



European Commission
Enterprise & Industry Directorate General

CALL FOR PROPOSALS

**Knowledge networks for the competitiveness and
sustainability of European tourism
ENT/CIP/10/B/N04S00**

GRANT PROGRAMME 2010

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 Submission
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 SUBMISSION IN ORDER TO ENSURE THAT APPLICATIONS ARE COMPLETE WHEN SUBMITTED.

1. CONTEXT

The Commission has identified sustainability as a fundamental aspect for the quality and competitiveness of European Tourism ([COM\(2003\)716](#)¹, [COM\(2006\)134](#)²). At the end of 2007, the Commission presented a Communication on an “Agenda for a sustainable and competitive European Tourism” ([COM\(2007\)621](#)³).

There, it acknowledged that several stakeholders have already recognised the importance of the sustainability challenge and are working to improve their performance, but more significant results are needed. Therefore existing – and future – actors working on increasing knowledge of the sector should unite their efforts and act together, in a more visible and synergic way.

The Commission invited all tourism stakeholders to participate actively in building a stronger bridge between the creation of knowledge, its dissemination and the implementation of sustainable and competitive practices. Among the initiatives for mobilising actors to produce and share knowledge, the Commission announced its intention to further draw the attention of those actors who create knowledge (e.g. universities, research institutions, observatories) towards existing and upcoming challenges for the sustainability and competitiveness of European tourism and to facilitate their cooperation.⁴

The Commission also highlighted the major role played by small and micro enterprises in European tourism and their possible difficulties – due to their size – in integrating sustainable development aspects and in marketing them as part of their business. It called the relevant intermediaries to convey the core messages of the Agenda to these enterprises in order to facilitate their contribution to its implementation.

On 30 June 2010, the Commission published its Communication on “Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe”⁵. With this communication, the European Commission intends to encourage a coordinated approach for initiatives linked to tourism and define a new framework for action to increase the competitiveness of the tourism sector and its capacity for sustainable growth. It therefore proposes a number of European or multinational initiatives aimed at achieving these objectives, drawing in full on the Union's competence in the field of tourism as introduced by the Lisbon Treaty.

To make the tourism sector more competitive, the Commission considers it essential to have a better socioeconomic knowledge base at European level for tourism and its relationship with the environment. In this regard, the ongoing review of Directive 95/57/EC on the collection of statistical information in the field of tourism is an important step, as it will take account of trends in European tourism and the needs of users.

In addition, there is a case for going further and encouraging cooperation at European level between Member States, destinations, industry representatives and public and private operators in order to consolidate statistics and analyses relating to the sector. In order to do this while retaining its role in coordinating statistical activity at European level (devolved to Eurostat), the Commission considers it necessary to develop knowledge networks between research institutes, universities and public and private monitoring units, in close cooperation with regional and national authorities, national tourism offices, statistical institutes and European and international organisations, such as the ETC, OECD and UNWTO.

¹ <http://europa.eu.int/eur-lex/lex/LexUriServ/LexUriServ.do?uri=CELEX:52003DC0716:EN:NOT>

² <http://europa.eu.int/eur-lex/lex/LexUriServ/LexUriServ.do?uri=CELEX:52006DC0134:EN:NOT>

³ <http://eur-lex.europa.eu/COMDay.do?year=2007&month=10&day=19>

⁴ See COM(2007)621: 3.2.1. *Mobilising actors to produce and share knowledge.*

⁵ http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf

2. OBJECTIVE OF THE CALL

The **overall objective** of this call for proposals is to strengthen the research potential on competitiveness and sustainability tourism-related issues on European scale, in particular by encouraging and supporting the development, across Europe, of regional 'research-driven clusters', associating universities, research centres, enterprises and regional authorities.

The **specific objectives** are:

- to improve cooperation and coordination on research activities related to competitiveness and sustainability tourism-related issues so as to create a more favourable framework for the tourism sector;
- to foster transnational research activities in the field of tourism with a clear EU added value; and
- to pave the way for the future constitution of a European knowledge network for the competitiveness and sustainability of European tourism ("virtual tourism observatory").

CHARACTERISTICS TO BE FULFILLED BY THE PROPOSED ACTIONS

1. Trans-European dimension

- The proposed projects must have a trans-European dimension, both in terms of project partners and of activities. Specifically, this means that:
 - the project partners have to cover at least 6 of the countries listed under point 5.1. Please, note that the number of 6 countries refers to the whole partnership (including the associations in the already existing network or in the consortium): this means that the application which is sent to the Commission has to include partners from 6 different countries. For all eligibility criteria of the project partners, please refer to chapter 5.
 - Similarly, the research activities proposed have to focus on minimum 6 countries - as covered by the partnership - and outcomes should include trans-national comparisons (for activity *a*) see below). Proposing activities with a wider European dimension will be considered as having an added value.

