

Directorate-General for Communication

**SPECIFIC CALL FOR PROPOSALS**  
**COMM/SUBV/2019/M**

**FOR THE ESTABLISHMENT OF SPECIFIC GRANT AGREEMENTS  
WITH PARTNERS<sup>1</sup> OF THE EUROPEAN PARLIAMENT IN THE  
MEDIA CATEGORY**

**Implementation period: 1 December 2018 – 30 September 2019**

**Application deadline: 01 October 2018**

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<sup>1</sup> Only organisations having been selected as partners or having submitted a partnership application under call for proposals COMM/FPA/2016 closed on 20/08/2018 may submit a grant application under this specific call for proposals by using their partnership ID received at the submission of the application.

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## **1. BACKGROUND AND PURPOSE OF THE CALL FOR PROPOSALS**

### **1.1 Background**

This call for proposals is based on the European Parliament (EP)'s multiannual work programme for grants in the area of communication (2016-2019) published at <http://www.europarl.europa.eu/contracts-and-grants/en/20150201PVL00100/Grants<sup>2</sup>>.

### **1.2 Purpose of this call for proposals**

The purpose of this call for proposals is to select specific project proposals for the award of grants in the Media category.

Only organisations already partners of the European Parliament under the call for proposals COMM/FPA/2016 or organisations having submitted a partnership application under the call for proposals COMM/FPA/2016 and being under evaluation may submit a grant application under this specific call for proposal.

However, grants may only be awarded to organisations selected as partners of the EP in the Media category.

Specific grant agreements will be signed with those partners who have been awarded a grant for a specific project on the basis of this call for proposals. The specific grant agreements will define the subject of the agreement, the conditions for implementation of the action covered, and the maximum amount to be co-financed.

## **2. OBJECTIVES**

The EP is launching a call for proposals to select specific projects, which will contribute to fulfil the general objectives of the multi-annual work programme for grants with a special emphasis on the 2019 European Elections, which will take place in May 2019.

Projects must be implemented in full compliance with the institutional communication strategy of the EP for the 2019 European elections. Selected project beneficiaries will be regularly updated on the progress of the institutional campaign.

In the run up to the European elections, content and information will be available on the websites of the European Parliament, notably the [Download centre<sup>3</sup>](#) of the European Parliament and a dedicated Elections website (under construction). Grant beneficiaries will be invited to integrate the available communication material in the implementation of their projects in order to ensure a consistent visual identity of the European Parliament.

Project proposals shall define their own objectives in line with the objectives of the programme and the action plan included in the partnership application. The outputs and outcome of the projects co-financed on the basis of this call for proposals will be measured using the key performance indicators defined in the respective grant applications, based on the non-exhaustive list of key indicators annexed to this call for proposals, with a view to proving how and to which extent the projects contribute to the aforementioned objectives.

The above-named objectives could be achieved notably through:

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<sup>2</sup> As last revised in January 2018 to update the section on events and the indicative timetable

<sup>3</sup> <http://www.europarl.europa.eu/downloadcentre>

- ✓ Showing the impact and relevance of the EP and EU action on people's daily life;
- ✓ Communicate about the EP as legislator with a view to fostering dialogue with stakeholders;
- ✓ Communicate about the EP as advocate for the defence of democratic values, such as human rights including gender equality, cultural diversity, etc;
- ✓ Deconstructing fake news or myths about the EP and the EU by reporting relevant facts and opinions.

### **3. FIELDS OF APPLICATION AND PROJECTS SOUGHT**

#### **3.1 Fields of application**

For the purpose of this call for proposals, the media category is composed of the following fields of application:

- Television,
- Radio, and/or
- Online media.

When responding to the call for proposals for grants, partners should propose projects in the same field(s) of application as the partnership application. Projects may also include subsidiary activities outside their principal field of application e.g. partners in the area of media (field of application: TV) may propose a project including an online media component.

An organisation may only submit one specific grant application in the same field(s) of application (television, radio and/or online media) under this call for proposals.

#### **3.2 Projects sought by the EP**

The EP is looking to co-finance projects in one or more fields of application aimed at providing citizens with non-partisan and factual information about the EP and to showing the impact and relevance of the EP and EU action on people's daily life, in full compliance with the above mentioned objectives.

