



EUROPEAN COMMISSION  
Enterprise and Industry  
Directorate E : Service Industries  
**E1 – Tourism Policy**

## **CALL FOR PROPOSALS**

**Facilitating transnational low season tourism  
exchanges in Europe encouraging Senior Citizens to  
travel**

**75/G/ENT/CIP/13/B/N03S01**

## **GRANT PROGRAMME 2013**

The present call for proposals is composed of a set of Grant Submission Documents,  
which form an integral part of this call:

The call for proposals,  
The Guide for Applicants  
The Submission Set

The terms set out in the call for proposals document shall take precedence over those in  
the other parts of the Grant Submission Documents.

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**INTERESTED PARTIES ARE INVITED TO READ CAREFULLY THE BELOW INSTRUCTIONS, AND TO USE THE QUESTIONNAIRE PROVIDED IN CHAPTER II OF THE GUIDE FOR APPLICANTS IN ORDER TO ENSURE THAT APPLICATIONS ARE COMPLETE WHEN SUBMITTED.**

## **1. CONTEXT**

### **1.1. European policy framework**

Tourism is an economic activity capable of generating growth and employment in the EU, while contributing to development and economic and social integration. With some 1.8 million businesses, primarily SMEs, employing approximately 5.2 % of the total workforce (approximately 9.7 million jobs), the European tourism industry generate over 5% of EU GDP, a figure which is steadily rising.

Tourism represents the third largest socioeconomic activity in the EU after the trade and distribution and construction sectors. Taking into account the sectors linked to it, tourism's contribution to GDP is even greater: it is estimated to generate over 10 % of the European Union's GDP and provide approximately 12% of all jobs. Tourism is one of the sectors having shown the greatest resilience in this period of economic crisis and can be a catalyst for change and a strong factor for economic growth in Europe in the coming years.

The Lisbon Treaty provides a new framework which allows the Commission to undertake measures in order to complement the action of the Member States in the tourism sector, in particular by promoting the competitiveness of Union undertakings in this sector (Title XXII Tourism, Art. 195 TFEU).

Specific measures shall especially aim at:

- (a) Encouraging the creation of a favourable environment for the development of undertakings in this sector;
- (b) Promoting cooperation between the Member States, particularly by the exchange of good practice.

Moreover, Article 6(d) of the Lisbon Treaty mentions tourism as one of the areas in which “*the Union shall have competence to carry out actions to support, coordinate or supplement the actions of the Member States*”.

Within this context, on 30 June 2010 the European Commission adopted the Communication “*Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe*”<sup>1</sup> proposing 21 actions aiming at:

- (a) Stimulating the competitiveness in the European tourism sector;
- (b) Promoting the development of sustainable, responsible and high-quality tourism;
- (c) Consolidating the image and profile of Europe as a set of sustainable and high quality destinations;
- (d) Strengthening the integration of tourism in the EU policies and financial instruments.

Among other actions, with a view to stimulating competitiveness in the European tourism sector, the European Commission encourages the extension of the tourism season and the strengthening of transnational tourist exchanges among Member States. The main purpose is to enhance the existing tourist infrastructure and staff in the low season, giving the opportunity for the businesses to make better use of their infrastructure and improve their productivity, thus also contributing to a more stable and motivated workforce.

In this framework, Action 6 of the EC Communication 352/2010 reads: “*Provide a voluntary tourism exchange mechanism between Member States enabling in particular certain key groups such as young or elderly people, people with reduced mobility and low-income families to travel, particularly during the low season*”.

<sup>1</sup> COM (2010) 352 final – 30.06.2010 [http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010\\_en.pdf](http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf)

## 1.2. From Calypso to the Senior Initiative

Already before the adoption of the 2010 Communication, the European Commission has been active in promoting mechanisms of exchanges of tourism in the low season with the implementation of the Preparatory action "Social Tourism in Europe" named "CALYPSO-Tourism for All", which was approved by the European Parliament starting in 2008 for a period of 3 years.

The main aim of Calypso was to encourage as many tourists as possible to go on holiday, across different European countries and therefore to contribute to foster significant mobility opportunities for all.

Additional aims of the initiative were to:

- Promote regional development and generate economic growth across Europe;
- Improve tourism seasonality patterns across Europe;
- Create more and better jobs in the tourism sector;
- Strengthen the European citizenship.

The European Commission decided to implement the three years Preparatory Action (2009-2011) focusing on the facilitation of transnational low season exchanges, addressed to the most vulnerable target groups (seniors, youths, people with disabilities, families with low income).

Within the Preparatory Action, the European Commission was able to co-finance a number of projects through two different calls for proposals and a study – carried out in 21 countries -which examined the scope of existing policies in the field of social tourism and analysed its potential.

With the aim to further developing transnational exchanges during the low season, another call was launched in 2012 within the budget of the Entrepreneurship and Innovation Programme (EIP)<sup>2</sup>.

So far, 10 Calypso projects have been co-financed by EU, with the involvement of 17 EU Member States along with many public and private organisations and 3 thereof are still on-going in 2013.

In 2011 a specific call for proposals ("Promoting Social Tourism in Europe through the Development of a Demand – Supply Web Based Platform") was issued with the aim of facilitating the matching of the demand and the supply sides in market segment of social tourism, to contribute to develop a "European Domestic Tourism Market for all". It is expected that the platform ([www.ecalypso.eu](http://www.ecalypso.eu)) will also contribute to facilitate the sustainability and the follow-up of other Calypso co-funded projects. This web-platform will also facilitate access to information on the school calendars of the 27 EU Member States and Croatia with a view to helping tourism professionals to take better informed decision when preparing their tourism offers in the low season. The project will be concluded in June 2013.

More information on Preparatory Action and all the Calypso co-financed projects can be found at: [http://ec.europa.eu/enterprise/sectors/tourism/CALYPSO/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/CALYPSO/index_en.htm).

The Calypso study and the experiences developed through the Calypso projects have confirmed that enhancing tourism flows off season can reinforce growth, productivity, generation of jobs and strengthen the European citizenship. Hence, the European Commission intends to continue this initiative, in particular by stimulating an active cooperation of the Member States in this field, in order to make the EU tourism industry more competitive.

Among the Calypso target groups, the senior one has demonstrated to have the greatest potential in terms of further development: this segment of the population includes individuals who have leisure time, enjoy a better health, have a higher life expectancy and possess a greater spending power than previous generations; therefore they represent a significant market potential.

