

CREACT MED

CREATIVE MEDITERRANEAN

Funding opportunity

CALL FOR PROPOSALS TO ENHANCE REGIONAL COOPERATION IN THE CULTURAL AND CREATIVE INDUSTRIES

Guidelines for applicants

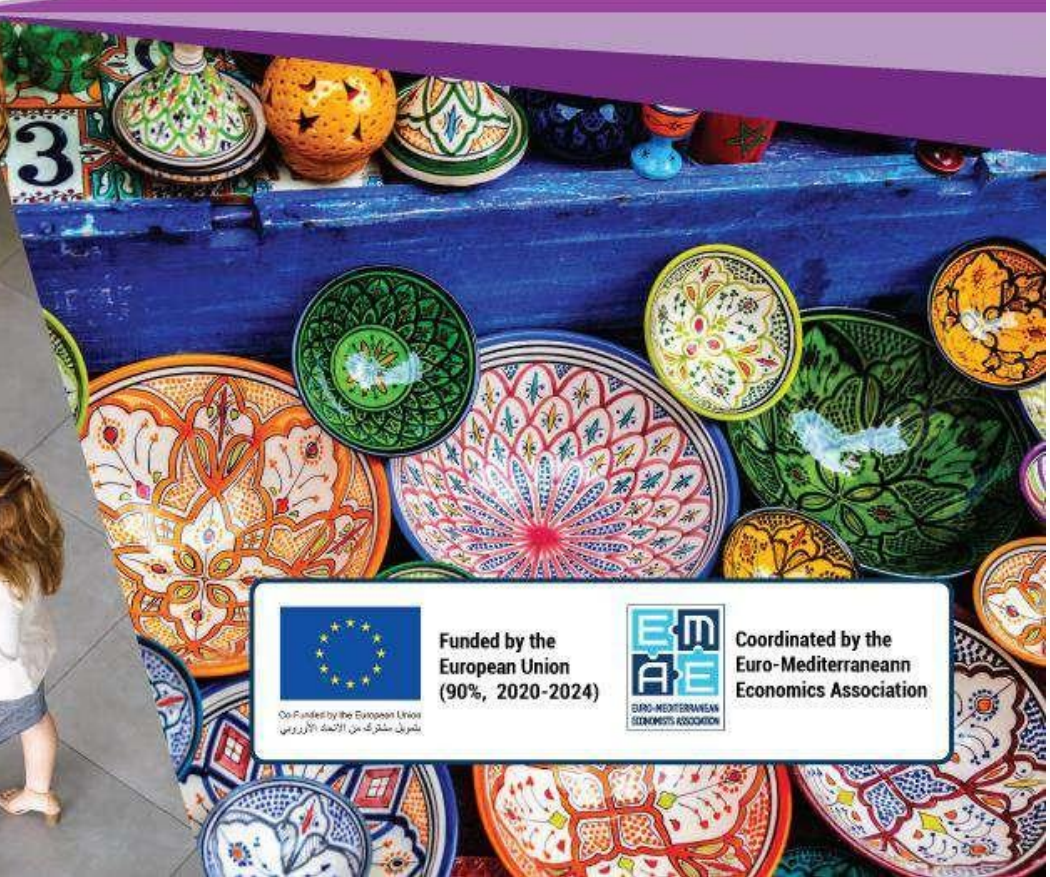
GRANT AGREEMENT: ENI/2019/412-505

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Coordinated by the
Euro-Mediterranean
Economics Association

Are you a Business Support Organization, foundation, incubator, or NGO? Do you have an idea aimed at facilitating regional cooperation in the cultural and creative industries in the Southern Mediterranean?

CREACT4MED, an EU-funded project which aims to strengthen businesses within the cultural and creative industries (CCI), offers sub-grants to finance the implementation of activities to promote and enhance regional cooperation between Egypt, Jordan, Lebanon, Morocco, Palestine, and Tunisia.

Interested candidates are now invited to apply for a CREAT4MED sub-grant to finance their proposal. Applicants must be a legal entity with promising ideas for boosting cooperation in the Southern Mediterranean.

The call will close on **15th December 2023**.

Deadline extended: 31st December 2023

These guidelines detail the context and scope of CREAT4MED, the objectives and priorities of the sub-granting activity, the eligibility and evaluation criteria for applicants, and how to apply.

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About CREAT4MED

CREACT4MED is an EU-funded project which aims to strengthen businesses and entrepreneurship in the cultural and creative industries (CCI). It seeks to support entrepreneurs, start-ups and MSMEs, enhance job creation, and foster sustainable economic growth in the Southern Mediterranean, with a particular focus on young people and women.

- **Project full name:** CReative Entrepreneurs ACTing FOR the future MEDiterranean
- **Grant agreement number:** ENI/2019/412-505
- **Project website:** creativemediterranean.org

CREACT4MED mission and goals:

- Boost CCI businesses and entrepreneurship in the Southern Mediterranean, increasing the capacity of CCI to attract investment, create jobs and foster inclusive economic growth.
- Empower current and potential entrepreneurs, in particular young people and women, to start or grow CCI businesses through tailored training and financing opportunities.
- Establish a regional CCI hub to bring together actors from North Africa, the Middle East and Europe, strengthening networking, exchanges and cooperation in the sector across the Mediterranean.

