



ЕВРОПЕЙСКИ ПАРЛАМЕНТ    PARLAMENTO EUROPEO    EVROPSKÝ PARLAMENT    EUROPA-PARLAMENTET  
EUROPÄISCHES PARLAMENT    EUROOPA PARLAMENT    ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΟΒΟΥΛΙΟ    EUROPEAN PARLIAMENT  
PARLEMENT EUROPÉEN    PARLAIMINT NA HEORPA    PARLAMENTO EUROPEO    EIROPAS PARLAMENTS  
EUROPOS PARLAMENTAS    EURÓPAI PARLAMENT    IL-PARLAMENT EWROPEW    EUROPEES PARLEMENT  
PARLAMENT EUROPEJSKI    PARLAMENTO EUROPEU    PARLAMENTUL EUROPEAN  
EURÓPSKY PARLAMENT    EVROPSKI PARLAMENT    EUROOPAN PARLAMENTTI    EUROPAPARLAMENTET

## Directorate-General for Communication

### **SPECIFIC CALL FOR PROPOSALS COMM/SUBV/2013/01**

Establishment of specific grant agreements in the **area of television** with partners of the Directorate General for Communication of the European Parliament for the co-financing of projects aimed at raising public awareness and encouraging wide public interest in the European Decisional Process.

Period covered: 01/04/2013 - 30/06/2014

Important notice: only organisations who have already successfully applied to sign a Framework Partnership Agreement with DG COMM or organisations who submitted an application to become partner by 31/10/2012 will be eligible for submitting proposals under this specific call for proposals.

## COFINANCING OF TELEVISION PROGRAMMES

### **Introduction**

This call for proposals is limited to organisations who are a partner of DG COMM in the field of television<sup>1</sup> and to organisations who have applied to become a partner in this field before 31/10/2012<sup>2</sup>, hereinafter referred to as "partners". Only projects submitted by successful applicants will be taken into consideration for the purpose of awarding grants under this call for proposals.

### **Purpose of the call for proposals**

In the run up to the 2014 European elections, DG Communication is intensifying its efforts to increase awareness among European citizens as to the role and activities of the European Parliament, highlighting its political nature. It is in particular endeavouring to ensure that citizens are informed that the European Parliament is the only directly elected European institution, that its Members are the advocates of the European citizens' interests, and that the votes of the individual citizens directly determine European Governance, since different political parties champion different outcomes affecting European citizens in their daily life.

In this context, with a view to reinforcing its communication capacity, DG COMM is launching a call for proposals to identify potential beneficiaries for grants for specific projects which will focus on:

- raising awareness of the European Parliament - its role, its political nature, its achievements in the perspective of the 2014 European Elections
- cooperating in the framework of the future institutional communication plan of the European Parliament
- disseminating information about the European Parliament and its activities
- increasing knowledge and understanding of the three pillars around which the European Parliament operates - politics, policies, values.

In this context, DG Communication is launching a call for proposal open to all the partners in order to select projects in the field of production and broadcasting television programmes. Specific grant agreements will be signed with those partners who have been awarded a grant for a specific project following the launch of this call for proposals. These specific 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.

---

<sup>1</sup> These are organisations who successfully applied to become partner under the first application round of the call for proposals COMM/2012/FPA closed on 15/06/2012.

<sup>2</sup> These are organisations who applied to become partner under the second application round of the call for proposals COMM/2012/FPA closed on 31/10/2012

**Area of activity within the framework partnerships**

DG Communication is interested in co-financing all types of television programmes where the emphasis is placed on new and innovative approaches to communication, and on giving a new tone and image of the efforts of the European Parliament to enter into effective dialogue with the European citizens. Proposals will concentrate on providing unbiased, accurate and up-to-date information about the European Parliament and its Members, the role it plays as a democratically elected body, the political debates occurring within it, the decisions taken and the impact of these decisions on the daily life of the European Citizen, notably in the perspective of the 2014 European Elections.

**Indicative maximum amount**

A maximum amount of approximately EUR 2,5 million will be available for this call.

**Maximum percentage of co-financing by the Union**

Each grant awarded may cover up to a maximum of 70 % of total eligible costs as presented in the budgetary estimate in the application form.

