

GUIDELINES FOR APPLICANTS

Call for proposals to develop incubation services

GRANT AGREEMENT N. ENI/2019/412-505

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Coordinated by the
Euro-Mediterranean
Economists Association
(EMEA)

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Are you a BSO, accelerator or incubator based in Egypt, Jordan, Lebanon, Morocco or Tunisia?
Do you have a project that aims to enhance entrepreneurship and employment generation in the Cultural and Creative Industries (CCI)?

Apply now to the CREAT4MED call for incubation services and benefit from funding and support to help CCI entrepreneurs, particularly women and youth, build competitive businesses and relevant connections.

Executive summary of the call

- **Project full name:** CReative Entrepreneurs ACTing FOR the future MEDiterranean
- **Project acronym:** CREAT4MED
- **Project coordinator:** Euro-Mediterranean Economists Association (EMEA)
- **Call identifier:** CREAT4MED_INC_EG (Egypt); CREAT4MED_INC_JO (Jordan); CREAT4MED_INC_LB (Lebanon); CREAT4MED_INC_MA (Morocco); CREAT4MED_INC_TN (Tunisia)
- **Grant agreement number:** ENI/2019/412-505
- **Publication date:** 01 September 2021 (EG, LB, MA, TN); 05 October 2021 (JO)
- **Deadline:** 20 October 2021, 12:00 CET (EG, LB, MA, TN); 29 November 2021 (JO)
- **Expected duration of participation:** up to 1 year
- **Call beneficiaries:** BSOs, accelerators and incubators with proven experience in entrepreneurship and the Creative and Cultural Industries
- **Eligible countries:** Egypt, Jordan, Lebanon, Morocco and Tunisia
- **Eligible activities:** services to help Cultural and Creative entrepreneurs build competitive businesses and relevant connections through the early, high-risk stages of development (with a focus on young and women entrepreneurs)
- **Maximum budget for funded activities:** €17.500 (maximum grant contribution of 90% of declared cost – i.e. €15.750)
- **Submission language:** English
- **Submission & evaluation process:** proposals must be prepared using the templates provided and submitted electronically to creat4med@euromed-economists.org. Prior registration to the [CREACT4MED Community Platform](#) is mandatory. Written applications will be evaluated by the Regional Evaluation Committee against the evaluation criteria detailed in section 8.

1. About CREAT4MED

The Creative Economy has become a strategic asset for innovative job creation around the world. Cultural and Creative Industries (CCI) represent nearly 30 million jobs worldwide and are major drivers of the economies of developed as well as developing countries (UNESCO). CCI contributed as much as 7% to the global GDP and was estimated to be around the 10% of the GDP in the MENA Region (World Bank, 2017). In the CCI (mainly architecture, design and photography), there were 1.2 million cultural enterprises, generating 193 billion EUR of value added in the EU. They are growing and promising industries that became strategic, not only because of its impact on employment creation, but also due to its influence on societies' creativity and social cohesion.

CREACT4MED is an EU Project funded by the EuropeAid Programme and is focused on strengthening CCI businesses and job creation, giving support to entrepreneurs, start-ups and SMEs in particular, and targeting young people and women in the Southern Neighbourhood of the European Union.

- **Project full name:** CReative Entrepreneurs ACTing FOR the future MEDiterranean
- **Grant agreement number:** ENI/2019/412-505
- **Project website:** <http://creativemediterranean.org>
- **Budget:** 2,220,675 EUR – funded by the EU Commission (90%)
- **Timeline of implementation:** 1st March 2020 – 28th February 2024
- **Project coordinator:** Euro-Mediterranean Economists Association (EMEA)

CREACT4MED aims to boost entrepreneurship and job creation for youth and women through the cultural and creative industries in the Southern Neighborhood of the EU.

