

**WORK PROGRAMME FOR GRANTS**  
**of the European Commission**  
**for ENPI South region**

**1. Basic act and/or Financing source**

**Calls 2.1 and 2.2:**

European Neighbourhood and Partnership Instrument (Regulation (EC) No 1638/2006).

**Call 2.3:**

Preparatory action: New Euro-Mediterranean initiative for youth employment promotion (ENPI/2012/024-332), adopted by Commission Decision on 4<sup>th</sup> December 2012, financed from the general budget of the European Commission.

**2. Objectives of the programme, priorities for 2013 and expected results**

**2.1 Call for proposal ENPI/ 134-169**

*Media and culture, two important vectors for development in the Southern Mediterranean*

The **global objective** of this Call for Proposals is to support the development of the media and cultural sectors as a vector for sustainable, economic and human development of the region.

The **specific objectives** of this Call for Proposals are to enhance a more independent media sector and a more diverse, professional and sustainable cultural sector in the South Mediterranean regional

**Lot 1: enhancement of a more independent media sector (on line and off line) in the South Mediterranean region**

Types of action

Actions that will contribute to:

- facilitate the development or the creation of regional platforms that bring together national authorities, civil society organisations and media representatives to cooperate to enhance the role of the media in the citizenship, including in reconciliation processes (i.e. censorship, code of ethics, role of the media as a watchdog, transformation of state media into public service-oriented media, etc...)
- exchange of good practices at regional/ sub-regional levels for media associations/ organisations (including journalism schools/faculties) in the region, including community

and social media and other new independent media (one line and offline),

- lead to an increase in audiences for independent media at local and regional levels, including in rural and remote areas (such as promoting media literacy, etc...);
- enhance the role of civil society organisations towards the media (ex: clubs of citizens journalists, feedback to the media, etc...)
- support the development of training courses for media management (marketing, human resources, business models, audience management, etc...) in universities, faculty of economics, journalist schools or other trainings included in a recognised curriculum for traditional and new media operators/platforms (one line and offline). One off trainings will not be accepted.

Expected results:

Media literacy is developed among segments of populations, including at community level, leading to a better recognition of the media operators as an important voice of the society including in reconciliation processes

Media related organisations benefit from cooperation at regional/ sub regional level to better promote their ideas

Improved management skills and business models of traditional and new media operators/platforms (one line and offline), including better audience research

## **Lot 2: enhancement of a more diverse, professional and sustainable cultural sector in the South Mediterranean region**

Actions that will contribute to

1) Develop capacities and skills of the cultural operators to be more professional and better adapted to a globalised world

- in cultural leadership as well as in the administrative, marketing and management skills, in mastering information and communication skills and technology, including new media;
- in technical and vocational training to create stronger links with the private sector, in order to increase employability of beneficiaries;
- Support transfer of knowledge, exchange of expertise and best practices among cultural actors.
- Support the structuring and strengthening of professional cultural associations and networks

Priority will be given to improvement of curricula of existing education organisations (initial training, vocational training and lifelong training) on these topics rather than individual trainings.

2) Contribute to increase audiences and access to markets at local and regional levels and create incentives for investors, such as activities

- assisting cultural actors in improving the distribution and marketing of cultural goods and services responding to local or regional demand, and creating adequate conditions for their circulation and access to national, regional and international markets;
- promoting cultural literacy, education to art, cultural journalism, marketing of cultural events;
- enhancing cultural advocacy;
- developing awareness raising activities to improve the understanding of the potentiality of the sector for investors, banks, co-producers, broadcasters, etc...
- Encouraging South-South circulation of cultural operators

3) Enhance access to a wider range of cultural goods & services, including the independent ones, especially at regional level, through activities such as

- Increase co-operation between civil society organisations (CSOs) active in the field of culture and CSOs working in the areas of human rights, democratisation, conflict resolution and reconciliation processes;
- promotion and facilitation of access of independent cultural goods and services to national, regional and international markets
- facilitate the access of independent cultural sector to public venues (such as Youth centres, cultural palaces, etc...) in order to rehearse, meet and perform.

Priority will be given to projects having an impact on rural and remote areas.

