



**Directorate General Communication**

## **CALL FOR PROPOSALS - 2010**

### **THEME REFERENCE NUMBER: 03 - Websites**

Co-financing the development and launching of **innovative** websites and other internet-based initiatives, which use creative methods to generate interest and raise awareness about the role of the European Parliament.

### **1. GENERAL OBJECTIVES AND CONTEXT OF THE CALL FOR PROPOSALS**

This call for proposals of the Directorate General for Communication of the European Parliament is published just days before the European electorate (some 375 million citizens) will have the opportunity to go to the polls and elect the next pan-European assembly. This new assembly will represent close to half a billion European citizens for the next five years (the 7th term of office). The elected Members represent the voice of the citizen in Europe. The European Parliament is a major and powerful player in European Union decision making and the votes taken in this Institution shape final European legislation that influence the everyday lives of European citizens. They cover issues from the food on our plates, to the quality of the air we breathe and the safety of the toys that our children play with. The European Parliament is an ardent defender of Human rights, consumer rights, equal opportunities and environmental protection.

By the closing date for applications to the Call for Proposals, the new Parliament will have been elected, installed, and will have commenced work. In the midst of the worst economic crisis since the 1930's, economic stability, growth, and social policy are issues that affect and concern all European citizens. 2010 has been designated the European Year for Combating Poverty and Social Exclusion. In March 2000, with the launch of the Lisbon Strategy, the European Council invited Member States to take steps to make "a decisive impact on the eradication of poverty" by 2010. In spite of efforts deployed, many challenges still lie ahead, and significant parts of the European population continue to suffer from deprivation or limited and unequal access to services, or are excluded from society. This state of affairs conflicts with the European Union's commonly held values of solidarity and social justice.

The Joint Report on Social Protection and Social Inclusion of 2008 highlights the fact that 78 million people in the European Union live below the poverty line, 19 million of whom are children; and this in spite of having some of the most developed social protection systems in the world.

These important issues, together with the fate of the Lisbon Treaty, are just some of the many challenges facing the newly elected European Parliament.

The aim of this Call for Proposals is to find suitable projects from all Member-State organisations which aim to enhance understanding of the role of the European Parliament and how it functions, which encourage a wider public interest and participation in the decisional process, and which provide a platform for those citizens to raise issues which are important to them.

The key elements of any project selected for the award of a grant under this Call for Proposals will fall within this context. All potential applicants are strongly advised to read all information provided in this publication before submitting a proposal. You will need to study carefully: The details and criteria set out in this theme to determine whether your project proposal could be considered for the award of a grant; The draft Grant Agreement and applicable terms and conditions, in order to understand the responsibilities and obligations relating to a grant award, should your proposal be selected; The application form on which you should submit your proposal.

Please note that you have the opportunity to submit one project only for this call for proposals; please do not submit more than one proposal to this or any other theme published.

Please also note that if your organisation was awarded a grant by the Directorate General for Communication of the European Parliament, following the call for proposals in 2008 and in 2009, we will not consider your proposal for this 2010 procedure. (In other words if your organisation has been awarded two consecutive grants for projects in 2008 and 2009)

## **2) TYPE OF BENEFICIARY TARGETED**

This financing opportunity is open to any officially registered organisation from any Member State of the European Union who can provide evidence of **experience and infrastructure** necessary for running the type of project being proposed and on the scale of the activities being proposed. This financing opportunity is open to organisations having legal personality, able to demonstrate the financial and human resources capacity to ensure continuity for the whole period described in the project proposal. Applicants must demonstrate experience and expertise the field of web-based activities.

Only projects being held in one or more of the Member-States of the European Union may be considered under this funding programme.

## **3) THE TYPE OF PROJECTS SOUGHT**

The Directorate General for Communication will consider projects for web-based projects which fall within the context of this call, as set out above, and which offer a means of communicating with European citizens. Proposals will concentrate on providing unbiased, accurate and up-to-date information and will include specific links to the role played by the European parliament in the decisional process, as democratically elected body, and how those decisions impact on the daily lives of the European Citizens. Proposals will clearly demonstrate the non-political and unbiased nature of the activities being proposed.

Projects sought will:

Explain and inform citizens as to the role of the European Parliament as a democratically-elected European body, and its part in the decisional process;

Clearly make the connection between EU Membership, the decisions taken by the Parliament and their impact on day-to-day life of European citizens;

Be complementary in character vis-à-vis the Parliament's official communications media and materials;

Take advantage of Web 2.0 technologies to allow interactivity between citizens on a national or trans-national basis, and provide a platform for debate and discussion of the issues which have been, are or can in the future be addressed by the European Parliament;

**Produce original content**, with such content constituting **at least 80%** of total content posted online;

Demonstrate the capacity to engender a free and open debate from a politically non-partisan and impartial standpoint, while ensuring respect for basic ethical norms in the conduct of political discussion through the rigorous application of an editorial charter.

Demonstrate adequate security mechanisms ensuring the integrity of the website content.

The Directorate General for Communication will consider smaller-scale projects from civil society organisations and are particularly seeking larger-scale projects presented by established on-line media organisations.

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 evaluation committee will take into account the expected multiplier effect of the project. **Particular attention will be given to creativity and innovation** in the proposed methods of communicating with the public and to the maximum exploitation of synergies with the official communications media and material of the European Parliament, notably its website.

