1. THE CONTEXT

There are two main reasons behind the European Commission’s strategy in relation to skills and mobility: first, the free movement of workers is one of the fundamental freedoms guaranteed by Community law since 1958. This comprises the right to work or establish oneself in a different Member State, the right of residence in the host Member State, and the right to equal treatment compared to nationals of the host Member State. The second cornerstone is to enhance opportunities for workers and enterprises to face the challenges presented by the Labour Markets in the coming years. Mobility allows individuals to improve their job prospects and employers to recruit the people they need. It is an important element in achieving efficient labour markets and a high level of employment.

In addition, fostering growth in the European economy calls for better matching between the skills demanded in growth sectors and regions and those available in the workforce. A fundamental aim of the European Union is to create opportunities which allow individuals to take free and responsible decisions for their own life, including to move to another Member State. This may contribute to reducing sectoral and geographic imbalances and hence create the conditions for a better use of available resources.

The measures in the Action Plan can be broadly grouped into three main objectives that will contribute to increase the citizens’ opportunities to find jobs.

The first is about strengthening job mobility and skills development. This involves making education and training systems more responsive to the needs of the EU labour market (especially for ICT skills), bolstering lifelong learning, making it easier to have skills and work experience recognised, and focusing on the needs of less-developed regions.

The second group of objectives is designed to make geographic mobility easier, through the elimination of regulatory and administrative barriers, such as full transferability of social security rights and pensions across the EU, (including a new European health insurance card replacing the current paper forms), improved recognition of professional and other qualifications, more language learning (so that school-leavers should have acquired two EU languages in addition to their own), and agreeing a common immigration policy and equitable treatment of third-country nationals living in the EU.

Finally, information must be improved in order for enabling people to make informed decisions. This involves setting up a one-stop job mobility information portal that will make access easier to citizens and companies looking for up-to-date information on all the aspects related to job mobility, making more job vacancies available through EURES, and launching a mobility information campaign.

The broad lines of the Commission’s strategy on skills and mobility are contained in the Action Plan for skills and mobility, adopted by the Commission on 13 February 2002. The fundamental aim of the Action Plan is to open up the European labour markets by making them accessible to all, and tackle the barriers which make it difficult for people to move between jobs, or between regions and countries in the EU.
2. AIM S OF THE CALL FOR PROPOSALS

According to the Commission’s Action Plan for skills and mobility (point 25),

‘An EU-wide mobility information campaign should be launched targeted at employers and workers on the key dimensions, opportunities and possibilities provided by the Internal Market and the European labour markets for skills. More sectorally focused information campaigns should be launched to help update and improve the image of some occupational sectors and aim to bring more skilled women into such sectors.’

This call for proposals is intended to co-finance a number of information activities to take place within the European Union (EU)/European Economic Area (EEA) in the framework of the mobility information campaign.

The nature of the activities that can be supported are described in section 4, ‘What types of actions can be supported?’

2.1. Objective of the mobility information campaign

The objective of the campaign is to promote occupational and geographic mobility by raising the awareness of existing opportunities for mobility within the EU/EEA and actual or emerging labour shortages in certain sectors, occupations and regions.

2.2. Target groups

As defined in the Action Plan for skills and mobility, the target groups for the campaign are:

— workers and job-seekers

— employers, especially in occupational sectors needing an updated and improved image, among other things to attract more skilled women.

3. CAMPAIGN CONCEPT

The campaign covers both occupational and geographical mobility. Since it is targeted both at workers and job-seekers and at employers, the activities and the message to be communicated may have to be differentiated according to the target group.

The ‘message’ or the information disseminated should be of a concrete and ‘down-to-earth’ nature and answer questions such as:

— Job mobility, what is in it for me as a job-seeker/worker/employer?

— Where can I get more information?

— Where can I find the opportunities?

— Where can I get some advice?

— Job mobility is something for me, what do I do now? How do I proceed?

4. WHAT TYPES OF ACTIONS CAN BE SUPPORTED?

Proposed activities should preferably be part of a larger ensemble of activities based on a comprehensive and coherent strategy. This means that they will be given priority over comparable single stand-alone activities.

