



**European Commission**  
Enterprise & Industry Directorate General

## **CALL FOR PROPOSALS**

### **Trans-national cooperation projects on European Cultural Routes**

**23/G/ENT/CIP/11/B/N02S008**

## **GRANT PROGRAMME 2011**

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 Submission  
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.

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

## 1. CONTEXT

In order to maintain Europe's leadership in the world tourism industry there is a need to modernise the European tourism policy and offer. Diversifying our tourism products, capitalising on our common and rich heritage (natural, cultural, historical, etc.), is the first of the key priorities identified to boost the competitiveness of the European tourism industry in the latest Communication on tourism, "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe" (COM(2010) 352 final)<sup>1</sup>, adopted by the Commission on 30 June 2010.

In this respect, cultural heritage represents a European competitive advantage and cultural tourism couldn't be other than the most appropriate starting point for differentiating our tourism offer. An important "niche" market of transnational thematic tourism products and services (e.g. cultural routes crossing several regions or countries) has remained unaddressed and has great potential for growth. Our common European cultural heritage and core values can be more widely promoted and its tourism potential could be further developed at EU level.

Both the above mentioned Communication and the Council Conclusions "on the contribution of culture to local and regional development" of the 10th May 2010 (Official Journal 2010/C 135/05)<sup>2</sup>, recognise the fundamental role cultural tourism has in promoting sustainable and quality tourism in Europe, strengthening European identity, disseminating the richness of European cultures and favouring the intercultural dialog and mutual understanding.

Whilst recognising the important role Member States play in developing and implementing strategies for cultural tourism at national and regional level, there could certainly be a strong European added value where cultural tourism products are trans-national and represent common European shared values and heritage, allowing us to present and promote Europe as a "unique tourism destination".

These considerations have already brought to some EU flagship initiatives in the cultural sector, such as the Capitals of Culture<sup>3</sup>, the European Heritage Days<sup>4</sup> and also the newly proposed European Heritage Label<sup>5</sup>. It is intention of the Commission to capitalise on those initiatives, also looking for synergies with similar or complementary initiatives undertaken by other International and European Organisations, such as the "Cultural Routes" program of the Council of Europe (CoE)<sup>6</sup>, the UNESCO world heritage sites<sup>7</sup>, the "Silk Road" project of the UNWTO<sup>8</sup>, and many more.

In particular, the "Cultural Routes" recognised by the Council of Europe<sup>9</sup> have been identified as having a strong tourism potential, still mostly unexplored, together with some other characteristics that have been considered as essential to promote a European tourism model based on a sustainable and quality offer. The CoE Cultural Routes, 29 certified initiatives with many more in the making, span the major part of continental Europe and are a genuinely European tourism phenomenon. Their thematic richness and geographical scope make them an important asset for European tourism in terms both of their cultural and symbolic significance. At the same time, the Cultural Routes program has revealed the enormous potential for the development of grassroots cultural tourism initiatives. This tourism development is regarded as sustainable, ethical and social, because it builds on local knowledge, skills and heritage assets, and which often promotes lesser known European destinations and Europe itself as a destination for a quality cultural experience.

<sup>1</sup> [http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010\\_en.pdf](http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf)

<sup>2</sup> [http://www.consilium.europa.eu/uedocs/cms\\_data/docs/pressdata/en/educ/114325.pdf](http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/educ/114325.pdf)

<sup>3</sup> [http://ec.europa.eu/culture/our-programmes-and-actions/doc413\\_en.htm](http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm)

<sup>4</sup> [http://www.coe.int/t/dg4/cultureheritage/heritage/EHD/default\\_en.asp](http://www.coe.int/t/dg4/cultureheritage/heritage/EHD/default_en.asp)

<sup>5</sup> [http://ec.europa.eu/culture/our-programmes-and-actions/doc2519\\_en.htm](http://ec.europa.eu/culture/our-programmes-and-actions/doc2519_en.htm)