This funding opportunity is foreseen to contribute to the costs of development, set-up and launch of the website. The project proposal must include a fully detailed description of the project and the type of content which will be included on the site ; the project schedule; substantiated estimations of the potential “reach” of the project; the editorial charter governing day-to-day management of the site and methods to be employed to assess the impact of the project. The proposal will describe, in detail, the foreseen continuity of the website after the launch (funded period), including up-date and maintenance, and the “lifetime” foreseen for the site. The description will include a clear detail as to whether the proposed project will be the creation of a new “stand-alone” site or whether the action will be included in an existing site. **Project proposals which only utilise existing information and documents, and/or which only make links to other existing sites will not be considered for the award of a grant.**

**Financing rate:** Each grant awarded may cover up to a **maximum of 75 % of total eligible costs** as presented in the budgetary estimate in the application form. The **amount of the grant requested** from the European Parliament will not be less than **5.000 €** and will not be greater than **250.000 €**. This wide range of maximum grant amounts that may be requested reflects the diverse scale of projects that may be considered. It should, however, be noted that higher grant amounts will, in practice, only be considered for wide-ranging, high impact projects presented by established on-line media organisations.

**Each year DG Communication receives proposals that do not comply with the requirements set out in the call, in order to avoid disappointment you are strongly advised to read the Practical Guide for Applicants and the example Grant Agreement, and Terms and Conditions, in order to verify that your proposal could be considered before submitting an application.**

#### **4) HOW YOUR PROPOSAL WILL BE EVALUATED**

The evaluation committee will evaluate your project proposal according to the exclusion, selection and award criteria set out below at point 7. Proposals will be evaluated in three stages (If the proposal passes exclusion criteria it will be evaluated according to the selection criteria. If the proposal passes selection criteria it will be evaluated according to the award criteria). The evaluation of the project according to the five different award criteria will result in the attribution of points per category. The points will range from 0 to 20 for each of the five categories; proposals must obtain a minimum of 10 points in each category and a minimum overall score of 65 points (across all categories) for the proposal to be considered for the award of a grant.

The Directorate General for Communication has a limited budget allocation and only those proposals deemed **most worthy**, in order of merit, and that can be offered a grant within our budgetary limitations, will be selected.

In the event of approval by the Parliament, a Grant Agreement (established in Euro) will be concluded between the Parliament and the party submitting the proposal.

**The decision of the Parliament is final.**

## **5) THE TIME SCHEDULE FOR THE PROCEDURE**

**THIS CALL FOR PROPOSALS WILL BE CLOSED FOR APPLICATIONS ON THE 1ST SEPTEMBER 2009**

In the application form you are requested to designate a **contact person** for all matters related to your proposal. This contact person will be the **only person** to whom correspondence will be addressed by the services of the Directorate General for Communication, for the purposes of this call, and during the whole of the evaluation and notification procedure. All such correspondence will be made **by e-mail only**, it is therefore essential that arrangements are made to ensure continued cover of this persons' mailbox during any foreseen absences.

### **Receipt notification**

Within two weeks of the closing date of the call for proposals **the named contact person** will receive a computer-generated acknowledgement of receipt of your application file. This acknowledgement will include an individual reference number for your application and this must be quoted in all correspondence. The indicative time schedule for receiving this acknowledgement of receipt by e-mail is between the 1st and the 11th of September 2009.

### **Evaluation**

The evaluation procedures are expected to take place between the 21st September and the 9th of October 2009.

### **Results**

The results of the evaluation procedures will be notified **by e-mail**, generated automatically by our computerised system, **to the named contact person**. This mail will contain only the essential information regarding the results. In this manner we are able to inform all applicants as quickly as possible of the status of their application. Any request for additional information regarding the treatment of your proposal will be dealt with at a later stage and **only following a written request** for information, quoting the full reference number of your application and introduced by the person named as the contact or by the person named as being responsible for the application. Formulation of the final decision and communication of the results to applicants is expected to take place between the 3rd and the 13th of November 2009.

## **6) HOW TO APPLY**

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 or French. The supporting documents, such as the official accounts and statute of the applicant organisation should be a copy of the original documents, and will therefore be in the language of the country concerned. We do not require translated documents. For this theme proposals will be introduced under the theme **reference number n° 3 this must be clearly marked on the front page of the application form. Proposals received which do not identify the theme number may be excluded from evaluation.**

This call for proposals is open until **1/09/2009 at 12.00 hrs midday**.

All the documents required for a proposal must be sent 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). Please do not send large reports or CD's or DVD's. If your organisations annual activity report is a large and heavy document it would be preferable to provide only a summary description of your activities at point 1.3 of the application form.

**There are three ways of sending your application as follows:**

**a) Preferred method is by registered post to the following address:**

**European Parliament  
Directorate-General Communication  
Budget Coordination (call for proposals 2010)  
MOY 05 T 012  
Rue Wiertz, 60  
B-1047 Brussels  
BELGIUM**

**Applicants must ensure that the date on the stamp made by the post office is on or preferably before, the deadline date of 01/09/2009 and that the date is clearly visible and readable.**

**This is extremely important** as your proposal will be rejected automatically if it is not evident from the postmark that the application was registered by the post office on the 01/09/2010 or before. Each year applications are received and rejected because the post date stamped is later than the closing date and/or there is no date on the envelope or it is not 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.

**b) Or by handing it in personally at the following address, where it must be delivered no later than 12.00 hrs midday on 01/09/2009.**

**European Parliament  
Central Mail Service  
Altiero Spinelli Building (ASP 0 F 156)  
Attn.: Directorate-General Communication  
(Budget Coordination, MOY 05 T 012 - Call for proposals 2010)  
Rue Wiertz, 60  
B-1047 Brussels  
BELGIUM**

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).

c) Or by having it delivered by a private courier/express delivery company to the same address below.

