

III

(Notices)

COMMISSION

CALL FOR PROPOSALS

Support for information measures relating to the common agricultural policy

(2005/C 252/06)

1. BACKGROUND

On 17 April 2000, the Council adopted Regulation (EC) No 814/2000 on information measures relating to the common agricultural policy ⁽¹⁾, which defines the type and content of the measures the Community may finance.

As part of a new and simplified approach, the Commission has laid down detailed rules for the application of Council Regulation (EC) No 814/2000 in Commission Regulation (EC) No 2208/2002 ⁽²⁾. In accordance with Article 3 of Regulation (EC) No 2208/2002, modified by Commission Regulation (EC) No 1820/2004 ⁽³⁾, this call for proposals specifies the priority topics and measures and the deadlines for submitting applications and commencing the measures concerned.

This is a call for proposals for funding annual work programmes or individual measures from appropriations in the 2006 budget.

2. PRIORITY MEASURES FOR 2006

Under this call for proposals the Commission wishes to give priority to

- communicating the reformed common agricultural policy (CAP) as a contribution to employment, competitiveness, growth and stability in EU-25,
- discussing the opportunities and benefits the CAP offers for the agricultural sector, for the development of rural regions, and for society as a whole, in Europe and beyond, as well as for an enhanced presence on the world market,
- and communicating the European model of agriculture to the rest of the world.

It will be for applicants to demonstrate which channel or channels of communication they believe are most appropriate in this field for particular issues and particular target audiences, and why. They are also asked to submit a Media Plan for their proposed projects, which should include details of project implementation, message delivery and measurement of effectiveness. In selecting successful applications, particular attention will be paid to the Media Plan, as described in Annex II, point 6.

2.1. Messages to be communicated

The main messages the Commission wishes to communicate to the target audiences are related to the following aspects and objectives of the CAP:

- developing and strengthening the rural areas in the enlarged EU, protecting the environment and preserving their social fabric through a reinforced policy of rural development, and contributing to cohesion within the EU,

⁽¹⁾ OJ L 100, 20.4.2000, p. 7.

⁽²⁾ OJ L 337, 13.12.2002, p. 21.

⁽³⁾ OJ L 320, 21.10.2004, p. 14.

- implementing the new CAP and its instruments, namely decoupled single payments, and contributing to a stable development of the agricultural sector,
- increasing market orientation and strengthening the competitiveness of agriculture in the EU, encouraging innovation, and offering new opportunities for producers, in the EU and on the world market,
- targeting products and services sought by the public, making them more market-oriented, and enhancing product quality and environmental value,
- explaining, in the framework of the WTO, and in the framework of regional agreements vis-à-vis Europe's neighbours, the objectives and benefits of the European model of agriculture, in particular the improved trade conditions for third countries, protection of the environment, rural development — including maintaining land management and occupation —, and food safety.

Full details of the reform of the common agricultural policy can be found at the following address:

<http://europa.eu.int/comm/agriculture/>

Preference will be given to projects centered on specific examples in particular sectors which illustrate the practical aspects of implementing the objectives outlined above and are clearly relevant to the target audience.

2.2. Target audiences

The target audiences for projects under this call for proposals are:

- the entire farming and food sector in Europe, including consumers;
- the general public.

Applicants should specify whether their project proposal will target audiences in more than one country, and if so, which countries and by what means.

2.3. Channels of communication

In particular, the Commission wishes the following communication channels to be used:

- **Broadcast media**, both radio and television, at local, regional and national level; where specific broadcast coverage is proposed, the Commission will wish to see in advance a degree of certainty that coverage can be obtained. Projects involving **non-broadcast video or audio** for direct distribution are admissible.
- The **Internet**, which is growing in importance as a source of information and comment for many EU citizens.
- **Conferences and seminars**, which involve either or both of the audiences identified above.
- The **written press**: the Commission already has good direct contacts with the written press in the EU. However, the projects launched as a result of this call for proposals are themselves expected to attract press interest. Applicants should demonstrate how they propose to encourage this interest.

The Commission will be looking for projects with high added value, where more than one element of the media can be utilised. For example, a conference might be attended by delegates, televised at a later date and the issues raised reported in local or regional press and posted on the Internet.

2.4. Media Plan

The Media Plan described in Annex II, point 6 should specify how the following aspects of the project are to be achieved:

- **Implementation:** how will the project be planned, managed, and kept within budget? What timescales are envisaged? What is the role foreseen for Commission staff?
- **Message delivery:** which message(s) will the project deliver? To which audiences? Which media will be utilised and how?
- **Measurement of effectiveness:** preference will be given to proposals which allow for measuring how effectively messages have been communicated (for example, how much an audience has appreciated a seminar or radio programme, rather than just the size of the audience; the advisability of covering an issue on the Internet, rather than the extent of the coverage).