In the fields of application of **television and radio**, no restrictions are placed on the length or form of the broadcast(s) but the objective is to ensure that as wide a public as possible is reached. Wide outreach, broadcasting at peak viewing times, integration of slots into existing programmes with established viewing figure will be required. Collaboration with other broadcasters (European dimension), originality and innovation, including multi-media dimension, are all elements which will be perceived favourably.

In the field of application of **online media**, any means or channels of general communication and information available on the internet (publication and relaying of news, current affairs, political reporting, analysis, etc.) maybe in scope, including the provision of interactive services and in the field of on-line democracy (encouragement and facilitation of engagement and participation in the European political process and the development of a European public sphere). Originality and innovation, good audience targeting and a sound strategy for distribution are all elements which will be perceived favourably.

Targeting of project proposals could be based on the analysis of key target groups, their participation during the last European or national elections and their attitude towards the EU and the European Parliament<sup>4</sup>.

The partners will be given complete editorial freedom while guaranteeing impartial, balanced and open debate.

The action may be implemented with the support of the EP audiovisual facilities in Brussels and/or in Strasbourg, subject to prior authorisation of the EP<sup>5</sup>. In this event, the EP reserves the right to reduce the co-financing rate of the action in order to take account of this support in-kind.

### 3.3 Content of the project proposal

Project proposals must be clearly and well-defined, researched and fully developed having taken all time-schedule and budget considerations into account. Projects must be ready to commence.

Project proposals must include a detailed description of the project following the logical framework provided in the grant application, including, for instance, the following:

- ) Principal objective,
- ) Specific objective, including analysis of target group(s), expected outreach and impact of the action, related key performance indicators and their source of verification,
- ) Expected results, related key performance indicators and their source of verification,
- ) Detailed description of activities,
- ) Methodology to be followed and project implementation,
- ) Arrangements for monitoring / supervision of the project and evaluation,
- ) Sustainability of the project's achievements and
- ) Use of EP audiovisual facilities (it is mandatory to mention if the grant recipient plans to make use of Parliament technical support, and how)

**Output and outcome indicators** must be defined by applicants depending on the subject of the action. Applicants should provide the data for all relevant indicators as per the list of indicators annexed to this call for proposals. Where the indicator is not relevant they should mention N/A (not applicable). Where relevant, the key indicators provided by the Parliament may be complemented by other indicators proposed by the applicant.

Project proposals must also include:

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<sup>4</sup> Relevant data could be retrieved from the European Parliament EUROBAROMETER Surveys and the associated socio-demographic analyses:

2016 Parlemeter <http://www.europarl.europa.eu/atyourservice/en/20161110PVL00113/Parlemeter-2016>

Europeans in 2016: Perceptions and expectations :

<http://www.europarl.europa.eu/atyourservice/en/20160623PVL00111/Europeans-in-2016-Perceptions-and-expectations-fight-against-terrorism-and-radicalisation>

2014 Post-Election Survey: <http://www.europarl.europa.eu/atyourservice/en/20150201PVL00053/Post-election-survey-2014>

<sup>5</sup> For more information on the booking procedure: please consult the information available at lien

<http://audiovisual.europarl.europa.eu/Page.aspx?id=2020&menu=booking>

- ) the broadcast schedule (for television and radio fields of application) with dates and times of broadcasting and the channel/radio on which the programme will be broadcasted. Please clearly indicate the duration of each proposed broadcast,
- ) Number of guaranteed contacts based on previous records,
- ) a declaration of guarantee that the proposed programme(s) will be broadcasted in the event that a grant is awarded. Failure to include such a guarantee may result in the rejection of the proposal.

The use and/or referral to editorial products and audiovisual and web materials produced by the European Parliament, such as articles, background information and infographics, are all elements which will be perceived favourably.

#### **4. TIMETABLE**

DG COMM will launch in 2018 a call for proposal for partnership with two evaluation rounds and two calls for proposals for grants: one early in the year for grants funded from the 2018 budget and one in the second semester for grants to be funded from the 2019 budget.