European Parliament  
Central Mail Service  
Altiero Spinelli Building (ASP 0 F 156)  
Attn.: Directorate-General Communication  
(Budget Coordination, MOY 05 T 012 - Call for proposals 2010)  
Rue Wiertz, 60  
B-1047 Brussels  
BELGIUM

**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. This date must be on or before the 01/09/2009.**

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.**

## **7) THE THREE STAGES OF EVALUATION OF PROPOSALS**

### **EXCLUSION CRITERIA - STEP ONE**

a) **The Applicant Organisation-** Only officially registered and legally constituted (for tax, insurance and employment legislation) organisations are eligible to apply. This will be attested by the official legal registration documents provided with the application.

b) **Application form and attached documentation.** Only requests submitted on the basis of the application form contained in the annex will be considered. All sections of the form must be completed clearly and accurately. All requested documentation must be attached to the proposal (for information, a checklist of documents to be provided with the proposal is included with the application form). Any incomplete applications may be rejected automatically as will any dossiers sent in several parts.

c) **Non-commercial and not for profit projects.** Proposals for projects of a commercial nature, and/or projects, which have the purpose or effect of producing a profit for the beneficiary, will be rejected.

d) **Evidence of co-funding arrangements from other sources.** The grant will, in no circumstances, cover the total cost of the action and applicants must supply evidence of co-funding arrangements from other sources towards the costs estimated for the project. This should be in the form of a commitment letter from the co-funding organisation. If the remaining funds are to be contributed by the applicant organisation itself this must be clearly stated on the application form at point 3 (estimated budget). If other sources of financing are not confirmed the applicant must state to which organisations they have introduced requests for co-financing at point 4 of the application form.

e) **Applications by fax or e-mail are not admissible.**

f) **Any application presented by a body acting as an intermediary for a third party shall be excluded.** If the applicant organisation is not actually intending to manage, organise, or run the project themselves, the application will be rejected on these grounds. This does not affect the possibility of running a project with a group of partners, but rather relates to an applicant acting simply as intermediary where the main running of the project will essentially be contracted to another organisation.

g) **Accordance with European Union policies and image.** The proposed project must not, directly or indirectly, send messages which conflict with Union policies or be associated with an image, which is not in keeping with that of the Institutions.

h) **Letter of guarantee.** Not applicable to this theme

i) **Declaration on exclusion criteria.** Organisations will be excluded from participation in the call for proposals if they are in one of the situations listed at point 5 of the Application form. To this effect applicants must complete and sign the Declaration on exclusion criteria at point 5 of the application form.

j) **Duration.** Only proposals for projects which are due to **start during the course of 2010** will be considered. Additionally DG Communication will only consider projects which **start at the earliest on 1/1/2010** and which will be **completed at the latest by 30/4/2011.** Please do not introduce applications for projects which start before the 1/1/2010 or projects which will be completed after the 30/4/2011. Please also note that any project awarded a grant will not be granted an extension beyond the 30/4/2011 under any circumstances, please therefore consider carefully if your project will be completed within this time scale before submitting your proposal.

k) **Closing date for receipt.** Only proposals received by the deadlines set out at point 6 of the call for proposals will be evaluated. There will be no exceptions to this rule, under any circumstances.

l) **Funding amount and rates.** Under this theme the **maximum amount of funding that may be requested is 75 % of total estimated costs,** as presented in the budgetary estimate in the application form. The **amount of the grant requested** from the European Parliament under this theme will not be less than **5.000 €** and will not be greater than **250.000 €.** We regularly receive proposals requesting a grant amount which is under the minimum or over the maximum amount foreseen, or where the percentage of funding requested is greater than the rate foreseen (here 75%); such applications will automatically be excluded, please therefore verify your calculations before submitting your proposal.

m) **Previous Grant award.** If your organisation was awarded a grant by the Directorate-General for Communication in 2008 **and** in 2009 (two consecutive years) your project will not be considered for the award of a grant for this Call for Proposals.

**If a proposal does not comply with the exclusion criteria it will be rejected at this stage.**



## **SELECTION CRITERIA - STEP TWO**

The following documents are required to enable assessment to be made of the applicants' financial and operational capacity to complete the proposed action.

- The latest activity report of the organisation or a detailed description of the main activities of the organisation over the past year, prior to applying for this grant. Please do not send voluminous and heavy documents - if your organisations annual activity report is a large document it would be preferable to summarise the main activities of your organisation at point 1.3 of the application form.
- A fully detailed curriculum vitae for each of the key members of staff who will work on the project being proposed. Please provide the CV's as separate documents and do not incorporate them into the project description. Please ensure that the persons address, age, **current employment** details and all other employment and educational information is clearly stated.
- A copy of the official annual accounts of your organisation showing turnover, profit and loss and the balance sheet of the full year prior to the application for this grant. **Please note that this is not required for Public Authorities**. If your organisation is a Public Authority we require a copy of the annual budget for the year preceding the application.
- A copy of the official registration document proving that your organisation is recognised according to your national laws for the purposes of tax, insurance and employment legislation, and a copy of the official statute of your organisation. **Please note that this is not required for Public Authorities**.
- A detailed and balanced estimated budget for the project proposed, presented on the budget form at point 3 of the application form. Please do not remove footnotes or headings and please check your calculations before submitting your proposal. If your project is to be managed by a partnership of organisations please refer to the specific instructions relating to partnerships in the guide for applicants.

**IMPORTANT - These requirements apply to all applicants equally. Proposals received which do not include each of the above requested documents will be rejected automatically and as such will not be passed to the final stage of the evaluation procedure.**

### **Notes concerning evaluation of the Selection criteria:**

Only organisations providing evidence of adequate operational capacity and professional qualifications and experience will be eligible for assistance. To this effect the evaluation committees will consider the experience and qualifications of key personnel who will work on the proposed project, and the experience and infrastructure of the proposing organisation for running projects of the type and scale of the project described in the application.