Expected results:

Cultural operators from the Southern Mediterranean countries are more professional and better adapted to a globalised world

Audiences for cultural productions at local and Mediterranean levels increase and represent a stronger incentive for investors

Indicator: Public and private investments in the cultural sector are increased.

A wider public has access to a wider range of cultural goods & services and heritage leading to a reinforcement of the freedom of expression and cultural diversity

Note that at least 75% of the grant allocated under Lot 1 and 2 shall be redistributed as sub-grants for actions as described here above.

## **2.2 EU support to Business and Investment Partnerships in Southern Mediterranean**

The objective of the programme is to develop business and investment Euro-Mediterranean networks, providing adequate support and linkage services for micro and SMEs, in a variety of promising sectors at regional or sub regional level.

The activities and expected results are as follows:

(1) Based on lessons learned, identification of regional sector strategies in a limited number of promising sectors in addition to Creative Industries to attract new EU and intra Mediterranean trade and investment flows and to develop further EU and intra Mediterranean business partnerships;

(2) Organise, in the context of the identified regional sector strategies, matchmaking meetings between specialists of the Mediterranean sector business associations, companies and their counterparts in the EU and intra-Mediterranean a sustainable process to promote inclusive growth and foster employment creation;

(3) Disseminate the best practices from each Mediterranean country; which can enhance the international image of the region for investors;

(4) Develop the Mediterranean business development organisations to serve the investor and to facilitate the networking of Euro-Mediterranean organisations involved in investment promotion in the private sector;

(5) Building up the capacity of intermediary organisations towards financial self- sustainability.

Activities at regional and sub-regional level will encompass the organisation of workshops, annual conferences, short term technical assistance, training of Mediterranean trainers, information and results dissemination activities, design of sector strategies, studies and preparation of guidelines for sustainability aspects. The Mediterranean Creative Industries Alliance (MCIA) linking clusters will be established building upon synergies with the European Creative Industries Alliance. Efficient interfaces with the Enterprise Europe Network will be developed in order to maximise business linkages.

### **2.3 New Euro-Mediterranean initiative for youth employment promotion**

The general objective of the preparatory action is to facilitate learning, networking and exchange of experience for new young professionals through periods spent working in small and medium-sized enterprises (SME) run by experienced entrepreneurs in another country. The main beneficiaries will be young professionals who intend to, or are in the process of setting up their company (potential entrepreneurs).

The project will help young professionals to acquire relevant skills and innovative knowledge for managing a small or medium-sized enterprise by spending time in similar enterprises in another country. It should improve their know-how and fosters cross-border transfers of knowledge and experience between entrepreneurs, also allowing for opportunities to establish new business partnership. The project should also contribute to participants gaining increased knowledge and intelligence about foreign markets and will allow for more innovation in existing companies, increasing their international activities.

The call for proposals to be launched **aims at finding intermediate organizations capable of providing not only with the technical assistance needed to organize and monitor these mobility schemes, but also to disseminate the information, and more importantly, to find the right matching between trainees and enterprises from both sides of the Mediterranean.**

### **3. Eligibility conditions**

Participation in the award of procurement or grant contracts shall be open to all natural persons who are nationals of, and legal persons established in, a Member State of the European Community, a country that is a beneficiary of this Regulation, a country that is a beneficiary of an Instrument for Pre-Accession Assistance (IPA, Council Regulation 1085/2006) or a Member State of the EEA.

Other eligibility conditions may apply and may be specified in the guidelines of each call for proposals.

### **4. Selection and award criteria**

The evaluation will be carried out in accordance with the procedures set out in the Practical Guide to contract procedures for EU external actions.

### **5. Maximum rate of European Union financing**

80%

### **6. Indicative time-schedule of calls for proposals**

- *ENPI/ 134-169 Media and culture*: March 2013
- *EU support to Business and Investment Partnerships*: May 2013
- *New Euro-Mediterranean initiative for youth employment promotion* March 2013

### **7. Indicative amount of calls for proposals**

- *ENPI/ 134-169 Media and culture*: 9 million €
- *EU support to Business and Investment Partnerships*: 4 million €
- *New Euro-Mediterranean initiative for youth employment promotion*: 1,5 million €