



EUROPEAN COMMISSION
DIRECTORATE-GENERAL
REGIONAL AND URBAN POLICY
Communication Unit

CALL FOR PROPOSALS

2018CE16BAT042

'Support for information measures relating to the EU Cohesion policy'

Questions & Answers (Q&As)

21/06/2018

You will find below a list of questions received for this call for proposals. Please note that the present document aims to complement and clarify the call for proposals and does not replace it. A Q&As document will be periodically published; applicants are invited to check this website regularly.

Q1. About costs referring to **TV** spots, **radio** broadcast advertising, advertising in **blogs** etc.

- a) Are these costs eligible?
- b) In case that they are eligible, are they classified under category "c) Implementation contracts/subcontracting (Heading 3 of the budget form)" of 7.2.1.1. Eligible direct costs from the Guidelines? If yes, in which of the two sub-categories are classified (Implementation contracts or subcontracting?)

A1. All these costs are eligible and should be classified under implementation contracts or subcontracting depending on whether you intend to implement the measures on your own or via a third party.

Implementation¹ contracts refer to the procurement of ordinary services, goods or equipment needed to carry out the information measure (e.g. dissemination, specific evaluation, translations, reproduction...), including purchase of specific consumables and supplies. These contracts do not, however, imply any externalisation of tasks included in the action described in the proposal.

Subcontracting refers to the implementation of specific tasks being part of the action as described in the annex to the grant agreement, by a third party, to which a procurement contract has been awarded by one or several beneficiaries. In this case, the general conditions of grant agreement set out a series of conditions as regards the eligibility of subcontracting costs².

Q2. About **social media** costs and **Google adwords** costs

- a) Are these costs eligible?
- b) In case that they are eligible, are they classified under category "c) Implementation contracts/subcontracting (Heading 3 of the budget form)" of 7.2.1.1. Eligible direct costs from the Guidelines? If yes, in which of the two sub-categories are classified (Implementation contracts or subcontracting?)

A2. See answer above.

¹ Article 209 RAP

² Please refer to the grant agreement model for more information.