Only organisations with stable and **sufficient sources of funding to maintain the activity throughout the period** of the action will be eligible for a grant. The committee will consider the turnover and profit and loss accounts of the organisation submitting the proposal to determine financial stability and whether the organisation has sufficient resources to run a project with the estimated expenditure shown in the application.



**IMPORTANT- Please also note that this service will only consider officialised accounts for this purpose, unofficial accounts will not be taken into consideration.**

The budget estimate for the project must be in balance, expenditures/incomes and must be coherent, detailed and correctly presented. The estimated budget is to be limited strictly to actual expenditure expected to be incurred in the realisation of the proposed project; no task-costing will be accepted or any charges levied on the European Parliament for utilisation of own facilities, as this is not a commercial project. **Please note that public bodies, introducing a proposal, must contribute to the project expenditure, or provide other financing sources, to at least the amount mentioned for permanent public servant salaries in the estimated budget.**

### **AWARD CRITERIA - STEP THREE**

The proposal submitted will demonstrate a sound understanding of the subject and the way in which the action will further the objectives described in the relevant theme. The grants will be awarded with a view to the successful completion of those projects deemed the most suitable. To this end, proposals will be selected on the basis of the following five categories:

- 1) Quality of the proposal**
- 2) Relevance of the proposed project to the objectives set**
- 3) Expected impact of the project and the definition of the target audience**
- 4) Visibility and image of the project**
- 5) Cost- effectiveness**

A maximum of 20 points for each category will be awarded. Applications must obtain a minimum of 10 points in each category. Applications must obtain an overall average of at least 65 points over all categories. Any project receiving less than 10 points in any category or who are awarded less than 65 points over all will not be considered for the award of a grant.

The evaluation table used by the evaluation committee is as follows:

<b>Evaluation Criteria</b>	<b>What the evaluation committee will be seeking</b>	<b>Maximum score</b>
<b>Quality of the proposal</b>		<b>20 points</b>
Project design	- How clear is the description of the project in terms of subjects to be addressed? - Is there clear evidence of research and planning? - Is the proposal mature in terms of prior preparation, has it been well thought out?	7 points
Methodology	- How coherent, appropriate and practical are the activities being proposed?	6 points

	<ul style="list-style-type: none"> <li>- How will the proposed project be set into action, managed and followed through?</li> <li>- Is the time schedule feasible?</li> <li>-Is there a clear description of the activities with dates, times, venues and expected participants?</li> </ul>	
Added value	- To what extent does the proposal contain specific elements of added value, such as innovative approaches, new information, and real citizen participation?	7 points
<b>Relevance to the objectives set</b>		<b>20 points</b>
Relevance to overall objectives	<ul style="list-style-type: none"> <li>- How relevant is the proposal to the objectives set out in the call?</li> <li>- Does it tackle the subject in question in concrete terms?</li> </ul>	7 points
For providing information on the role of the European Parliament	- Will the project provide unbiased, concrete information on the role of the European Parliament so that the audience will have a better understanding of the functioning of this Institution?	7 points
To the target audience	- How will the project generate the interest of the identified target audience?	6 points
<b>Impact and Target audience</b>		<b>20 points</b>
Target Audience	- Has the target audience been clearly defined and strategically chosen?	4 points
Impact	<ul style="list-style-type: none"> <li>- To what extent is the programme likely to have a tangible impact on the target audience?</li> <li>- Does the subject matter address the real concerns of citizens?</li> </ul>	8 points
Indicators	-Does the proposal include indicators of the expected impact of the project from reliable data?	8 points
<b>Visibility and Image</b>		<b>20 points</b>
Of the project	<ul style="list-style-type: none"> <li>- How will the project be brought to the attention of the public and/or target audience?</li> <li>- What publicity is planned to ensure a maximum visibility to the actions?</li> </ul>	8 points
Image and identity	- Does the project have an image that will attract the target audience?	6 points

	- In what ways does the proposal show efforts to reach the target audience in an innovative and interesting way?	
Dissemination of results	- Is there a detailed description of the way in which the results of the project will be disseminated?	6 points
<b>Cost-Effectiveness</b>		<b>20 points</b>
Estimated budget	- To what extent is the budget clear and detailed? - Are the estimated expenditures based on research of such costs?	8 points
Cost/benefit	- Do the probable results and the visibility/impact of the project reflect a reasonable relationship to the estimated budget costs and the amount being requested as a grant? - Is the estimated budget exaggerated with regard to the project content and activities?	6 points
Coherence	- Are the estimated costs directly related and necessary for the running of the project being proposed?	6 points

Only project proposals which best meet the objectives set-out under this theme, **and which are possible to fund within the budgetary limits**, will be considered for the award of a grant from DG Communication.

The decision of DG Communication is final.

## 8) ADDITIONAL INFORMATION

### Follow up

The European Parliament has Information Offices in each Member-State capital city as well as five satellite offices. These offices will follow the projects which are awarded a grant by DG Communication. To this effect, organisations in receipt of a grant are required to take contact with the relevant Information Office and to keep the responsible person informed of key developments and dates and times of activities relevant to the project. Representatives of the offices will be invited to participate, wherever possible, to any events and will be kept informed of all dates and times of broadcasts.

### Reporting

On completion of the funded project DG Communication, in addition to the final implementation report, will require copies of any brochures, press releases, publications, programmes printed, participant lists etc generated during the course of the project. DG Communication reserves the right to use such copies for the European Parliaments web TV channel and its websites.

**Amendments**

The projects proposed may not be significantly altered after signature of an eventual grant agreement where such changes could have influenced the evaluation of the proposal. To this effect applicants are requested to carefully consider the planned activities, time schedules and estimated budgets for the proposed project submitted for the request of a grant.