All activities should,

— address jobseekers or employers from an end-user perspective,

— be clearly focused on raising the awareness of the positive effects of mobility,

— deal with the matter in a concrete and practical way,

— respect the common overall approach of the campaign, such as the common concept slogan and logo that will be put in place by the Commission.

Individual activities can be of a various nature and could, by way of example, involve:

— production and distribution of information material,

— web-based information,

— use of call centres,

— electronic messaging,

— organisation of information meetings and seminars,

— participation in job fairs.

The Commission will supply the overall framework for the various activities. The campaign can thus be described as an ensemble of individual activities benefiting from a common concept slogan and logo.

Priority will be given to activities which can be exploited or serve as a source of inspiration for similar activities not benefiting from Community financial support.
Community grant will only be given to projects where the total cost exceeds EUR 100,000. The Community co-financing will be no less than EUR 50,000 and no more than EUR 200,000. As a consequence, the Community co-financing expressed as a percentage of the total cost of the operation may vary, but will never be more than 75% of the total cost.

5. TIME FRAME

All activities should start in 2003 and be carried out some time between September 2003 and end of June 2004.

In September/October 2003 the Commission will open a one-stop-job-mobility-portal based on the present EURES website (europa.eu.int/eures). The one-stop-job-mobility-portal, which will be a single access point to job mobility information, will also serve as an important tool for the mobility information campaign and will, among other things, be used to inform about the activities carried out in the framework of the campaign.

The official launch of the mobility information campaign and the one-stop-job-mobility-portal will be marked by a press conference and a seminar that will be organised in Brussels in September/October 2003. Successful applicants are expected to present their planned activity at this event.

6. WHO CAN SUBMIT A PROPOSAL?

6.1. Eligible applicants

Preference will be given to proposals coming from existing, well-established European networks or organisations involving as many EU/EEA countries as possible consisting of:

— public and private bodies delivering employment services,

— trades unions, employers and business organisations at various levels, including sectoral organisations,

— public and private educational and training institutions,

— local and regional public bodies.

The applicant takes responsibility for the project and will be the contracting partner with the Commission.

6.2. Formal criteria

Proposals may only be submitted by legal persons, properly constituted and registered.

Applicants shall be excluded from participation if:

— 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 have been convicted of an offence concerning their professional conduct by a judgement which has the force of res judicata,

— they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify,

— they have not fulfilled 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 where the contract is to be performed,

— they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests,

— following another procurement procedure or grant award procedure financed by the Community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

Applicants must certify that they are not in one of the situations listed above, by attaching a declaration/statement to their application.

7. HOW AND WHEN SHOULD APPLICATIONS BE SUBMITTED?

7.1. Formal requirements

The subsidy request must contain the following elements:

— an application letter addressed to:

  European Commission
  DG Employment and Social Affairs
  Unit A3
  J-27 05/50
  B-1049 Brussels,

— the completed application form, comprising the following parts:

  I. Administrative information

  II. Declaration by the beneficiary

  III. Description of activities
IV. Detailed budget applied for by activity

V. Detailed budget for seminars

VI. Summary overview of budget applied for

VII. ‘Financial identification’ form signed by the bank and the beneficiary

VIII. External audit report produced by an approved auditor.

The use of this application form for the presentation of the requested information is obligatory. Uncompleted applications will automatically be refused and not considered eligible for funding.

The documents may be submitted in one of the official languages of the EU. In case the language used is not English or French it is recommended to also supply a translation into English or French of all the parts essential for the assessment of the application. The forms must be properly completed. Any abbreviation must be followed by the full term.

The application forms and all documents forming part of the application must be sent in paper form by mail in triplicate (one original plus two copies) duly completed and signed by the responsible person by 30 May 2003, at the latest (the date of the postmark or express courier receipt serving as proof) to the address above. The number of the call for proposals must be indicated on the envelope.

In addition, an electronic version of the application (quoting the number of the call for proposals and the name of the body submitting the application) shall be sent to the following mailbox:

empl-A3-eures-call@cec.eu.int

— Only applications submitted in the prescribed forms and formats, both paper and electronic, will be considered.