<sup>6</sup> [www.coe.int/routes](http://www.coe.int/routes)

<sup>7</sup> <http://whc.unesco.org/>

<sup>8</sup> <http://silkroad.unwto.org/en>

<sup>9</sup> Resolution [CM/Res\(2007\)12](#)

Within this context, strengthening cooperation between the European Commission, the European Parliament and the Council of Europe has been seen as a necessary step to realize the potential of European cultural tourism. Indeed several initiatives towards the promotion of thematic tourism products, including cultural itineraries, have been recently launched (i.e. The European Tourism Day, which is held on the 27th September every year, focused in 2010 on cultural routes and will focus this year 2011 on "tourism and industrial heritage"; Annual mini-fairs on cultural tourism are also being conceived: the first one will be held in Pavia, Italy, in April 2012 and will be dedicated to religious and pilgrimage routes).

Among those initiatives, a study, jointly undertaken by the Commission and the Council of Europe – the results of which have been presented on 28<sup>th</sup> June 2011 at the European Parliament – assessed the impact, and the potential in terms of growth and innovation that the promotion of trans-national cultural routes have on small and medium enterprises in the tourism sector. The findings can be summarised as follow: a lack of coordination at European level in the development and promotion strategies of the Cultural Routes; a weak brand image of the routes; very weak marketing strategies and almost no joint promotional initiatives; limited human and financial resources of the networks managing the routes; lack of expertise in the management of such routes, especially of marketing skills and knowledge of business models; poor consumer-oriented web portals; low degree of exchange of good practices.

Hence, future actions – especially those undertaken by the Commission - will have to take those findings into consideration when planning for the promotion of trans-national cultural tourism routes.

As a matter of fact, a new cooperation program with the CoE, which will operate from September 2011 to early 2013, is being conceived in order to address the above mentioned weaknesses and develop a concrete action plan 2011-2012 for European cultural tourism routes. It will focus on four main axes: training and capacity building for cultural tourism routes, strengthening the governance structure of the organisations managing the routes; reinforcing the brand image and marketing strategies; cooperation with main stakeholders and synergies with similar actions.

The present call aims at complementing and completing the above mentioned initiatives. Its general aim is therefore to contribute to solve one of the problems and weaknesses perceived as being the most stringent one: the lack of a common and coordinated European communication and marketing strategy for cultural tourism initiatives, meaning the lack of a true European "cultural tourism product".

The call is published in the framework of the Competitiveness and Innovation Framework Programme of the European Commission (CIP), the [Entrepreneurship and Innovation Programme \(EIP\)](#). This latter is one of the three operational CIP sub-programmes, which specifically supports activities aiming at fostering [entrepreneurship](#) culture and creating better framework conditions for [SMEs](#) operating in EU. It also aims to comply with the overall strategy of the DG Enterprise and Industry (i.e. strengthening Europe's industry; promoting innovation as a means to generate jobs and meet societal needs; encouraging the creation and growth of small businesses and promoting an entrepreneurial culture)<sup>10</sup>, as well as with the main objectives of the Commission, as set out in the "Europe 2020" strategy<sup>11</sup>.

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<sup>10</sup> <http://ec.europa.eu/enterprise/>

<sup>11</sup> [http://ec.europa.eu/europe2020/index\\_en.htm](http://ec.europa.eu/europe2020/index_en.htm)

## 2. OBJECTIVE OF THE CALL

Within the above mentioned context, believing that in the "niche" market of cultural tourism there is a lot of potential for growth, and believing that EU action could really add value to national, regional and local policies in this field, the **overall objective** of the present call for proposals is twofold:

- 1) to contribute to differentiating the European tourism offer, capitalising on the shared cultural heritage; and
- 2) to contribute integrating both horizontally and vertically the cultural tourism sector, facilitating clusters/networks of both cultural tourism products and enterprises of the cultural tourism sector.