The Commission accepts that for smaller projects (costing up to EUR 30 000) an evaluation after the execution of the measure is optional.

3. GENERAL INSTRUCTIONS FOR SUBMITTING APPLICATIONS

3.1. How to prepare an application

Before applying, applicants should carefully read Council Regulation (EC) No 814/2000, Commission Regulation (EC) No 2208/2002 and all annexes to this call for proposals.

Applications for financing should be submitted in one of the official languages of the Community. A translation in English or French must also be included.

Applications must be drawn up by using the appropriate forms available at the following internet address:

http://europa.eu.int/comm/agriculture/grants/capinfo/index_en.htm

3.2. When and to whom to send your application

- (1) Applicants will send by 12 December 2005 one copy of their full application with the supporting documents, by registered post with acknowledgement of receipt (the postmark on the envelope being taken as proof of the date of sending) to the following address:

European Commission
Unit AGRI. B.1
Call for proposals 2005/C 252/06
For attention Mr E. Leguen de Lacroix
L130 4/148A
BE-1049 Brussels

As all incoming documents to the Commission services have to be scanned page by page, please do not staple the pages of your application letter and supporting documents together.

The application letter and the budget must be signed and dated by the legally authorised representative within the applicant organisation. The documents to be sent are listed in Annex I.

- (2) At the same time and no later than 24.00 (Brussels time) on 12 December 2005, applicants will also send an electronic copy, identical to the one stated at point 1, to the following e-mail address:

AGRI-GRANTS@cec.eu.int

Should the applications sent under 1 and 2 not be identical, the application sent by post shall take precedence over the application sent by e-mail.

Applications sent after the due date as defined under 1 and 2, and/or sent to other postal or electronic addresses than the one indicated under 1 and 2 respectively, or sent by e-mail only, will be rejected.

3.3. Procedure followed by the Commission for dealing with your application and timetable

The Commission will first proceed to the verification of the existence of all documents required to apply for a grant under this call for proposal as listed in Annex I. The Commission reserves the right to reject applications that do not contain all documents required in Annex I.

Subsequently, an ad-hoc evaluation committee will proceed to the evaluation of the applications. This evaluation consists of four successive stages as described below. Only applications meeting the requirement of one stage will pass on to the next.

- (1) Evaluation of the applicants under the eligibility criteria as indicated in Annex II;
- (2) Evaluation of the applicants under the exclusion criteria as indicated at Article 5 of Commission Regulation (EC) No 2208/2002 and on the basis of the documents submitted under point 3 of Annex I;
- (3) Evaluation of the applicants under the selection criteria as indicated in Annex III point 1;
- (4) Evaluation of the applications in the light of the award criteria as indicated in Annex III point 2.

Following the evaluation, the evaluation committee will draw up the list of measures of highest technical quality.

Measures will be considered of highest technical quality if they receive 60 out of 100 points allocated, as described in Annex III, point 2, and have at least 40 % of the points available for each criterion. The Commission may raise the minimum acceptable rating in the light of the budget resources available.

The decision of the Commission to award a grant may differ from the proposal issued by the evaluation committee.

The Commission expects to draw up the list of beneficiaries and the amounts approved by 30 June 2006.

If the grant requested is awarded, the beneficiary will receive a grant agreement, denominated in euro, specifying the conditions and level of financing.

If the grant requested is not awarded, the applicant will receive a written information giving the reasons for the rejection of the application, with reference in particular to the eligibility, selection and award criteria.

4. FINANCING

Eligible costs are defined in Annex IV. The contribution from the Commission is limited to 50 % of the total eligible costs. In exceptional cases, this may rise to 75 % on the terms laid down in Article 7(2) of Commission Regulation (EC) No 2208/2002.

A measure will be recognised as being of exceptional interest as referred to in Article 7(2) of Regulation (EC) No 2208/2002 if it is awarded at least 75 % for award criteria 1 to 4 as set out in Annex III, point 2.

No prefinancing will be allowed for the measures awarded a grant under this call for proposals.

Selecting an application does not commit the Commission to granting the full amount requested by the applicant. In no circumstances will the grant exceed the amount requested.

ANNEX I

CALL FOR PROPOSALS

DOCUMENTS REQUIRED TO APPLY FOR A GRANT

- (1) Duly filled application forms ((i) letter, (ii) forms 1, 2, 3 and 4, (iii) budget including expenditure budget and income table, (iv) financial identification sheet and (v) legal entity identification sheet). The letter, the budget including expenditure budget and income table, the financial identification sheet and the legal entity identification sheet have to be signed and dated by the legally authorised representative within the applicant organisation.