<b><i>Partnership in the media category COMM/FPA/2016</i></b>	<b><i>Second round</i></b>
Publication of the call for proposals:	28 February 2018
Application deadline for the purpose of submitting a grant application under specific call for proposals in the media category	20 August 2018
Evaluation period	September 2018

<b><i>Grants in the media category</i></b>	<b><i>Second round</i></b>
Publication of the call for proposals:	01 August 2018
Application deadline:	1 October 2018
Evaluation period:	October - November 2018
Information to applicants:	30 November 2018
Signature of grant agreements:	As of 30 November 2018
Earliest start date of projects:	1 December 2018
Latest end date of projects	30 September 2019
Planned maximum duration of projects:	10 months
Evaluation of completed projects:	Final reports must be submitted by beneficiaries within 60 days following the end of the action

Applicants are informed that, under the financial regulation applicable to the general budget of the European Union, no grant may be awarded retrospectively for actions already completed.

The start date of the action (i.e. start of the implementation period and of the eligibility of corresponding costs) referred to in the grant agreement may never be prior to the date of award of the grant.

The implementation of the actions may start as from the date of the notification sent to the successful applicants.

## **5. BUDGET AVAILABLE AND MAXIMUM COFINANCING RATE**

### ***Indicative budget***

The indicative budget available for grants in the media category is € **3,750,000**. In function of the number and quality of the projects submitted, the EP reserves the right not to distribute the entirety of the available budget or to allocate additional resources to the grants program.

### ***Maximum financing rate***

The maximum rate of co-financing of projects is 60% of the total eligible costs of the action. The EP reserves the right to reduce the co-financing rate of an action selected for a grant, notably when the action involves the use of the EP Audio-visual facilities (see section 3.2).

## **6. USE OF PROJECTS' RESULTS AND PUBLICITY**

### **6.1 Use of projects' results**

Without prejudice to the fact that ownership of the results of the action, including industrial and intellectual property rights, and of the reports and other documents relating to it, shall be vested in the beneficiary, the beneficiary grants the Union the right to use the results of the action for the purposes specified in the signed framework partnership agreement.

As a result, the television and radio programmes (or a selection of them) may be reproduced on the EP audiovisual website (<http://audiovisual.europarl.europa.eu>) or other EP websites. A link to online media projects may also be reproduced on the above mentioned websites.

Permanent internet links to the results of the projects will be submitted to the EP with the final activity report.

If no publication of television and radio programmes is planned, a sample of the programmes in low resolution will be uploaded via the FTP server of the audiovisual website.

The uploading procedure is available at the following address: <http://audiovisual.europarl.europa.eu/Registration.aspx> - How to download via the private workspace.doc).

Applicants will upload the following metadata (in English, in Word or PDF) describing the content of the programmes:

- title
- language(s)
- production date
- location(s)

- a synopsis or a summary
- shotlist, including a list of featured personalities, locations and institutions,
- an authorisation (including model release(s) and all related rights) to publish the programme on the audiovisual website of the EP.

frame size: 1920/1080, interlaced (25ips)

## **6.2 Publicity by the beneficiaries**

In accordance with the framework partnership agreement, grants beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used.

Any communication or publication related to the action, made by the beneficiary, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), shall indicate that the action has received funding from the Union and shall display the European Union emblem.

The European Union emblem must be displayed in association with the EP logo.

The obligation to display the European Union emblem and the EP logo does not confer to the beneficiary a right of exclusive use. The beneficiary shall not appropriate the European Union emblem, EP logo or any similar trademark or logo, either by registration or by any other means.

For the purposes of the second, third and fourth subparagraphs and under the conditions specified therein, the beneficiary is exempted from the obligation to obtain prior permission from the Parliament to use the European Union emblem and the EP logo.

Guidelines on the use of the EU emblem are available at

[http://ec.europa.eu/dgs/communication/services/visual\\_identity/pdf/use-emblem\\_en.pdf](http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf)

More information on the visual identity of the EP, notably the EP logo guidelines (graphic charter) and the terms of use of the EP logo by third parties, may be found on the website of the EP at the following address: <http://www.europarl.europa.eu/downloadcentre/en/visual-identity> .

Where possible, a disclaimer should be used in conjunction with the EP logo (see guidelines for applicants).

### **6.3 Publicity by the EP**

All information relating to grants awarded in the course of a financial year shall be published on the EP website no later than 30 June of the year following the financial year in which the grants were awarded.

The EP will publish the following information:

- name of the beneficiary,
- address of the beneficiary,
- subject of the grant, and
- amount awarded.

