

## CREACT4MED Call for Cultural and Creative Business Proposals

### FAQs

Please email any questions to [creact4med@euromed-economists.org](mailto:creact4med@euromed-economists.org). All questions received by 14<sup>th</sup> August will be answered.

#### The grant

**1. Is this sub-grant a reimbursement of costs?**

The grant will be in the form of **unit costs**, so you will in effect be paid per output. Documentation will be requested to verify that the funds were used as described in the proposal, that there was no double-funding, and that the rules of the sub-grant were respected. Controls and expenditure verifications will be conducted by the Subgrant Managing Committee and/or external auditors in order to ensure that there are no irregularities in the implementation of the project. An irregularity refers to any amount unduly paid to the beneficiary according to the provisions of this agreement and to the programme rules due to errors or fraud attributable to them. If an irregularity is confirmed, the Sub-grant Managing Committee shall recover the unduly paid amounts from the beneficiary.

**2. Can we ask for less than the full amount?**

Yes, applications can request any amount up to the maximum of €15,000. Funds will be awarded passed on the outputs proposed.

**3. Is there any co-financing is required from the applicants?**

No co-financing is required. The grant will be paid at 100%.

**4. Will the grant be paid in euro or in my local currency?**

The grant will be paid in euro, but the budget can be constructed in your local currency and converted into euro using the official EU exchange rate from the month of the signature of the sub-grant agreement.

#### The entity

**5. Are proposals from associations accepted?**

No, this grant is only open to MSMEs, as defined in each of the target countries. Associations and non-profit organisations are not eligible.

**6. My company is registered as a civil not-for-profit company - in other words, no revenue or yearly profit. Are we eligible?**

For this and any other case-specific questions, please send us an email and we will look into it.

**7. I started the process of registering my company in 2011, but the entity was officially created in 2012. Am I eligible?**

If the registration document for the entity indicates 2012, you are eligible to apply for this call. If the document states 2011 or earlier, you would be ineligible.

- 8. My company was registered before 2012, but we added new subsidiary after 2012. Are we eligible if our proposal is for the subsidiary?**

If the subsidiary is an entity which was created after 2012, this would be eligible to apply under this call.

- 9. If the organization was registered in 2011, can you recommend another programme to register in?**

Please contact us with the details of your entity and we will look into possible funding programmes that could help.

- 10. We are currently creating a CCI consulting services about arts and culture from North Africa and Middle East. I have Moroccan and French citizenship and we will work with people from North Africa, especially Morocco. But we live in Paris, so our company will be based in Paris. Can we apply?**

Unfortunately, only companies formally registered in one of the CREAT4MED target countries (as listed in the call for proposals) are eligible to receive funding under this call. We will invite you to take part in other CREAT4MED opportunities including Mediterranean CCI Network events and initiatives, and we also invite you to join the CREAT4MED Community to be up to date with the latest news and opportunities of the project.

- 11. Our company has two co-founders – one man and one woman. Can we apply in one proposal?**

Yes, you are welcome to apply. You can indicate in your application that one of the co-founders is a woman.

- 12. Is it ok if I currently don't have employees but I am planning to hire them in the future?**

This is not a problem, as long as the company is registered. It will be viewed favourably if your application mentions that you expect to create job positions during or after the grant.

#### The activity/eligible costs

- 13. Can my proposal address more than one priority?**

Yes.

- 14. We have a capacity building programme which was launched last year and consists of yearly trainings in collaboration with regional artists. Our proposal would be to use the funds for next year's trainings. Is this considered as an activity that has already begun?**

Yes, this would count as an activity that has already begun, and would therefore be ineligible under this call. The CREAT4MED sub-grant aims to fund new activities. If the funds were used to develop a new component for the training, this could be eligible, but delivering the same training as in previous years would not be eligible.

**15. Could our proposal be an extension of a service being financed by another European programme?**

An activity may be eligible for this call if it is a different activity from what is being funded by the EU, and the outputs are attributable only to this grant (i.e. are not covered by another EU programme. The activity proposed must start after the signature of the sub-grant agreement.

**16. Can this sub-grant support the implementation of incubation for start-ups that work on handmade products?**

No, this funding is for MSMEs specifically. Incubation services are not eligible.

**17. Can your grant support marketing and advertising activities in our business?**

Yes, those activities could be eligible under consulting services and training, or other costs, or as HR costs if there is a staff member working on this. You would need to create an output related to marketing and advertising activities.

**18. Can the grant be used mostly for fittings and equipment for the project?**

No, the grant cannot be awarded to a project that is based on acquisition of raw materials or equipment; there is a limit of €2,500 for these kinds of purchases.

**19. Can paying a freelance (for example to develop our product) be considered as HR costs?**

No, HR costs are for staff legally hired by the applicant entity, with an employment contract. Freelancers can be included under consulting services and training, but this budget line has a limit of €2,500 under this grant.

**20. Can HR costs include CEO salary if the CEO is a co-founder?**

This is likely to be eligible, but please send us an email and we will check with the Managing Authority.

