

Directorate-General for Communication

**CALL FOR PROPOSALS**  
**COMM/SUBV/2017/E**

**FOR THE ESTABLISHMENT OF GRANT AGREEMENTS IN THE  
CATEGORY OF EVENTS**

**Implementation period: 15 December 2017 – 30 June 2018**

**Application deadline : 15 September 2017**

## Contents

<b>1</b>	<b>BACKGROUND AND PURPOSE OF THE CALL FOR PROPOSALS</b> .....	<b>3</b>
1.1	Background.....	3
1.2	Purpose of this call for proposals .....	3
<b>2</b>	<b>OBJECTIVES</b> .....	<b>3</b>
<b>3</b>	<b>PROJECTS SOUGHT BY THE EP</b> .....	<b>3</b>
3.1	Projects sought by the EP .....	3
3.2	Content of the project proposal .....	5
<b>4</b>	<b>TIMETABLE</b> .....	<b>5</b>
<b>5</b>	<b>BUDGET AVAILABLE AND MAXIMUM COFINANCING RATE</b> .....	<b>6</b>
<b>6</b>	<b>USE OF PROJECTS' RESULTS AND PUBLICITY</b> .....	<b>6</b>
6.1	Use of projects' results.....	6
6.2	Publicity by the EP .....	6
<b>7</b>	<b>EVALUATION AND SELECTION OF PROJECTS</b> .....	<b>7</b>
7.1	Admissibility requirements .....	7
7.2	Eligibility criteria .....	7
7.3	Exclusion criteria.....	8
a)	Exclusion from participation .....	8
b)	Exclusion from award.....	8
c)	Supporting documents .....	8
7.4	Selection criteria .....	9
a)	Financial capacity .....	9
b)	Operational capacity .....	9
7.5	Award criteria.....	10
<b>8</b>	<b>APPLICATION PROCEDURE</b> .....	<b>11</b>
8.1	Application form .....	11
8.2	Supporting documents .....	11
8.3	Ways of submission and deadline.....	11
8.4	Information during the procedure and notification of results .....	12
<b>9</b>	<b>CONTACT AND REQUEST FOR COMPLEMENTARY INFORMATION</b> .....	<b>13</b>
<b>10</b>	<b>DATA PROTECTION</b> .....	<b>13</b>
<b>11</b>	<b>LIST OF ANNEXES</b> .....	<b>13</b>

# **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 in the category of events (i.e. online and offline communication activities).

This call for proposals is open to all organisations complying with the criteria described below.

Grant agreements will be signed with those organisations who have been awarded a grant for a project on the basis of this call for proposals. These 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.

Grant agreements may only be signed with a single beneficiary and may not be signed with a group of economic operators. The beneficiary of the grant may decide to enter into a cooperation scheme with other implementing partners. In such case, only the beneficiary of the grant would carry the legal and financial responsibility for the action.

# **2 OBJECTIVES**

In line with the multiannual work programme for grants, the objectives of this call for proposals are:

- to promote and multiply a better understanding of the identity, role and political nature of the EP as the only democratically elected EU institution,
- to communicate the EP's active involvement in fields that matter to EU citizens,
- to disseminate information and promote dialogue about the EP's activities.

Project proposals shall define their own objectives in line with the objectives of the programme. The outputs and outcome of the projects cofinanced 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-mentioned objectives of the call for proposals can be achieved by showing the impact and relevance of the EP and the EU action on people's daily life with a view at better connecting citizens and ensuring greater engagement with the EU and the EP.

# **3 PROJECTS SOUGHT BY THE EP**

## **3.1 Projects sought by the EP**

The EP is looking to co-finance communication projects in the form of events 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.

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>1</sup>.

Eligible activities under this call for proposals are offline or online events of any type (seminars, conferences, debates, discussion fora, competitions, etc.) aimed at providing a communication platform to citizens and / or activating multipliers<sup>2</sup> and multiplier networks in the run up to the 2019 European elections, organized at pan-European, national, regional or local level.

Each project proposal must comply with at least two of the following reach criteria:

- reaching an audience of at least 250,000 people<sup>3</sup>, either directly or indirectly through membership of networks;
- reaching a minimum number of 500 multipliers; and/or
- have a pan European dimension, i.e. having an audience or be organised in at least 3 Member States<sup>4</sup>.

Project proposals must be accompanied with a strategic plan that shows how the target audience can have a key role in mobilising specific groups of citizens.

Project proposals should also include, if appropriate, a communication plan on media and social media with an aim at fostering a larger debate and increasing the outreach of events.