CREACT4MED is led by the Euro-Mediterranean Economists Association (EMEA). Partners and Associates include the European Institute of the Mediterranean (IEMed), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), the Institute of Entrepreneurship Development (iED), Redstart Tunisia, Beyond Group, LUMSA University, the Federation of Mediterranean Businesswomen Associations (AFAEMME), and Positive Agenda Advisory.

The four main pillars of the project activities are:

- 1) **Mapping** of the CCI ecosystem in target countries.
- 2) **Training** of aspiring CCI entrepreneurs, particularly young people and women.
- 3) **Sub-granting** of Business Support Organizations (BSOs) and Micro, Small and Medium- sized Enterprises (MSMEs).
- 4) **Advocacy and Engagement** to raise awareness of the importance, value creation and social impact of the CCI.

The present call now invites proposals from Business Support Organizations, foundations, incubators, or NGOs to receive funding to implement specific activities aimed at enhancing cooperation in the Southern Mediterranean Region. A maximum grant of €6.750 in sub-grants (90% of a maximum budget of €7.500) will be awarded to each selected applicant. The minimum grant amount allocated to each selected activity will be €3.600 (90% of a minimum budget of €4.000). The project aims to select 5 to 10 proposals according to the selection criteria specified below.

Objectives of this call

The overarching goal of the CREAT4MED call for proposals is to bolster regional cooperation in the Southern Mediterranean. This initiative seeks to provide support to Business Support Organizations, foundations, incubators, or NGOs actively engaged in the cultural and creative industries, empowering them to undertake initiatives that foster cross-border collaboration among stakeholders in the creative and cultural sectors. The ultimate aim is to enhance cultural and creative businesses' and entrepreneurs' capacity for expansion and job creation, particularly benefiting young individuals and women.

The specific objectives of this call are:

1. **To Promote Cross-Border Networking and Partnerships:** to foster collaboration and partnerships between creative and cultural industry stakeholders and businesses across different Southern Mediterranean regions.
2. **To Stimulate Cultural and Creative Collaborations:** to support and promote cultural and creative collaborations within the Southern Mediterranean, driving innovation and fostering a dynamic cultural exchange that transcends geographical boundaries.
3. **To Facilitate Internationalization of CCI Companies:** to assist creative and cultural industry (CCI) companies in the Southern Mediterranean in expanding their reach internationally.

The call will support the creation of a clear framework to enhance regional cooperation, ultimately contributing to the growth and development of creative and cultural industries in the Southern Mediterranean region.

The expected maximum duration of funded activities is 3 months (including design and implementation) plus 1 month for reporting.

Support will be given to:

- Cross-Border Networking Events
- Collaborative Workshops
- Cultural Exchange Programs
- International Exhibitions and Festivals
- Capacity-Building programs (mentoring, coaching, workshops)
- Market Access Support Activities

With these interventions, the CREAT4MED sub-granting scheme is expected to result in:

- Increased connections and collaborations among artists, cultural entrepreneurs, and industry professionals across the participating countries.
- Enhanced visibility and recognition of the Southern Mediterranean region's creative talent on a global scale.
- Strengthened bonds between artists and creative professionals from different countries, leading to ongoing collaborations and joint ventures.
- Opportunities for artists to showcase their work to wider and more diverse audiences.
- Increased awareness and appreciation of the region's cultural contributions on the international stage.

Financial allocation

The overall budget available under this call is EUR 40.000 (with a total grant contribution of EUR 36.000). The sub-grants will take the form of reimbursement of 90% of costs incurred and verified. The maximum budget per action is EUR 7.500 (hence a maximum grant amount of 6.750 EUR), and the minimum budget per action is EUR 4.000 (minimum grant amount of 3.600 EUR). Selected beneficiaries will be entitled to an initial pre-financing payment of up to 30% of the total grant amount, and the balance of the sub-grant will be paid upon submission and approval of the final report. It is expected that 5 to 10 organizations will be awarded a sub-grant.

CREACT4MED reserves the right not to award all available funds. If the allocation for this call cannot be respected due to insufficient quality or the number of proposals received, the Sub-grant Managing Committee reserves the right to reallocate the remaining funds to other CREAT4MED activities.

Eligibility criteria

Eligibility criteria for this call for proposals is divided into three aspects:

- Eligibility of the applicant.
- Eligibility of the activities proposed.
- Eligibility of costs.

1. Eligibility of the applicant

To be eligible for funding under this call, Business Support Organizations, foundations, incubators, or NGOs must:

- Be registered to the [CREACT4MED Community Platform](#)¹
- Be a legal person acting as a sole applicant
- Be non-profit making or a business support organization not making profit from this action
- Be based and officially registered in Egypt, Jordan, Lebanon, Morocco, Palestine or Tunisia and legally established at least 2 years before the application (before November 2021)
- Have previous experience in supporting entrepreneurs, particularly in the Cultural and Creative Industries
- 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 through the [APPLICATION FORM](#) before the deadline

¹ A guide to sign-up to the platform is available at the page where this call is published.

Being a legal entity is a mandatory requirement to sign the Sub-grant Agreement (SGA) and receive any grants. In order to be considered eligible under this call, it is mandatory for candidates to submit their registration documents together with their application form.

Applicants may not submit more than one application under this call. In case of receiving more than one proposal from the same applicant, only the last application received before the deadline will be considered for evaluation.

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.²

If you have received 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.