CREACT4MED mission and goals:

- Boost the cultural and creative industry (CCI) in the Southern Neighborhood of the European Union attracting investment and creating jobs.
- Support CCI business models led by youth and women entrepreneurs giving them access to a training & coaching program and access to funding for the development of their projects.
- Strengthen CCI businesses in the Southern Neighborhood of Europe Union.

Project partners

- Euro-Mediterranean Economists Association (EMEA) (Coordinator)
- Institute of Entrepreneurship Development (iED)
- European Institute of the Mediterranean (IEMed)
- Faculty of Economics and Political Science Business Incubator, Cairo University (FEPS BI)
- Union of Mediterranean Confederations of Enterprises (BUSINESSMED)

2. About this call for proposals

CREACT4MED offers direct financial support to BSOs/incubators/accelerators based in Egypt, Jordan, Lebanon, Morocco and Tunisia to **implement new quality services to help Cultural and Creative entrepreneurs** build competitive businesses and relevant connections through the early, high-risk stages of development.

The overall objective of the financial support is to **establish mentoring and coaching programs** for creative and cultural entrepreneurs in the southern Mediterranean region with a view to generate employment and economic growth, particularly for youth and women.

The specific objectives of this call are:

1. Developing an incubation program (minimum 6 months) for local CCI² projects encompassing a variety of mentoring, matchmaking, access to finance and IPR management services
2. Promoting and enhancing the outreach of the CREAT4MED calls for trainees and subgrantees (minimum 120 trainee applications)³
3. Ensuring the maximum outreach of CREAT4MED to CCI local actors and contributing to the creation of the local CCI Hub

The overall indicative budget for the project implemented under this call for subgrants is **17.500 EUR**. One (1) selected beneficiary per country will receive up to 15.750 EUR (90% of the overall budget) to implement initiatives targeting the

² CREAT4MED will provide a minimum of 3 subgrants to entrepreneurs in each of the targeted countries at a later stage

³ CREAT4MED will launch a call for trainees targeting entrepreneurs in the CCI over the coming month

abovementioned objectives. The subgrant shall take the form of reimbursement of costs. The expected overall duration of the project is 12 months.

This call is currently open to BSOs/incubators/accelerators based in Egypt, Jordan, Lebanon, Morocco and Tunisia. Interested candidates with proven experience in entrepreneurship and CCI are invited to **submit an application before:**

- **20 October 2021 → Egypt, Lebanon, Morocco, Tunisia**
- **29 November 2021 → Jordan**

3. Eligibility and admissibility criteria

Eligible BSOs/incubators/accelerators must:

- Be registered in the [CREACT4MED Community Platform](#)
- Be located and officially registered in Egypt, Jordan, Lebanon, Morocco or Tunisia and legally established at least 2 years before the application
- Be a non-profit making organization or a business support organization (e.g. incubators, accelerators, service providers)
- Have experience in supporting entrepreneurs, particularly in the Cultural and Creative Industries
- Have a proven track record in providing business coaching/incubation/acceleration services
- Have proven knowledge of the entrepreneurial ecosystem in Egypt/Jordan/Lebanon/Morocco/Tunisia
- Have proven experience in job creation for youth (under 35) and women
- Have sufficient technical, financial and managerial capacity to absorb and manage an EU grant
- Be directly responsible for the preparation and management of the action, not acting as an intermediary
- Submit their application written in English to creact4med@euromed-economists.org before the deadline

In the declaration included in the Application Form, subgrant candidates must declare that they are not in any of the situations of early detection or exclusion referred to in article 136 of the Financial Regulation.⁴

⁴ 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, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012

4. Indicative eligible activities

The funded actions **must show evidence on employment creation for women and young people in the CCI sectors**. The following indicative activities are eligible for funding under this call for proposals:

- Local outreach activities (e.g., local campaigns, info days, online platforms, etc.) to promote and enhance CREAT4MED calls for trainees and subgrantees
- Personalized coaching and mentoring services for a number of selected CCI entrepreneurs
- Innovative initiatives to improve access to market and to finance for entrepreneurs in CCI
- Other actions aimed at providing advice, guidance and tools on key aspects of CCI entrepreneurship (e.g. financial management, marketing and communication, regulatory compliance, intellectual property rights management)

The expected overall duration of the action is 12 months. Actions must take place in Egypt, Jordan, Lebanon, Morocco or Tunisia.