## **7. EVALUATION AND SELECTION OF PROJECTS**

All project proposals will be examined and evaluated by evaluation committees on the basis of the criteria set out below.

The evaluation committee will evaluate the grant applications following the approach below:

- a) assessing the formal eligibility of the application (see admissibility requirements in 7.1)
- b) assessing the project proposal on the basis of the award criteria (see award criteria in 7.2)

The EP reserves the right to contact applicants during the evaluation procedure in order to obtain additional information, documentation or clarifications on the content of the application. However this does not include any kind of negotiation. Any requests or replies do not constitute any ground to claim any expectation concerning the selection of the application.

### **7.1 Admissibility requirements**

Failure to comply with at least one of the below requirements and criteria will lead to a rejection of the application.

- ) Only organisations already partners of the EP or organisations having submitted a partnership application under call for proposals COMM/FPA/2016 may submit a grant application under this specific call for proposals;
- ) applications must be sent no later than the deadline for submitting applications referred to in section 8;
- ) applications must be submitted following the electronic submission procedure described in section 8. No other method of submission of an application will be accepted.

### **7.2 Award criteria**

The grants will be awarded following a **comparative assessment of the proposals** on the basis of the following criteria:

	<b>Criteria</b>	<b>Elements to be taken into consideration</b>	<b>Maximum weighting (points)</b>
1	<b>Relevance of the action and contribution to the objectives of the call for proposals</b>		<b>20</b>
		Relevance of the principal and specific objectives of the project proposal with regard to the objectives and priorities of the call for proposals	5
		Understanding of the EP's identity, values and mission	5
		Relevance of the targeting analysis with regard to the objectives of the project	10
2	<b>Outreach of the proposed action</b>		<b>30</b>
		Potential outreach of the project, including broadcast schedule, channel of distribution and number of guaranteed contacts based on previous records	10
		Outreach beyond the target group, notably by engaging with network of multipliers and partners at local, regional or national level	10
		Publicity planned for the activities and methods for disseminating results	5
		Expected sustainability of the results.	5
3	<b>Creativity and innovative nature of the proposal</b>		<b>10</b>
		Creativity of the project and the planned activities	5
		Innovative character of the proposal with regard to the evolution of the communication landscape, e.g. multimedia dimension of the proposed action	5
4	<b>European dimension</b>		<b>10</b>
		Trans-border cooperation with other media	5

		Translation/Subtitling of the programme into other EU official languages	5
5	<b>Methodology of the proposal</b>		<b>20</b>
		Quality of the project team (organisation and qualification) with regards to the specific objectives of the proposed actions	5
		Quality of the work programme and working methods for project implementation and monitoring	5
		Relevance of key performance indicators proposed in order to measure the outputs and outcome of the project	10
6	<b>Cost effectiveness of the action</b>		10
		Adequacy of financial resources allocated to the project in relation to the planned activities and objectives	5
		Relation between outreach and requested grant	5
		<b>TOTAL</b>	<b>100</b>

### 7.3 Evaluation process

All applications will be assessed in accordance with the award criteria listed above and ranked in order of merit according to the points received. The projects with the highest number of points will be ranked first, the one with the second highest number of points will be ranked second and so on. The highest ranked projects will be selected until the maximum amount earmarked for the call has been consumed.

In order to ensure the best possible geographical spread and attract the widest audience, projects from the same country in the same field(s) of application will be ranked against each other and only the better or best one shortlisted.

## 8. APPLICATION PROCEDURE

### 8.1 Application form

Applications must be submitted electronically using the grant application form annexed to this call for proposals.

### 8.2 Supporting documents

Supporting documents must be clearly entitled and numbered as per the checklist for applicants.

The EP may ask applicants to complete any application which is incomplete or illegible or which is not formatted as requested.

### 8.3 Ways of submission and deadline

Applications for the grants to be funded from the 2018 budget must be submitted electronically by **01 October 2018 at 12:00 CET**.

The date and time of submission will be the date and time of sent applications, as registered by the EP's server.

In order to register a grant application, the applicant must download the application form available on the European Parliament's website at <http://www.europarl.europa.eu/contracts-and-grants/en/20150201PVL00100/Grants> following the guidelines and instructions provided in the form. The form must be saved on a local drive (computer) before being completed. .

