



MARCO POLO
NEW WAYS TO A GREEN HORIZON

Marco Polo Mastering the 2009 application process

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Marco Polo Info Day
Brussels, 4 February 2009



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NEW WAYS TO A GREEN HORIZON

Outline

- 10 Golden Rules for Success
- General Advice
- Proposal Structure
- Different Action Types →
 - MOD – Modal shift
 - CAT – Catalyst
 - CLA – Common learning
 - MOS - Motorways of the Sea
 - TAV – Traffic avoidance
- Timing Call 2009
- Negotiations, Deliverables & Amendments
- Available Support





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10 Golden Rules for Success

1. Understand the criteria and the conditions
2. Form a sound partnership
3. Aim for high modal shift/traffic avoidance & environmental benefits
4. Demonstrate credibility & viability
5. Show the real innovation
6. Pay attention to possible distortions of competition
7. Justify your finances
8. Use the available support
9. Write a clear and concise proposal
10. Take care of the formal requirements



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3



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10 Golden Rules for Success

- **1. Understand the criteria and conditions!**
 - ▶ Carefully read the call text
 - ▶ Understand all eligibility, selection & award criteria
 - ▶ If resubmitting, take into account comments received from Evaluation Committee – or you will fail again



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4



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Eligibility, Selection & Award Criteria

- ▶ ELIGIBILITY CRITERIA
- ▶ EXCLUSION CRITERIA

YES ↓

NO ↘ Excluded

- ▶ SELECTION CRITERIA

YES ↓

NO ↘ Excluded

- ▶ AWARD CRITERIA

↓
RANKING



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5



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Eligibility Criteria

■ ELIGIBILITY CRITERIA

▶ GENERAL:

- E1 Uniqueness (yes/no)
- E2 Transport services (yes/no)
- E3 European Dimension – Undertakings (yes/no)
- E4 European Dimension – Cost (yes/no)
- E5 Type of Legal Entity (yes/no)
- E6 Start-up action (yes/no)

▶ SPECIFIC:

- MOD 1 to 3 (yes/no)
- CAT 1 to 3 (yes/no)
- MOS 1 to 3 (yes/no)
- TAV 1 to 3 (yes/no)
- CLA 1 to 2 (yes/no)

▶ EXCLUSION CRITERIA (declaration of the applicants)

YES ↓

NO ↘ Excluded



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6



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Selection Criteria

- ▶ **FINANCIAL CAPACITY OF APPLICANTS (yes/no)**
- ▶ Minimum values for 2 ratios:
- ▶ (1) Current assets **greater than** 75% of current liabilities
 - Current assets/current liabilities > 0.75
- ▶ (2) EC grant requested **lower than** Equity
 - EC grant < Equity

- ▶ **TECHNICAL CAPACITY OF APPLICANTS (yes/no)**

YES



NO



Excluded



7



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Award Criteria

- ▶ **SCORED CRITERIA**
- ▶ **Modal shift & Environmental benefits**
 - The higher the better
 - Scores are given after comparison with other proposals
 - Social Benefits: +1 / +2 Extra Points
- ▶ **Other criteria**
 - Individual assessment (credible modal shift figures etc.)



RANKING



8



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Award Criteria – Scored Criteria

	MOD	MoS	CAT	TAV	CLA
Environmental & social benefits	Yes. Results from MP Calculator. Extra points possible				
Credibility and viability	Yes				
Quantity of freight / traffic avoided	Yes. Results from MP Calculator				No
Innovative approach	No	Yes	Yes	Yes	Yes
Dissemination	No	Yes	Yes	Yes	Yes
European added value	No	No	No	No	Yes



9



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10 Golden Rules for Success

■ 2. Form a sound partnership!

- ▶ Relevant and competent partners - shipper, manufacturer etc.
- ▶ Proof of their commitment – “*joint letter of intent*”
- ▶ Technical & financial capability - *track records, CV’s, last annual financial statements*
- ▶ **A partner is not a subcontractor – and vice versa (no cross-invoicing between partners)**



10



10 Golden Rules for Success

■ 3. Aim for high modal shift / traffic avoidance & environmental benefits!