Applicants are informed that should they be in one of the situations of early detection or exclusion according to article 136 of the Financial Regulation³, personal details (name, given name if natural person, address, legal form and name and given name of the person with powers of representation, decision-making or control, if legal person) may be registered in the early detection and exclusion system and communicated to the persons and entities concerned in relation to the award or the execution of a grant contract. Applicants must declare not to be in any of these situations by submitting a declaration of honor on selection and exclusion criteria.

To sum up, in order to be considered eligible under this call, candidates are requested to submit together with the application form:

- 1) [Proposal Outline \(Activity Plan & Financial Proposal\)](#)
- 2) [De-minimis self-declaration](#)
- 3) [Declaration of honour on selection and exclusion criteria](#)
- 4) Registration document(s)

All these documents are available on the page where this call is published at <https://creativemediterranean.org>

² More information about the regulation is available at https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=LEGISSUM%3A0802_2

³ Financial regulation applicable to the general budget of the Union is available at <https://op.europa.eu/en/publication-detail/-/publication/e9488da5-d66f-11e8-9424-01aa75ed71a1/language-en/format-PDF/source-86606884>

2. Eligibility of the activities proposed

The following indicative activities are eligible for funding under this call for proposals:

Duration:

- Have an initial planned duration of 3 months or less

Themes:

- Be addressed towards supporting businesses and entrepreneurs in the Cultural and Creative Industries (CCIs). Eligible sectors may include: Arts & Culture (Cultural Heritage, Gastronomy, Visual Arts, Performing Arts, Leisure & Recreation, Crafts), Design (Software, Advertising, Architecture, Interior Design, Graphic Design, Fashion) and Media (Publishing, TV & Radio, Digital Media, Film & Video, Music).
- Be designed in such a way that entrepreneurs from the CREAT4MED community, in particular those that [have been awarded a sub-grant](#), can benefit from the initiative implemented. That means that participation in the activities proposed cannot be restricted exclusively to members of the network of the applicant.
- Address the call's objectives and priorities specified in section 1 and the action's eligibility criteria.
- Have potential for innovation and/or job creation.

Location:

- Take place in one or more of the target countries: Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia.
- Specific activities can also be implemented in other Southern Mediterranean or European countries if they fit with the scope of the action.

Type of actions:

This call will fund the following actions:

- **Cross-Border Networking Events:** networking events that bring together artists, cultural entrepreneurs, and industry professionals from these countries (e.g. cultural industry conferences, forums, networking receptions).
- **Collaborative Workshops:** workshops that encourage artists, creative professionals and potentially professionals from other sectors to launch joint cross-border creative projects.
- **Cultural Exchange Programs:** programs that allow creative and cultural practitioners to spend time in each other's countries, fostering cross-cultural understanding and creative inspiration (e.g. artist residencies, exchange programs).
- **Joint Exhibitions and Festivals:** organization of cultural showcases, joint exhibitions and art festivals that feature artists and works from different participating countries.

- **Capacity-Building Programs:** training and capacity-building programs for cultural entrepreneurs and small businesses in the creative industries, particularly those addressed towards assisting creative businesses in expanding their markets beyond their home countries. This can involve mentoring on internationalization, trade missions, market research, and participation in international trade fairs and events.

Indicators

The activities proposed must be measurable with the following indicators:

- Number of women expected to benefit from the activity proposed.
- Number of people under 35 years old expected to benefit from the activity proposed.
- Number of cooperation agreements (optional depending on the activity).
- Number of B2B meetings held during the implementation of the activity.
- Qualitative: satisfaction level of the implemented activity according to the beneficiaries.
- Number of people expected to benefit from the activity from each country.
- Number of creative and cultural businesses expected to be supported throughout the activity.
- Number of reactions, likes, and percentage of engagement of the activities on social media.

Furthermore, **actions should:**

- Be relevant to the local context.
- Comply with the objectives and priorities and guarantee the visibility of CREAT4MED and EU financing (see the [Communication and Visibility Requirements for EU External Actions](#)). Further guidance on this matter will be provided to selected candidates.
- Be designed according to a mainstream approach towards cross-cutting issues (youth, gender equality, rights of persons with disabilities, environmental sustainability, cultural respect and understanding, equal opportunity employment).
- Take into account lessons learned and sustainability/scale-up potential.
- Include risk assessment and related mitigation measures.
- Include monitoring and evaluation tools to measure the proposed impact of the action.

The following types of action are **ineligible:**

1. Actions which have already been completed
2. Actions commenced prior to the award of the sub-grant

3. Actions already financed by other EU programs
4. Actions considered only or mainly as the purchase of big infrastructure and equipment.
5. Actions discriminating against individuals or groups on the basis of race, colour, religion, gender, disability, marital status or sexual orientation.
6. Actions dedicated solely to members of the network of the applicant.

3. Eligibility of costs

The sub-grant shall take the form of reimbursement of 90% of costs incurred. Selected beneficiaries will be entitled to an initial pre-financing payment of up to 30% of the total grant amount, and the balance of the sub-grant will be paid upon submission and approval of the final report.

Costs must be directly linked to the milestones, activities and outputs of the proposal outline and be necessary for their achievement. A justification must be provided for each of the costs claimed under the project, and a reasonable explanation of how each of these costs has been estimated in the budget must be provided in the application form (e.g. 3 quotes have been requested; based on recent experience organizing [*name of the initiative*]). Contracts with external service providers are limited to a maximum contract value of EUR 2,500.

Sub-grant costs will be calculated in Euro. Conversion from other currencies shall be made using the monthly official accounting exchange rate of the European Commission for the month of application to this call.⁴

Please refer to the Sub-Grant Agreement draft for further details on the eligibility and justification of costs, as well as the payment process.