**Use of the official logo**

The European Parliaments official logo (with disclaimer) will be used in all publicity, activities, and publications organised and produced within any granted project. This logo and disclaimer will be provided when the offer of a grant is made.



PARLAMENTO EUROPEO EVROPSKÝ PARLAMENT  
EUROPA-PARLAMENTET EUROPÄISCHES PARLAMENT EUROOPA PARLAMENT  
ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΟΒΟΥΛΙΟ EUROPEAN PARLIAMENT  
PARLEMENT EUROPEEN PARLAMENTO EUROPEO EIROPAS PARLAMENTS  
EUROPOS PARLAMENTAS EURÓPAI PARLAMENT  
IL-PARLAMENT EWROPEW EUROPEES PARLEMENT PARLAMENT EUROPEJSKI  
PARLAMENTO EUROPEU EURÓPSKY PARLAMENT  
EVROPSKI PARLAMENT EUROOPAN PARLAMENTTI EUROPAPARLAMENTET

## Directorate General for Communication

# Guide for submission

## I. GRANTS - The basics

## II. COMPLETING THE FORMS

## III. SUPPORTING DOCUMENTS to be supplied with the application

## **I. Grants- The basics**

### **I.1 - Definition**

Grants are financial contributions from the Community budget awarded to beneficiaries (usually non-profit-making organisations) engaged in activities that serve Community policies. Grants are awarded for actions/projects of a non-commercial nature which help achieve an objective that forms part of an EU policy. An organisation that normally operates for profit may apply for a grant but will need to clearly demonstrate that the project being proposed is of a non-commercial nature, and that no profit generation is included in the estimated budget. No costing of tasks, flat rate amounts, or charges levied on the European Parliament for the use of own facilities or provision of services will be considered.

### **I.2 - How does it work?**

The amount of the grant is based on a percentage (fixed in the grant agreement) of the estimated costs for the project. This percentage is then applied to the final eligible costs, actually incurred by the organisation and reported on completion of the project. The maximum amount of the grant is also set out in the agreement and will not be exceeded in any event. The final amount of the grant will not exceed the amount required to balance expenditures and receipts from all sources relating to the project.

#### **For example:**

A proposed project, with an estimated budget of 100.000€, is awarded a grant. The organisation has requested co-financing from DG Communication of 50.000€ towards those costs, and has secured a grant from a national ministry for the remaining 50.000€.

<b>Summary estimated budget submitted with proposal</b>			
<b>Expenditures</b>		<b>Funding</b>	
Personnel costs	25.000	Ministry of Culture	50.000
Travel costs	15.000		
Other direct costs	40.000	Requested from European Parliament	50.000
Sub-contracting costs	15.000		
Indirect/overhead costs	5.000		
<b>Total</b>	<b>100.000</b>	<b>Total</b>	<b>100.000</b>

The grant agreement would set out the maximum ceiling for the grant as being 50.000€, this amount will not be exceeded in any event; it is the absolute maximum amount that may be paid under the terms of the grant agreement. In this example the percentage funding rate is 50% of the estimated costs. This percentage will be applied to the real final total costs, considered as being eligible expenditure for the project. No profit may be generated by the payment of a grant; the final total amount of the grant will not be greater than the difference between expenditures and funding received from all other sources.

If, on completion of the project it was found that the real, eligible costs incurred amounted to only 80.000€, then the percentage rate (50% in this example) would be applied and the final grant amount could be 40.000€ from DG Communication.

**However**, if 40.000€ were to be paid this would, together with the 50.000€ from the ministry, generate a profit. Therefore, in this case, the final amount of the grant would be 30.000€, in order to balance receipts from all sources with expenditures incurred.

Final statement submitted at completion of the project			
Expenditures		Funding	
Personnel costs	20.000	Ministry of Culture	50.000
Travel costs	5.000		
Other direct costs	40.000	Amount due from European Parliament	30.000
Sub-contracting costs	10.000		
Indirect/overhead costs	5.000		
<b>Total</b>	<b>80.000</b>	<b>Total</b>	<b>80.000</b>

If the final costs incurred were greater than foreseen, DG Communication would not be able to exceed the maximum ceiling for the grant fixed at 50.000€. In this case the beneficiary would have to cover the additional costs or seek additional funding sources.

The results of the action remain the property of the beneficiaries.

All grants awarded are the subject of a written agreement (Grant Agreement) signed by the two parties (the beneficiary and the responsible officer in DG Communication of the European Parliament).

### **I.3. Basic Principles**

**I.3.1 Non-profit rule** - The grant awarded may not have the purpose or the effect of producing a profit for the beneficiary, and will never be greater than the amount required to balance expenditure **actually incurred** and receipts from all other sources. "In kind" expenditure is not considered as being eligible for the calculation of the final total expenditures, on which basis the final amount of the grant is based. Internal invoicing within an organisation or invoicing between partner organisations working together on the project is not considered as being eligible expenditure. No form of task costing or service charges, levied on the Parliament by the beneficiary or project partners, will be considered as eligible expenditure as this is not a commercial procedure. Both the estimated budget and the final statement of expenditures will only be considered on the basis of real costs actually expected to be incurred, or actually incurred for the running of a project.

**I.3.2 Co-financing** - Under no circumstances can an award from the Directorate General for Communication cover 100% of the cost of an action. The beneficiary must find ways of financing the remaining expenditures that will not be covered by the grant. These other funds can either be the beneficiary organisations own financial resources or funding from another outside organisation. In the application we request details of other funding sources either letters of the outside organisation offering funding (stating the amount) or a letter stating that the funding is being considered. If applicants have contacted other companies for funding but have not received confirmation of co-financing we require the details of the organisations contacted and the status of the request.