- ▶ The more, the better
- ▶ Social benefits: extra points for avoiding sensitive / metropolitan areas, natural parks etc. – *if this is addressed in the proposal*
- ▶ **Compulsory:** Marco Polo calculator – *attach all the pages of the calculator – as we need to verify the results*



10 Golden Rules for Success

■ 4. Key: Demonstrate credibility! (1)

- ▶ 50% of total points – *Very important*
- ▶ How to increase credibility? Describe:
- ▶ The market: market research - potential modal shift, problems in the market (low water level, border crossings, permits needed, etc.)
- ▶ The type and quantity of freight
- ▶ Return cargo
- ▶ Recent letters of intent/commitment from potential customers





10 Golden Rules for Success

■ 4. Key: Demonstrate credibility! (2)

- ▶ Realistic loading factor – *slowly 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.)



10 Golden Rules for Success

■ 4. Key: Demonstrate credibility! (3)

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





10 Golden Rules for Success

■ 4. Key: Demonstrate credibility! (4)

- ▶ Role of partners
- ▶ Ideally, sharing of the subvention – proportionate to the effort of the partner
- ▶ Mention key staff involved
- ▶ All partners (including subcontractors) committed?



10 Golden Rules for Success

■ 4. Key: Demonstrate viability!

- ▶ Viability **after** subsidy period – business plan covering at least one year after the Marco Polo period – **ideally, profit-making**
- ▶ Not compulsory for Common learning actions
- ▶ Credible business plan
 - detailed for Marco Polo funding period
 - separation between eligible and non-eligible costs, & revenue





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10 Golden Rules for Success

■ 5. Show the real innovation!

- ▶ All action types except MOD
- ▶ Elements which did not exist before in a given market
- ▶ Create a new market with new or existing technologies
- ▶ For CLA: broad consortia, widespread co-operation – on a European level
- ▶ Concrete dissemination plan (what, when, where, how, **not only announcements**)



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17



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10 Golden Rules for Success

■ 6. Pay attention to possible distortions of competition!

- ▶ Honest description of existing similar services
- ▶ Very important for MOD – not necessarily innovative
- ▶ Differentiate from existing services
- ▶ How to differentiate? Analyse and compare
 - Different routes, segments of freight market or potential customers –*shift from road! (not from SSS, rail, IWT)*



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18



10 Golden Rules for Success

■ 7. Justify your finances! (Credible business plan) (1)

- ▶ Justify all eligible costs
- ▶ Exclude non eligible costs (on not fully participating countries, passenger costs, costs of road transport etc.)
- ▶ Sea routes to not fully participating countries may be calculated until the foreign port (for ex. Italy to Tunisia) – *important for the eligible costs (and the eligible modal shift)*



10 Golden Rules for Success

■ 7. Justify your finances! (Credible business plan) (2)

- ▶ No accumulated profit over the MP contract duration – **all costs and revenues** must be indicated
- ▶ MP grant up to 35% of eligible costs (50% for CLA) – no combined public funding over this threshold – all other public funding must be indicated





10 Golden Rules for Success

- **8. Use the available support!**
 - ▶ Support tools and Helpdesk by EACI
 - ▶ Use the available checklists
 - ▶ Cross-check of proposal by an external person before submission



10 Golden Rules for Success

- **9. Write a clear and concise proposal!**
 - ▶ Main text: clear, comprehensive and logical, 10-15 pages
 - ▶ Avoid repetitions
 - ▶ Further details and confidential elements in annexes
 - ▶ Old and new routes described with maps
 - ▶ Use MP calculator - take care of minimum thresholds (250 M tkm for MOD etc.)





10 Golden Rules for Success

- **10. Take care of the formal requirements!**
 - ▶ 1 original, 5 paper copies and CD-ROM, 4 forms to be filled out
 - ▶ Signature and stamp by lead partner on original
 - ▶ Respect the **deadline – cannot be extended** - proposals/documents sent in **after the deadline will not be taken into account/evaluated!**



Proposal Structure (1)

- **Part I**
 - ▶ Project Overview Form (**2-3 pages**)
 - ▶ Declaration by the Applicants Form – all partners!
 - ▶ Acknowledgement of Receipt Form
 - ▶ 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.