This grant will contribute to the payment of the following cost categories:

⁴ InfoEuro Currency Converter is available at https://ec.europa.eu/info/funding-tenders/procedures-guidelines-tenders/information-contractors-and-beneficiaries/exchange-rate-infoeuro_en

<p>Human Resources</p>	<p>The project will contribute to the payment of costs of the beneficiary's managers and employed personnel dedicated to implementing the project. Applicants are required to indicate the real daily costs per person that will be dedicated to the project up to a maximum of:</p> <p>Egypt 30 EUR x day of work Jordan 65 EUR x day of work Lebanon 60 EUR x day of work Morocco 50 EUR x day of work Palestine 55 EUR x day of work Tunisia 40 EUR x day of work</p> <p>Justification: In their application, applicants must indicate the real average daily cost per person that will be involved in the project. If these values are above the maximum daily contribution, the rates indicated above will be applied (but the actual daily cost must be mentioned in the application). The estimated number of days that will be dedicated to the preparation, implementation and achievement of each project output must be specified in the proposal outline. Actual time dedicated for each output will be assessed through the submission and review of project outputs and monthly timesheets providing detailed explanations of the tasks carried out each day for which costs have been declared.</p> <p>Verification: Timesheets, employment contract, gross salary sheet, payslips, proof of payment to personnel declared under the project will be requested to selected candidates to verify costs declared.</p>
<p>External services</p>	<p>Working with external service providers is permitted, provided they offer a service necessary to achieve project outputs, but not constituting the primary component, as the selected beneficiary should be the main responsible in the implementation of the project. This may include:</p> <ul style="list-style-type: none"> - Consultation services - Mentoring and training services for capacity-building programs - Marketing and advertising services - Venue rental, technical services, catering - Translation and interpretation services - Printing and distribution services - Transportation and logistics services - Photography and videography services <p>Contracts for each of these services are restricted to a maximum value of 2,500€, and the contracts together cannot exceed half of the total grant amount. Requests exceeding the maximum contribution will not be accepted. The final amount to be paid will correspond to the real cost of the external service received. Applicants are invited to request a contribution below these amounts in their proposals based on the real estimated cost.</p> <p>Please note that selected external providers must be based in one of the 6 CREAT4MED target countries.</p> <p>Justification: In the proposal outline, applicants must provide a well-reasoned justification of:</p> <ol style="list-style-type: none"> 1) Why the external service is necessary for the achievement of the output. 2) Which output the external service is linked to. 3) What was the method used to estimate the costs, and which will be

the process followed to select the external provider

Verification: In order to verify costs declared, selected beneficiaries will be required to:

- Present at least 3 official quotes and a justification of the selection of the provider. In case only one provider exists to provide the service, an explanation must be provided.
- Contract with service provider (or alternatively, purchase order / confirmation email)
- Present proof of delivery of services (e.g. external provider's report or main output, pictures of venue, catering or other services)
- Invoice from service provider
- Proof of payment to service provider
- All the documents related to the service and indicated above must be kept by the beneficiary for 7 years after the end of the project and sent to the project's coordinator or the European Commission experts upon request.

Requests for external services not considered **necessary** for the achievement of project outputs will be rejected.

Travel	The project will cover national and international travelling necessary for the achievement of project outputs up to the following amounts:			
	Transport/flights		Daily allowance	
	Distance band (in km)	Return trip (in EUR)	Country	Daily per-diem
	400-600 km	245 EUR	Egypt	217 EUR
	601-800 km	261 EUR	Jordan	200 EUR
	801-1,200 km	276 EUR	Lebanon	224 EUR
	1,201-1,600 km	288 EUR	Morocco	204 EUR
	1,601-2,000 km	369 EUR	Palestine	200 EUR
	2,001-2,500 km	429 EUR	Tunisia	159 EUR
	2,501-3,500 km	541 EUR		
3,501-4,500 km	659 EUR			
4,501-6,000 km	796 EUR			
6,001-7,500 km	900 EUR			
7,501-10,000 km	1,201 EUR			
10,001-Max	1,376 EUR			
	Full details of eligible flight rates per distance band available here .	Full list of applicable per diems is available here (first list).		
<p>Justification: Proposals including travel costs must provide a well-reasoned justification of the purpose of the travel, the travel origin and destination and the distance between them using the Erasmus+ Distance Calculator, as well as the number of travelers and the number of nights to be spent. Travel costs must be calculated according to the rates above. For example:</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>The objective of this trip is to undertake a trade mission with a delegation of 5 creative enterprises. Travel from Cairo to Barcelona (2,942.33km), 3 people, 3 nights:</p> <ul style="list-style-type: none"> ○ Flights: EUR 433 * 3 people = EUR 1,299 ○ Daily allowance: EUR 266 * 3 people * 3 nights = EUR 2,394 ○ Total = EUR 3,693 </div>				
<p>Verification: The final amount to be paid will correspond to the real cost of the travel, which will be verified with the following documents:</p> <ul style="list-style-type: none"> - Flight confirmation (including price) - Proof of flight payment - Boarding pass - Proof of 3 quotes for accommodation - Confirmation of accommodation (e.g. Booking confirmation) - Accommodation invoice - Accommodation proof of payment - Receipts and proof of payment for meals 				

Ineligible costs

The following costs are considered ineligible under the present call for sub-grants:

- Any expenses that cannot be directly linked to the project's goals and outputs or that have been incurred before or after the period of implementation of the grant, which starts upon the signature of the Sub-Grant Agreement
- Overheads and administrative costs
- Purchase of equipment or raw material
- Office rent and supplies
- Costs aimed at generating profits or building up financial reserves
- 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 and bank transaction costs
- Duties, taxes and charges, including VAT, except when non-recoverable under the relevant national tax legislation
- Loans to third parties
- Fines, penalties and expenses of litigation
- Contributions in kind;

What's in it for beneficiaries

Successful applicants to this call will benefit from:

- A sub-grant of up to EUR 6750 in order to implement their project proposal
- Networking opportunities offered through the Mediterranean CCI HUB
- Recognition and visibility through the project's website, events, and other initiatives
- Technical assistance for the implementation of the project

Application process

Registration to the CREAT4MED Community Platform is **mandatory** to apply to this call.

Interested candidates are invited to apply to this call by completing the [Application Form](#) before **December 15, 2023 at 23:59h CET**. Applications must be submitted in English.

Deadline extended to December 31st, 2023, at 23:59CET

The application form is divided into the following sections:

General information

- Provide contact person information, including their full email address.
- State the name, type of entity, address, website, links to social media and year of registration of the applicant entity

Team

- Share information about your team composition

Applicant's experience

- Demonstrate your previous experience in the activities with similar objectives to this call of sub-grants

About the proposal for funding

- Provide detailed information about your proposal for funding (title of the action, priority, type of activities, executive summary, potential risks and mitigation measures)

Indicators

- Indicate your proposal's target values for the indicators of the call. Ensure that your proposed activities are designed to collect the necessary data to measure these indicators accurately.

Documents attached

In addition to completing the application form, you are required to attach specific documents to support your application. These documents should be filled out and uploaded to the "Documents Attached" section of the application form. Below is a list of the required documents, along with the link where you can access each template:

1) [Proposal Outline](#) (Activity Plan & Financial Proposal)

- Download the Proposal Outline
- Complete the Activity Plan with detailed information about your proposed activities, including timelines, objectives, and expected outcomes.
- Fill out the template with accurate financial information relevant to your project.
- Introduce the total cost expected to be spent per cost category and justify the specific expenses you're going to incur in the comment section.
- A completed example of the Proposal Outline is available at the end of these Guidelines.

2) [De-minimis Self-Declaration:](#)

- Download the De-minimis Self-Declaration template.
- Complete the declaration accurately and sign it where necessary to confirm your eligibility for de-minimis support.

3) [Signed Declaration of Honour](#) on Exclusion Criteria and Selection Criteria:

- Download the Declaration of Honour template.
- Sign and date the document as required, confirming your compliance with exclusion and selection criteria.

4) **Registration Document:**

- Provide the official registration document for your organization.
- Ensure that this document is in a standard, acceptable format (e.g., PDF, JPEG) and is up to date.

*Should you experience any issues uploading the documents, please make sure to send them as attachments via email to creact4med@euromed-economists.org , titling the email "[NAME OF THE APPLICANT] - CREAT4MED_RegCop Attachment"

Indications to complete the Activity Plan:

Using the layout of the tables in the Proposal Outline Template (Annex 1), you are requested to divide your proposal into a set of Milestones (at least 1); for each Milestone, you should outline the Activities that need to be done to achieve it. A list of outputs that will result from the activities is also requested. Please note that grant payments will be done following the approval for the achievement of the outputs as described in this section, so applicants are encouraged to be realistic when setting their objectives. In the event the Sub-Grant Managing Committee finds serious deviations from the original approved concept, or in the case of no progress, it may request corrective measures to any project, and reserves the right to withhold partially or totally the funds.

The table below contains the main rules and definitions to complete the Activity Plan:

	<u>Definition</u>	<u>Examples</u>
MILESTONE	A Milestone is an important project achievement that marks the completion of a major phase of work. Milestones are used to measure and monitor the project's progress and performance towards its ultimate goal.	Implementing international support programme; Launching a platform; Completing a trade mission; Holding an event; Signing a certain amount of collaboration agreements; Developing curricula for online support.
ACTIVITY	An Activity is a set of tasks to be carried out by the beneficiaries' personnel that, upon completion, will lead to the achievement of a milestone and the attainment of the expected project outputs. Concise descriptions of the tasks that make up each activity and/or the methodologies and tools that will be applied (max 150 words) must be included, as well as a timeframe for each of the activities (e.g. M1; M2-M3).	<p>(For Milestone: Organizing an international networking event)</p> <p>Activity 1.1. Preliminary Planning (M1). Description: In this initial phase, we will conduct research and stakeholder mapping to create a comprehensive list of potential participants, speakers, and sponsors for the event. This activity includes setting up an organizing committee and drafting the event concept.</p> <p>Activity 1.2. Event Logistics and Coordination (M2). Description: During this stage, we will focus on the logistical aspects of the event. We will secure a venue, catering, and audiovisual equipment. Additionally, we will coordinate with selected speakers, sponsors, and exhibitors. The detailed event program will be developed, and marketing materials will be prepared to promote the event.</p> <p>Activity 1.3. Event Execution (M3). Description: This activity encompasses the actual execution of the international networking event. We will manage registration, ensure smooth event flow, and facilitate networking opportunities. After the event, we will conduct surveys and evaluations to gather feedback for improvements and develop a post-event report to assess its success and impact.</p>

	Definition	Examples
OUTPUT	An output, also called a deliverable, is a specific product, service or measurable outcome that is generated as a result of a particular project activity. Outputs are typically tangible, easy to measure and can come in a multitude of formats, including written long/short form reports, final products, certifications, etc.	Provided training to 100 creative entrepreneurs employees; Organized an international event with 200 participants; Created a database of 1000+ international contacts; Signed 20 collaboration agreements; Conducted market research on 5 international markets.
SOURCE OF VERIFICATION	A Source of verification describes how the project outputs will be evaluated and verified by the beneficiary or the Sub-grant Managing Committee (i.e. the means used to document and monitor them).	Written reports and publications; Databases; Pictures of meetings, events or missions; Copies of collaboration agreements; Communication materials.