On the basis of the population projection by EUROSTAT<sup>3</sup>, currently in the European Union more than 128 million people are aged between 55 and 80 years, representing about 25% of the total population. The

<sup>2</sup> [http://ec.europa.eu/cip/eip/index\\_en.htm](http://ec.europa.eu/cip/eip/index_en.htm)

<sup>3</sup> [http://epp.eurostat.ec.europa.eu/statistics\\_explained/index.php/Population\\_structure\\_and\\_ageing](http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Population_structure_and_ageing)

current demographic trends in the EU show that the proportion of senior citizens is bound to constantly increase.

The senior group potential is not fully exploited yet: seniors between 55 and 75 are often wealthy enough to travel, but only 41% of them currently do so. Moreover 7 out of 10 seniors exclusively undertake domestic trips. Therefore, there is clearly not only a potential for increasing the number of seniors travelling in their domestic markets but also for them to travel to other countries.

EUROSTAT has estimated that between 2006 and 2011, a period during which the tourism sector – like all other economic sectors - was affected by the crisis, the 65+ age group of population contributed significantly to the sector's survival. In that period, the number of tourists dropped in all age groups except for the 65+ (which grew by 10 % from 2006 to 2011).

So far, most of the existing initiatives concerning senior travel exchanges are mainly organised and managed at local/regional or national level rather than at transnational and/or pan-European level. On the other hand, some Calypso projects (namely EST, SOWELL, URTS and HEALTOUR, OFF2013), have been developing pilot models and methodologies for transnational exchanges especially for seniors.

The European Commission considers that there is a potential for developing specific tourism offers, focused on transnational travels, also by tapping into the existing initiatives, models and methodologies. This will be possible if stakeholders set up sound partnerships between the public and private sector with a view to creating business models which:

- Should be market-driven, innovative, viable, and sustainable;
- Should take in due account the seniors' new behaviours, expectations and needs;  
Should offer competitive packages, aiming at increasing the competitiveness of the tourism industry by focussing on the seniors' specific target market

The budget for the present call for proposals is also allocated from the Competitiveness and Innovation Framework Programme (CIP) financing decision C(2012)9249 of 13 December 2012 modified on 3 June 2013 by decision C(2013)3119.

The present call for proposals is published in the framework of the Entrepreneurship and Innovation Programme (EIP), one of the three operational programs of the CIP Programme, which specifically supports activities aiming at fostering entrepreneurship culture and creating better framework conditions for Small and Medium size Enterprises (SMEs) operating in EU. It also aims to comply with the overall strategy of DG Enterprise and Industry (i.e. strengthening Europe's industry, promoting innovation as means to generate jobs and meet societal needs, encouraging the creation and growth of small businesses and promoting an entrepreneurial culture), as well as with the main objectives of the Commission, as set out in the "Europe 2020"<sup>4</sup> strategy.

## 2. OBJECTIVE OF THE CALL

The general objective of this call for proposals is to facilitate transnational tourism flows of seniors within Europe in the low season with a view to:

1. Foster the demand and supply of transnational tourism for seniors;
2. Improve tourism seasonality patterns across Europe, by contributing to the extension of the tourism season;
3. Create innovative tourism packages for seniors, which will be available and sustainable after the EU co-financed period;
4. Set up and strengthen sustainable public-private European partnerships, to contribute creating a European tourism domestic market for seniors in the long term.

<sup>4</sup> [http://ec.europa.eu/europe2020/index\\_en.htm](http://ec.europa.eu/europe2020/index_en.htm)

## 2.1 Specific Objectives

The specific objectives of this call and the possible activities (lists are not exhaustive and provided only for general reference) to implement them are the following:

**a) To set up and/or strengthen public and private partnerships at European, national and/or regional levels, with the participation of tourism SMEs, with a view to facilitate transnational tourism exchanges for seniors in the low season within Europe.**

The facilitation of low season exchanges implies the need to collaborate among public authorities and private stakeholders in identifying appropriate means of cooperation and exploring ways on how to work together. In particular, the involvement of SMEs will lead to positive results providing indispensable private expertise and knowledge to develop business models and mechanisms aiming at the set up of transnational tourism packages for seniors.

As a main outcome of this collaboration, the project will design a business model, defined for the purpose of this Call as a broad range of activities including organizational structures, strategies and operational process to enact successfully a tourism offer for seniors.

To achieve this objective, the proposal might include activities such as to (non-exhaustive list provided only for general reference):

- Reinforce transnational business cooperation through the involvement of the private sector, particularly of SMEs, in public authorities-driven activities carried out for the seniors' market segment;
- Facilitate senior organizations (NGOs, associations) and senior citizens to participate in the private-public partnerships;
- Facilitate coordination and involvement of relevant European networks in developing business models and mechanisms, using their expertise on networking and partnership building;
- Analyze whether existing structures and good practices in this field of action in certain countries are transferable to others, thus exploiting their potential as convertible models;
- Create the appropriate conditions to capitalize the existing initiatives, models and methodologies (e.g. Calypso models focused on seniors; operational structures and planning activities to develop thematic tourism products; innovative and competitive solutions strengthening the senior market, etc.).

**b) To develop innovative and sustainable transnational tourism package(s) for seniors, aiming at increasing tourism flows in Europe off-season, involving at least two countries, and carry out an appropriate number of pilot tests to assess it(their) effectiveness within the EC cofinanced period.**

To achieve this objective, the proposal might include activities such as to (non-exhaustive list provided only for general reference):

- Build on existing studies and innovative research to engage service providers in the formulation of tourism packages;
- Build on the EU diversity to create targeted offers for seniors (spa and medical tourism, wellness, rural and agro-tourism, cultural, industrial, historical and natural heritage, sports, pilgrimage, etc.);
- Build on existing regional, national or European experiences undertaken for the benefit of different segments of the market which are transferable to the senior target group at EU level;
- Address current possible barriers to limit cross-border senior travels within Europe as for example safety and security, language, lack of specific skills, transport facilities, lack of connectivity in the supply industry, etc;
- To propose transferable model(s) ready to be replicated to other possibly interested countries, when the co-financing period ends.