### **Specific objectives:**

Hence, the objectives of the call are:

- Reinforcing the image and profile of Europe as a high-quality destination among European and third-country citizens;
- Strengthening trans-national cooperation on cultural tourism, with a focus on (pan) European cultural tourism products;
- Facilitating vertical integration of cultural and tourism SMEs/associations/NGOs/networks in the supply chain of Cultural-Tourism Routes;
- Facilitating clustering among Cultural-Tourism Routes and the development of joint initiatives;
- Better exploitation of ICT applications and tools by enterprises and local authorities in destinations where the local cultural heritage is the main resource for development;
- Strengthening the capacity of tourism operators and small enterprises in remote and less known destinations to reach out to new publics, through joint actions at European level, ICT tools, social media and sounder marketing strategies, among others.
- Increased visibility of cultural tourism products with a European (trans-national) dimension;
- Better exploitation of cultural heritage from a touristic point of view;
- Promoting the role of cultural tourism as a factor for sustainable economic development, European citizenship and intercultural dialogue;

### **Financed actions:**

**The call will support initiatives aimed at promoting and giving more visibility to trans-national Cultural-Tourism Routes - here after referred to as "Routes" - (also including those recognised by the Council of Europe).**

By Route, within the context of this call, it is intended that an itinerary that could either be physical (based on a physical infrastructure) or virtual (linking places/destinations/attractions which have a conceptual link, e.g. a common theme). Hence, these routes are not necessarily built on existing physical route infrastructures.

**Activities which could be included in the project proposal** are the following (*the list is not exhaustive and only serve as an example*):

- TV/Media/social media campaign(s);
- ICT applications for marketing and communication purposes (e.g. interactive maps with tourism information / services, reservation platforms, etc.);
- Consumer-oriented web portal;

- Workshops / conferences / awareness raising events / fairs / festivals / etc.;
- Magazines;
- Promotional agreements with tourism offices, travel agents, airline companies, etc.;
- All other actions deemed necessary to perform the above mentioned activities (design work, publications, marketing strategies, market researches, studies, assessments, selections of target Routes, etc.).

### **Expected results:**

- clustering of SMEs/Associations/NGOs/Networks along cultural routes for joint promotional initiatives;
- better coordination of communication and marketing campaigns at European level;
- increased visibility of European Cultural-Tourism Routes;
- widening of the consumers/tourists/tourism operators having access to information on the Routes;
- improved capacity of the Routes to attract tourists from Europe and Third Countries;
- increased capacity of the Routes to sign agreements with Travel Agents and Tour Operators;
- increased presence of the Routes on International tourism fairs;
- improved competitiveness of tourism SMEs along the Routes.

### **The proposal:**

More specifically, **the project proposal will need to fulfil the following characteristics:**

1. **The proposal must mainly focus on communication and/or promotional tools and/or campaigns.** Communication and promotional aspects have to be the core of the proposal. However, it is possible to foresee other activities, provided that those activities can be justified as important in order to achieve a more effective or efficient communication / promotion.
2. **Each proposal must cover at least 2 "(Pan-)European" Cultural-Tourism Routes having similar themes and/or geographical proximity.**
3. **Each Route must have a significant "European dimension".** The route shall both be trans-national, covering at least 3 different CIP countries as listed under point 5.1, and be representative for? the European common heritage and shared values.
4. **Each Route must have a cultural theme which is clearly identifiable all along the route.** The theme should be linked to the European heritage, it should permit the development of initiatives and exemplary and innovative projects in the field of cultural tourism and it should facilitate the development of tourism services.
5. **The proposal must be submitted by a consortium<sup>12</sup> fulfilling the following requirements:**
  - a. **Must be technically and financially sustainable.** The project will aim at the creation of a medium- to long-term communication/promotion strategy for a transnational European cultural tourism product which continues after the end of the project period. Therefore, the description of the proposal should also refer to how the action could be further developed after the end of the project period, both technically and financially. See further point 6. Selection.