**I.3.3 Non-retroactivity** - all grant agreements will set out the start and the end date of an action, these dates will establish the period of eligibility of expenditure. For this call for proposals projects must commence during 2010, **they will not commence before the 1/1/2010 and must be completed before 30/4/2011**. Expenditure for an action, receiving a grant from DG Communication, must be incurred **after the signature of the grant agreement** in order to be considered as being eligible for the calculation of the final total expenditure. **No grant will be awarded for actions which have already terminated before the Grant Agreement is signed or which have already commenced before the 1/1/2010.**



#### **I.4 Actors in a grant project**

**The applicant/beneficiary** - The applicant is the organisation who submits an application for a grant under their own responsibility. If the proposal is accepted and a grant is awarded, the applicant signs the Grant Agreement which sets out all obligations and responsibilities of the signing parties (the beneficiary and the European Parliament). The grant money is paid to the bank account of the beneficiary organisation. The beneficiary is responsible for the good implementation of the project and for fulfilling all of the reporting requirements.

**Partner organisation** - A partner organisation is a participating organisation to the project who will incur real expenditures for their part of the project, these will be duly reported and substantiated with justifying documents in the same manner as the expenditures incurred by the beneficiary. The partner(s) will provide all details as to the financing of their expenditures in the same manner as the beneficiary and will be bound by the same rules and principles as the beneficiary. A partner organisation who incurs expenditures that form part of the total eligible costs of the project will normally receive a part of the grant money (actually transferred by the beneficiary to the partner organisations bank account). In case of partnership each participating organisation presents an estimated budget breakdown at point 3.1 of the application form. The applicant then collates all figures into the overall budget summary at point 3 of the application form. A detailed explanation of who will do what within the project is requested. A partner organisation who incurs expenditure (and that expenditure is counted as being part of the overall expenditure of the project) can also be a co-financer. For example - partner "A" estimates that his total costs for running his part of the project will amount to 25.000€. It is arranged with the applicant organisation (the eventual beneficiary) that he will receive 50% of his costs via the grant money. In this example the remaining 12.500€ not covered by the grant could be considered as that partners contribution to the project costs.

**Co-financing organisation** - A co-financing organisation is an outside organisation who agrees to support the project by way of a financial contribution. This can be in the form of an actual transfer of cash from an outside organisation who will not participate to the running of the project or it can be a contribution of part of the real costs of a partner organisation (see previous point).

**Sub-contractor** - Is an organisation contracted to provide a service required for the performance of the project and who will be paid, against an official invoice, by the beneficiary (or one of the partner organisations). The relationship is a commercial arrangement and will include a profit element. **To this effect it is not accepted that a sub-contracted organisation is also a co-funder, likewise it is not accepted that a sub-contractor is also a partner.**

## II Completing the forms

### II.1 General Instructions

The proposal must be **typed** and completed in either English or French.

The numbers of the theme under which you are submitting your proposal must be clearly marked on the front page of the application form and will be either COMM/2010/1, or COMM/2010/2 or COMM/2010/3, depending on the theme.

The instructions and footnotes on the application form must not be removed or changed in any way.

The application should not be bound together in any way that would make it difficult for the pages to be separated.

### II.2 Specific points on the form

#### Point 1.1 of the application form

Provide all the details requested concerning the official name, address and company registration and VAT numbers. Pay particular attention to the name and e-mail address of the named contact person as this will be the only person to be contacted to provide additional information and who will be notified of the results of the evaluation of your proposal.

#### Point 1.2

Provide the full and correct detail of the IBAN code of the bank account that you would want payments to be made to in the event that your proposal is awarded a grant. You must also ensure that you download and complete the **financial identification form** and have this stamped and signed by your banking organisation.

#### Point 1.3

Please complete this section with care, providing the evaluation committee with a real insight into the main activities of your organisation and in particular the activities which relate to the type of project you are submitting. This may be supplemented with your organisations annual activity report if you have one.

**Please do not send large books** or series of documents - if your organisation has an annual report but it is a large file it would be preferable to highlight the main relevant points on the application form at this point.

#### Point 1.4

Provide details of previous funding that your organisation has received from the Community budget in the past two years and/or funding that you have applied for but for which a decision has not been taken at the date of submitting your application. State clearly the name of the Community Institution who made the award or who is considering your application (including the name of the Directorate General who published the call).

#### Point 1.5

Please complete all of this section. If your organisation is a public body you need only mention this fact and state your annual budget for the last year.

### Point 2.1 -Annex I - The description of the project

**Give your project a name and state your main objectives** - Make it a self-explanatory title which provides guidance as to the content of the project, and keep the title as short as possible.

State **your** objectives in running the proposed project. Keep these objectives clear and to the point and do not repeat the objectives set by the Directorate General for Communication in the themes. Mention the priority areas which will be addressed by your project, who the target audience/participants are, the numbers expected to be reached and the geographical coverage (stating the local, regional, national or international coverage expected).

**Organisation and implementation** - State in clear terms what your project actually is. DG Communication often receives proposals in which we are provided with lengthy descriptions of objectives and problems to be addressed and little real description of what the project being proposed actually consists of. Provide details as to the way the project will be organised, if it is an event or a conference describe the overall concept, try to provide a "typical morning" or "day of events" or provide a draft programme of the conference. Include a detailed description of the materials that will be used, the subjects that will be addressed, how many people will attend and from which sectors they will be invited and how they will be selected to participate. Describe the venue(s) foreseen for the project. It should also be clearly detailed at this point whether there are partners and if so what their part of the project implementation will be. If any of the main tasks are to be carried out by a sub-contractor these should be detailed at this point. This part of the form (Annex I -Grant Application Form) will form an integral part of an eventual grant agreement.