**c) To strengthen synergies with existing initiatives and transnational projects in the field of tourism.**

To achieve this objective, the proposal might include activities such as to (non-exhaustive list provided only for general reference):

- Create synergies with the existing Calypso projects focus on senior (see point 1.2);

- Identify possible mechanisms to benefit from the e-Calypso platform, ensuring the quality of the offers and services linked to the platform, facilitating the identification of stakeholders, providing contacts and involvement with senior organisations and senior oriented providers, particularly in the demand side;
- Build on the existing transnational thematic products and other European tourism assets, such as for example the cultural routes or the emerging and sustainable European destinations of excellence (EDEN project).

**d) To develop promotion and communication activities to disseminate the transnational packages and raise awareness on the tourism offer for seniors.**

To achieve this objective, the proposal might include activities such as to (non-exhaustive list provided only for general reference):

- Promote and raise awareness of the proposed model or mechanisms and increase its visibility through communication activities adapted to the target groups (both senior tourists and businesses and other stakeholders interested in the development of the tourism offer for seniors);
- Use new innovative technologies, suitable for the use by the seniors;
- Making use of the relevant European networks for the dissemination and information activities.
- Improve the image of Europe as a group of attractive destinations for seniors;
- Contribute to enhance and develop future sustainable tourism packages for this target market;

## **2.2 Specific Requirements**

- In order to ensure the purpose of this call, activities set out in objectives “a)” and “b)” are considered as mandatory core objectives, and should necessarily be accompanied by at least one among the cross-cutting activities, set out in objectives “c)” and/or “d)”. The fulfilment of all 4 objectives will be considered as an advantage.
- To answer the requirements of the present call, partners are requested to present a proposal that clearly elaborates upon the project objectives and provides a detailed description of the activities and expected results. The scheme presented shall be clear, logical and coherent with the objectives of the project.
- All activities and expected results should be described in a comprehensive way, in a coherent chronological order by work packages. The working team and description of capacities and tasks should be clear.
- Beneficiaries should amongst others make provision for relevant travel and subsistence expenses in their budgetary breakdown, vis-à-vis a kick off meeting between the European Commission and successful candidates to be held in Brussels in the first month following the signature of the agreement.

Moreover, the proposal shall fulfil the following general characteristics:

- **Shall focus on the senior target group:** The proposal shall focus on the development and promotion of senior transnational exchanges in Europe off season. For the purpose of this Call, seniors are considered as persons from 55 years old and over and defined in wide sense (this list is not exhaustive): individuals/groups/couples; seniors with difficulties to travel alone; seniors with their grandchildren; seniors who have common interests and hobbies(sporting activities, photography, painting, mushroom-picking, etc...); seniors who want to learn other languages, increase their knowledge of cultural aspects of people from other countries (food, traditions, craftwork, etc.).
- **Shall be based on trans-national public and private partnerships:** The project must be carried out through a consortium between minimum 4 to maximum 8 partners (i.e. 4 to 8 different legal entities mentioned separately in the grant agreement) covering at least 4 European countries as described in point 5 of this Call. Coverage of more than 4 countries will be considered as an advantage for the proposal.



- **Shall propose a model or mechanism for transnational exchanges:** The proposed model or mechanism for the tourism exchanges for seniors must involve at least 2 different countries. The coverage of more than two countries will be considered as an advantage, as well as the inclusion in the package of long-haul travels (based for example on facilitation of tourism flows between North and South Europe or East and West Europe).
- **Shall be technically and financially sustainable.** The proposal should demonstrate that the model or mechanism is part of a medium- to long-term strategy ensuring its technical and economic sustainability beyond the EU co-financing period.
- **Shall be measurable:** the proposal shall include clear and relevant qualitative and quantitative indicators to demonstrate a clear planning of the monitoring phase of the expected outcomes of the project in the long term (e.g.: increase visibility of the transnational offer for senior tourists, number of senior tourists benefiting from the proposed offer, increased management capacities and networking activities between partners involved in the project, etc...).
- **Shall give visibility to the European Union's support to this project.**
- **Shall exclude that any co-financing from the EU budget is used to subsidize, either directly or indirectly, any tourist travel.**

#### **REPORTING TO THE COMMISSION**

- 2 Interim Technical Implementation Reports and financial statements, including a consolidated statement and a breakdown between each beneficiary, respectively 6 months and 12 months following the start date of the action.
- 1 final implementation report (including all deliverables) and financial statement, including a consolidated statement and a breakdown between each beneficiary, within 3 months following the closing date of the action.

### 3. TIMETABLE

Scheduled start-up date for the action: January 2014

Maximum duration of actions is: 18 months

No applications will be accepted for projects scheduled to run for a longer period than that specified in this call for proposals.

The period of eligibility of costs will start on the first day of the first month following the date when the agreement is signed by the last of the parties. If a beneficiary can demonstrate the need to start the action before the agreement is signed, the expenditure may be eligible as from a date before the agreement is signed. Under no circumstances can the eligibility period start before the date of submission of the grant application.

	Stages	Date and time or indicative period
a)	Publication of the call	27 June 2013
b)	Deadline for submitting applications	26 Sept 2013– 17:00 Brussels time
c)	Information to applicants	November 2013
d)	Signature of grant agreement or notification of grant decision	December 2013
e)	Starting date of the action/ work programme	January 2014

### 4. EU FINANCING

**Maximum budget** allocated for EU financing under this call: € 1,000,000.00

**Indicative number of projects:** up to 4 projects

**Maximum EU financing rate** of eligible costs: 70%

**Maximum EU financing amount** per project: € 340,000.00

**Proposals with an EU co-financing beyond any of the above two maxima will not be eligible.**

The Commission reserves the right to award a grant of less than the amount requested by the applicant. In such a case, applicants will be asked either to increase their co-financing, propose other co-financing means or to decrease the total costs without altering the substance of the proposal. Grants will not be awarded for more than the amount requested.

Publication of the call (on the Commission Internet site and/or in the Official Journal) does not guarantee the availability of funds for the above action.

## **4.1. GENERAL PRINCIPLES OF EU FUNDING**

### Non-cumulative award

Each action may give rise to the award of only one grant from the budget to any one beneficiary.

In no circumstances shall the same costs be financed twice by the Union budget.

Applicants have to inform the Commission immediately of any multiple applications and multiple grants relating to the same action. The applicant shall inform about sources and amounts of EU funding received or applied for the same action or for part of the action. Applicants shall indicate if they receive EU funding for their functioning during the financial year in which the action takes place.

### Non-retroactivity

No grant may be awarded retrospectively for actions already completed.