**Types of project sought**

The European Parliament is looking to co-finance all types of television programmes aimed at providing citizens with information about the European Parliament as described above especially in the perspective of the 2014 European Parliament Elections. 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 figures, collaboration with other broadcasters, technical proposals facilitating an exchange of programmes are all elements which will be perceived favourably. The partners will be given complete editorial freedom; though they will have to commit to respecting the editorial charter (annexed to the call for framework partnership agreements COMM/FPA/2012) guaranteeing impartial, balanced and open debate.

The European Parliament will pay special attention to television programmes targeting young people (i.e. 12-25 years old) and therefore reserves the right to allocate up to 25% of the overall envelope for this category of projects.

**Information to be provided in the proposal**

Grants will only be offered to project proposals which are clearly and well-defined, which have been researched and fully developed having taken all time-schedule and budget considerations into account, which are ready to commence, and which aim at achieving the above-mentioned objectives.

The project proposal must include a detailed description of the project; the project schedule; the broadcast schedule with dates and times of broadcasting and the television channel on which the programme will be broadcast; the expected outreach, with a detailed account of the number of viewers based on data of viewers at the times of the foreseen broadcast; and methods to be employed to assess the impact of the project. Please clearly indicate the duration of each proposed broadcast.

Call for proposals COMM/SUBV/2013/01

Applicants must provide, with their application file, 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.

### **Use of final product**

In view of transparency, the television programmes (or a selection of them) will be reproduced on the audiovisual website of the EP (<http://audiovisual.europarl.europa.eu/>).

Applicants will upload their programmes on the FTP server of the audiovisual website respecting the following technical specifications: Mpg4 / Lo-res: (frame size: 480/272; 16/9; High Profile/H264; bitrate: 560Kbps.

for uploading procedure please see:

<http://audiovisual.europarl.europa.eu/Registration.aspx> - How to download via the private workspace.doc).

DG Communication reserves the right to publish the programmes on the European Parliament Web TV Channel and its websites.

Applicants will upload (in English, in Word or PDF) the following metadata 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 authorization (including model release(s) and all related rights) to publish the programme on the audiovisual website of the EP.

The EP reserves the right to request broadcast quality copies of the rushes for further use. Applicants will then send by post hard copies with the following technical specifications:

#### **VIDEO SD:**

Betacam Digital

IMX50

bitrate:50 Mb/sec

PAL 625, interlaced (25ips); 16/9

frame size 720/576 (16/9 anamorphic)

#### **VIDEO HD:**

XDCAM 50

bitrate:50Mb/sec

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

### **Start and duration of projects**

Projects should be implemented between 1/04/2013 and 30/06/2014

The maximum duration of projects will be 15 months.

### **Eligibility criteria**

- **Eligibility of the applicant**

This call is only open to organisations with whom a Framework Partnership Agreement has been signed following Call for Proposals COMM/2012/FPA.

- **Eligibility of the proposal**

Only proposals submitted by eligible applicants in compliance with the procedure of submission described hereinafter will be considered.

### **Award criteria**

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

- 1) **Understanding of the mission** of the Directorate for Communication of the European Parliament as demonstrated by the pertinence of the proposed action within the context in which the mission is to be carried out (max. 10 points);
- 2) **Pertinence of the targeting analysis** carried out and relevance of the identified audience (max. 10 points);
- 3) **Potential outreach and impact of the proposed actions** (max. 40 points);
- 4) **Creativity and originality of the proposed actions** (max. 20 points);
- 5) **Quality and methodology of the proposal** (max. 30 points) including:
  - quality and experience of the proposed team
  - methodology to be employed for its realisation and time schedule for implementation,
  - publicity planned for the activities and methods for disseminating results,
  - methods to assess the impact of the project.
- 6) **Cost effectiveness of the action:** the adequacy of resources allocated to the project (human and financial) in relation to the planned activities (max. 10 points);

A maximum of 120 points will be awarded.

### **Evaluation process**

All applications will be assessed in accordance with the award criteria listed above. The result of the assessment process will be subject to the budget available. As a result, only the top ranked proposals may be selected for funding within the limits of the budget available.

The European Parliament will inform each applicant of the final decision taken. Applicants whose proposals have not been selected for funding will be informed of the results of the evaluation process upon request.

### **Publicity and information requirements**

In accordance with the General conditions, all beneficiaries are under the obligation to acknowledge that the present activity has received funding from the Union in all documents and media produced, in particular final delivered outputs, related reports, brochures, press releases, videos, software, etc. including at conferences and seminars.

