*
- ▶ Prove start up of service: availability of the transport medium, equipment/infrastructure, slots, authorisations etc.
- ▶ Letters of intent/commitment from subcontractors, especially transport operator (railway operator, railway traction, ship leasing etc.)



Credibility & Viability of the Action

How to increase credibility? Describe:

- ▶ **Service details:**
 - technical (type, age of transport medium...),
 - timetables, frequency, transit time vs. road - **competitive?**
 - old and new route with good maps,
 - pre- & post carriage by road, passenger part (**non-eligible costs**)
- ▶ If upgrade of existing service – what is the significant extension? (higher frequency, capacity...)
 - exclude modal shift/costs of the existing service – **cannot be financed!**



Credibility & Viability of the Action

- **Credible business plan (1)**
 - ▶ **Justify all eligible costs**
 - ▶ **Detailed business plan – easy to understand/calculate**
 - ▶ **Exclude non eligible costs (on not fully participating countries, passenger costs, costs of road transport etc.)**
 - ▶ **For the EC subvention period + 1-2 years after**
 - ▶ **Show all revenues and their sources**



Credibility & Viability of the Action

■ Credible business plan (2)

- ▶ No accumulated profit over the MP contract duration (only deficit financed) – all costs and revenues must be indicated
- ▶ Viability after EC subvention period – **ideally profit-making**
- ▶ MP grant up to 2€500 tkm or to 35% of eligible costs (50% for CLA) – no combined public funding over this threshold – all other public funding must be indicated



Proposal Structure (1)

■ Part I

- ▶ Project Overview Form (2-3 pages)
- ▶ Declaration by the Applicants Form – all partners!
- ▶ Acknowledgement of Receipt Form
- ▶ If applicable: Joint letter of intent between all the partners

■ Part II

- ▶ Main Text of the Proposal (10-15 pages in font size 12)



Proposal Structure (2)

■ Part III

▶ Annexes:

- maps,
- business plan,
- financial statements,
- CV's,
- market research,
- letters of intent from customers etc.



Recommendations

- Decide your action type (no mixing allowed)
- But coordinated projects within MOD, CAT, CLA
- **Standardised** presentation following the structure of the Call
- Pay attention to specific documents and requirements (forms, financial statements, joint letter of intent...)



Different Action Types



Modal shift



Catalyst action



Motorways of the sea



Traffic avoidance



Common learning

- **Modal Shift – MOD (no innovation needed)**
- **Catalyst – CAT**
- **Motorway of the Seas – MOS**
- **Traffic Avoidance – TAV**
- **Common Learning - CLA**



Modal Shift – MOD

- **Objective: *just shift freight off the road***
- **Minimum threshold of modal shift:**
 - ▶ 60 million tkm/year for rail/short-sea shipping
 - ▶ 13 million tkm/year for inland waterways
- **Funding will be the lowest of the three:**
 - ▶ Modal shift @ 2 Euro / 500 tkm (or 2 Euro / 2000 m³km)
 - ▶ Maximum of 35% of total eligible costs
 - ▶ *No-profit rule*
- **Ancillary infrastructure costs eligible up to 20% of total eligible costs**
- **Non-eligible costs and revenues **count** for profit/loss**



Catalyst - CAT

- **Objective: *to cause a real breakthrough***
 - ▶ Change the way non-road freight transport is conducted
 - ▶ Break structural market barriers
 - ▶ Highly innovative concept
 - ▶ Dissemination of results
- **Minimum threshold of modal shift: 30 million tkm/year**

New!



Catalyst - CAT

- **Funding will be the lowest of the three:**
 - ▶ Modal shift @ 2 Euro / 500 tkm (or 2 Euro / 2000 m³km) 
 - ▶ Maximum of 35% of total eligible costs
 - ▶ *No-profit rule*

- **Ancillary infrastructure costs eligible up to 20% of total eligible costs** 

- **Non-eligible costs and revenues **count** for profit/loss**



Motorway of the Seas – MOS

- **Objective: *door-to-door, from long road distances***
 - ▶ SSS + other integrated modes for door-to-door
 - ▶ Category A ports ($\geq 1,5$ M t freight or 200.000 pax / year)
 - ▶ High quality and frequent
 - ▶ Innovative logistics, equipment, products and services
 - ▶ Dissemination of results during the MP action
- **Minimum threshold for modal shift: 200 million tkm/year**



Motorway of the Seas – MOS

- **Funding will be the lowest of the three:**
 - ▶ Modal shift @ 2 Euro / 500 tkm (or / 2000 m³km)
 - ▶ Maximum of 35% of total eligible costs
 - ▶ *No-profit rule*
- **Ancillary infrastructure costs eligible up to 20% of total eligible costs**
- **Non-eligible costs and revenues **count** for profit/loss**



Traffic Avoidance – TAV

- **Objective: *reduce freight transport demand by road***
 - ▶ Integrate transport into production logistics
 - ▶ Innovative
 - ▶ Not adversely affect production output and workforce
 - ▶ Dissemination of results during the MP action
- **Decrease Weight, Volume, Distance, No. of Road Vehicles**
- **Increase Average Load per Vehicle**
- **Minimum threshold for traffic avoidance: 80 million tkm/year or 4 million vkm/year**

New!



Traffic Avoidance – TAV

- **Funding will be lowest of the three:**
 - ▶ Modal shift @ 2 Euro / 500 tkm (or / 2000 m³km or 25 vkm)
 - ▶ Maximum 35% of total eligible costs
 - ▶ *No-profit* rule
- **Ancillary infrastructure costs eligible up to 20% of total eligible costs** 
- **Non-eligible costs and revenues **count** for profit/loss**



Common Learning – CLA

- **Objective: *enhance knowledge, foster co-operation***
 - ▶ Improving freight market methods, procedures, training, *etc.*,
 - ▶ Dissemination of results during the MP action
- **Minimum threshold for EC subvention €250,000**
- **Funding will be the minimum of:**
 - ▶ 50% of total eligible costs
 - ▶ *No-profit rule*
- **Ancillary infrastructure costs **non-eligible****
- **Non-eligible costs and revenues **count** for profit/loss**
- **Payments based on achieved contract milestones**



Negotiations (1)

- Duration: 2 - 3 months
- Based on the proposal and any comments received from the Evaluation Committee
- Templates available on Marco Polo website
 - ▶ Annex I – description of the action
 - ▶ Annex II – the estimated budget of the action
 - ▶ Annex V – mandates from all co-beneficiaries



Negotiations (2)

- EACI will fill out the other parts of the Grant Agreement
- The Grant Agreement cannot be modified – standard document
- Legal Entity and Financial Identification Forms:

http://ec.europa.eu/budget/execution/legal_entities_en.htm

http://ec.europa.eu/budget/execution/ftiers_en.htm



Negotiations (3)

- Articles of Association
- Annual reports to be defined (interim/progress/final)
- New: audits of the modal shift volume (tkm) required & IT tool to be established for the registration of the modal shift
- EACI PO to validate official documents before sending



Available Support

■ MARCO POLO Website

<http://ec.europa.eu/marcopolo>

- ▶ Call text, model contract, templates
- ▶ Checklists, Frequently Asked Questions
- ▶ MARCO POLO calculator
- ▶ Presentations of Marco Polo conferences

Subscribe to the
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■ MARCO POLO Helpdesk

- ▶ Email: eaci-marco-polo-helpdesk@ec.europa.eu
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Good luck with your proposal

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