A grant may be awarded for an action which has already begun, provided the applicant can demonstrate the need to start the action before the grant agreement is signed. In such cases, costs eligible for financing may not have been incurred prior to the date of submission of the grant application.

### Co-financing

Grants shall involve co-financing, which implies that the resources necessary to carry out the action or the work programme shall not be provided entirely by EU contribution. EU financing may not cover 100% of the total costs of the action.

Co-financing of the action or of the work programme may take the form of:

- the beneficiary's own resources,
- income generated by the action or work programme,
- financial contributions from third parties.

### Non-profit rule

EU grant may not have the purpose or effect of producing a profit within the framework of the action of the work programme of the beneficiary.

Where a profit is made, the Commission is entitled to recover the percentage of the profit corresponding to the EU contribution to the eligible costs actually incurred. For this purpose, profit shall be defined as a surplus of the receipts over the eligible costs incurred, when the request for payment of the balance is made.

### Balanced budget

The estimated budget of the action or work programme is to be attached to the application form. It must have revenue and expenditure in balance.

The budget must be drawn up in euros.

Applicants, who foresee that costs will not be incurred in euros, are invited to use the exchange rate published on the Infor-euro website available at [http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/inforeuro/inforeuro\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm).

## 4.2. ELIGIBLE COSTS

In order to be eligible for funding, costs should be actually incurred by the beneficiary and meet the following criteria:

- they are incurred during the duration of the action or work programme, as indicated in the grant agreement, with the exception of costs relating to the request for payment of the balance and the corresponding supporting documents (audit certificates);
- they are indicated in the estimated budget of the action or work programme;
- they are necessary for the implementation of the action or of the work programme, in accordance with the description of the action, attached to the grant agreement;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost accounting practices of the beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified, and comply with the principle of sound financial management, in particular regarding economy and efficiency.

The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the action/project with the corresponding accounting statements and supporting documents.

The costs made by affiliated entities can be eligible, provided that:

- the entities concerned are identified in the grant agreement;
- the entities concerned abide by the rules applicable to the beneficiary under the grant agreement with regard to eligibility of costs and rights of checks and audits by the Commission, OLAF and the Court of Auditors.

**Please note that the exact scope of the eligibility of costs is defined by the grant agreement, which will be signed with the successful applicants.**

### 4.2.1. Eligible direct costs

Direct costs of the action are those specific costs which are directly linked to the implementation of the action and can therefore be attributed directly to it. They shall not include any eligible indirect costs.

The following categories of costs can be considered as eligible direct costs:

- the costs of personnel working under an employment contract with the beneficiary or an equivalent appointing act and assigned to the action, comprising actual salaries plus social security contributions and other statutory costs included in the remuneration, provided that these costs are in line with the beneficiary's usual policy on remuneration. Those costs may also include additional remunerations, including payments on the basis of supplementary contracts regardless of the nature of those contracts, provided that they are paid in a consistent manner whenever the same kind of work or expertise is required, independently from the source of funding used.
- salary costs of the personnel of national administrations to the extent that they relate to the cost of activities which the relevant public authority would not carry out if the project concerned were not undertaken.
- SME owners and other natural persons who do not receive a salary may declare eligible personnel costs for the work carried out under an action or work programme, on the basis of unit costs specific to the programme under which the call is launched. In other cases, owner managers that do not

receive a salary cannot claim any reimbursement for their activities.

Hourly rate calculation tool : [http://cordis.europa.eu/fp7/find-doc\\_en.html](http://cordis.europa.eu/fp7/find-doc_en.html)

The standard number of productive hours shall be equal to 1 575.

The reference rate for early-stage researchers shall apply to SME owners of start ups with a professional experience of up to two years.

The reference rates for experienced researchers shall apply to

(a) SME owners with a professional experience of two to ten years;

(b) SME owners with more than ten years of experience.

- costs of travel and related subsistence allowances, provided that these costs are in line with the beneficiary's usual practices on travel;
- the depreciation costs of equipment or other assets (new or second-hand) as recorded in the accounting statements of the beneficiary, provided that the asset has been purchased in accordance with the conditions applicable to implementation contracts and that it is written off in accordance with the international accounting standards and the usual accounting practices of the beneficiary
- costs of consumables and supplies, provided that they are purchased in accordance with the conditions applicable to implementation contracts;
- costs arising directly from requirements imposed by the grant agreement (dissemination of information, specific evaluation of the action, audits, translations, reproduction), including the costs of requested financial guarantees, provided that the corresponding services are purchased in accordance with the conditions applicable to implementation contracts;
- costs entailed by subcontracts, concluded for the externalisation of specific tasks or activities which form part of the action or workprogramme as described in the proposal, provided that the conditions with the conditions applicable to implementation contracts are met;
- duties, taxes and charges paid by the beneficiary, notably value added tax (VAT), provided that they are included in eligible direct costs, and unless specified otherwise in the Agreement.
- costs relating to a pre-financing guarantee lodged by the beneficiary of the grant, where that guarantee is a condition for the payment of a pre-financing;
- not deductible value added tax (VAT)  
except for activities engaged in as a public authority by the beneficiary where it is a State, regional or local government authority or another body governed by public law.

#### **4.2.2. Eligible indirect costs**

A flat-rate amount of 7% of the total eligible direct costs of the action is eligible under indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the action/project

Indirect costs may not include costs entered under another budget heading.

Indirect costs are not eligible for beneficiaries that receive an operating grant from the European Commission.

#### **4.2.3. Non-eligible costs**

In addition to any other costs which do not fulfill the conditions set out in Article II.19.1, the following costs shall not be considered eligible:

- return on capital;
- debt and debt service charges;
- provisions for losses or debts;

- interest owed;
- doubtful debts;
- exchange losses;
- costs of transfers from the Commission charged by the bank of a beneficiary;
- costs declared by the beneficiary in the framework of another action receiving a grant financed from the Union budget (including grants awarded by a Member State and financed from the Union budget and grants awarded by other bodies than the Commission for the purpose of implementing the Union budget);
- in particular, indirect costs shall not be eligible under a grant for an action awarded to a beneficiary which already receives an operating grant financed from the Union budget during the period in question;
- contributions in kind from third parties;
- excessive or reckless expenditure;
- deductible VAT.
- participation by any staff of the institutions in actions receiving grants
- any other costs which have been specified as ineligible in the call for proposal

In addition to the above, the Commission can refuse to finance certain costs included in the proposal. The beneficiary can decide to maintain and finance these costs out of his own resources, but they will not be taken into account as eligible costs.