— Incomplete or unsigned forms, handwritten forms and those sent by fax, will not be taken into consideration.

— Complementary documents sent by fax will not be taken into consideration, nor will additional documents sent by post or e-mail.

— Any document dispatched after the deadline will not be accepted.

— Receipt of applications will be confirmed, possibly within one month.

— A reference number will be allocated to each application and must be quoted in any correspondence concerning it.

Application forms and documents can be downloaded from the web pages of DG Employment and Social Affairs:

http://europa.eu.int/comm/employment_social/tender_en.htm

Questions related to the call for proposals as well as requests for application forms may be addressed to the following persons:

Henric Stjernquist
henric.stjernquist@cec.eu.int
Tel. (32-2) 296 27 17

Ida Monclair
ida.monclair@cec.eu.int
Tel. (32-2) 295 60 11

European Commission
DG EMPL
Unit A3
B-1049 Brussels.

7.2. Administrative information

The following information has to be filled in: applicant organisation, legal representative, head of project, person to contact for financial information.

7.3. Declaration by the beneficiary

All applicants must: 1. sign a declaration concerning funding from other Community programmes; and 2. indicate what activity(ies) or what part of an activity(ies) which will be financed by own contributions.

7.4. Description of activities

Part III of the application form is designed to present a detailed description per planned activity. A copy of this section of the application form will constitute an annex to the Financial Agreement concluded between the European Commission and the beneficiary.

The description of each activity consists of the following elements:

— Number of the activity (if there are several activities)

— Name of the activity

— Brief summary description of the activity
— **Partners** (indicate if the activity is carried out in cooperation with other bodies)

— **Date** (indicate the envisaged date/period of the activity, even if not fixed definitely yet)

— **Beneficiaries of the activity** (indicate the target group, for example job-seekers from a specific region or sector, graduates, employers, etc.)

— **Objectives and anticipated results of the activity** (a qualitative description and if possible, also to be expressed in quantitative terms so as to facilitate monitoring of the achievements)

— **Detailed description** of the activity.

### 7.5. Budget estimate

The budget estimate is a financial description of the total costs and total resources of the activities and has to be presented by using the tables in parts IV to VI of the application form:

**IV. Detailed budget applied for by activity**

**V. Detailed budget for seminars**

**VI. Summary overview of budget applied for**

For each of the planned activities, a separate table IV has to be filled in with the calculation details of the activity, broken down by the following cost headings:

— **Staff**

— **Travel and subsistence**

— **Services**

— **Administration (including equipment)**

Table V has to be used additionally for the planning of large seminars or meetings.

Table VI gives a summary overview of the detailed budgets of all tables IV and V. This document will constitute an annex to the Financial Agreement.

Following the new Financial Regulation of the Commission, a co-financing provided by the beneficiary is obligatory. For this particular call for proposal, beneficiaries must co-finance at least 25% of the total amount requested from the Commission. The co-financing figure must be indicated in the part V of the application form (summary overview of the budget applied for) and also be described in part II of the application form. Co-financing can be any contribution involving a real expense by the beneficiary but the expenses must be eligible with respect to the eligibility criteria set in point E. It is important that the co-financing is identifiable, i.e. that it is possible to identify/trace the expenses made.

Attention has to be paid that the same numbering of activities is used in the different parts of the application form, and that figures in tables IV and V are coherent.

The budget has to be presented in euro, with an indication of the conversion rate for countries outside the euro zone. The conversion rate is the official EU rate in force during the month of receipt of the official request.

Some information may not be available in full detail at the stage of presentation of the activity plan. Nevertheless, applicants shall provide the basic details of the envisaged activities, even if they are provisional. This concerns in particular the following expenses:

— salaries: number of staff, expected work time and unit rate (per hour/day/month),

— subcontracting: type of service, time period, estimated price,

— subsistence: venue of the activity, number of expected participants, daily cost of accommodation per person,

— travel: number of persons travelling, destination, means of travel (air, train, car, other) and the estimated travel costs.

