

Directorate-General for Communication

**CALL FOR PROPOSALS**  
**COMM/SUBV/2018/E**

**FOR THE ESTABLISHMENT OF GRANT AGREEMENTS FOR THE  
COFINANCING OF COMMUNICATION ACTIONS IN SUPPORT OF  
THE 2019 EUROPEAN ELECTIONS**

**Implementation period: 1 November 2018 – 31 August 2019**

**Application deadline : 17 September 2018**

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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>.

## **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 a grant for the co-financing of communication actions in support of the 2019 European elections in the Member States. .

This call for proposals is open to all organisations complying with the criteria described in the following sections.

Grant agreements will be signed with those organisations who have submitted a project proposal selected for co-financing based on the criteria laid down in this call for proposals. The grant agreements will define the precise subject of the agreement, the conditions for implementation of the action covered, and the maximum amount to be co-financed.

## **1.3 Exclusion of multi-beneficiary schemes**

Several applicants cannot submit one common project proposal. In addition, grant agreements may only be signed with a single beneficiary.

However, cooperation schemes may be implemented as follows:

- Applicants may submit a project proposal coordinated with another project proposal submitted by one or more other grant applicant(s). In such case, the coordination modalities should be reflected in the logical framework of the application (e.g. submission of a common logical framework with coordinated activities, distinct from one proposal to another) and described under the application form's section entitled "Methodology to be followed and project implementation". This coordination scheme could lead to the signature of two or more grant agreements.

- Applicants may delegate the implementation of part of the action to other entities (implementing partners). They may define the modalities of their cooperation scheme and describe it under the application form's section entitled "Methodology to be followed and project implementation" but in case the project proposal would be selected, only the beneficiary of the grant would sign a grant agreement and carry the legal and financial responsibility for the implementation of the action.

# **2 OBJECTIVES OF THE CALL FOR PROPOSALS**

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 on 23-26 May 2019.

The institutional communication strategy for the 2019 European elections aims to reach out to as wide and diverse a public as possible, in all parts of the society, including the most vulnerable social groups. The EP is committed to inform them about the added value of the

achievements of the EU and of the EP, the importance of the European elections and of taking part in the democratic process by voting.

In order to optimise the efficiency of this message, a particular effort should be made to engage with those segments of the population who have shown an interest in the EU and the EP, but who do not usually turn up on election day (please see 2018 Eurobarometer results: "[Democracy on the move - European Elections: One year to go](#)")

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](#) of the European Parliament, a dedicated Elections website (soon available) and an [online platform](#) <https://www.thistimeimvoting.eu/> addressed to potential voters. 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.

Each project proposal shall define its own specific objective in line with the objectives of the grants programme. The output and outcome of the projects co-financed on the basis of this call for proposals will be measured against the expected results detailed in the grant application using the key performance indicators defined in this call for proposals.

### **3 FORMULATION AND DEFINITION OF COMMUNICATION ACTIONS**

#### **3.1 Communication actions sought by the EP**

The EP is looking to co-finance communication actions aimed at providing citizens with **non-partisan and factual information in the run up to the 2019 European elections**, which will take place on 23-26 May 2019. For the purpose of this call for proposals, "**communication actions**" refer to **online and offline actions and products that stimulate debate and engagement in the European democratic process**. Examples of communication actions include but are not limited to:

- Event or series of events such as debates, round-table discussions, town hall-style meetings, aimed at providing citizens and/or civil society representatives with an opportunity to discuss topics directly linked to the European elections 2019, with or without the participation of cross-party politicians.
- Large scale event or series of events such as festivals, fairs, concerts, sporting events, where the applicant is either the main organiser, a co-organiser, or is participating in the event or series of events as a sponsor, holder of a stand or provider of (part of) an activity included in the event programme dedicated to informing event participants about the European elections.
- Structured activities such as information stands, door-to-door canvassing, marches, rallies, flash mobs, aimed at increasing the visibility of the European elections campaign and informing citizens and/or participants about the European elections.
- Series of information sessions, presentations, workshops, organised by the applicant in schools (target audience of first-time voters), universities, within organisations, etc. and aimed at informing participants about the European elections.
- Online discussion groups, fora and other social media activities offering members and/or followers the possibility to discuss and exchange views on topics related to the European elections.

- Dedicated video channels, websites, apps, web tools and social media accounts producing original content directly related to the European elections campaign and engaging the viewers/followers/members in a discussion about the topic, encouraging them to share the content and/or informing them about the European elections.