### **4.3. CO-FINANCING AND JOINT AND SEVERAL RESPONSIBILITY**

The beneficiary has to supply evidence of the co-financing provided. It can be provided either by way of own resources, or in the form of financial transfers from third parties.

In case of a joint application partners shall agree upon appropriate arrangements between themselves for the proper performance of the action.

In particular, they shall accept joint and several responsibility for any amount due to the Commission by anyone of them which could not be honoured up to the maximum amount specified in Article I.3, as stipulated in the Special conditions of the draft grant agreement.

The final grant agreement shall be signed by the appointed co-ordinator, provided that a power of attorney has been conferred to this entity (Annex IV of the draft grant agreement).

### **4.4. IMPLEMENTATION CONTRACTS/SUBCONTRACTING**

Where the implementation of the action or the work programme requires the use of contracts (implementation contracts), the beneficiary must ensure that the contract is awarded to the bid offering best value for money or the lowest price (as appropriate), avoiding conflicts of interests and retain the documentation for the event of an audit.

Entities acting in their capacity of contracting authorities shall abide by the applicable national public procurement rules, in the meaning of Directive 2004/18/EC on the coordination of procedures for the award of public work contracts, public supply contracts and public service contracts or contracting entities in the meaning of Directive 2004/17/EC coordinating the procurement procedures of entities operating in the water, energy, transport and postal services sectors.

### **Sub-contracting for the purpose of the action**

Sub-contracting refers to contracts concluded for the externalisation of specific tasks or activities which form part of the action or work programme as described in the proposal. Such contracts must satisfy the conditions applicable to any implementation contract and, in addition, the following conditions:

- Subcontracting may only cover the implementation of a limited part of the action up to 25 % of the eligible costs.
- It must be justified having regard to the nature of the action and what is necessary for its implementation;
- The proposal should clearly identify the subcontracted activities

**Subcontracting does not in any way limit the responsibility of beneficiaries for the implementation of the action. Please note that the beneficiary(ies) should have the necessary capacity to perform the project. Only tasks that are not core business can be sub-contracted to consultants.**

**It is not necessary to have already selected subcontractors at the time the proposal is submitted. However, cost of contractors not selected in accordance with the applicable rules for procurement will not be eligible.**

## **4.5. FINANCIAL SUPPORT TO THIRD PARTIES**

The applications may not envisage provision of financial support to third parties.

## **4.6. FINAL GRANT AND PAYMENT ARRANGEMENTS**

The draft grant agreement annexed to this call for proposals specifies the calculation of the final grant and the payment arrangements.

Your attention is in particular drawn to the General Conditions of the grant agreement, where the eligibility of costs is described. Detailed explanations and a description how costs should be budgeted and reported can be found in the Guide for Applicants.

EU grant may not have the purpose or effect of producing a profit within the framework of the action of the work programme of the beneficiary. Where a profit is made, the Commission is entitled to recover the percentage of the profit corresponding to the EU contribution to the eligible costs actually incurred. For this purpose, profit is defined as a surplus of the receipts over the eligible costs incurred by the beneficiary, when the request is made for payment of the balance. Where such a surplus occurs, the Commission is entitled to recover the percentage of the profit corresponding to the EU contribution to the eligible costs actually incurred by the beneficiary.

The Commission may require the beneficiary to lodge a guarantee for grants exceeding € 60 000, based on a risk analysis.

In the event that the applicant's financial capacity is not satisfactory, a pre-financing guarantee for up to the same amount as the pre-financing may be requested in order to limit the financial risks linked to the pre-financing payment.

The financial guarantee, in euro, shall be provided by an approved bank or financial institution established in one of the Member State of the European Union. When the beneficiary is established in a third country, the authorising officer responsible may agree that a bank or financial institution established in that third country may provide the guarantee if he considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State. Amounts blocked in bank accounts shall not be accepted as financial guarantees.

The guarantee may be replaced by a joint and several guarantee by a third party or by a joint guarantee of the beneficiaries of an action who are parties to the same grant agreement.

## 5. ELIGIBILITY

**APPLICATIONS MUST COMPLY WITH ALL OF THE ELIGIBILITY CRITERIA SET OUT IN THIS SECTION.**

### 5.1. ELIGIBLE APPLICANTS

Applications from legal entities established in one of the following countries are eligible:

- (1) EU 27 Member States<sup>5</sup>.
- (2) European Free Trade Association countries (EFTA) which are members of the European Economic Area (EEA) in accordance with the conditions laid down in the EEA Agreement: Norway, Iceland, Lichtenstein.
- (3) Other countries participating in the Entrepreneurship and Innovation Programme of the CIP: Croatia, the Former Yugoslav Republic of Macedonia, Turkey, Serbia, Montenegro, Albania and Israel.

Participation of partners from other countries is allowed – if relevant for the project - but it will not be considered as concurring to the eligible costs, nor as concurring to satisfy the minimum consortium requirements stated in points 5.2. (This means that these additional countries will not be considered for verifying the eligibility criteria 5.2 (1) – consortium gathering a minimum of 4 partners from 4 different countries.

**Countries which will be considered for verifying these criteria will only be the ones covered by point 5.1 (1,2,3)).**

The transnational nature of the project's consortium must be demonstrated by submitting forms A/2 and A.3.1 to the submission set duly filled in by the partner organisations in order to confirm their participation.

Several applicants, submitting a joint proposal should choose within their midst a lead organisation, referred to as the coordinator.

In what follows, applicants are to be understood as any potential co-signatory of the future grant agreement subject to this call.

1. Applicants should act in consortium with partner organisations (see also the grant agreement in the submissions set, for reference). The consortium must be composed by a minimum of 4 and maximum of 8 partners, including the coordinator (i.e. 4 to 8 different legal entities mentioned separately in the grant agreement, having duly filled in A2 form and having tasks clearly defined in the technical proposal and the budgetary annex) covering at least 4 different European countries as listed in section 5.1 "Eligible applicants". It will be seen as an additional asset and added value positively affecting the assessment of the project proposal (see also point 11):
  - If the consortium covers more than 4 countries and there is an appropriate balance among public and private entities.
  - If for each participating country, the EU Member State national governmental authority (namely a Ministry) in charge of tourism or other field which could be related to the object of the proposal, would either figure as partner organisation or could formally support the general project idea (e.g. by letter of support);

<sup>5</sup> [http://europa.eu/about-eu/countries/index\\_en.htm](http://europa.eu/about-eu/countries/index_en.htm)



2. At least 1 applicant in the consortium must be an organisation falling in the category of "Public National Governmental Authorities" or "Public Regional Governmental Authority" (see below definition).
3. At least one applicant in the consortium must be an association, a federation or an organisation who is active in fields related to senior interests and activities, either at European, national, regional or local level.
4. At least 1 applicant must be an SME<sup>6</sup> – Small and Medium Sized enterprise – or an association of SMEs acting in the tourism sector.