Please note that a completed example of the Proposal Outline is available at the end of these guidelines. Please make sure to review and complete each template diligently, ensuring accuracy and compliance with the project's requirements and guidelines.

To submit these documents along with your application, go to the "Documents Attached" section within the application form. You will be prompted to upload the required documents as separate files. Ensure that each document is in the appropriate format and clearly labelled for easy identification. Failure to provide any of these mandatory documents may result in your application being deemed incomplete or ineligible. These documents must be attached in PDF format and signed by the legal representative.

Indicative timeline:

Launch of the call	13th November 2023
Deadline for applicants - (Extended Deadline)	31st December 2023
Evaluation deadline	28th January 2024
Results announcement	Exp. 30th January 2024
Signing of the Sub-Grant Agreements	By 31st January 2024
Implementation period	1st February – 30th April 2024
Mid-term Assessment Meeting	Mid-March 2024
Reporting Period	May (from 3 weeks to 1 month) 2024
Final Results presentation	June 2024

Questions may be sent by e-mail no later than 10 days before the deadline for submission of applications to fpugliese@iemed.org, acampos@iemed.org and creact4med@euromed-economists.org indicating clearly the reference of the call for sub-grants. CREAT4MED 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. No individual replies will be given to questions. All questions and answers as well as other important notices to applicants during the evaluation procedure will be published on the website as the need arises. It is therefore advisable to consult the abovementioned website regularly to be informed of the questions and answers published.

Evaluation and selection process

Applications will be assessed according to the following steps and criteria:

1 – Administrative check

An administrative check of all the proposals received will be performed by the Sub-grant Managing Committee to confirm that all applications satisfy the eligibility criteria specified in these guidelines. If any of the requested information is missing or is incorrect, the application may be rejected on that sole basis and the application will not be evaluated further.

The following criteria will be assessed in this first step:

- The applicant submitted all the application documents before the deadline.
- The application satisfies all the eligibility criteria (eligibility of the applicant, eligibility of the activities proposed and eligibility of costs) specified in these guidelines. If any of the requested information is missing or is incorrect, the application might be rejected on that sole basis and the application will not be evaluated further.
- The applicant company is registered to the CREAT4MED Community Platform

2 - Evaluation of the application

The applications that pass the opening and administrative checks will be evaluated by an Evaluation Committee composed of representatives of the Sub-grant Managing Committee (Stage 1), that will shortlist the 12 highest-scoring proposals.

A Regional Evaluation Committee composed of representatives of the Sub-Grant Managing Committee and other experts will be established to further evaluate short-listed proposals and select the 5-10 proposals that will receive funding (Stage 2), respecting the maximum budget available under the call.

Evaluators will independently from each other assess the proposals in a consistent manner by applying the same methodology, interpretation and understanding of the objectives and criteria described in these guidelines.

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 according to the following criteria:

- **Evaluation Stage 1 (100 pts)**

Applicant entity (20 pts):

- Does the applicant have demonstrated experience in supporting entrepreneurs from the region? (10 pts max)
- Does the applicant entity have demonstrated experience in the Cultural and Creative Industries? (5 pts max)
- Does the applicant entity have demonstrated experience in creating opportunities for regional cooperation in the Southern Mediterranean? (5 pts max)

Alignment with Call Objectives (10 pts):

- How well does the proposal align with the overall objectives of the call for sub-grants? (10 pts max)

Feasibility and Viability (20 pts):

- Does the proposal outline a realistic plan for executing the activity, including milestones, outputs, timelines, resources, potential risks and mitigation measures? (10 pts max)
- Is the proposed activity feasible within the 3-month implementation period? (5 pts max)
- Will the proposed project lead to tangible outcomes (i.e. collaboration agreements, joint projects, etc)? (5 pts max)

Impact and Innovation (20 points):

- How relevant is the anticipated impact of the proposed activity, according to the KPIs, on cross-border collaboration, cultural exchange, and the creative and cultural industries in the region? (15 pts max)
- Does the proposal demonstrate innovative approaches or ideas that can enhance the effectiveness of the initiative? (5 pts max)

Budget and Financial Management (30 points):

- Is the budget comprehensive, well justified, and aligned with the goals and expected outcomes of the activity? (20 pts max)
- Is there a high budget/impact ratio? (10 pts max)

Only the top-12-scoring proposals from the first stage will be pre-selected for the final evaluation.