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<sup>12</sup> For consortium it has to be intended a partnership - already existing or created for the purpose of the present call - composed of different legal entities, each of them clearly mentioned separately in the grant agreement.

- b. **Must be trans-national.** The proposed project must be carried out through a consortium composed of a minimum of 4 partners legally situated in 4 different CIP countries as listed under point 5.1.
- c. **At least one partner (public or private) must have its main activity in the field of marketing, communication, ICT or other field relevant to the core activities proposed.**
- d. **The applicant or at least one of the partners must fall in the category 4 a)** (see Section 5.2 Legal Status Eligibility)

**Please note that all the above mentioned requirements are mandatory and they all need to be satisfied by the project proposal.**

#### **Recommendations for the presentation of the project proposal:**

- Coverage of more than 2 transnational Cultural-Tourism Routes will be considered as an advantage. The same if any Route covers more than 3 CIP countries (as listed under point 5.1).
- The tourism potential of the Routes identified and selected as being the "product" of the communication/marketing action should be clearly explained and highlighted in the project proposal. Each "Route" should be a potential "tourism product" in itself, in the sense that it could potentially be immediately sold on the tourism market or divided into packages of tourism services to be sold on the market.
- A communication and/or promotional strategy should be clearly defined and followed by a concrete action plan and implementation phase.
- A project-partner will take the responsibility for the overall quality assurance.
- The sustainability of the project - how it can continue after the end of the co-funding by the Commission – should be sufficiently described.
- The proposal should contain explanation on how the project will specifically identify and reach the target audience, the estimated impact and how that impact will be measured; identify the management structure and how it will enable the project to meet its goals; identify the staff to be involved with distribution of tasks between partners and staff members.
- **The associations/organisations managing the routes chosen, if any, should support the project** (either participating to the consortium or by providing a letter of intent).
- Whenever a project proposal involves routes which obtained the Council of Europe Label, or that are within the UNESCO heritage list or benefit from other International similar initiatives, it would be considered with favour if the applicants will take into account possible synergies with such initiatives already existing avoiding overlaps.

#### **Deliverables :**

- 2 interim technical implementation reports and financial statements, including a consolidated statement and a breakdown between each beneficiary, respectively 6 months and 12 months following the start date of the action.
- 1 final technical implementation report and financial statement, including a consolidated statement and a breakdown between each beneficiary: within 3 months following the closing date of the action.

Reports must be submitted by the co-ordinator in **English**.

### 3. TIMETABLE

- |     |   |
|-----|---|
| (1) | Scheduled start-up date for the action: <i>January 2012</i> |
| (2) | Maximum duration of actions is: <i>18 months</i>            |

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 6 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 2011*.

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 financing decision C(2011)2921, adopted 03/05/2011 for this call for proposals is : *500,000.00 €*

**Indicative number of projects:** 4 - 5

- |  |
|--|
| <ul style="list-style-type: none"><li>• <b>Maximum EU co-financing rate</b> of eligible costs: <i>75 %</i></li><li>• <b>Maximum European Union co-financing ceiling</b> per project: <i>125.000 €</i></li></ul> <p><b>Proposals with a EU co-financing beyond any of the above two maxima will be ineligible.</b> Please refer to section 5 below.</p> |
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- Please note that one action may give rise to the award of only one grant from the European Union budget to any one beneficiary.
- 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 of this call on the DG ENTR Internet site 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. For this call for proposals, the Commission does not accept co-financing in kind. Please refer to the Guide for Submission, chapter IV for further details.

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 40 % 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.**

Please refer to the guide for submission (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.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 Submission.

The Commission may require the beneficiary to lodge a guarantee in advance in case of pre-financing representing over 80% of the amount of the grant and exceeding 60.000 €. Such a requirement may also be waived in case article II.18 on joint and several responsibility applies fully.