Subgrant applicants must comply with the objectives and priorities and guarantee the visibility of the EU financing (see the [Communication and Visibility Requirements for EU External Actions](#)).

5. Eligible sectors

Project proposals shall target one or more of the following sectors:

- **Arts and culture:** cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts
- **Design:** software, advertising, architecture, interior design, graphic design, industrial design, fashion
- **Media:** publishing, TV & radio, digital media, film and video, music

6. Eligible costs

Successful proposals shall receive a grant of up to 90% of the costs incurred in the form of reimbursement of costs. The maximum amount of the grant is €15.750, corresponding to an overall budget of €17.500. Costs will be reimbursed on a tri-monthly or six-monthly basis⁵ following the submission of simplified Technical and Financial reports on the progress achieved and the relevant supporting documents.

In order to be eligible, declared costs must meet all the following criteria:

- They are incurred during the implementation of the Action as specified in the Subgrant Agreement. This means that the costs must relate to activities performed during the implementation period;
- They are indicated in the overall budget for the Action (Annex II);
- They are necessary for the implementation of the Action;
- They are identifiable and verifiable, in particular being recorded in the accounting records of the subgrant beneficiary and determined according to the applicable accounting standards of the country of the beneficiary;
- They comply with the requirements of applicable tax and social legislation;
- They respect the rules of nationality and origin⁶

Costs described in the submitted indicative budget must be determined in accordance with the usual accounting and management practices of the beneficiary. Eligible costs are:

- Human resources costs: costs hours of the staff of the beneficiary dedicated to the project
- External expertise costs (up to 2,500€ per external service provider⁷): costs of the work carried out by an external service provider which has entered an agreement with the subgrant beneficiary for the provision of specific services relevant to the action
- Other direct costs: further direct costs can be claimed for travel, venue rental, consumables, etc.

⁵ To be decided with the selected candidate at the time of signature of the Subgrant Agreement

⁶ The nationality of the contractors for services and supplies and the origin of the items purchased must be in line with the Rules on Participation in Procurement Procedures and Grants set out in Annex A2a of the "[Procurement and Grants for European Union external actions - A Practical Guide](#)"

⁷ Costs of external service providers exceeding 2,500€ are not eligible under this call unless they are duly justified as necessary for the implementation of the Action

Other costs may be eligible if duly justified. Successful candidates cannot incur any costs not considered under their approved preliminary budget without obtaining prior written acceptance from the project coordinator.

The following costs are **not eligible** for funding:

- Debts and debt service charges (interest);
- Provisions for losses or potential future liabilities;
- Costs declared by the applicants and financed by another action or work programme receiving a European Union grant;
- Purchases of land or buildings;
- Currency exchange losses;
- Duties, taxes and charges, including VAT, except when non-recoverable under the relevant national tax legislation unless otherwise provided in appropriate provisions negotiated with partner countries, as per the provisions of the related Financing Agreement;⁸
- Loans to third parties;
- Fines, penalties and expenses of litigation;
- Contributions in kind;

7. Application process

Registration to the [CREACT4MED Community Platform](#) is **mandatory** in order to apply to this call. Please fill in the registration form before submitting your application.

The application process for this call for subgrants comprises the submission of 3 documents:

1. Application Form, including a Declaration on honour on exclusion criteria and selection criteria and a De minimis self-declaration
2. Technical Proposal
3. Financial Proposal

Templates for all three documents are available at: <https://creativemediterranean.org/call-for-proposals-to-develop-incubation-services/>

Applications must be submitted in English. Interested candidates are invited to submit an application to creact4med@euromed-economists.org, using the provided templates and

⁸ For details on VAT and tax provisions set in Financing Agreements (FA), the potential applicants may refer to the specific national provisions.

indicating clearly the reference of the call⁹, the country and the name of the applicant entity on the message title.