### 7.6. Financial identification form signed by the bank and the beneficiary

The financial identification form has to have both a stamp and a signature from the bank.

### 7.7. External audit report produced by an approved auditor

For actions where the cost to be financed exceeds EUR 300 000 and for operating grants of over EUR 75 000, the application shall be accompanied by an external audit report produced by an approved auditor. That report shall certify the accounts for the last financial year available and give an assessment of the financial viability of the applicant.

### 8. AWARD CRITERIA

The proposals considered as eligible in accordance with the provisions set out above will be assessed and evaluated on the basis of the following criteria:

The proposals will be given a mark between one and 10 for each category of criteria listed in the table below. The marks will be weighted according to their relative importance as indicated in the right hand column.
10. CONTRACTUAL INFORMATION

10.1. Agreement governing the grant

— After the decision to award a grant is taken, a contract (grant agreement) will be concluded defining the rights and obligations of the parties.

— Successful applicants will receive two copies of an agreement for their acceptance, signature, and return to the Commission. When signed by the Commission one of the signed copies will be returned to the applicant.

— Grant agreements will, possibly, be signed in early autumn 2003. The date of signing the contract by both parties is the starting date for actions. No extension of the period set out in the contract will be permitted. Any expenditure incurred before or after the contractual period will not be accepted.

— Payment of the Community financing will be made in two instalments: 30% within 45 calendar days of signing the agreement and 70% upon acceptance by the Commission of the final report and final accounts. Do be aware that in order to submit the final accounts, all activity expenditure must be paid, i.e. the applicant organisation must advance the money for outstanding payments as the final instalment of the grant will only be calculated and paid following submission of the final report and final accounts. The grant shall be limited to the amount necessary to balance the action’s receipts and expenditure and may not in any circumstances produce a profit for the applicant organisation.

— The final reports must be submitted in either English or French as indicated by the applicant in the application form.

— The final report and the final project accounts must be submitted within three months of the end of the contractual period as specified in the grant agreement.

— The beneficiary of the grant will be required to make a signed commitment to carry out the project; to provide information on accountancy procedures to ensure that all expenses related to the project are entered into the organisation’s accounts in a transparent, identifiable and verifiable manner; to furnish proof of the correct use of the grant; and to enable the Commission and/or the European Court of Auditors to verify the organisation’s accounting documents, if they deem this appropriate. To this end, documentation justifying items of expenditure must be retained by the organisation for five years following final payment by the Commission.

9. WHAT HAPPENS TO THE APPLICATIONS RECEIVED?

In considering applications, the following sequential steps will be taken:

1. all applications will be checked to assess whether they meet the formal criteria of eligibility;

2. proposals considered eligible will be evaluated and given marks according to the award criteria specified above;

3. a shortlist will be produced listing the proposals in order of the scores obtained;

4. a final selection will be based on the budget available for funding: ± EUR 1 000 000. The Commission expects to fund between 10 and 15 proposals from this call;

5. the Commission will inform all applicants of the decisions taken concerning their application in writing (possibly in June/July 2003). No information will be released until the Commission’s decision has been made public. The decision of the Commission is final.
— Beneficiaries are required to mention clearly the fact that they have received funding from the European Union in any publication and/or in other materials, or in the occasion of activities, for which the grant is used, using the common slogan and logo put in place by the Commission.

10.2. Expenditure

Expenditure is exclusively for implementation of the project.

— The budget estimate must be based on likely reality, i.e. the expected number of participants, number of days and unit costs.

— The amounts entered under the different categories of expenditure are indicative.

— The contractor must take care to avoid any unnecessary or unnecessarily high expenditure and must not derive any profit or gain from the Community contribution.

10.3. Eligible costs

Direct or indirect eligible costs are all costs directly incurred under an action which are essential to its implementation. These costs would not be incurred if the action did not take place.

To be considered eligible, costs must:

— be directly linked to the subject matter of the activities,

— be necessary for carrying out the activities,

— be reasonable and comply with the principles of sound financial management, in particular value for money and cost-effectiveness,

— have been incurred during the lifetime of the activities,

— have actually been incurred, be recorded in the beneficiary's accounts or tax documents, and be identifiable and controllable.