The European Parliaments official logo (with disclaimer) and the visual identity of the institutional communication plan of the EP (when available) should be utilised in all publicity, activities, publications organised within any granted project. This logo and disclaimer will be provided when the offer of a grant is made.

### **Procedure for submission of proposals**

#### *a) Format*

Applications must be presented on the Grant Application Form annexed to this call for proposals. The format, titles and footnotes may not be changed or removed; additional pages may be added where necessary. The application form and the project proposed must be submitted in English. The supporting documents may be in the language of the country concerned. We do not require translated documents.

Applications must be submitted in A4 format, in triplicate (one original version of all documents + two other copies), and in paper form (please note that the pages of your application should not be bound together in any way as we need to be able to remove individual pages easily, a simple ring binder (2 holes) is the preferred format).

#### *b) Modes of transmission and deadline*

Applications must be submitted in a **sealed envelope by registered mail, private courier service or hand delivery** (a signed and dated certificate of receipt will be given to the deliverer) at the address below:

#### Delivery address

European Parliament  
Central Mail Service

Altiero Spinelli Building (ASP 0 F 156)

Attn.: Directorate-General Communication

(Finance Unit, MOY 05 T 072 - Call for proposals)

Rue Wiertz, 60

B-1047 Brussels

BELGIUM

In addition, applicants are invited to provide an electronic copy of their application, as indicated below. It should be noted that **the paper copy of the application shall be considered as the authentic application and shall prevail over the electronic copy.**

Applications must be submitted by **30/11/2012**. Applicants must ensure that the date on the stamp made by the post office is not later than the deadline date and that the date is clearly visible and readable.

It is highly recommended to **post** your application before the actual closing date and not to wait until the last minute. The services of DG Communication will not follow

up individual cases where the postmark is not dated or where it is not clearly visible. Please be aware that some postal services do not necessarily date envelopes, the responsibility rests with the applicant to ensure that a date is clearly stamped on the envelope.

In case of submission by **private courier/delivery service or hand delivery**, please note that opening hours are Monday to Thursday between 9 a.m. and 12 noon and 2 p.m. and 5 p.m., and Friday between 9 a.m. and 12 noon. The handing-in of a proposal **will be attested by a receipt**, to be issued immediately, signed by a Central Mail Service official and giving the date and exact time of submission.

Please do not contact services of DG Communication directly to deliver the proposal by hand to staff within the service. Applications must be transmitted via the Central Mail service.

The private courier/express delivery company must indicate clearly on the envelope or package the date on which they take receipt of the application, even if it is not the same day that they actually deliver the application.

Again the applicant is responsible for ensuring that the date the courier company receives the envelope/package for sending, is marked and clearly visible on the packaging - this is extremely important as your proposal will be rejected if the **reception date** of the package is not on or before this closing date or if there is no mentioned date of receipt. Please be aware that courier services often omit to mark the date of receipt on the package and we often receive proposals without this essential information. Again, the services of DG Communication are not able to follow up individual cases where the package is not dated or where it is not clearly visible.

The postmark, the date and time of delivery by hand with acknowledgement of receipt dated and signed by the responsible official, or the proof of receipt by the courier service, will serve as proof of the date of submission of the proposal. Faxes, electronic mail, incomplete dossiers, or dossiers sent in several parts will not be accepted.

The applicant is responsible for ensuring that the postmark issued is legible and, in the case of private courier service that the exact address and reference and date of submission to the courier service is clearly indicated on the outside of any packaging. If the proof of the submission date or posting date is not clearly indicated the proposal will be refused. No special circumstances can be taken into account and no exception to this rule will be made.

Applicants are also invited to submit an **electronic version** of their application:

- either by sending a Word version by email to [dgcomm-subvention@europarl.europa.eu](mailto:dgcomm-subvention@europarl.europa.eu) on 30 November at the latest;
- or by including a Word version on a data carrier (CD-Rom, Memory Stick) in the sealed envelope referred to above.

### **Request for complementary information and notification of results**

Questions of clarification may be sent by e-mail to [dgcomm-subvention@europarl.europa.eu](mailto:dgcomm-subvention@europarl.europa.eu). Replies will be provided within 5 working days.

Call for proposals COMM/SUBV/2013/01

Once a proposal has been received and registered by the Parliament, an acknowledgment of receipt will be dispatched to the applicant.

DG Communication will notify receipt of applications, by e-mail only, to the contact person named in the application form for the partnership agreement.

Applicants will be informed in writing of the Parliaments decision concerning their application.