Enterprises qualify as micro, small and medium-sized enterprises (SMEs) if they fulfill the criteria laid down in the Commission Recommendation of 3 April 1996 concerning the definition of small and medium-sized enterprises (Text with EEA relevance) (96/280/EC)<sup>7</sup> which are summarized in the table below. In addition to the staff headcount ceiling, an enterprise qualifies as an SME if it meets either the turnover ceiling or the balance sheet ceiling, but not necessarily both.

Enterprise category	Headcount	Turnover	or	Balance sheet total
medium-sized	< 250	≤ € 50 million		≤ € 43 million
Small	< 50	≤ € 10 million		≤ € 10 million
Micro	< 10	≤ € 2 million		≤ € 2 million

For the purpose of the present call, it is considered that an SME being the partner in the consortium has to provide a proof that is established and has been operating on the market for at least 2 years and has to act in one of the following fields:

- ☐ tourist accommodation
- ☐ catering
- ☐ travel agencies and tour operators
- ☐ attractions
- ☐ leisure (recreational, cultural and sporting activities)
- ☐ tourism related transport
- ☐ other tourism related fields if their relevance for the project proposal is duly justified by the applicant

Other kinds of SMEs (e.g. in the fields of promotion, media, ICT development and others) may be involved in the project only as subcontractors, not as partner in the consortium.

It is not mandatory, but it will be seen as an additional asset and added value positively affecting the assessment of the proposed project if the SME involved in the project consortium is a micro or small enterprise.

5. Applications must be submitted by a legal person; natural persons (i.e. individuals) are not eligible.
6. Corporate bodies must be properly constituted and registered under the law. If a body or organisation is not constituted under the law, a physical person must be designated to provide the legal responsibility.
7. Applicants must correspond to the definition of the following target organisations:

<sup>6</sup> [http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm)

<sup>7</sup> <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31996H0280:en:HTML>

In addition, the participation in the consortium of a Local Governmental Authority as below described will be considered as an asset.

#### *Public National Governmental Authorities*

- Public National Governmental Authority (namely: Ministry, State Secretariat) responsible for Tourism or any other field related to the object of this call for proposal;
- National Tourism Organisations (NTOs) in charge of national tourism promotion.

#### *Public Regional Governmental Authorities*

- Public Regional Governmental Authorities<sup>8</sup> in charge of tourism and/or the field relevant to the object of this call for proposal;
- Regional Tourism Organisations in charge of regional tourism promotion.

#### *Local Governmental Authorities*

- Local Governmental Authorities<sup>9</sup> (or their associations or consortia) in charge of tourism or any other field related to the object of this call for proposal

#### *Other Stakeholders*

European, national and/or regional level private stakeholders may also participate as lead organisations (coordinator) and/or partners provided that they qualify under at least one of the following categories:

- Umbrella associations representing a specific tourism related sector (travel agents, tour operators, tourism accommodations, transport, destination management companies, unions, consumers, etc);
- Chambers of commerce and industry and their umbrella associations;
- Not-for profit/Non-governmental organisations, civil society organizations, foundations, think-tanks, federations of public or private bodies, whose core activity falls within the tourism field;
- Universities, Research Centres, academic training/education establishments;
- Private SMEs, business associations and organisations whose core activity falls in the field of tourism.

In all above cases, the onus will be on the applicant to demonstrate that they fully respect the requirements set in the call.

All other stakeholders are excluded from participating as lead organisations or partners. It is however possible for applicants to tap into existing expertise by involving other relevant stakeholders in

<sup>8</sup> By “ Public Regional Governmental Authorities” it has to be intended - for the purposes of this call- any territorial unit classified as NUTS (Nomenclature of territorial units of statistics) from level 0 to level 2 inclusive. For more information about the NUTS classification, please check [http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts\\_nomenclature/introduction](http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts_nomenclature/introduction)

<sup>9</sup> By “Local Governmental Authorities” it has to be intended -for the purposes of this call- any territorial unit classified as NUTS (Nomenclature of territorial units of statistics) of level 3. For more information about the NUTS classification, please check [http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts\\_nomenclature/introduction](http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts_nomenclature/introduction)

setting up structures and compiling technical criteria, provided that this is clearly stipulated as part of the proposal by the partners themselves; i.e. included in the tasks reported in the technical proposal and in heading sub-contracting in the budgetary annex.

Applicants may participate in more than one project provided that:

- One applicant can have the role of lead organisation (coordinator) in only one project

### **Supporting documents**

Subject to the eligibility criteria indicated above, the applicants should provide the following supporting documents to establish their eligibility:

- **private entity:** extract from the official journal, copy of articles of association, extract of trade or association register, certificate of liability to VAT (if, as in certain countries, the trade register number and VAT number are identical, only one of these documents is required);
- **public entity:** copy of the resolution or decision establishing the public company, or other official document establishing the public-law entity;
- **consortium:** in addition to the supporting documents referring to their legal status, consortium members will submit letters confirming their participation to the project,
- **natural persons:** photocopy of identity card and/or passport;
- **entities without legal personality:** documents providing evidence that their representative(s) have the capacity to undertake legal obligations on their behalf.

## **5.2. ADMISSIBLE AND ELIGIBLE PROPOSALS**

Applications must comply with the following conditions in order to be eligible for a grant:

- Applications must be sent no later than the deadline for submitting applications referred to in section 9.
- Applications must be submitted in writing, using the application form and the electronic submission system, as indicated in the Guide for Applicants.
- Applications must be drafted in one of the EU official languages. If your proposal is not in English, a translation of the full proposal would be of assistance to the evaluators. An English translation of an abstract should be included in the proposal (see Guide for Applicants).
- Proposals must be submitted in conformity with the call specifications;
- Only projects that are strictly non-profit-making and/or whose immediate objective is non-commercial shall be eligible.
- Applications must respect the maximum rate for EU co-financing.
- Applications must respect the maximum amount for EU co-financing.
- Applications must respect the maximum duration of projects.
- Applications must respect the requirements set for the start date.