10.4. Direct eligible costs

10.4.1. Staff costs

Costs of staff assigned to the project (unit cost per day for work on the project).

— The remuneration of civil servants or statutory public staff may be regarded as eligible if the assignment of the staff in question is genuine, necessary and reasonable in relation to the activity being subsidised. The beneficiary of the grant must keep a record of the amount of time devoted by the staff to the subsidised activity, in order to assess the total cost to be subsidised.

— Staff costs will be based on gross real salaries or emoluments plus social charges/contributions and other costs included in the remuneration.

— The fees must be calculated according to the number of persons/number of days/daily rate applied, and should be based on a maximum total of 220 working days per annum (20 days per month).

— They should not be greater than the usual salaries and other charges of the applicant, nor should they be higher than the generally accepted rates in the market for the same kind of service.

10.4.2. Travel and subsistence

Travel, accommodation and subsistence costs necessary for the implementation of the project are eligible. They must be based on acceptable unit costs.

— Full details must be given in the budget form of the journeys to be made: destinations, number of journeys, means of transport to be used and number of persons.

— Economy class fares will be used as the benchmark for analysing air travel costs. Air travel is acceptable only for distances over 500 km. For other modes of transport, the benchmark is the first-class rail fare.

— Accommodation (hotel) and subsistence (meals and local transport) expenses will be reimbursed in accordance with the cost of living in each country. The maximum amounts accepted for each country are as follows, and applicants are advised to respect these rates in their budget estimate, including in respect of estimated costs for conferences and seminars.

10.4.3. Services

— For costs related to publication and dissemination a description and estimate should be attached, giving, for each publication and/or other materials, an estimate of the number of pages and planned circulation, the number of languages, an indication of the production costs per copy as well as an estimate of the distribution costs.

— If procured from outside, translations may be regarded as eligible direct costs. Translation costs must include the following details: language translated, the number of pages, the rate applied per page.

— Interpretation: The different components must be specified. In particular, the number of languages, the number of interpreters, the number of days and the daily rates must be specified. The accepted daily fee of an interpreter may not exceed EUR 550.
Conference/seminars costs include the costs involved for the conferences/seminars planned in the proposal. Price details related to conferences/seminars must be given for each planned conference/seminar. If the details will only be known after a tendering procedure, please fill in according to your own estimates based on past experience, for example.

Indicative amounts for rental of booth excluding technical equipment: EUR 750 (excluding VAT) per day. Rental booth with equipment and technical assistance: EUR 1 100 (excluding VAT) per day.

Audit and evaluation costs are eligible costs.

Subcontracting: the rules applicable to the beneficiary also apply to the subcontractor.

Subcontracting for a total amount in excess of 35 % of the total eligible costs of the project is not allowed.

To be acceptable, a contract for the provision of services must comply with national rules if such exist, or, if not, with the Community rules for public contracts. However, more than two levels of subcontracting or unjustified subcontracting which does not bring any added value are not permitted.

If an estimate of the costs of the services required is initially accepted, the contract must stipulate that the final invoice must cover real costs and that the contractor must provide evidence of expenditure if the promoter so requests.

The precise nature of the tasks that will be entrusted to the subcontractor person/organisation, the financial amount allocated to the tasks and the detailed method of calculation (fully detailed estimate) should be indicated.

For subcontracting contracts in excess of EUR 50 000, the Commission’s prior and express written agreement to the contract must be obtained.

10.4.4. Administration

The cost of rental of premises/offices is calculated based on the principles, rules and accounting methods in effect at the applicant organisation.

Equipment (new or second-hand), computer expenditure is intended to cover specific usage, which must be included in the project description. It will be assessed on the basis of acceptable unit costs (market rates) and/or limited. Where fixed assets are purchased, only the annual depreciation value for the period in question can be taken into account.

Large advance payments by the Commission (above EUR 150 000) need to be covered by a financial guarantee (not required from public bodies). The cost of the financial guarantee is regarded as eligible expenditure and is calculated on the basis of the amounts to be paid by the promoter throughout the duration of the project. The guarantee is requested for the amount of the advance payment of the grant.