In the event of an annual work programme, which may contain two to five specific information measures as defined in Article 2(b) of Commission Regulation (EC) No 2208/2002, one form 4 and one budget (expenditure budget and income table) will be filled in for each of the measures included in the work programme.

- (2) For applicants and applicant's partners: articles of association and most recent general report, plus, where applicable, the organisation chart and the rules of procedure, if these are referred to in the articles of association.
- (3) For applicants (except public bodies):
- (a) Declaration on honour, signed and dated by the legally authorised representative within the applicant organisation, stating that the applicant is not in one 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 have been convicted of an offence concerning their professional conduct by a judgment 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 of the contracting authority or 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.
- (b) Recent excerpt of the applicant's enrolment in the professional register provided for under the legislation of the Member State in which they are established.
- (4) For applicants and applicant's partners: form relating to conflicts of interest drawn up in accordance with the model available at the internet address indicated under 3.1 of this call for proposals.
- (5) For applicants (except public bodies): balance sheets and annual accounts of the last two financial years for which the accounts have been closed, or any other document proving the applicant's financial situation and their capacity to maintain their activity throughout the period in which the measure is being carried out.
- (6) For applicants (where the grant requested is equal or higher than EUR 300 000): an external audit report, produced by an approved auditor, certifying the accounts for the last closed financial year and giving an assessment of the financial viability of the applicant.
- (7) For applicants and applicant's partners: curriculum vitae of the staff who will carry out the preparation, implementation, follow-up and evaluation of the proposed measure.
- (8) Where the applicant intends to use suppliers/sub-contractors and where the amount of all services to be rendered by one supplier/ subcontractor exceeds EUR 10 000, the applicant will have to present the proofs that he has asked for at least three tenders, and annex the tender chosen, at the moment of their request for payment after the end of the measure. At that moment, applicants will have to show that the supplier/subcontractor selected represents the best value for money and must justify that choice where the tender selected is not the cheapest.
- (9) In the event of contributions from other providers of funds (including partners) to the measure proposed, proof of such contributions (which must consist at least of an official attestation of financing from each of the expected providers mentioning the title of the measure and the amount to be contributed).
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ANNEX II

CALL FOR PROPOSALS

ELIGIBILITY CRITERIA FOR THE PROPOSED MEASURES

- (1) Grant applications for annual work programmes shall be between EUR 50 000 and EUR 500 000. The grant requested for each specific measure contained in each programme shall be comprised within the limits indicated at (2).
- (2) Grant applications for specific measures shall be between EUR 12 500 and EUR 100 000.
- (3) Annual work programmes and specific measures will be implemented (including preparation, implementation, follow-up and evaluation) between 1 July 2006 and 30 June 2007.
- (4) Not more than one annual work programme or one specific measure may be received from any applicant in one budget year.
- (5) Apart from the measures listed in Article 2(3) of Regulation (EC) No 814/2000, the following are not eligible:
 - (a) profit-making measures;
 - (b) general assemblies or statutory meetings.
- (6) The media plan must be submitted for each specific measure, and must contain:
 - (a) a detailed agenda (for seminars and conferences) or script (for publications and audiovisual productions), specifying, *inter alia*, the particular subjects to be dealt with, and, where possible, the names and vocational experience of the contributors with respect to the subjects they are to deal with, and accompanied by the planned timetable for the measure and, where applicable, the place of realisation;
 - (b) the detailed description of the measure, including:
 - a description of the identified information needs and of the results expected from carrying out the measure (*ex ante* evaluation);
 - the main messages to be put across by the measure;
 - the target audience(s);
 - the means of communication to be used and the way they will be used;
 - a detailed plan for the assessment of the results after the execution of the measure (*ex post* evaluation), in particular the indicators or criteria enabling measurement in retrospect of the impact of the measure carried out as well as the impact of the chosen dissemination policy (optional for measures with a budget of EUR 30 000 or less).
- (7) Budget
 - (a) Both the income table and the expenditure budget (expenditure side) must be drawn up in euros using the original documents provided at the internet address indicated at 3.1 of this call for proposals;
 - (b) In the event of an annual work programme, which may contain two to five specific information measures as defined in Article 2(b) of Commission Regulation (EC) No 2208/2002, one form 4 and one budget (expenditure budget and income table) will be filled in for each of the measures included in the work programme.
 - (c) In addition, the forward budget must:
 - Have revenue and expenditure in balance. The expenditure side of the budget will show clearly the costs which are eligible for financing as indicated in Annex IV;
 - indicate the detailed calculations and specifications used in drawing it up;
 - be presented without VAT if the applicant is subject to VAT and entitled to deduct it;
 - include on the revenue side:
 - the direct contribution from the applicant;
 - details of any contributions from other providers of funds;
 - all revenue generated by the project, including, where appropriate, the fees required of participants;
 - the requested Commission funding, where appropriate broken down by application submitted to the Commission.