All documents must be signed and stamped and sent in PDF format before **20 October 2021 at noon (CET) (EG, LB, MA, TN) / 29 November 2021 at noon (CET) (JO)**.

Proposals must describe the objectives of the action, the overall concept and approach, the milestones and deliverables to be produced (e.g. reports, events, platforms, mentoring/coaching materials, collaboration agreements), the team composition, the expected impact of the action (including quantitative indicators), the sustainability plan and an indicative budget for the action.

Further indications on how to fill in the application documents are available in the templates.

Questions may be sent by e-mail no later than 10 days before the deadline for submission of applications to creact4med@euromed-economists.org, indicating clearly the reference of the call for subgrants. The project coordinator Euro-Mediterranean Economists Association has no obligation to provide clarifications to questions received after this date.

To ensure equal treatment of applicants, the project coordinator cannot give a prior opinion on the eligibility of applicants and the action.

8. Evaluation criteria

The selection of candidates will be made in full compliance with the principles of transparency, proportionality, equal treatment and non-discrimination. Eligible proposals will be examined and evaluated by the Regional Evaluation Committee. The Regional Evaluation Committee is composed of 2 experts from the CREAT4MED consortium, 2 experts from the country of the applicant and 1 expert from another CREAT4MED country.

All applications will be assessed according to the following criteria:

Scope	Criteria	Weight
Technical, financial, and managerial capacity	Sufficient technical, financial and managerial capacity to implement the action	30%

⁹CREACT4MED_INC_EG (Egypt); CREAT4MED_INC_JO (Jordan); CREAT4MED_INC_LB (Lebanon); CREAT4MED_INC_MA (Morocco); CREAT4MED_INC_TN (Tunisia)

Quality of the proposal	<p>Objectives clearly stated, measurable and attainable</p> <p>Clear, reasonable and relevant proposal rationale, milestones and deliverables</p> <p>Implementation process is clear and feasible</p> <p>Relevant experience of the applicant team</p>	35%
Expected impact	<p>Applicability & transferability of the proposal</p> <p>Clear, reasonable and relevant impact indicators</p> <p>Alignment with CREAT4MED objectives</p> <p>Relevant collaboration with other stakeholders</p>	25%
Budget	<p>Reasonable budget in regards to the proposed work plan</p> <p>High impact/budget ratio, sustainability and cost-effectiveness</p>	10%

Experts will score each award criterion on a scale from 0 to 10 and the corresponding weights will be applied to calculate the overall score of each applicant. The subgrants will be awarded to the highest-scoring applicant from each country. Applicants will be notified of the results of the call within one month of the deadline for submissions.

For any complaints against the selection process, these must be submitted by the concerned applicant to creact4med@euromed-economists.org within 5 calendar days after the announcement of the Call results. The email should indicate the name of the applicant, the contact person name and details, the object of the complaint and evidence of the alleged breach. Complaints will be examined by the Regional Selection Committee on the basis of the information provided, who will inform the applicant of the decision taken within the following 15 calendar days.

9. Reporting process

The subgrant is defined as the reimbursement of a 90% of the eligible costs actually incurred by the Beneficiary. A co-financing by the Beneficiary of the remaining 10% of the budget is foreseen.

Costs will be reimbursed on a tri-monthly or six-monthly basis (to be agreed with the beneficiary at the time of signature of the Subgrant Agreement), following the submission of simplified Technical and Financial reports on the progress achieved, including the related invoices and other supporting documents. The purpose of the above requested documents is to assess the degree of fulfillment of the project work-plan and the related deliverables and to monitor budget expenditure and project progress.

Payments will be made within 60 days after the submission of Technical and Financial Reports by the beneficiary, following the eligibility check of the expenses declared.

