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(Announcements)

ADMINISTRATIVE PROCEDURES

EUROPEAN COMMISSION

PRINCE 2010 — EU27 — Call for proposals*(2011/C 19/07)***1. Objectives**

General objective of this Call for proposals is to raise awareness about benefits and challenges of current EU enlargement towards the Western Balkans, Turkey and Iceland by involving key stakeholders, multipliers and media professionals and by stimulating people-to-people encounters.

The Call is divided in two lots: TV programmes (Lot 1) and Awareness-raising actions (Lot 2).

Results expected:

- To stimulate and contribute to an informed public debate on the EU enlargement policy by producing and broadcasting dedicated TV programmes which: introduce EU enlargement into the public sphere; show European citizens what impact (benefits, possible disadvantages) EU enlargement has on their everyday lives; deconstruct myths and false expectations; change mentalities towards enlargement countries and deconstruct stereotypes.
- To support information and communication about EU enlargement related issues and contribute to challenging preconceptions and presenting enlargement countries through organisation of awareness-raising actions, cultural or sports events.

2. Eligible candidates*Lot 1 — TV programmes:*

In order to be eligible for a grant, applicants must be:

- a television broadcasting company (production companies are not eligible as a main applicant),
- public or private bodies (only legal entities; therefore natural persons are not eligible),
- registered in one of the EU's 27 Member States,
- directly responsible for the preparation and management of the action with their partners.

Lot 2 — Awareness-raising actions:

In order to be eligible for a grant, applicants must be:

- public or private bodies (only legal entities; therefore natural persons are not eligible),
- registered in one of the EU's 27 Member States,
- directly responsible for the preparation and management of the action with their partners.

3. Eligible actions

The actions outlined are:

Lot 1 — TV programmes:

- TV programmes with broadcasting guarantee.
- Programme must be broadcast in one or more EU Member State/s.
- The project implementation period may not exceed 18 months.

Lot 2 — Awareness-raising actions:

- In order to be eligible, actions should fulfil at least one of the following conditions:
 - cross-border dimension, i.e. taking place in at least two EU Member States or candidate countries/potential candidates,
 - consist in a series of awareness-raising activities (see the non-exhaustive list below),
 - combine two or more different types of awareness-raising activities each bearing their own impact.
- Non-exhaustive list of eligible actions is provided in the Guidelines to this call.
- The project implementation period may not exceed 12 months.

The projects under this Call must be completed by 30 November 2013 at the latest.

4. Award criteria

Points will be allocated to eligible applications out of a total of 100. Detailed evaluation grids, separate for Lot 1 and for Lot 2, are provided in the Guidelines.

5. Budget for projects

The amount available under this Call for proposals is EUR 2 500 000. The financial support from the Commission cannot exceed 60 % (for Lot 1) and 80 % (for Lot 2) of the total eligible costs.

The financial contribution will be awarded in the form of a grant.

6. Deadline for submission

Applications must be sent at the latest by **31 March 2011** to:

Ms Catherine WENDT
European Commission
Directorate-General for Enlargement
Unit A2 — Information and Communication
Rue de la Loi/Wetstraat 170
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

7. Complete information

The Guidelines for this Call for proposals as well as the application form and Annexes are available at the following address:

http://ec.europa.eu/enlargement/how-does-it-work/grants-tenders/grants/index_en.htm

Applications must comply with all terms of the Guidelines, be submitted on the forms provided and containing all the information and Annexes specified in the full text of the call.