2. Activities

- The proposed projects must cover both of the following activities:

a) knowledge gathering and research:

The main aim of this activity will have to be the monitoring and evaluation of the evolution of the tourism supply and demand as well as the realisation of studies and analyses on tourism issues.

The research modules should focus on topics which are as important for policy makers as for tourism SMEs and address challenges of European interest. Such research topics could be (non exhaustive list): training programmes/education curricula; existing quality/classification schemes and labelling; branding and marketing techniques; cooperation/networking arrangements (e.g. at destination level, across the value chain); supply chain requirements; competitiveness/sustainability indexes; quality management schemes/indicators, or others.

b) awareness raising:

The awareness raising module should target directly tourism industry (in particular SMEs) and should foresee the production and dissemination of materials making the research findings available to tourism industry (in particular SMEs) and tourism authorities by means which can be easily accessed and used.

3. Impacts and Sustainability

- The proposed projects shall have the potential to strengthen the 'innovation capacity' of tourism small and medium-sized enterprises (SMEs) in Europe and help them to outsource research, increase their innovation efforts, better exploit research results and acquire know-how, bridging the gap between tourism research, innovation and competitiveness of tourism SMEs.
- Strategies for continuation of the action and partnership after the end of the project period, both technically and financially, should be outlined.
- The possibility to use outcomes of the proposed projects for the implementation of the actions as identified in the Communication on "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe"⁶ will be considered as having an added value.

4. Reports (see article I.6 of the draft agreement)

- 2 progress reports on the technical implementation of the action are due: in month 4 and 14.
- 1 interim report on the technical as well as the financial implementation: in month 9 after the start-up date.
- 1 final report : 3 months after the end of the action.

⁶ COM(2010)352final

http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf

3. TIMETABLE

- (1) Scheduled start-up date for the action: February 2011
- (2) Maximum duration of action is: 18 months
- (3) No applications will be accepted for projects scheduled to run for a longer period than that specified in this call for proposals.

However, if after the signing of the agreement and the start of the project it becomes impossible for the beneficiary, for fully justified reasons beyond his control, to complete the project within the scheduled period, an extension to the eligibility period may be granted. A maximum extension of 3 additional months will be granted, if requested before the deadline specified in the agreement. The maximum duration will then be 21 months.

The intention is to inform applicants of the outcome of the award procedure no later than the month of **December 2010**.

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

4. EU FINANCING

The **maximum budget** allocated for this call for proposals from the CIP⁷ financing decision C(2009)10196, adopted 21/12/2009 is: **1.000.000,00 €**

Indicative number of projects to be financed: 3 - 4

- **Maximum EU co-financing rate** of eligible costs: 75 %
 - **Maximum European Union co-financing ceiling** per project: 330.000. €
- Proposals asking for an EU co-financing beyond any of the above two maxima will be ineligible.**
Please refer to section 5 below.

- Please note that one action may give rise to the award of only one grant from the European Union budget to any one beneficiary.
- EU financing can never cover 100 % of the costs of an action.
- The Commission reserves the right to award a grant of less than the amount requested by the applicant. In such a case, beneficiaries proposed for award will be proposed 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.
- The publication of this call does not guarantee the availability of funds for the above action.
- The Commission grant may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of receipts over costs. The amount of the grant will be reduced by the amount of any surplus.

⁷ CIP = Competitiveness and Innovation Framework Programme

4.1. CO-FINANCING AND JOINT AND SEVERAL RESPONSIBILITY

The beneficiary shall 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. For this call for proposals, the Commission does not accept co-financing in kind. Please refer to the Guide for Submission, chapter IV for further details.

As a multi-beneficiary agreement is required, all partners shall agree upon appropriate arrangements between themselves for the proper performance of the action.

In particular, they shall accept the joint and several responsibility for any amount due to the Commission by anyone of them as stipulated in article II.18 of the grant agreement.

The final grant agreement shall be signed with the co-ordinator. Each participating co-beneficiary shall confer a power of attorney to the appointed co-ordinator (Form A/4 of the submission set).

4.2. SUBCONTRACTING

Only a limited part of the project may be subcontracted, up to 15 % of the eligible costs.

Subcontracting does not limit the responsibilities of beneficiaries.

Please note that the beneficiaries have to have the necessary capacity to perform the project. Only tasks that are not core business can be sub-contracted to consultants.

Please refer to the guide for submission (page 28) for further details on subcontracting.

4.3. PAYMENT ARRANGEMENTS

The draft grant agreement annexed to this call for proposals specifies the payment arrangements in article I.5. The agreement is attached for information only, and should not be submitted with the proposal.

Your attention is in particular drawn to part B of the General Conditions, article II.14, where the eligibility of costs is described. These costs are also further explained in chapter VI of the Guide for Submission.