Reporting templates are available at: <https://creativemediterranean.org/call-for-proposals-to-develop-incubation-services/>

Indicative list of required supporting documents:

Category of cost	Supporting documents
Direct staff costs	<ul style="list-style-type: none"> - Employment contract - Payslips for the months declared - Timesheets approved and signed by a supervisor - Proofs of payment (salary, social security and other taxes declared)
External expertise costs and Other direct costs (up to 2,500€ per service)	<ul style="list-style-type: none"> - Proof of commitments such as Contracts and order forms;

	<ul style="list-style-type: none"> - Proof of delivery of services, such as approved reports, timesheets, transport tickets, proof of attending events, etc; - Proof of receipt of goods such as delivery slips from suppliers; - Proof of purchase such as invoices and receipts; - Proof of payment such as bank statements, debt notices, proof of settlement by the contractor; - For fuel and oil expenses, a summary list of the distance covered, the average consumption of the vehicles used, fuel costs and maintenance costs;
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The awarded subgrantee will be under the obligation to keep records and other supporting documentation during 5 years after the payment of the balance and make them available to the project Coordinator upon request and in the context of checks, reviews, audits or investigations.

10. Timeline for this call for proposals

Egypt, Lebanon, Morocco and Tunisia:

Publication date	September 1, 2021
Call opening	September 1, 2021
Deadline to ask for clarifications	October 13, 2021
Call closing	October 20, 2021, 12:00 noon CET
Notification of results	November 15, 2021
Deadline to submit complaints	5 days after the notification of results

Jordan:

Publication date	October 5, 2021
Call opening	October 5, 2021
Deadline to ask for clarifications	November 22, 2021
Call closing	November 29, 2021, 12 noon CET
Notification of results	December 31, 2021
Deadline to submit complaints	5 days after the notification of results

11. Obligations of the beneficiaries

Each selected applicant will sign the Subgrant Agreement with the Euro-Mediterranean Economists Association (EMEA), on behalf of the CREAT4MED Consortium. The funds awarded under the Subgrant Agreement are provided directly from the funds of the European project CREAT4MED according to the Grant Agreement number ENI/2019/412-505 signed with the European Commission.

The selected applicants are indirectly beneficiaries of funding from the European Commission. As such, they are responsible for the proper use of the funding and for ensuring that the recipients comply with obligations under EU External Action specific requirements as described in [“Procurement and Grants for European Union external actions - A Practical Guide”](#) and [“Communication and Visibility Requirements for EU External Actions – 2018”](#). The obligations that are applicable to the recipients include:

11.1 Conflict of Interest

The subgrant beneficiaries must take all measures to prevent any situation where the impartial and objective implementation of the funded action is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests').

The beneficiary must formally notify to the CREAT4MED Coordinator without delay any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation. The CREAT4MED Coordinator may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline. If the Beneficiary breaches any of its obligations, the sub-contract may be automatically terminated. Moreover, costs may be rejected.

11.2 Promoting the action and giving visibility to the EU funding

The selected candidate must take all necessary steps to publicise the fact that the European Union has financed the Action, complying with the objectives and priorities and guaranteeing the visibility of the EU financing (see the [Communication and Visibility Requirements for EU External Actions](#)).

In particular, the Beneficiary shall mention the Action and the European Union's financial contribution in information given to the final recipients of the Action, and in any dealings with the media. It shall display the EU logo (available at http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm) wherever appropriate (e.g. banner, leaflets, publications, website).

Any notice or publication by the Beneficiary concerning the Action, including those given at a

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conference or seminar, must specify that the Action has received EU funding. Any publication by the Beneficiary, in whatever form and by whatever medium, including the internet, must include the following statement: "This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of [BENEFICIARY'S NAME] and can under no circumstances be regarded as reflecting the position of the European Union".

The Beneficiary authorises the Contracting Authority and the European Commission to publish its name and address, nationality, the project purpose, duration and location, as well as the amount of the subgrant.