● **Evaluation Stage 2 (50 points)**

Detailed Activity Plan and Timeline (25 points):

- How well-structured and detailed is the activity plan for the 3-month implementation period? (15 pts max)
- Does the proposal provide a clear and feasible timeline with milestones and deadlines for each phase of the activity? (10 pts max)

Impact and Innovation (15 points):

- How relevant is the anticipated impact of the proposed activity, according to the KPIs, on cross-border collaboration, cultural exchange, and the creative and cultural industries in the region? (10 pts max)
- Does the proposal demonstrate innovative approaches or ideas that can enhance the effectiveness of the initiative? (5 pts max)

Partnerships and Collaboration (10 points):

- How relevant are regional partnerships and collaborations established or planned for the activity? (10 pts max)

- **Selection of awarded proposals**

The final score will be calculated by adding up the results of the first stage of evaluation (50% of the total score) and the second stage of evaluation (50% of the total score). The highest-scoring proposals will be prioritized while considering diversity in the types of activities chosen, geographical representation, and thematic diversity. 5 to 10 activities will be selected based on the available budget and overall quality of the proposals.

5 to 10 highest-scoring proposals will be included in a provisional list of projects selected for funding. The remaining shortlisted proposals will be added to the reserve list in case there are disruptions in the signature of the Sub-grant Agreement with any of the selected proposals.

CREACT4MED reserves the right not to award all available funds. If the allocation cannot be respected due to insufficient quality or number of proposals received, the Sub-grant Managing Committee reserves the right to reallocate the remaining funds to other CREAT4MED activities.

3 - Notification of the results

Following a final assessment of the proposals' eligibility and consistency and the clarification of any doubts that may have arisen during the evaluation process, applicants will be notified of the provisional results of the selection process no later than 6 weeks after the closing of the call (expected date: 22 of January 2023)

Any requests for clarification or complaints against the selection process 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's name and details, the object of the complaint and evidence of the alleged breach. Complaints will be examined by the Regional Selection Committee based on the information provided, which will inform the applicant of the decision taken within the following 15 calendar days.

4 – Signature of the Sub-grant agreement

Selected applicants will each sign a Sub-grant agreement with the Project Coordinator, including details on the contractual obligations of sub-grant beneficiaries, outputs to be delivered and payment arrangements.

Obligations of the Beneficiary

Reporting

The final report should be structured in accordance with the monitoring and evaluation system established based on the approved Proposal Outline outlined in Annex I of the Subgrant Agreement. This comprehensive report is required to cover all activities and outputs from the inception of the action to its conclusion. It should encompass both a narrative section and a financial section. It is the responsibility of the beneficiary to furnish all essential details pertaining to incurred costs to ensure their eligibility for consideration.

Visibility of CREAT4MED and EU financing

Ensuring the visibility of an EU project sub-grant and EU financing in communication materials and actions is crucial for transparency and accountability. Ex: Include EU Logos and Flag, display the EU emblem prominently in communication materials, publications, and websites; use EU CREAT4MED project logos, create a dedicated section on the project's website to showcase the EU's contribution; utilize social media platforms and digital marketing to highlight the EU's support and the impact of the project.

By implementing these measures, beneficiaries can effectively communicate the EU's support and ensure the visibility of the EU project sub-grant in their actions and communication materials. This not only complies with EU regulations but also enhances transparency and recognition of the project's impact.

Absence of conflict of interest

The applicant must not be affected by any conflict of interest and must have no equivalent relation in that respect with other applicants or parties involved in the actions. Any attempt by an applicant to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or the project sub-grant management committee during the process of examining, clarifying, evaluating and comparing applications will lead to the rejection of its application and may result in administrative penalties.

Respect for human rights as well as environmental legislation and core labour standards

The applicant and its staff must comply with human rights. In particular and in accordance with the applicable act, applicants who have been awarded contracts must comply with the environmental legislation including multilateral environmental agreements, and with the core labour standards as applicable and as defined in the relevant International Labour Organization conventions (such as the conventions on freedom of association and collective bargaining; elimination of forced and compulsory labour; abolition of child labour).

Zero tolerance for sexual exploitation and sexual abuse:

The European Commission applies a policy of 'zero tolerance' in relation to all wrongful conduct which has an impact on the professional credibility of the applicant.

Physical abuse or punishment, or threats of physical abuse, sexual abuse or exploitation, harassment and verbal abuse, as well as other forms of intimidation

shall be prohibited.

Anti-corruption and anti-bribery

The applicant shall comply with all applicable laws and regulations and codes relating to anti-bribery and anti-corruption. The project's Sub-Grant Managing Committee and the Program bodies reserve the right to suspend or cancel the sub-grant if corrupt practices of any kind are discovered at any stage of the award process or during the execution of the contract. For the purposes of this provision, 'corrupt practices' are the offer of a bribe, gift, gratuity or commission to any person as an inducement or reward for performing or refraining from any act relating to the award of a contract or execution of a contract already concluded.

Breach of obligations, irregularities or fraud

The project's Sub-Grant Managing Committee and the Program bodies reserve the right to suspend or cancel the procedure, where the award procedure proves to have been subject to breach of obligations, irregularities or fraud. If breach of obligations, irregularities or fraud are discovered after the award of the contract, the project beneficiary may refrain from concluding the contract.

Annex I – Completed Proposal Outline

Please complete the tables below following the guidelines provided in the Guidelines for Applicants. Note that a completed example is provided in Annex I.