5. ELIGIBILITY

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

PARTNERSHIP

- The proposed action must be presented and carried out by a transnational partnership (an already existing network or a consortium created specifically for the purpose of this call) composed of at least 6 independent legal entities which shall be established all in a different CIP member country⁸.
- Composition of the core partnership: at least one partner has to be a national or regional tourism authority, whereas the other five partners should correspond to the legal entities mentioned beneath; all of them should give evidence of having at least 3 years of experience in the field of tourism-related educational activity or research:
 - academic/educational establishments
 - permanent research institutions
 - tourism observatories⁹ working at least at regional level
- Other legal entities (such as chambers of commerce, business associations, international or European organisations etc.) will be admitted as additional partners.

5.1. GEOGRAPHICAL ELIGIBILITY

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

- (1) EU Member States
- (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, Liechtenstein
- (3) Candidate countries: Croatia, the former Yugoslav Republic of Macedonia, Turkey
- (4) Other countries:
 - countries from the Western Balkans, in accordance with the provisions to be determined with those countries following the establishment of Framework Agreements concerning their participation in Community programmes: Albania, Montenegro and Serbia;
 - third countries, when agreements and procedures so allow: Israel.

The participation of partners from other countries is allowed, but it will not be considered as concurring to the eligible costs.

The transnational nature of the project must be demonstrated by submitting form A/4 to the submission set duly filled in and signed from the partner organisations in order to confirm their participation (original signatures required).

⁸ See 5.1 Geographical eligibility

⁹ To be considered as tourism observatory, this legal entity should foresee in its institutional activities the monitoring and evaluation of the evolution of the tourism supply and demand as well as the realisation of studies and analyses on tourism issues.

5.2. LEGAL STATUS ELIGIBILITY

In what follows “partners” are to be understood as any potential co-signatory of the future grant agreement subject to this call, and as proposed by the applicant co-ordinator.

1. Applicants shall act in consortium with partner organisations.
2. Partners of the lead organisation must satisfy the same eligibility criteria as those for applicants; the applicant will be the coordinator.
3. Applications must be submitted by a legal person.
4. Applicants must correspond to the definition, of the following target organisations active in the field of tourism:
 - Academic, training or education establishments¹⁰
 - Research institutions¹¹
 - Tourism observatories¹²
 - Business or trade associations covering tourism enterprises
 - Chambers of commerce
 - Trade unions
 - Non-governmental organisations
 - Employers’ organisations
 - Public authorities and their networks/associations
 - Regional or national authorities/statistics institutes for tourism
 - Destination management organisations and their networks/associations
 - Non-profit making tourism organisations, networks or think-tanks
 - International and European organisations
 - Consumer organisations
5. 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.
6. The proposed action must be carried out by a transnational partnership (an already existing network or a consortium created specifically for the purpose of this call) composed of at least 6 independent legal entities and the lead partner should be established in one of the CIP member countries. For the specific composition of the partnership please see section 5 “Partnership”.

5.3. EXCLUSION CRITERIA

By using the “Exclusion Criteria Form” (form D attached to the “Submission Set) applicants shall declare on their honour that they are not in one of the situations referred to in Articles 93 and 94 of the Financial Regulation.

Please note that, according to articles 96 and 114 of the Financial Regulation applicable to the general budget of the European Communities and according to article 134b of the Commission Regulation (EC, Euratom) n° 2342/2002 of 23 December 2002¹³ laying down detailed rules for the implementation of Council Regulation (EC, Euratom) n° 1605/2002 on the Financial Regulation applicable to the general budget of the

¹⁰ With at least 3 years of activity in the field of tourism-related educational activity or research.

¹¹ See previous footnote

¹² See previous footnote; to be considered as tourism observatory, this legal entity should foresee in its institutional activities the monitoring and evaluation of the evolution of the tourism supply and demand as well as the realisation of studies and analyses on tourism issues.

¹³ As amended by Commission Regulation 1261/2005 of 20 July 2005, Commission Regulation 1248/2006 of 7 August 2006 and Commission Regulation 478/2007 of 23 April 2007

European Communities¹⁴, 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.

5.4. ELIGIBLE PROPOSALS

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

1. Applications must be signed, dated and complete, using the standard submission set. All forms must be submitted in their original form with original signatures;
2. Applications must be submitted timely, in conformity with the specifications for the submission of proposals (see point 8 below) ;
3. Only projects that are strictly non-profit-making and/or whose immediate objective is non-commercial shall be eligible.
4. Applications must respect the maximum EC contribution as laid out in section 4.
5. Applications must respect the maximum duration of projects (see section 4).
6. Applications must be in line with the scheduled start date (see section 4).

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.