ANNEX III

**CALL FOR PROPOSALS
SELECTION AND AWARD CRITERIA****1. SELECTION CRITERIA**

In order to demonstrate their **technical capacity** applicants must demonstrate for themselves and for the partners that:

- they have the necessary technical skills of direct relevance to the preparation, implementation, follow-up and evaluation of the type measure proposed;
- they have at least three years experience in dealing with the subject(s) proposed.

In order to demonstrate their **financial capacity** applicants must demonstrate for themselves and for the partners that:

- their financial situation is sound to maintain their activity throughout the period during which the measure is being carried out. This will be evaluated based on the documents provided according to Annexe I.5 and all other information the Commission may judge useful.

2. AWARD CRITERIA

Each measure will be evaluated in the light of the following criteria:

- (1) **(maximum 25 points) The relevance and general interest of the measure** are to be appraised, in particular, in the light of:
 - the extent to which the goals and the content of the measure are in line with the objectives laid down in Article 1 of Regulation (EC) No 814/2000 and cover the priority topics set out in the call for proposals;
 - (2) **(maximum 25 points) The Community dimension and value added** are to be appraised, in particular, in the light of:
 - the number of countries covered by the measure (10 points),
 - the dimension and representativeness of the target audience in relation to the type of measure (10 points),
 - the number and representativeness of the organisations — not including subcontractors — involved in drawing up, implementing and disseminating the measure (5 points).
 - (3) **(maximum 25 points) The dissemination policy chosen** will be assessed, in particular, in the light of:
 - the messages to be put across and the target audiences (15 points),
 - the dissemination channels used (in particular the press, radio and television, Internet, direct distribution) and their role in the measure (10 points),
 - (4) **(maximum 25 points) The evaluation of the measure** will be appraised, in particular, in the light of:
 - the motivation of the expected interest of the measure, and, where applicable, the assessment of the results after the execution of the measure (15 points),
 - the techniques used (surveys, questionnaires, statistics, etc.) to measure the impact of the messages sent (10 points).
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ANNEX IV

CALL FOR PROPOSALS

COSTS

(1) To be eligible, costs must:

- (a) arise directly and exclusively from the measure (preparation, implementation, follow-up and evaluation);
- (b) be essential for the implementation of the measure and reflect the best terms available on the market;
- (c) have actually been incurred, i.e., correspond to payments supported by received invoices or documents of equivalent probative value, be recorded in the beneficiary's accounts or tax documents and be identifiable and verifiable.

Where eligible costs are directly covered by another provider of funds, this must be specified on the revenue side of the forward budget and the final budget under 'Other contributions' and confirmed in writing by the provider of funds as specified in Annex I.9;

- (d) arise during the period determined for the duration of the measure as specified in the grant agreement. It is understood that any expenditure incurred before the agreement is signed is at the risk of the applicant and will not be legally or financially binding on the Commission;
- (e) be provided for in the forward budget.

(2) The following are not eligible:

- contributions in kind;
- non-specified or flat-rate expenditure, except in the particular cases referred to in this call for proposals;
- indirect costs (rent, electricity, water, gas, insurance, taxes, etc.);
- invested capital costs, contingency reserves, interest on debts owed, exchange rate losses, gifts and expenditure on luxuries;
- costs arising from the purchase of new or second-hand equipment;
- deductible VAT;
- costs not provided for in the forward budget.

(3) Unless the Commission requests otherwise, any communication or publication by the beneficiary about the measure, including at a conference or seminar, shall indicate that the measure has received funding from the European Community, that the sole responsibility lies with the author of the communication or publication, and that the Commission is not responsible for any use that may be made of the information contained therein. The beneficiary must ensure that this indication is clearly visible and discernible. In case a measure does not fulfil this condition, the Commission reserves the right to refuse any payment to the beneficiary.

(4) Specific provisions relating to drawing up the final account:

- (a) Costs must be supported by the original supporting documents (tickets, used boarding cards, invoices, etc.) as shown in the table below and by proofs of payment.

Where beneficiaries are required to keep originals for their own accounts, they may provide copies, provided the person who signed the grant agreement certifies on each copy that it is an exact copy of the original. Poor-quality copies will not be taken into consideration.