**Expected results and impact** - Describe what you hope to achieve through your project and provide detail as to what methods will be employed to measure the impact. Describe any measures that will be taken to ensure publicity for your project activities or to give visibility to the project, and any dissemination activities to further diffuse the results of the actions taken (if applicable). Provide a description of what will be delivered to the European Parliament at the end of the project.

## **Point 2.2**

### **Planned start and completion date**

Remember that the project cannot start before the 1/1/2010 and must be completed before the 30/4/2011. No extension beyond the 30/4/2011 will be granted, to this effect please carefully consider the feasibility of completing your project within this time scale. The start and end date of a project determines the period of eligibility of expenditure. Save in certain particular cases, expenditure incurred before the start date or after the end date will not be taken into account for the final total eligible costs. **Please do not introduce proposals for projects which do not conform to this requirement.**

### **Timetable**

Provide a timetable of the key events or stages of your project, this should be brief and to the point and in no way replaces a description of the project being proposed.

**Please bear in mind that the information provided here is the only basis on which the evaluation committee can assess your project according to the award criteria set.**

## **II.3 The estimated budget**

### **Point 3**

A Grant Agreement is based on the estimated budget and will be expressed as a percentage of the estimated eligible costs. At the end of the project this set percentage will be applied to the real costs that have actually been incurred and registered into the official accounts of the beneficiary organisation. The grant amount is also expressed as a maximum amount that will not be increased no matter what the final level of expenditure actually is. The final amount of any grant awarded will be based on actual real costs incurred by the beneficiary organisation, which have been settled, and duly recorded in the organisations official accounts.

Provide a summary of all the expenditures expected to be incurred for the realisation of the action and all funding sources for the cover of those expenditures. Under the item "funding" (Annex II point 3. of the Grant Application Form) you should mention the actual amount you are requesting as contribution from DG Communication. **The estimated expenditure total must be in balance with the funding total.** At point 3.1 you should provide a detail of the expected expenditures, so that the totals for each expenditure

category add up correctly to the totals on the summary sheet on the first page of the budget forms. It is important to ensure that the budgetary estimate is based on, as accurate as possible, details available and on experience; please do not exaggerate the budget estimate, the final costs will need to be fully justified at the end of the project with documents (such as invoices paid by your organisation) and an over-estimated budget could lead to being awarded less points for the criteria "cost-effectiveness".

### II.3.1 Eligible Costs

To be considered as eligible costs of the action, costs must satisfy the following, general criteria:

- They must be connected with the subject of the agreement **and they must be provided for in the estimated budget annexed to it;**
- They must be necessary for performance of the action covered by the agreement;
- They must be reasonable and justified and they must accord with the principles of sound financial management, in particular in terms of value for money and cost-effectiveness;
- They must be generated during the lifetime of the action as specified in the Grant Agreement;
- They must be actually incurred by the beneficiary, (they must have actually been paid and cleared in the accounts) be recorded in his accounts in accordance with the applicable accounting principles, and be declared in accordance with the requirements of the applicable tax and social legislation;
- They must be identifiable and verifiable.

### II.3.2 Types of costs

These may include **real staff costs** (actual monthly salary cost to the employer for employing that person multiplied by the number of full months that person will work on the project). You are requested to provide this information in the application form at point 3 - estimated budget, please do not calculate part months or daily amounts but provide the actual costs to your organisation for employing that person for a **full month** and provide the number of full months that the person will work directly on the project in the appropriate columns. **It must be noted that staff costs of civil servants working for a public body must not exceed the amount of co-financing provided by that public body;**

**Travel costs** incurred for running the project justified with invoices paid, for hotel accommodation and travelling costs, if a per diem is paid these should be justified with a receipt signed by the person receiving it. These costs must be based on real information concerning travel costs and should be limited to reasonable rates.

**Equipment costs** may be included in the estimated budget, these will only be considered if it is clear that they are needed for, and directly related to, the project being presented. General office furniture or equipment or refurbishment of an organisation will not be considered. Only the depreciation cost of the equipment purchased, in relation to the duration that it will be used for implementing the project and in relation to normal depreciation rules applicable to the applicant organisation will be considered. The equipment must be purchased within the period of the project (start and end date) and the date of purchase of the equipment will be taken into consideration. (A screen purchased at the end of a project when all events have already taken place would not be deemed necessary for the project). Full price for purchase of new equipment will not be considered as being eligible. Use and depreciation of existing equipment is considered as indirect costs and will be included within the 7% maximum overhead costs at point A.7 of the estimated budget.

**Costs of consumables and supplies** provided that they are identifiable and assigned directly to the project. Such costs could include the costs of purchase of promotional materials, DVD's for recording purposes, notepads for a conference etc. Such costs must be clearly and directly related to the project proposed, be identifiable and supported with invoices.

**Sub-contracting costs** relate to all costs paid against an invoice to an outside organisation or freelance individual for the provision of services. This could include contracts with translation service providers, publishers for printing and distribution activities, newspaper agencies for placing adverts, catering companies for providing catering during an event or conference, conference organisers, payment to a conference centre for the rental of a venue, payment to a freelance reporter for writing an article. Where implementation of a project requires the award of a procurement contract, the beneficiary of a grant must seek the tender offering the best value for money and take care to avoid any conflict of interest. **Where implementation of a grant project requires the award of a procurement contract with a value of more than 60.000€ the beneficiary is obliged to follow the EU procurement rules and provide all details within the final reports.**

**Eligible indirect costs (overheads)** are those costs which are not directly attributable to the project or cannot be separately identified as specific to the project, but are rather the general running costs and administrative costs of the beneficiary organisation. Such costs may include rent of premises, electricity and heating bills, telephone, fax and internet costs, general secretarial costs, general accounting costs. These will be limited to a maximum of 7% of the total of all the other categories of expenditures and do not need to be specifically detailed.