¹⁴ As amended by Council Regulation 1995/2006 of 13 December 2006

6. SELECTION

The following sets out the basis for the evaluation of applicants' capacities in relation to the action. Please refer also to chapter IV of the Guide for Submission for further details.

6.1. APPLICANTS' FINANCIAL CAPACITY TO COMPLETE THE PROPOSED ACTION

Applicants must show they have stable and sufficient sources of funding to ensure the continuity of their organisation throughout the project and, if necessary, to play a part in financing it.

Please refer to point IV.4 of the guide for submission for documents to be submitted.

6.2. EXTERNAL AUDIT REPORTS

Not applicable

6.3. APPLICANTS' OPERATIONAL CAPACITY TO COMPLETE THE PROPOSED ACTION

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**.

Please refer to point IV.6 of the guide for submission for documents to be submitted.

7. 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 complete selection and evaluation procedure is described in chapter IV of the Guide for Submission in annex 2.

8. SUBMISSION OF PROPOSALS

Please note that electronic submissions are not allowed for this call. Nevertheless, we would appreciate to receive in addition to the required paper copies of the project proposal a CD Rom with an electronic copy of the proposal.

! Please consult chapter I of the Guide for Submission for the modalities of preparing the proposal.

The deadline for submission of proposals is :

01/10/2010

Applicants shall observe precisely the below indications in order that proposals can reach their precise destination in due time.

Proposals may be:

a) **either sent by registered mail**, (date of postmark serving as evidence of timely delivery); to the following address:

European Commission
Enterprise and Industry Directorate-General
Call for proposals No: ENTR/CIP/10/B/N04S00
Networks for the sustainability and competitiveness of European tourism
Directorate I, Tourism Unit
Office address: B100 4/030
B-1049 Brussels – BELGIUM

b) **or sent by courier services** (date of deposit slip serving as evidence of timely delivery), to the address below,

c) **or delivered by hand**, in person or by an authorised representative (date of acknowledgement of receipt by the Commission serving as evidence of timely delivery) to the following address:

European Commission
Enterprise and Industry Directorate-General
Call for proposals No: ENTR/CIP/10/B/N04S00
Directorate I, Unit I1 - Tourism
B100 4/030

Service central de réception du courrier
Avenue du Bourget, 1-3
B-1140 Bruxelles, Belgique

How to reach avenue du Bourget 1-3 : http://ec.europa.eu/enterprise/calls/hand_delivery.html

In case of hand-delivery, a receipt must be obtained as proof of submission, signed and dated by the official in the Commission's central mail department who took delivery. This department is open from 08.00 to 17.00 from Monday to Thursday and from 08.00 to 16.00 on Friday; it is closed on Saturdays, Sundays and Commission holidays.

Please note that for security reasons hand deliveries (including courier services) are not accepted in other Commission buildings.

9. 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 may 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 refusing to ensure a positive follow-up to the request.

Contact coordinates for the call:

European Commission Enterprise and Industry Directorate-General Directorate I, Financial Team E-mail address: entr-cfp-10-netw-tourism@ec.europa.eu Office address: B100 4/030, B-1049 Brussels, Belgium

10. ANNEX 1 SUBMISSION SET

The Submission Set can be downloaded from the following page: <http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

11. ANNEX 2 GUIDE FOR SUBMISSION

The Guide for Submission can be downloaded from the following page:
<http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

12. ANNEX 3 EVALUATION CRITERIA

13. ANNEX 4 DRAFT GRANT AGREEMENT

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
1. Relevance	40
<i>How relevant is the proposal to the objectives of the published theme?</i>	
<i>How clearly defined and strategically chosen are the project partners?</i>	
<i>How relevant is the proposal to the needs of the proposed target groups?</i>	
<i>To what extent does the proposal contain specific elements of EU added value, such as innovative approaches, models for good practice?</i>	
2. Impact	30
<i>To what extent is the project likely to have a tangible impact on its target groups?</i>	
<i>To what extent does the proposal contain potential multiplier effects? (Including possibilities for replication and extension of project outcomes, dissemination of information.)</i>	
<i>To what extent do the expected results of the project further DG ENTR's work-programme and main priorities?</i>	
<i>To what extent does the proposal contain objectively verifiable indicators for project outcomes?</i>	
3. Quality	30
<i>How coherent is the overall project design? (Including preparedness for evaluation.)</i>	
<i>How coherent, appropriate and practical are the activities proposed (including the plan of action)?</i>	
<i>To what extent is the budget clear and detailed? Does the breakdown of the budget, category by category, offer a way of ensuring that the amount of the grant awarded is the minimum necessary for the operation to be completed?</i>	
<i>To what extent will the Community involvement in the project or activity be publicised?</i>	
Maximum total score	100

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

Annex 4 Draft Grant Agreement