All invoices must be made out in due and proper form in accordance with the legislation or rules of the country concerned and must specify the amount and percentage of VAT.

- (b) Invoices relating to subcontracted services of EUR 10 000 and above will only be taken into account where such subcontracting is provided for in the grant agreement.

Category of expenditure	Eligible	Supporting document required
Staff costs	<p>If total costs of the action (employees' costs excluded) is above EUR 15 000: a single fixed amount of maximum EUR 10 000 will be paid, including staff costs for preparation, implementation, follow-up and evaluation.</p> <p>If total costs of the action (employees' costs excluded) is less than, or equal to, EUR 15 000: a single fixed amount of maximum EUR 5 000 will be paid, including staff costs for preparation, implementation, follow-up and evaluation.</p>	No supporting documents are required.
Transport costs		
Train	The cost of second-class travel using the shortest route ⁽¹⁾ .	Ticket
Air	Booking fees and the cost of air travel, in economy class, using the lowest available promotional fare (APEX, PEX, Excursion, etc.)	<ul style="list-style-type: none"> — Ticket or electronic online reservation (including price); — Used boarding pass. The boarding pass should state the name, the date, the place of origin and destination, and the seat number; — If applicable, the invoice of the travel agency.
Coach and other public means of transport ⁽²⁾	Intercity travel by the shortest route	Invoice indicating at least the place of departure and arrival, the number of passengers and the dates of travel.
Private or rented car ⁽³⁾	For a return journey of up to 300 kilometres, an allowance of EUR 0,25 per kilometre.	A signed statement by the user giving the date, time and place of departure and return, the distance covered in kilometres, the names of passengers, the licence plate number and the reason for the journey.
Accommodation and meals	<p>For persons staying at a hotel: one daily allowance ⁽⁴⁾ per night (including accommodation and meals for 24 h). The rate of the daily allowance can be obtained at the Internet address given in point 3.1 of this call for proposals.</p> <p>For persons not staying at a hotel: 1/2 daily allowance per 24 hours (including accommodation and meals). The total amount of daily allowances is calculated as follows:</p> $\frac{1}{2} \text{ Daily allowance} \times \frac{\text{number of hours}}{24 \text{ hours}}$ <p>The number of hours is calculated from the beginning to the end of the stay at the venue.</p>	<p>For the allowance to be reimbursed, the hotel bill must be presented. This bill should state the name of the person, the dates and the number of nights. If the bill relates to a group, the same information must be given.</p> <p>For the allowance to be reimbursed, a declaration of each participant must be presented. This declaration should state, besides the data relating to the action (date, location and title of the action), the role of the participant (speaker, participant...) and the duration of his/her stay calculated from the beginning to the end of the stay. This declaration should be dated and signed by the participant.</p>

Category of expenditure	Eligible	Supporting document required
Interpretation	<p>1) Employees: The costs for employees are included in the maximum costs for employees under category 'staff costs'.</p> <p>2) Self-employed persons: up to a maximum amount of EUR 600 per day (excluding VAT).</p>	<p>No supporting documents required</p> <p>Invoice indicating at least the title of the measure, the languages from and into which interpretation has been provided, the dates when the work has been carried out, and the number of hours worked.</p>
Translation	<p>1) Employees: The costs for employees are included in the maximum costs for employees under category 'staff costs'.</p> <p>2) Self-employed persons: up to a maximum of EUR 45 per page.</p>	<p>No supporting documents required.</p> <p>Invoice indicating at least the title of the measure, the languages from and into which translation has been provided and the number of pages.</p>
Consultants' and speakers fees ⁽⁵⁾	Up to a maximum amount of EUR 600 per day (VAT excluded).	<p>Invoice indicating at least the title of the measure, the nature of the work carried out and the dates when the work was carried out.</p> <p>Accommodation, meals and transport costs: see above.</p>
Hire of conference halls and equipment		Invoice indicating at least the title of the measure, the nature of the equipment and the dates when the conference rooms and the equipment were rented.

⁽¹⁾ Where another class is used, expenses are eligible only on presentation of an attestation by the transport company indicating the cost of second-class travel, in which case the eligible expenditure will be limited to that amount.

⁽²⁾ Bus, underground, tram and taxi fares are not eligible.

⁽³⁾ Expenditure incurred by users on petrol, parking, road tolls and meals is not eligible. Costs of car hire are not eligible.

⁽⁴⁾ Restaurant bills, bills for catering, coffee breaks etc. will not be accepted. These costs are included in the daily allowance.

⁽⁵⁾ The fees of experts or speakers are not eligible where the persons concerned are national, Community or international civil servants or members or employees of the organisation receiving the grant or an associated or affiliated organisation.