### **II.3.3 Costs that will not be considered as eligible**

The following costs shall not be regarded as eligible and therefore not included by the European Parliament in the calculation of the total eligible cost:

- Costs which result from transactions between departments of associated beneficiaries;
- Invoicing between partner organisations and between partner organisations and the coordinating beneficiary;
- Financial expenses or costs related to finding/obtaining alternative sources of co-financing;
- Entertainment expenses, except such expenses accepted as being wholly and exclusively necessary for carrying out the work under the project;
- Travel and accommodation expenses and any form of remuneration in the name of agents of the Community institutions, including Members of the European Parliament;
- Return on capital;
- Debt and debt service charges;
- Provisions for losses or potential future liabilities;
- Interest owed;
- Doubtful debts;
- Exchange rate losses;
- VAT, unless the beneficiary can show that he is unable to recover it;
- Costs declared by the beneficiary and covered by another action or work programme receiving a Community grant;
- Excessive or reckless expenditure.

### **In-kind contributions**

These are contributions provided to the applicant by a third party free of charge, such as voluntary work or the free use of equipment or such as the free use of conference facilities and are not considered as being eligible expenditure.

### **Charges and costing**

A grant is based on real costs actually incurred, it is a non-commercial procedure whereby the European Parliament agrees to co-finance a project that the applicant would like to run and which helps achieve our objectives. The European Parliament does not therefore accept charges for the use of existing equipment or for the provision of services. The real costs for a project will either be staff costs or they will be related to the purchase of goods or services which are paid against an invoice. For example - we would not accept to be charged for "broadcasting facilities" or "production costs"

for the making of a television programme. If such costs relate to staff performing the tasks, or they relate to the use of existing equipment or facilities then they must be placed under the relevant cost category (i.e. Staff costs or overhead costs).

## **II.4 Other sources of funding**

### **Point 4**

In order to complete the evaluation of your proposal we require clear details as to how you (and your partners if applicable) will cover the expenditures estimated to be needed to run the project. If the remaining costs are to be covered by your own resources (and those of your eventual partners) then you only need to state this on the summary budget sheet- providing detail of which partner organisation will contribute which amount if applicable.

### **Point 4.1**

If you have secured confirmation of funding from another outside organisation you should provide the relevant details at point 4.1, this should be supported with a letter stating that co-financing has been granted from the organisation in question.

### **Point 4.2**

If you have requested funding from other sources, but have not received a decision at the time of submitting your proposal, you should provide all details and any pertinent comments at point 4.2.

## **II.5 Declaration and summary details**

Finally you should complete the declaration at point 5 with the amount you are requesting as a grant and you should sign and date the declaration and stamp it with the official stamp of your organisation. You should also complete the Summary Information document on the last page of the application form.

### **III Supporting Documents to be supplied with your application form.**

#### **III.1**

In addition to the application form you are required to present a number of documents to support your request for a grant. The requirement to submit these documents **applies to all applicants equally**. Certain requirements are waived in the case that your organisation is a public body. Each year we receive applications which are missing one or several of the requested documents; this is particularly the case with the **official annual accounts** of the organisation submitting the proposal. Your proposal will be rejected if it is not substantiated with the required documents.

#### **III.1.2 Annual Activity Report of the applicant organisation**

The evaluation committee will consider the experience of your organisation in running the type of project that you are presenting, and the infrastructure of your organisation which indicates that you would be in a position to organise such a project on the scale presented. In order to evaluate this we request that you furnish either the annual activity report of your organisation or a detailed description of your normal activities at point 1.3 of the application form.

#### **III.1.3 CV's of the key staff that will be in charge of organising and running the project.**

Please ensure that the CV's provided include a clear detail of the person concerned, their qualifications and experience and their work history. It is of utmost importance that the name and address of the current employer of the person concerned is clearly stated on the CV.

#### **III.1.4 A copy of the official statute of the applicant organisation.**

This is required as proof of the official registration of your organisation in one of the Member-States of the EU. The documentation provided should include a clear indication of the statute of your organisation and the normal activities for which your organisation is established. **This is not required if your organisation is a public body.**

#### **III.1.5 A copy of the official accounts of your organisation.**

The documents required are the annual accounts for the year preceding the submission of your proposal. If the previous years accounts are not finalised at the time of presenting your proposal then please supply the accounts for the latest year possible. These must be the accounts **as presented to the fiscal authorities of your Member-State** and should include the profit and loss accounts, the balance sheet and the turnover of your organisation. In addition to the official accounts you must complete the information concerning the financial situation of your organisation at point 1.5 of the application form. **Please do not present accounts that are not officialised.** The evaluation committee require these documents in order to establish the financial capacity of your organisation to run the project that you are presenting. Beneficiaries of a grant will receive an advance payment of 40% of the grant amount in order to assist with the start-up of any project. All other expenditures will be paid by the beneficiary organisation and cleared in their official accounts before the final payment is made by the Directorate General for Communication. It is therefore important that the applicant provides clear evidence that they would be able to cover the costs of the project until such time as the final payment is actually made. Each year DG Communication receives proposals for projects which are estimated to cost more than the annual turnover of the applicant organisation. In most cases of this nature it is clear that the organisation would not be able to run a project on such a scale and these projects are rejected on the grounds of insufficient evidence of financial capacity. **In the case of a public body we only request a copy of the annual budget.**