11.3 Confidentiality

Information specifically designated as "Confidential" and disclosed under the scope of the program shall remain confidential and neither the subgrant beneficiaries nor any of the CREAT4MED partners or experts shall use it for their own benefit, disclose or communicate it.

Notwithstanding the aforesaid, applicants hereby acknowledge that CREAT4MED partners reserve the right to disclose non-confidential information regarding the funded projects while promoting the project (e.g. in conferences, reports and press releases).

11.4 Data protection

For the implementation of the Action, the selected candidates will have the obligation to abide by the Regulation (EU) 2016/679 (General Data Protection Regulation – GDPR) of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data. The processing of personal data shall be carried out lawfully, fairly and in a transparent manner, collected for specified purposes and adequate, relevant and limited to what is necessary in relation to the purposes for which it is processed.

Personal data of the subgrant applicants shall be collected and processed, pursuant to the law in force. By applying, the applicant agrees on the storage and use of its personal data, which will be collected through the Application Form and the Technical Proposal and will be processed by CREAT4MED only for the purpose of participation to the call for subgrants.

CREACT4MED may use a data processor, fully compliant with the principles of the GDPR and ensuring the safety and confidentiality of data. Personal data shall be kept, under the scope of the program, for a period of 7 years, after which they will be erased.

Applicant incubators allow CREAT4MED to disclose their name, as provided in the Application Form, for promotional purposes.

Applicant incubators have the right to access to their personal data, right to rectification, right to erasure, right to restrict processing, right to data portability and the right to object. Any queries concerning the processing of their personal data shall be addressed to the Euro-Mediterranean Economists Association DPO at creact4med@euromed-economists.org.

11.5 Financial audits and controls

The Technical Assistance Team will monitor the compliance with the conditions for financial support set out in these Guidelines and in the Subgrant Agreement and will take any action foreseen by the Subgrant Agreement in case of non-compliance vis à vis the beneficiary.

The subgrant beneficiary shall make available to the Technical Assistance Team and/or the European Commission all the information and data that may be requested with a view to verifying that the subgrant is properly managed and performed in accordance with its provisions and that costs have been charged in compliance with it. This information and data must be precise, complete and effective.

Moreover, the European Commission may at any time during the implementation of the Action and up to 5 years after the end of the project, arrange for financial audits to be carried out by external auditors or by the EC services themselves (including the European Anti-Fraud Office). Such audits may cover financial, systemic and other aspects (such as accounting and management principles) relating to the proper execution of the grant agreement and shall be carried out on a confidential basis.

The beneficiaries shall keep all the project deliverables and originals or duly authenticated copies (including electronic copies) of all the documents relating to the funded action for upto five years from the end of the project. These shall be made available to the CREAT4MED Coordinator where requested during any audit under the grant agreement.

On the basis of the findings made during the financial audit, the CREAT4MED Coordinator and/or the EC shall take all appropriate measures which it considers necessary, including the issuing of recovery orders regarding all or part of the payments made.

11.6 Regulation

Participation to this Call for Subgrants implies the applicant's full acceptance of the provisions of this guide, as well as the waiver of any claims or legal actions concerning any decision made by the direction of the program or its implementing team.

All applicants undertake to comply with the rules set out in this guide and confirm that they meet all the conditions to enter this open call.

CREACT4MED reserves the right not to award all available funds. If the funds cannot be used due to insufficient quality or number of proposals received, CREAT4MED reserves the right to reallocate the remaining funds to other calls.

CREACT4MED reserves the right to modify this guide, at its sole discretion, and commits to notify applicants in writing of any such modifications.

12. Annexes

- A1 - Call for subgrants: Application Form
- A2 - Call for subgrants: Technical Proposal
- A3 - Call for subgrants: Financial Proposal
- A4 – Subgrant Agreement Draft
- A5 - Technical Report template
- A6 - Financial Report template
- A7 – Timesheet template