- Applications may not include contributions in kind as part of their co-financing.

In this context, will be rejected any project directly or indirectly contrary to EU policy or against public health, human rights, citizen's security or freedom of expression.

## **6. EXCLUSION CRITERIA**

### **6.1. EXCLUSION FROM PARTICIPATION**

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

- 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;
- 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*;
- they have been guilty of grave professional misconduct proven by any means which the Commission can justify, including by decisions of the European Investment Bank and international organisations;
- 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 contracting authority or those of the country where the contract is to be performed;
- 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 illegal activity is detrimental to the Union's financial interests;
- they are subject to an administrative penalty referred to in Article 109(1) Financial Regulation (see section 6.3).

The same exclusion criteria apply to affiliated entities

### **6.2. EXCLUSION FROM AWARD**

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

- are subject to a conflict of interest;
- 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;
- find themselves in one of the situations of exclusion, referred to in article 106 Financial Regulation (see section 6.3)

The same exclusion criteria apply to affiliated entities.

### 6.3. SUPPORTING DOCUMENTS

Applicants must sign a declaration on their honour certifying that they are not in one of the situations referred to by filling in the “**Exclusion Criteria Form**” (**form B4**).

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

By using the “Exclusion Criteria Form” applicants shall declare on their honour that they are not in one of the situations referred to in Articles 106 and 107 of the Regulation (EC, Euratom) n° 966/2012 on the financial rules applicable to the general budget of the Union (Financial Regulation).

Please note that, according to articles 109 and 131.4 of Regulation (EC, Euratom) n° 966/2012 on the financial rules applicable to the general budget of the Union (Financial Regulation) and according to article 145 of the Commission Delegated Regulation (EC, Euratom) n° 2342/2002 on the rules of application of the Financial Regulation, administrative and financial penalties may be imposed by the Commission on applicants who are excluded in relation to points a) to h) of the form in question.

For grants with a value exceeding € 60 000, the Commission may require further evidence, as indicated in article 143 Rules of Application.

## 7. SELECTION

### 7.1. FINANCIAL CAPACITY

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. The applicants' financial capacity will be assessed on the basis of the following supporting documents to be submitted with the application:

For grants < EUR 60 000:

- a declaration on honour

For grants ≥ EUR 60 000, in addition:

- a declaration on honour and,
- form B/5 provided for in the submission set, filled in with the relevant statutory accounting figures. Other documents may be submitted if needed (see IV.4 Guide to applicants).

For grants for an action ≥ EUR 750 000 or operating grants ≥ EUR 100 000, in addition:

- an audit report produced by an approved external auditor certifying the accounts for the last financial year available.

In the event of an application grouping several applicants (consortium), the above thresholds apply per applicant.

In the case of affiliated entities forming together **one** sole applicant, the above requirements apply to each of the affiliated entity.

### 7.2. OPERATIONAL CAPACITY

Applicants must show they have the **operational (technical and management) capacity** to complete the operation to be supported and must **demonstrate their capacity to manage scale activity** corresponding to the size of the project for which the grant is requested. In particular, the **team responsible** for the project/operation must have **adequate professional qualifications and experience**.

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;
- an exhaustive lists of previous projects and activities performed and connected to the policy field of a given call or to the actions to be carried out;

In the case of affiliated entities forming together a sole applicant, the above requirements apply to each affiliate entity.

The selection procedure is described in further detail in the Guide for Applicants.

## **8. AWARD**

An evaluation of the quality of proposals, including the proposed budget, will be carried out in accordance with the evaluation criteria set out in annex 3 to this call for proposals.

The evaluation procedure is described in further detail in the Guide for Applicants.

## **9. SUBMISSION OF PROPOSALS**

**Please note that only electronic submissions are allowed for this call.**

**Please consult the Guide for Applicants for the modalities of preparing the proposal.**

**The proposals shall be submitted via the Submission and Evaluation Programme: SEP.**

**The link to SEP shall be provided on the Call's website.**

**Submission of a grant application implies acceptance of the conditions of the grant agreement, attached to this call.**

**The deadline for submission of projects proposals is:**

**26/09/2013 [17:00:00 Brussels local time]**

## **10. CONTACTS**

Contacts between the contracting authority and potential applicants can only take place in certain circumstances and under the following conditions only:

Before the final date for submission of proposals,

- At the request of the applicant, the Commission may provide additional information solely for the purpose of clarifying the nature of the call.
- Any requests for additional information must be made in writing only to the coordinates stated below.

- The Commission may, on its own initiative, inform interested parties of any error, inaccuracy, omission or other clerical error in the text of the call for proposals.
- Any additional information including that referred to above will be published on the internet in concordance with the various call for proposals documents.

After the deadline for submission of proposals:

- If clarification is requested or if obvious clerical errors in the proposal need to be corrected, the Commission will contact the applicant provided the terms of the proposal are not modified as a result.
- If the authorising officer finds that those proposals, which have been listed for award needs limited adaptations to their proposal. In such case, these applicants will receive a formal letter setting out the requested modifications. Any such modifications must stay within the limits of the request. This phase will not lead to a re-evaluation of the proposals, but a proposal might be rejected if the applicant does not wish to comply with the modifications requested.

**Contact coordinates for the call:**

European Commission

Enterprise and Industry Directorate-General

**Call for proposals No: 75/G/ENT/CIP/13/B/N03S01**

E-mail address: [ENTR-CFP-1375-TOURISM4SENIORS@ec.europa.eu](mailto:ENTR-CFP-1375-TOURISM4SENIORS@ec.europa.eu)

Office address: **B100 04/15** - B-1049 Brussels, Belgium

## 11. DATA PROTECTION

The reply to any call for proposals involves the recording and processing of personal data (such as name, address and CV). Such data will be processed pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Unless indicated otherwise, the questions and any personal data requested are required to evaluate the application in accordance with the specifications of the call for proposal will be processed solely for that purpose by ENTR.E.1 Tourism Policy.[entity acting as data controller].

Details concerning the processing of personal data are available on the privacy statement at:

[http://ec.europa.eu/dataprotectionofficer/privacystatement\\_publicprocurement\\_en.pdf](http://ec.europa.eu/dataprotectionofficer/privacystatement_publicprocurement_en.pdf).