Eligible activities under this call for proposals will focus on supporting citizens democratic engagement and participation in the context of the Elections campaign.

The project proposal must be supported by a **detailed planning of events** (indicating the venue, the date, the description of each activity and the estimated number of people who will attend) and a **communication plan** including a media strategy (owned, paid and earned media) in order to ensure wide outreach. In terms of project management, diversity and equality issues, such as gender balance, should take into consideration.

### 3.2 Performance indicators

The project proposals should set up quantified targets using the following performance indicators. Grants beneficiaries will be requested to report on the actual achievements against the predefined targets. The proposal should also indicate methodology for collecting this data/source of information.

- 1) Number of people who have signed up to the online platform for potential voters using the dedicated URL (provided to the grant beneficiary);
- 2) Number of people attending the event;
- 3) Number of people reached by the communication about the event;
- 4) Media coverage after the event.

### 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.

Application form: project proposals must include a detailed description of the project following the logical framework provided in the grant application, including the following information:

- Principal objective,
- Specific objective, including analysis of target groups, expected outreach and impact of the action, related key performance indicators and their source of verification,
- Expected results, based on 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 (expected long term benefits of the project),

- Timetable including detailed planning of events (indicating the venue, the date, the description of each activity and the estimated number of people reached, and
- Budget estimates by categories of costs.

Annexes: Relevant information to ensure a wide and relevant outreach of the action and to measure the success of the action:

- Communication plan including a detailed media strategy (owned, paid and earned media)
- List of performance indicators indicating target value. It should be noted that the monitoring and evaluation mechanisms are closely linked to the indicators and sources and methods of data collection.

#### 4 **TIMETABLE**

Publication of the call for proposals:	Mid-July 2018
Application deadline:	17 September 2018
Evaluation period:	September-October 2018
Result of the evaluation, notification to all applicants	End of October 2018
Signature of grant agreements:	November 2018
Earliest start date of projects:	1 November 2018
Latest end date of projects	31 August 2019
Planned maximum duration of projects:	10 months
Evaluation of completed projects:	Final reports must be submitted by beneficiaries within 2 months 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**

An indicative amount of € 2 million will be available for grants under this call for proposals. The EP reserves the right not to distribute the entirety of the available budget

The maximum rate of co-financing of projects is 80% 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.

## **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 grant agreement.

### **6.2 Publicity by the beneficiaries**

In accordance with the grant 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 an evaluation committee 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 eligibility and capacity of the applicant (see eligibility criteria in 7.2, exclusion criteria in 7.3 and selection criteria in 7.4)
- c) assessing the project proposal (see award criteria in 7.5)

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.

- applications must be sent no later than the deadline for submitting applications referred to below;
- applications must be submitted following the electronic submission procedure described below. No other method of submission will be accepted.

### **7.2 Eligibility criteria**

To be eligible for a grant, applicants must be able to demonstrate that they are:

- Non-profit making. Public authorities and profit-making entities are non-eligible entities under this call for proposals;
- A legal person constituted and registered as legal entity for at least one year at the time of application;
- Based in one of the Member States of the European Union.



In order to assess the applicants' eligibility, at least one of the following **supporting documents** is requested:

- extract from the official journal, copy of articles of association, extract of association register or any other relevant supporting document.

### **7.3 Exclusion criteria**

#### **a) Exclusion from participation**

Applicants will be excluded from participating in the call for proposals procedure if they are in any of the following situations:

(a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

(b) they or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State which has the force of res judicata;

(c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the EIB and international organisations;

(d) they are not in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the RAO or those of the country where the grant agreement is to be performed;

(e) they or persons having powers of representation, decision making or control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such an illegal activity is detrimental to the Union's financial interests;

(f) they are currently subject to an administrative penalty referred to in Article 109(1) of the Financial Regulation applicable to the EU budget.

#### **b) Exclusion from award**

Applicants will not be granted financial assistance if, in the course of the grant award procedure, they:

(a) are subject to a conflict of interest;

(b) are guilty of misrepresentation in supplying the information required by the Commission as a condition of participation in the grant award procedure or fail to supply this information;

(c) find themselves in one of the situations of exclusion, referred to above.

Administrative and financial penalties may be imposed on applicants, or affiliated entities where applicable, who are guilty of misrepresentation.