General Advice

- 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

- Modal Shift – MOD (no innovation needed)



Catalyst action

- Catalyst – CAT



Motorways of the sea

- Motorway of the Seas – MOS



Traffic avoidance

- Traffic Avoidance – TAV



Common learning

- Common Learning - CLA



Modal Shift – MOD (max 36 months)

- Objective: *just shift freight off the road*
- Minimum Threshold: 250M tkm
- Funding will be the lowest of the three:
 - ▶ Modal shift @ 2 Euro / 500 t.km (or 2 Euro / 2000 m³.km)
 - ▶ Maximum of 35% of total eligible costs
 - ▶ No-profit rule
- Ancillary infrastructure costs **non-eligible**
- Non-eligible costs and revenues **count** for profit/loss





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Catalyst - CAT (max 60 months)

- **Objective: to cause a real breakthrough**
 - ▶ Change the way non-road freight transport is conducted
 - ▶ Break structural market barriers
 - ▶ Highly innovative concept

- **Minimum Threshold: 2,000,000 Euros**



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29



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Catalyst - CAT (max 60 months)

- **Funding will be the lowest of the two:**
 - ▶ Maximum of 35% of total eligible costs
 - ▶ *No-profit rule*

- **Ancillary infrastructure costs **eligible****

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

- **Payments based on achieved contract milestones**



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30



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Motorway of the Seas – MOS (max 60 months)

- **Objective: door-to-door, from long road distances**
 - ▶ SSS + other integrated modes for door-to-door
 - ▶ Category A ports ($\geq 1,5\text{M t}$ 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: 1,250M tkm**



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31

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Motorway of the Seas – MOS (max 60 months)

- **Funding will be the lowest of the three:**
 - ▶ Modal shift @ 2 Euro / 500 t.km (or / 2000 m³.km)
 - ▶ Maximum of 35% of total eligible costs
 - ▶ *No-profit rule*

- **Ancillary infrastructure costs eligible**

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



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32

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Traffic Avoidance – TAV (max 60 months)

- **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, N. of Road Vehicles**
- **Increase Average Load per Vehicle**
- **Minimum Threshold: 500M tkm (net weight), 25M vkm (movements)**



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33



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Traffic Avoidance – TAV (max 60 months)

- **Funding will be lowest of the three:**
 - ▶ Modal shift @ 2 Euro / 500 t.km (or / 2000 m³.km or 25 v.km)
 - ▶ Maximum 35% of total eligible costs
 - ▶ *No-profit* rule
- **Ancillary infrastructure costs eligible**
- **Non-eligible costs and revenues count for profit/loss**

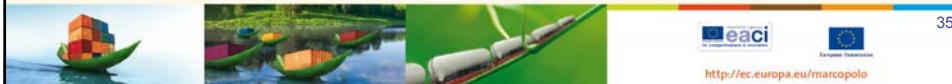


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34

Common Learning – CLA (max 24 months)

- **Objective: enhance knowledge, foster co-operation**
 - ▶ Improving freight market methods, procedures, training, etc.,
 - ▶ Dissemination of results during the MP action
- **Minimum Threshold: 250,000 Euros**
- **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**



Call 2009 – Indicative Timetable

Deadline	May 2009
Opening session	May 2009
Evaluation by external experts	June 2009
Evaluation Committee EACI	June/July 2009
List of proposed projects to be funded	July 2009
Start and end of negotiations	Sept. – Dec. 2009
Inter-service consultation Commission	January 2010
MP Committee	February 2010
EP right of scrutiny	Feb. – March 2010
Commission Decision	April 2010
Signature contracts by EACI	May 2010



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



37

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
- Articles of association
- Approval by EACI PO before sending official docs



38



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Contract deliverables

- Signature of the contract – entry into force
- Annual technical reports (& monthly reporting)
- Interim and final financial reports – audited if contribution > € 150.000 per beneficiary
- Template in Annex III of the Grant Agreement
- New: audits of the modal shift volume (tkm) – new guidance doc to be published on MP website



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39



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Amendments

- If justified:
 - ▶ Amendments – request at least 1 month before end of Action
 - ▶ Extensions up to
max duration of the action type + 2 months
 - ▶ Suspension– “exceptional circumstances” (force majeure, accidents etc.)



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40



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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

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■ MARCO POLO Helpdesk

- ▶ Email: eaci-marco-polo-helpdesk@ec.europa.eu
- ▶ Phone: +32 (02) 29-50924
- ▶ Fax: +32 (02) 29-79506



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41



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Good luck with your proposal

Contact:

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Thank you for your attention!

Any Questions?