CALL PROPOSALS TO ENHANCE REGIONAL COOPERATION IN THE CULTURAL AND CREATIVE INDUSTRIES PROPOSAL OUTLINE

ACTIVITIES AND OUTPUTS

Activities*	Outputs	Indicators**	Sources of verification
Milestone 1: Trade mission to Tunisia			
<p>Activity 1.1. Launching a call for interested candidates In this activity, we will initiate a call for interested candidates to participate in the upcoming trade mission to Tunisia. This will involve creating and distributing announcements, setting up application procedures, and promoting the opportunity through relevant channels and networks. We will employ digital marketing tools, email campaigns, and online platforms to reach potential participants.</p>	<p>Output 1: Profiles of 4 selected candidates (M1)</p>	<ul style="list-style-type: none"> • Number of Women expected to benefit: At least 2 • Number of people under 35 expected to benefit: at least 2 • Number of CCI businesses supported: 4 • Social Media Engagement Metrics: at least 1000 impressions 	<ul style="list-style-type: none"> • Link to the open call for applications • Booklet with the details of 4 selected candidates • Database of all applicants to the call • Report on the selection procedure
<p>Activity 1.2. Organizing technical details and logistics for trade mission (M1-M2) During this phase, we will focus on planning and executing the technical and logistical aspects of the trade mission. This includes adapting the agenda to the needs of selected candidates, identifying the right stakeholders to meet during the visit, arranging transportation, accommodation, visa support, and itinerary development. We will utilize project management software, communication tools, and travel booking platforms to streamline the logistics efficiently.</p>	<p>Output 2: Agenda and practical guide for trade mission participants (M2)</p>		<ul style="list-style-type: none"> • Agenda of the trade mission • Profiles of the stakeholders that will be visited • Practical guide • Flight tickets and boarding passes • Visas

<p>Activity 1.3. Trade mission to Tunisia (M2) The trade mission itself will involve bringing selected candidates to Tunisia for business interactions, networking, and exploration of opportunities. This activity will require close coordination, communication, and on-ground support. We will use communication apps and coordination software to ensure a successful mission.</p>	<p>Output 3: Trade mission successfully implemented</p>	<ul style="list-style-type: none"> • Number of B2B meetings held: at least 8 • Number of people expected to benefit from each country: 4 from Egypt, 4 from Tunisia 	<ul style="list-style-type: none"> • Report on the trade mission • Pictures of the trade mission • Video of the trade mission
<p>Activity 1.4. Signing 4 collaboration agreements (M3) In this key phase, we aim to secure collaboration agreements with four potential clients and distributors in Tunisia. This will involve negotiations, legal documentation, and formal agreements. We will use legal counsel and negotiation techniques to facilitate these agreements.</p>	<p>Output 4: 4 collaboration agreements signed</p>	<ul style="list-style-type: none"> • Number of cooperation agreements: at least 4 	<ul style="list-style-type: none"> • Signed collaboration agreements detailing the nature of the agreement and the obligations of each party
<p>Activity 1.5. Monitoring and evaluation of results (M3) After the trade mission and the collaboration agreements, we will assess the results and impact of the initiative. This includes analyzing key performance indicators, surveying participant feedback, and evaluating the success of the mission. We will use data analytics tools, feedback surveys, and performance metrics to conduct a comprehensive evaluation.</p>	<p>Output 5: Impact assessment report</p>	<ul style="list-style-type: none"> • Satisfaction level of beneficiaries: High, to be assessed via feedback form 	<ul style="list-style-type: none"> • Impact assessment report • Answers to feedback survey

BUDGET FOR THE ACTION

Cost Category	TOTAL COST	Justification of costs *
Human Resources	[INSERT COST IN EUR] Example: 1365 EUR.	<p>Example: Output 1: 195 EUR. [Project Manager]: 4 days of dedication with an average daily rate of 40 EUR. [Graphic designer]: 1 day of dedication with an average daily rate of 35 EUR. Output 2: 660 EUR. [Project Manager]: 15 days of dedication with an average daily rate of 40 EUR. [Project Assistant]: 2 days of dedication with an average daily rate of 30 EUR. Output 3: 80 EUR [Project Manager]: 2 days of dedication with an average daily rate of 40 EUR. Output 3: 200 EUR [Project Manager]: 5 days of dedication with an average daily rate of 40 EUR. Output 5: 230 EUR [Project Manager]: 5 days of dedication with an average daily rate of 40 EUR. Project Assistant]: 1 day of dedication with an average daily rate of 30 EUR.</p>
External services	[COST IN EUR] Example: 2250 EUR.	<p>Example: Output 3: 1.250€ We will need to hire a videographer to document the event and edit an engaging video presenting the trade mission. Estimated cost is 1.000 EUR, based on current rates according to quotes received in December 2023. To select the external provider, 3 offers will be requested and the selection will be based on best value for money criteria, and detailed in a short selection report. Output 4: 1.000 EUR We will need to hire legal counsel services to facilitate the preparation and signature of cooperation agreements. Estimated cost is 1.000 EUR, based on current rates according to quotes received in December 2023. To select the external provider, 3 offers will be requested and the selection will be based on best value for money criteria, and detailed in a short selection report.</p>
Travel	[COST IN EUR] Example: 3.735€	<p>Example: Output 2: 2.988€ 4 startups and 1 person from our team will travel from Cairo to Tunis (2087.91 km according to the Erasmus+ Distance Calculator) for a 2-days trade mission. Flights: EUR 429€ * 5 people: 2.145€ Daily allowance: EUR 159 * 5 people * 2 nights: 1.590€</p>
TOTAL COST	Example: 7.350€	



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Coordinated by the Euro-Mediterranean Economists Association