## **c) Supporting documents**

Applicants must sign a declaration on their honour certifying that they are not in one of the situations referred to in Article 106(1) and 107 to 109 of the Financial Regulation applicable to the EU budget, filling in the relevant form attached to the application form (annex 1.1). Omitting to sign and/or date this form will result in the exclusion of the application

### **7.4 Selection criteria**

#### **a) Financial capacity**

Applicants must have stable and sufficient sources of finance to maintain their activity throughout the period during which the action is being carried out and, where appropriate, to participate in its funding. In particular, they should have

- an average turnover/income in the financial year of at least twice the total amount of the contribution requested to the EP;

or

- equity or equivalent of at least 50% of the total amount of the contribution requested to the EP.

The applicant's financial capacity will be assessed on the basis of the following **supporting documents**:

- a declaration of their honour annexed to the application form duly filled in and signed (annex 1.1 -see exclusion criteria).
- financial statement (including the balance sheet, the profit and loss accounts and the annexes) for the last financial year for which accounts have been closed.
- financial data provided in section 2 of the grant application form.

#### **b) Operational capacity**

Applicants must have the professional competencies as well as appropriate qualifications necessary to complete the proposed action. The applicants must have in particular:

- at least 12 months' proven communication experience as a multiplier, able to mobilize wider networks, with an explicit aim at improving civic engagement in the EU;
- human resources whose competencies and qualifications include good communication skills (oral and written), project management and sound knowledge in European affairs.

In this respect, applicants have to submit a declaration on their honour, and the following **supporting documents**:

- curriculum vitae or description of the profile of the people primarily responsible for managing and implementing the operation;
- the organisations' activity report for the last revolved year;

- an exhaustive lists of previous projects and activities performed and connected to the actions to be carried out.

Proposals that fail to meet the financial or operational criteria will not be examined further.

## 7.5 Award criteria

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

	<b>Criteria</b>	<b>Maximum weighting (points)</b>
1	<b>Relevance of the action and contribution to the objectives of the call for proposals</b>	<b>30</b>
	•Relevance of the principal and specific objectives of the project proposal with regard to the objectives and priorities of the call for proposals, understanding of the EP's identity, values and mission	20
	•Relevance of the targeting analysis with regard to the objectives of the project	10
2	<b>Outreach of the proposed action</b>	<b>25</b>
	•Potential outreach of the project	10
	•Relevance of the communication plan including the media strategy	10
	•Efforts to optimise outreach (coordination scheme or Pan European dimension of the project)	5
3	<b>Creativity of the proposal</b>	<b>10</b>
	•Creativity of the project and of the planned activities with regard to the target group	10
4	<b>Methodology of the proposal</b>	<b>15</b>
	•Quality of the project team (organisation and qualifications) with regards to the specific objectives of the proposed actions	5
	•Relevant use of key performance indicators in order to measure the success of the action	5
	•Methods to monitor and evaluate the action	5
5	<b>Cost effectiveness of the action</b>	<b>20</b>
	•Adequacy of financial resources allocated to the project in relation to the planned activities and objectives,	10

	•Relation between outreach and requested grant.	10
<b>TOTAL</b>		<b>100</b>

Minimum quality threshold: 50 points

All applications passing the eligibility, selection and reach criteria will be assessed in accordance with the award criteria listed above and ranked in order of merit according to the points received. The best project proposals will be chosen, i.e. the proposals 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 project proposals will be selected until the maximum amount earmarked for the call has been consumed. Project proposals scoring less than 50 points will be rejected.

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

The supporting documents may be submitted in any official languages. Applicants are not required to provide translated documents, except for supporting documents aimed at demonstrating the operational capacity of the applicant, which must be submitted together with a summary in English.

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 grants must be submitted electronically by **17 September 2018 at midnight 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/aboutparliament/en/00beb2559e/Grants.html> 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**

The EP 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 15 calendar days following the submission of the application, he/she should contact the EP at [dgcomm-subvention@ep.europa.eu](mailto:dgcomm-subvention@ep.europa.eu) within 15 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: [dqcomm-subvention@ep.europa.eu](mailto:dqcomm-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 maximum 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 *(to fill in)*

Annex 1.1: Declaration on honour *(to fill in and return with the application form)*

Annex 1.2: Checklist for applicant *(for information only)*

Annex 2: Model Grant agreement *(for information only)*

Annex 3: List of key indicators for project proposals and reporting *(to fill in and return with the application form)*

Annex 4: Financial Identification Form *(to fill in and return with the application form)*