The form may be filled offline, edited and saved several times (if necessary).

In order to be registered, the application form must be submitted by email:

- either by pressing on "Submit by Email" at the bottom of the form: by clicking on "Submit by email", the form will be automatically attached to an email addressed to the EP, or
- by attaching the application form to an email addressed to [dgcomm-egrants@ep.europa.eu](mailto:dgcomm-egrants@ep.europa.eu).

Requested supporting documentation (see checklist for applicants annexed to the application form) must be manually attached to the same email before sending it to the EP. The e-mail body may be filled in with comments relevant to the application if necessary.

Paper applications or electronic applications on data carriers (CD Rom, USB Stick) will not be accepted. Applicants should note however that an original application in paper may be requested by the EP in the course of the evaluation and the award process.

It is highly recommended to submit your application before the above mentioned deadline in order to avoid potential delays which might be caused by a large number of simultaneous applications.

### 8.4 Information during the procedure and notification of results

DG Communication will notify receipt of applications and results, by e-mail only, to the contact person named in the grant application form. It is the applicant responsibility to provide a valid e-mail address for its contact person and to check this e-mail address regularly.

Upon submission of their application, applicants will receive information on the evaluation and award process in 3 steps:

- 1- Acknowledgement of receipt stating the date and time of application. In case the applicant would not receive an acknowledgement of receipt within 30 calendar days following the submission of the application, he/she should contact the EP at [dgcomm-subsvention@ep.europa.eu](mailto:dgcomm-subsvention@ep.europa.eu) within 30 calendar days after the deadline for application in order to confirm receipt of the application. **The EP shall not be held liable in case of any technical issue preventing the registration of an application. If the applicant cannot provide a proof of submission, the application will not be considered by the EP.**

2- Email confirming the status of the application:

- ) Confirmation that the application is under assessment and communication of the grant ID (to be reminded in all correspondence with the EP), or
- ) Information to the applicant that the application cannot be considered for evaluation (notably in case of mistaken, incomplete or duplicate application)

3- Notification of the results of the evaluation (selected or rejected grant proposals). Successful applicants will be required to confirm their application following the notification of results. Failure to do so may lead the EP to withdraw its offer.

## **9. CONTACT AND REQUEST FOR COMPLEMENTARY INFORMATION**

Questions of clarification may be sent by e-mail to: [dgcomm-subvention@ep.europa.eu](mailto:dgcomm-subvention@ep.europa.eu).

Questions drafted in English or French will receive a reply within 5 working days. It should be noted that this time-limit could be extended in case a translation from any EU official language to English or French would be required. Replies will be provided in English or in French.

## **10. DATA PROTECTION**

Regulation 45/2001 (herein after "the Regulation") applies to the processing of personal data carried out by the EP.

Further to Article 11 and Article 12 of this Regulation, the EP provides the data subjects with the following information:

The controller is the EP Directorate General for Communication Finance Unit.

E-mail: [dgcomm-subvention@ep.europa.eu](mailto:dgcomm-subvention@ep.europa.eu)

The purpose of the processing is to manage contacts with applicants and assess applications for grants.

Your replies to the questions in this form are necessary in order to assess your application.

The categories of data collected and used for the processing operations are administrative data, contact details and career related data (CV) of relevant staff representing and working for the applicant.

The recipients of the data are the members of the evaluation committees, the Court of Auditor, the Court of Justice and the European Anti-Fraud Office (OLAF) when applicable.

Data subjects have the right of access and the right to rectify the data concerning them by contacting the Finance Unit.

The legal basis of the processing operation at stake is Article 121(4) of regulation (EU, Euratom) No 966/2012 of the EP and of the Council on the financial rules applicable to the general budget of the Union.

The time limits for storing the data are 10 years.

Data subjects have the right to have recourse at any time to the Data Protection Officer at [data-protection@ep.europa.eu](mailto:data-protection@ep.europa.eu) and to the EDPS at [edps@edps.europa.eu](mailto:edps@edps.europa.eu).

## **11. LIST OF ANNEXES**

Annex 1: Grant application form (and its annexes)

Annex 2: Model specific grant agreement

Annex 3: List of key indicators for project proposals and reporting

Annex 4. Financial Identification Form