The contingency reserve (provision for unforeseen expenses) cannot exceed 5 % of the direct eligible costs.

10.5. Indirect costs and overheads eligible

Indirect costs are general or overhead costs/expenses directly generated by the carrying out of the activities foreseen in the work programme. They may not exceed 7 % of the total eligible direct costs.

These costs can include maintenance costs, stationery, photocopying, mail, telephone and fax costs, heating, electricity or other forms of energy, water, office furniture, insurance and any other expenditure necessary for the successful completion of the project.

If the applicant organisation is already receiving an operating subsidy, it cannot charge overhead costs to the project.

10.6. Ineligible expenses

The following expenses are ineligible and not accepted:

— expenditure that would have been incurred even if the project had not taken place,
— expenditure not included in the approved budget,
— expenditure occurred outside the contractual period,
— expenses incurred by a third party, and not reimbursed by the promoter organisation,
— expenses incurred outside the countries, which can participate in the Mobility Information Campaign under this call for proposals,
— provisions for exchange loss risks,
— indirect eligible expenses which exceed more than 7 % of total direct eligible costs,
— a contingency reserve of more than 5 % of the total direct eligible costs,
— the cost of purchasing infrastructure equipment, including buildings, land and second-hand equipment (except up to the amount of the annual depreciation of the equipment purchased),
— debts, interest owed, doubtful debts,
— expenditure which is manifestly not necessary to the project or excessive,
— expenditure not related to the project.

10.7. Contributions in kind
Contributions in kind, such as unpaid charity work by a private individual or corporate body etc., shall not count as actual expenditure by the beneficiary and shall not constitute eligible costs.

10.8. Payment
The arrangements for payment are set out in the Grant Agreement. Payment will normally be done in two instalments: 30% of the subsidy within 45 days of the signing of the Agreement by the EC representative; the balance within 45 days of submission and approval by the Commission of the activity report and final account.

10.9. Final report and final financial statement
Pursuant to the provisions of the Grant Agreement, the final payment of the Community contribution is subject to the presentation of a final report and account.

10.9.1. Final report
The report must contain the following information:
— an overall assessment of the results set against the initial objectives, referring to the objectives laid out in the initial proposal,
— a detailed description of the activities carried out, following the same numbering as the subsidy application, with particular reference to the products created and the results obtained.

The report may be submitted in one of the official languages of the EU. In case the language used is not English or French, it is recommended to also supply a translation into English or French of all the parts essential for the assessment of the report.

The report has to be submitted in three copies.

10.9.2. Final account
The final account is a clear and consistent summary description of actual expenditure to implement the activities provided for in the Grant Agreement, indicating the amount and nature of expenditure and income and certified correct by:
— the person acting for the beneficiary organisation where the latter is a public body,
— the auditor(s) in other cases (if this type of mandate is envisaged).

The final account must be presented in the same format as the provisional budget in order to facilitate the financial comparison and follow-up. A different form of presentation may render them unacceptable to the Commission.

10.10. Time limit
The financial account and the final report must be presented to the Commission not later than three months after the termination of the Grant Agreement.

The Commission reserves the right to recover all amounts already paid if the time limit is not respected.

10.11. Additional comments
— Money which is not spent must be reimbursed and cannot be reused.
— If difficulties arise in implementing the activities, the Commission must be contacted in good time (i.e. before the end of the Agreement) to secure an extension or other alteration to the Agreement.

11. INDICATIVE TIMETABLE

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
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<tbody>
<tr>
<td>30 May 2003</td>
<td>Deadline for the submission of proposals</td>
</tr>
<tr>
<td>15 June 2003</td>
<td>Announcement of evaluation committee results</td>
</tr>
<tr>
<td>15 September 2003</td>
<td>Official launch of the campaign/beginning of activity period covered by the agreements signed</td>
</tr>
<tr>
<td>15 June 2004</td>
<td>End of activity period covered by the agreements signed</td>
</tr>
<tr>
<td>15 September 2004</td>
<td>Deadline for submission of final report and account</td>
</tr>
</tbody>
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