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(Announcements)

ADMINISTRATIVE PROCEDURES

EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE

CALL FOR PROPOSALS

GR/002/21

Support for awareness raising activities about the value of Intellectual Property and the damage caused by counterfeiting and piracy

(2021/C 150/04)

1. Objectives and description

This call for proposals aims to raise awareness about the benefits of protecting intellectual property rights (IPR) and about the damage caused by the infringement of these rights by highlighting to young Europeans the importance of IP in supporting creativity, innovation and entrepreneurship. It intends to increase knowledge and to engage priority audiences to foster respect for IP rights, with a view to ultimately changing people's behaviour by reducing their purchases of counterfeit goods and their access to digital content from illegal sources.

The call's specific objectives are to:

- increase knowledge of the value of IP as a tool to protect creativity and innovation by providing concrete and objective information about IP in this context and increasing awareness of the damage caused by IPR infringement;
- engage priority audiences regarding these issues, taking into account relevant leverage possibilities and especially how audiences expect to be addressed on these matters (non-patronising, objective and neutral) with a view to changing behaviour, reducing the appeal of counterfeiting and piracy.

The results expected are to:

- reach, appropriately and at an acceptable cost, including by an optimised use of digital solutions, EU citizens and especially priority target groups, such as children and youth in schools and tertiary education, in curricular and/or extracurricular learning activities. Reach is also expected towards current or future teachers/academic experts/young educators, as well as consumers, with special attention to young consumers (15-24 years old);
- facilitate the engagement of relevant partners and multipliers, such as consumer associations, influencers (e.g. bloggers and artists) and other relevant multipliers that can reach the target audiences through a clearly defined process;
- ensure the sustainability and scalability of the project's results.

The 2021 call for proposals is structured around two strands:

Strand 1: Reaching children, youth and/or teachers/future teachers through educational activities in academic and non-academic learning environments.

Strand 1 aims to complement and build synergies with the IP in Education project which is currently being defined for the next 5 years.

(Available budget: EUR 400 000. Maximum amount per project: EUR 60 000.)

Specifications:

- Scope: educational actions inside and outside school targeting children aged approximately 6 to 18, but also youth in tertiary education and/or current or future educational professionals who are or will be directly engaging with children and youth (train the trainers);
- Activities suggested must be in line with the new 'Key Competences for Lifelong Learning' approved by the Council on Education of 22 May 2018, and with the new Digital Education Action Plan (2021-2027) issued by the European Commission in September 2020 and, in particular, with the importance of IP to support creativity, innovation and entrepreneurship;
- Official involvement of institutional actors, such as a ministry of education or other relevant policy makers/stakeholders, to approve the programme and disseminate it;
- Involvement of teachers and/or academic experts in the development of materials or educational activities;
- Proven track of development of education programmes or materials for schools or universities by the applicant.

Strand 2: Reaching consumers and especially young consumers.

(Available budget: EUR 600 000. Maximum amount per project: EUR 100 000.)

Specifications:

- Scope: awareness raising activities targeting consumers, especially young consumers;
- Activities must be cross-border and involve several EU MS (to be implemented in at least 3 Member States);
- Involvement of relevant leverage partners for dissemination and reach to the audiences (influencers such as bloggers or artists and multipliers such as pertinent media, public authorities, consumer organisations, etc.);
- Originality and modern/creative approaches will be privileged, notably digital.

For more details please refer to Chapter I of the Guidelines for applicants.

2. Eligibility

2.1 Eligible applicants

To be eligible, applicants must be public or private bodies, registered in one of the 27 Member States for more than 2 years. Public entities that receive funds or support from the EUIPO through other financing measures, such as cooperation programmes, that pursue the same objectives as this call, are not eligible (e.g. national and regional IP offices, international organisations).

2.2 Eligible Activities

The maximum duration of projects is 12 months.

The types of eligible activity financed under this call for proposals, for both *Strand 1* and *Strand 2*, cover awareness-raising activities in line with Chapter 1 Sections 3 and 4 of the Guidelines for Applicants including the following, non-exhaustive examples:

- media and social media activities;
- production and dissemination of audiovisual materials or publications;
- organisation of events, fairs, exhibitions or training activities that are part of the specific project;
- infotainment (debates, youth educational programmes, quizzes, video games or music programmes, etc.);
- web-based tools, activities, solutions, etc.

In order to be eligible, the activities must respect the below funding conditions:

- *Strand 1:* A budget between EUR 20 000 and 60 000.
- *Strand 2:* A budget between EUR 40 000 and 100 000:

Furthermore, for *Strand 2*, a proposal should propose activities taking place in at least three EU Member States.

The following activities/projects are ineligible:

- projects concerned only or mainly with individual sponsorships for participation or speaking activities in workshops, seminars, conferences and congresses or any other events;
- projects concerned only or mainly with individual scholarships for studies or training course;

Applicants may apply for both strands but can submit only one proposal per strand. Consequently they may be awarded a grant in one or both strands.

For more details please refer to Chapter II of the Guidelines for applicants.

3. Exclusion and selection criteria

Applicants must not be in a situation that will exclude them from participation and/or from award as defined by the Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union ⁽¹⁾.

Applicants must have the financial and operational capacity to complete the proposed activities.

Please refer to Chapter II of the Guidelines for applicants for further details on the supporting documents to be provided.

4. Award criteria

The award criteria for assessing eligible proposals are allocated out of a total of 100 on the basis of the following weighting:

Criteria	Minimum threshold	Maximum score
1- Relevance and general interest of the project	18	35
2- Reach	25	50
3- Methodology and Sustainability	8	15
Total	51	100

To be considered for funding, proposals must score:

- at least 51 points overall, and
- at least the minimum points in each of the criteria

For more details please refer to Chapter II of the Guidelines for applicants.

5. Budget

The total budget available for the financing of actions under this call for proposals is estimated at EUR 1 000 000 (*strand 1*: EUR 400 000 and *strand 2*: EUR 600 000). This amount will be spread over two budget annualities and the availability of funds corresponding to the budget 2022 will be subject to the adoption of the budget by the Office's budgetary authority.

The minimum and maximum grant will be:

Strand 1: EUR 20 000 to EUR 60 000

Strand 2: EUR 40 000 to EUR 100 000

The Office reserves the right not to distribute all available funds.

⁽¹⁾ OJL 193, 30.7.2018, p. 1.

6. **Deadline for submission of applications**

The application package is available on the Internet at the following address: <https://euipo.europa.eu/ohimportal/en/grants>

Applications must be submitted to the EUIPO using the online application form (e-Form) no later than **8 June 2021 at 13:00** (local time).

No other method of submission of an application will be accepted.

Applicants shall ensure that all the documents requested and mentioned in the e-Form are provided.

Applications which do not include all the stipulated annexes and which are not submitted before the deadline will not be considered.

For more details please refer to Chapter IV of the Guidelines for applicants.

7. **Full details**

The detailed conditions of this call for proposals can be found in the guidelines for applicants at the following Internet address: <https://euipo.europa.eu/ohimportal/en/grants>

Applications must comply with all the terms of the guidelines and be submitted on the forms provided.

8. **Contact**

For any further information please contact the following mailbox: grants@euipo.europa.eu