**21. Is there specific implementation time we should respect in this subgrant?**

There is some flexibility – the project should start in around October or November 2022, and should be a maximum of 8 months. The start date could be later, but the project must be completed by the end of 2023. In the case of Jordan, all projects should start in October 2022.

**22. Regarding the exchange rate for Lebanon, how will you tackle this issue since the local & actual exchange rate of the lira does not match your official resources?**

**Obviously, we can ask for invoices in euros but the receipts would be the problem since they will be in Lebanese Lira and the last time the Lebanese Lira exchange rate was close to 1,700 lira was back in 2019 before the financial crash, hyper-inflation and capital control the banks enforced on the country.**

We encourage beneficiaries to pay everything in USD which is usually easily feasible, except for the expenses related to public administrations (i.e electricity, phones, taxes etc... ). The suggested solution is to open a bank account in strong currency (USD/ EUR) to receive the sub granting funds. When you convert strong currency to local currency, you are not obliged to use the InforEuro but you should respect your usual accounting policy and be able to document the exchange rate used.

## Other funding

### **23. Can we apply to this sub-grant if we have already UE subvention?**

This depends on what the subvention is for. You may not apply for more funding for an action that is already receiving EU funds. If the application is for a different product or action, then it is eligible as long as the entity has not received more than €200,000 in subventions in the last 2 years.

### **24. I am currently working on a videogame project that is still in production, and financed by the French Agency of Development. Since it is also EU-funded, is it ineligible under this call?**

A proposal to develop new features not included in the proposal that was funded by the French Agency of Development would be eligible under this call. A proposal to continue activities already funded by the French Agency of Development would not be eligible. This grant cannot be awarded to an activity that is already receiving funds or that started before the signature of the sub-grant agreement.

### **25. Please clarify the description of de-minimis self-declaration and its difference between the requested document of signed declaration of honor on exclusion criteria, and if there are any templates for them for clarification and reference.**

Templates for both documents are available in the last pages of the Application Form and Proposal Outline. In order to apply, candidates are requested to complete all the pages of this document, including both declarations, which must be signed by the entity's legal representative.

### **26. Can you clarify what is considered to fall under the de-minimis rule?**

De-minimis aid are small amounts of State Aid given to an enterprise/organization. These are exempted from state aid control as they are deemed to have no impact on competition and trade. This aid cannot exceed €200,000 over three fiscal years and it can come from any State body, agency or department.<sup>3</sup> If you have had public sector support, you should have been notified in writing of any de-minimis element when the aid was awarded. You are required in the application process to declare any such aid previously provided by a public body to your company or any company that you are linked to in order to assess your eligibility to receive assistance. Please note that having received previous aid under the de minimis Regulation does not automatically disqualify you from receiving further de minimis aid from the CREAT4MED project.

### **27. If we are benefiting from another programme in same period, should it be mentioned in the de minimus declaration?**

Yes, if the funding has already been allocated.

### **28. If the organisation has more than €200,000 revenue, is it ineligible?**

The €200,000 refers to the sum of small amounts of public aid received in the last 2 years by your company; if you have received more than this amount in grants and public aid (e.g. from government agencies or the EU), your organisation is not eligible to receive more. Please note that applicant entities must be an MSME according to the legal definition in the country in which it is registered. In Egypt, Lebanon and Morocco, the legal definition of an MSME includes a turnover limit; please see the specific country calls for more details.

### The application

**29. Can I have a « Pages » copy (IOS MacBook) of the documents of application?**

We suggest using an online converter. The application documentation must be sent to us in PDF format and signed by the legal representative of the applicant entity.

**30. Are the guidelines available in Arabic?**

Unfortunately no, they are available in English and French.

**31. Can we submit 2 different proposals?**

No, there must only be one proposal per entity. If more than one proposal is submitted, only the last proposal received will be evaluated.

**32. We attended the CREAT4MED and other programs, can we mark both?**

Yes, please include all relevant training and programmes in your application.

**33. Will the pitch sessions be online or in person?**

All local pitches will be online.

**34. Can we pitch in French?**

Pitches in French will be allowed in Tunisia and Morocco; the other countries will be in English. Please note that French will only be accepted during the application phase, and the need to communicate in English will be required in order to implement the grant.

**35. I haven't received my certificate of completion of CREAT4MED Training Academy. Certificates should have been sent to all trainees who completed at least 80% of the course material. If you haven't received yours, please email us. I registered my company on the CREAT4MED platform but my registration is still pending.**

We have experienced some issues with the platform; these have now been resolved and all pending registrations should have been accepted. If you are still experiencing issues, please let us know via email.

**36. Will the recording of this session be available?**

The recording of this session and the presentations used will be published on the CREAT4MED website, and the link will be sent to all registered attendees.

### Pitch Session

**36. I have been invited to pitch. How can I prepare?**

We invite you to revise the following website, which shows examples of successful pitch presentations. <https://slidebean.com/blog/startups-pitch-deck-examples>

### Other

**37. Is there a specific program for training or funding non-profit organisations working in the Art sector?**

The CREAT4MED Training Academy has completed its first cycle, and will be running another cycle in the autumn of this year. Please keep an eye on our website and social media for more details in the upcoming months.