## 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) European Free Trade Association countries (EFTA) which are members of the European Economic Area (EEA) in accordance with the conditions laid down in the EEA Agreement: Norway, Iceland, Liechtenstein
- (3) Other countries participating in the Entrepreneurship and Innovation Programme of the CIP: Croatia, the Former Yugoslav Republic of Macedonia, Turkey, Serbia, Montenegro, Albania and Israel

**The participation of partners from other countries is allowed but it will not be considered as concurring to the eligible costs, nor as concurring to satisfy the minimum consortium requirements stated in point 2.**

The transnational nature of the project must be demonstrated by submitting form A/4 to the submission set duly filled in and signed from the partner organisations in order to confirm their participation (original signatures required).

### 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 should act in consortium with other partner organisations. The consortium should be composed of a minimum of 4 partners legally situated in 4 different CIP countries as listed under point 5.1.
2. Partners of the lead organisation (the applicant) must satisfy the same eligibility criteria as those for applicants;
3. Applications must be submitted by a legal person. Natural persons (i.e. individuals) are not eligible.
4. Both applicants and other partners must correspond to the definition of the following organisations:
  - a) Public governmental authorities and their networks or associations at European, national, regional or local level, and public agencies or other organisations acting on behalf of a public authority;
  - b) Destination management organisations linked to the Routes covered by the proposal and/or their umbrella associations, if existing;
  - c) Travel Agents and Tour Operators and their umbrella associations; Chambers of commerce and industry, chambers of handicrafts or similar bodies and their umbrella Associations;
  - d) Not-for profit/Non-governmental organisations, civil society organizations, foundations, think-tanks, umbrella associations or federation of public or private bodies, whose core activity falls under the following fields: tourism, culture, regional and rural development, communication, marketing, Information and Communication Technologies (ICT), media, event organisation and management;

- e) Public and private bodies whose core activity falls under the following fields: tourism, culture, regional and rural development, communication, marketing, Information and Communication Technologies (ICT), media, event organisation and management.

**Please note that bodies/organisations that do not fall within one of the above listed categories may not apply for the present call. It will however be possible to subcontract, in compliance with the rules and within the limits set at the point 4.2 of this call, some tasks to bodies/organisations which are not above listed.**

5. 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 2002<sup>13</sup> 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 European Communities<sup>14</sup>, 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 4).
6. Applications must be in line with the scheduled start date (see section 3).
7. Applications may not include contributions in kind as part of their co-financing.

In this context, will be rejected any project directly or indirectly contrary to EU policy or against public health, human rights, citizen's security or freedom of expression.

<sup>13</sup> 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

<sup>14</sup> 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 Submission 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. 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**.

The applicant must have a strong track record of competence and experience in the field and in particular in the type of action proposed. The operational capacity should be proven by the curriculum vitae of the staff involved and by a list of similar activities carried out by each organisation of the partnership.

## 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.

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

## 8. SUBMISSION OF PROPOSALS

Please note that electronic submissions are not allowed for this call.

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

The deadline for submission of proposals is:

**07/10/2011**

**Applicants shall observe precisely the below indications in order that proposals can reach their precise destination in due time.**

Proposals may be:

**a) either sent by registered mail**, (date of postmark serving as evidence of timely delivery); to the following address:

European Commission  
Enterprise and Industry Directorate-General  
**Call for proposals No: 23/G/ENT/CIP/B/N02S008**  
Directorate F, Tourism, CSR, Consumer Goods and International Regulatory Agreements  
Unit F1, Tourism Policy Development  
B100 4/30  
B-1049 Brussels, Belgium

**b) or sent by courier services** (date of deposit slip serving as evidence of timely delivery), to the address below,

**c) or delivered by hand**, in person or by an authorised representative (date of acknowledgement of receipt by the Commission serving as evidence of timely delivery) to the following address:

European Commission  
Enterprise and Industry Directorate-General  
**Call for proposals No: 23/G/ENT/CIP/B/N02S008**  
Directorate F, Tourism, CSR, Consumer Goods and International Regulatory Agreements  
Unit F1, Tourism Policy Development  
B100 4/30  
  
**Service central de réception du courrier**  
**Avenue du Bourget, 1-3**  
**B-1140 Bruxelles, Belgique**

How to reach avenue du Bourget 1-3 : [http://ec.europa.eu/enterprise/calls/hand\\_delivery.html](http://ec.europa.eu/enterprise/calls/hand_delivery.html)

In case of hand-delivery, a receipt must be obtained as proof of submission, signed and dated by the official in the Commission's central mail department who took delivery. This department is open from 08.00 to 17.00 from Monday to Thursday and from 08.00 to 16.00 on Friday; it is closed on Saturdays, Sundays and Commission holidays.

Please note that for security reasons hand deliveries (including courier services) are not accepted in other Commission buildings.

## 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 on the page of the call for proposals: <http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

- 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 F : Tourism, CSR, Consumer Goods and International Regulatory Agreements

Financial Team

**Call for proposals No: 23/G/ENT/CIP/B/N02S008**

**Contact :** [ENTR-CFP-1123-CULTURAL-ROUTES@ec.europa.eu](mailto:ENTR-CFP-1123-CULTURAL-ROUTES@ec.europa.eu)

Office address: **B100 04/30** - 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 Submission can be downloaded from the following page:  
<http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

## **12. ANNEX 3 EVALUATION CRITERIA**

## **13. ANNEX 4 DRAFT GRANT AGREEMENT**

## 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.

<b>EVALUATION CRITERIA AND KEY ELEMENTS LIKELY TO BE ASSESSED BY THE EVALUATION COMMITTEE</b>	<b>MAX. SCORE</b>
<b>1. Relevance</b>	<b>30</b>
<i>How relevant is the proposal to the objectives of the published call for proposal?</i>	
<i>Has the project a real transnational dimension?</i>	
<i>How clearly defined and strategically chosen are the project partners (different types of partners, relevance of the partners to the project, degree of involvement of the partners, clear distribution of tasks)?</i>	
<i>Are the partners able to guarantee successful continuation of the project in the future?</i>	
<b>2. Impact and Visibility</b>	<b>40</b>
<i>To what extent do the expected results of the project contribute to diversification of tourist services and products, promotion and better valorisation of Europe's common heritage at EU level?</i>	
<i>To what extent does the proposal, particularly the outline marketing and communication plan, contain appropriate multiplier effects?</i>	
<i>To what extent does the proposal contain objectively verifiable indicators for evaluating the project outcomes?</i>	
<i>To what extent does the proposal contain specific elements of a follow-up with regard to further development of the thematic tourism routes/trails, where applicable?</i>	
<i>To what extent does the project show synergies with and benefits for the cultural environment, local economy, local communities etc.?</i>	
<i>To what extent the European Union involvement in the project or activity will be published?</i>	
<b>3. Quality</b>	<b>30</b>
<i>To what extent has the project been well thought out or prepared (including the outline of the communication strategy to be elaborated)?</i>	
<i>How coherent is the overall project design, including its management structure and ability to be flexible and responsive to needs of the target audience and in addressing any risks in implementation?</i>	
<i>How coherent, appropriate and practical are the activities proposed (including the internal plan of action/work packages)?</i>	
<i>To what extent is the budget clear and detailed? Does the breakdown of the budget, category by category, offer a way of ensuring that the amount of the grant awarded is the minimum necessary for the operation to be completed?</i>	
<i>Do the probable results stand in a reasonable relationship to the amount of the grant? To what extent is the proposed expenditure necessary for the implementation of the project?</i>	
<b>Maximum total score</b>	<b>100</b>

If a total score lower than 70 points or a score lower than 50% for any of the above three criteria is obtained, the proposal will not be evaluated further.



## **Annex 4 Draft Grant Agreement**

See separate document.