Personal data may be registered in the Early Warning System (EWS) only or both in the EWS and Central Exclusion Database (CED) by the Accounting Officer of the Commission, should the beneficiary be in one of the situations mentioned in:

- the Commission Decision 2008/969 of 16.12.2008 on the Early Warning System

(for more information see the Privacy Statement on:

[http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/legal\\_entities/legal\\_entities\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm) ),

or

- the Commission Regulation 2008/1302 of 17.12.2008 on the Central Exclusion Database (for more information see the Privacy Statement on

[http://ec.europa.eu/budget/explained/management/protecting/protect\\_en.cfm](http://ec.europa.eu/budget/explained/management/protecting/protect_en.cfm))

## 12. PUBLICITY

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used.

In this respect, beneficiaries are required to give prominence to the name of the programme (Competitiveness and Innovation Framework Programme (CIP)) and the EU emblem on all their publications, posters, programmes and other products realised under the co-financed project.

To do this they must use the text, the emblem and the disclaimer available at [http://ec.europa.eu/dgs/communication/services/visual\\_identity/pdf/use-emblem\\_en.pdf](http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf). If this requirement is not fully complied with, the beneficiary's grant may be reduced in accordance with the provisions of the grant agreement or grant decision.

With the exception of scholarships paid to natural persons and other direct support paid to natural persons in most need, all information relating to grants awarded in the course of a financial year shall be published on an internet site of the European Union institutions no later than the 30 June of the year following the financial year in which the grants were awarded.

The Commission will publish the following information:

- name of the beneficiary;
- address of the beneficiary (legal persons) or reference to the region (natural persons);
- subject of the grant;
- amount awarded.

Upon a reasoned and duly substantiated request by the beneficiary, the publication shall be waived if such disclosure risks threatening the rights and freedoms of individuals concerned as protected by the Charter of Fundamental Rights of the European Union or harm the commercial interests of the beneficiaries.



### 13. ANNEX B.0 ELIGIBILITY AND RELEVANCE ASSESSMENT FORM

**Annex B.0 - Mandatory Form to be dully filled in and uploaded in the electronic submission system, helping to assess the eligibility and relevance of the project proposal to the requirements of the call for proposals. (to be downloaded from the Participant's Portal (SEP)).**

A facilitating transnational low season tourism product description:	
Transnational low season tourism product name:	
Type of tourism on which it is based:	
Countries where the transnational low season tourism product has been developed.	
Short description of transnational low season tourism product (max ½ page)	
Implemented actions and achieved development of the product so far (max ½ page of text, or the applicant is free to annex the relevant information but max 5 pages)	
Describe a potential of the product for tourism development (max ½ page)	
Describe expected and measurable effects of the proposed project on tourism development and on economy in general (max ½ page)	
How the proposed actions contribute to sustainable tourism development (economic/environmental and socio-cultural aspects)? (max ½ page)	
Eligibility check on the consortium partners:	
List the partners of the consortium indicating their full official <b><u>name and the country where their head office is registered</u></b> . Start by providing the name of the partner of the consortium being:	
<b>a) an SME – Small and Medium Size enterprise<sup>10</sup> - or an association of SMEs acting in the tourism sector</b> Please indicate the field in which it is acting and the date of establishment.	
<b>b) a public national (or regional) governmental authority, in charge of tourism and/or regional development (or any other area which is in relation to the object of the proposal)</b>	

<sup>10</sup> [http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm)

<b>c) an association, a federation or an organisation active in fields related to senior interests and activities</b>	
<b>d) other consortium members</b>	

## **14. ANNEX 1 SUBMISSION SET**

The Submission Set can be downloaded from the Participant's Portal (SEP).

## **15. ANNEX 2 GUIDE FOR APPLICANTS**

The Guide for Applicants can be downloaded from the Participant's portal.

## 16. ANNEX 3 EVALUATION CRITERIA

When assessing the below evaluation criteria, the evaluation committee generally pays attention to the elements indicated below each criterion. Please note that these elements, which are indicative and non-exhaustive, are given on the basis of transparency and in order to help applicants to improve their applications.

EVALUATION CRITERIA AND KEY ELEMENTS LIKELY TO BE ASSESSED BY THE EVALUATION COMMITTEE		MAX. SCORE
<b>1.</b>	Relevance of the actions proposed in view of the objectives established in the call	<b>30</b>
	<p>How relevant is the proposal to the general objective of the call?</p> <p>How relevant is the proposal to the specific objectives of the call?</p> <p>Has the project a real transnational dimension showing a clear European added-value with a potential to contribute to the creation of a European tourism domestic market for the senior target group?</p> <p>How relevant is the proposal to the improvement of Europe as a set of destinations offering attractive for the senior target group?</p>	
<b>2.</b>	Quality of the proposed actions	<b>30</b>
	<p>How coherent is the overall project design, its general presentation including preparedness for evaluation?</p> <p>How coherent, appropriate and practical are the activities proposed according to the objectives of the call? How clear are the working plan and the work packages?</p> <p>How clear is the role of each partner? Is it clearly and separately mentioned according to the tasks and objectives of the proposal?</p> <p>How clear is the project management methodology?</p> <p>Is the calendar of the proposed activities consistent with the work-plan?</p>	
<b>3.</b>	Impact on target audience	<b>30</b>
	<p>Are the potential impacts on the extension of seasonality and the increase of senior travels in Europe in the low season clear?</p> <p>To what extent does the proposal include relevant, clear, measurable indicators for the evaluation of the project outcomes?</p> <p>To what extent the project clearly shows the EC support?</p>	
<b>4.</b>	Budget and cost-effectiveness	<b>10</b>
	<p>To what extent is the budget clear and detailed as well as effective to implement the action?</p> <p>Does the breakdown of the budget, category by category, offer a way of ensuring that the</p>	

<p>amount of the grant awarded is reasonable in relation to the expected results?</p> <p>Are subcontracted tasks strictly “not core activities”?</p> <p>To what extent is the proposed expenditure necessary for the implementation of the project?</p>	
<b>Maximum total score</b>	<b>100</b>

If a total score lower than **60%** points or a score lower than **50%** for any of the above four criteria is obtained, the proposal will not be evaluated further.

## **17. ANNEX 4 - AGREEMENT**

- Multi-beneficiary Grant agreement for action