Proposals with potential for substantial media impact and/or potential to generate sustainable benefits, for example in leading to the creation of enduring networks or by generating a multiplier or knock-on effect, will be favourably viewed. Proposals should show evidence of proper targeting, with a clearly defined potential participating population. The events proposed must clearly demonstrate potential for significant outreach and offer high visibility.

Project proposals must detail the methods for monitoring and evaluation of the projects, i.e. how the beneficiaries measure and supervise how activities are conducted and to which degree results and specific objectives are achieved. The perception and satisfaction of the target groups can also be subject to monitoring and evaluation.

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<sup>1</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>2</sup> Multipliers are persons or organisations capable of spreading messages to further (mass) audiences. Multipliers may include but are not limited to journalists, NGOs, think tanks, civil society groups or organisations, youth organisations and public authorities.

<sup>3</sup> E.g. unique visitors of a website, followers on twitter or Facebook, etc.

<sup>4</sup> The list of EU regions is available at: <http://cor.europa.eu/en/regions/pages/europe-in-my-region.aspx>

### 3.2 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 the following:

- Principal objective,
- Specific objective, including 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, and
- Sustainability of the project's achievements.

**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.

The monitoring and evaluation mechanisms are closely linked to the indicators and sources and methods of data collection.

## 4 TIMETABLE

<i>Grants in the events category</i>	
Publication of the call for proposals:	31 July 2017
Application deadline:	15 September 2017
Evaluation period:	October/November 2017
Result of the evaluation, notification to all applicants	December 2017
Signature of grant agreements:	As of December 2017
Earliest start date of projects:	15 December 2017
Latest end date of projects	30 June 2018

Planned maximum duration of projects:	6 months and 15 days
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 maximum amount of € 850.000 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 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.

## **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.

### **6.2 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 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;
- A legal person constituted and registered as legal entity for at least two years;
- Based in one of the Member States of the European Union. In addition to the 28 Member States of the European Union, the call is also open to the EFTA countries (Iceland, Liechtenstein, Norway and Switzerland) and candidate countries for acceding to membership of the European Union (the former Yugoslav Republic of Macedonia, Albania, Montenegro, Serbia and Turkey).

Public authorities and profit-making entities are non-eligible entities under this call for proposals.

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 3.1.1). 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 last two available financial years, of at least twice the total amount of the grant proposal;

**or**

- equity of equivalent of at least 50% of the total amount of the grant proposal

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.
- financial statement (including the balance sheet, the profit and loss accounts and the annexes) for the two last financial year(s) 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. In particular, they must have:

- at least two years' proven experience in communicating with the public, preferably on issues relevant to the EU policies and the role of the EU institutions;
- 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 reports for the two last fully revolved years;
- 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. Project proposals not complying with at least 2 of the 3 reach criteria referred to in section 3.1 will not be considered for evaluation.

	<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>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, understanding of the EP's identity, values and mission	10
	•Relevance of the targeting analysis with regard to the objectives of the project	10
2	<b>Outreach of the proposed action</b>	<b>40</b>
	•Potential outreach of the project, potential outreach beyond the target group, notably by engaging with network of contacts at local, regional or national level (multiplier effect)	20
	•European dimension (events organised in different Member States or involvement of organisations from different Member States)	5
	•Relevance of the communication plan (media plan, publicity planned for the activities, methods for disseminating results)	10
	•Sustainability of the results (e.g. website maintenance after the end of the project).	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.	5
4	<b>Methodology of the proposal</b>	<b>20</b>
	•Quality of the project team (organisation and qualifications) with regards to the specific objectives of the proposed actions	5
	•Relevance of key performance indicators proposed in order to measure the outcome and outputs of the projects	10
	•Methods to monitor and evaluate the action	5
5	<b>Cost effectiveness of the action</b>	<b>10</b>

	•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>

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 must be submitted electronically by **15 September 2017 at midnight (Brussels time)**.

In order to register a grant application, the applicant must download and fill in 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, and submit it by pressing on "submit by Email" at the bottom of the form.

The form may be filled in offline, edited and saved several times (if necessary) and submitted at a later stage without prejudice to the above mentioned deadline.

By clicking on “Submit by email”, the form will be automatically attached to an email addressed to the European Parliament. 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 European Parliament. E-mail body may be filled in with comments relevant to the application if necessary.

In order to be processed by the European Parliament, the form must not be renamed. In addition, it is advised not to change the automated e-mail title.

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

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

The date and time of submission will be the date and time of sent applications, as registered by the European Parliament’s server.

#### **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-subvention@ep.europa.eu](mailto:dgcomm-subvention@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 within two weeks 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 Grant agreement

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