EUROPEAN COMMISSION

Directorate-General for Communications Networks, Content and Technology

Media Policy **Audiovisual Industry and Media Support Programmes**

CALL FOR PROPOSALS CNECT/(2020)3287942

Multilingual audiovisual news content using European media platforms

1. INTRODUCTION – BACKGROUND

Informed citizens are crucial for well-functioning democracies. This is also true at European Union level, where political decisions have to be taken in full transparency and based on an open and fact-based debate. To make sure that European citizens understand European policies and policy-making processes, the Commission supports the production and dissemination of editorially-independent information about European affairs, from pan-European points of view (i.e. beyond purely national perspectives).

According to the latest Eurobarometer available (2019), Europeans feel that they are informed on European affairs better than they used to: 38% say they feel 'well-informed' which is six points higher than in 2010. However, this figure is still a minority of respondents and suggests that there is still an information gap between the Union affairs and the average European citizen.¹

In parallel, the internet has consolidated its second place among the most frequently used media, behind television but ahead of radio: Eight in ten Europeans use the internet at least once a week (80%), up 17 points since 2010. Almost a third of Europeans now watch TV via the internet, including 17% who do so almost every day.² Yet, only a minority trust the internet when it comes to news.

The Commission is consistently working to create a strong digital economy for the future. Digital technologies, including the internet, should play an important role in improving the availability and readiness of information to citizens, as they have a potential to make democratic processes more participatory and inclusive. It is important that when it comes to online news, citizens have access to viable sources that they can rely on.

DG Connect wishes to support ways to increase the online availability of trustworthy quality audiovisual information produced under sound journalistic standards. Encouraging cross-border collaboration between news media companies through joint media platforms would lead to economies of scale and increase the coverage, access to, and reach of topics affecting the lives of the Union citizens. In an ever-changing media landscape with increasing digitalisation, globalisation and individualisation of news content, cross-border collaborations between media actors are more important than before.

Legal Basis

1

¹ Standard Eurobarometer 92 (2019) Media Use in the European Union

² Ibid.

Prerogative within the meaning of Article 58(2)d) of the Regulation (EU, Euratom) No 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 (OJ L 193, 30.7.2018, p.1.)

The annual work programme was adopted under Commission Decision C/2020/3497 of 04/06/2020.

2. OBJECTIVE(S) – THEME(S) – PRIORITIES

This call aims at funding a project to improve the curation and dissemination of audiovisual news content and informative non-fictional programming, in at least five Union languages, across one or several VOD European platform(s). The platform(s) must allow for the curation and spread of existing content, which requires close cooperation of several media actors who agree to share content amongst themselves and make them available to audiences cross borders. The content should be consistently reachable across as many Union countries as possible.

The aim is to increase the variety of audiovisual news, informative content and programming with a pan-European perspective available to citizens, by enhancing cross-border collaboration between news media actors. The content should have a general interest approach, i.e. covering current affairs and topics relevant to the daily lives of European citizens.

In line with these general objectives, applicants will need to show how their proposal would contribute to strengthening the European information media space (beyond purely national markets) and to ensuring that citizens receive pluralistic quality information from diverse multicultural and multilingual sources.

The grant agreement will include a charter of independence to make sure that applicants are editorially free, so that they can operate without any political interference.

Coordination and curation

Proposals need to set, both quantitatively and qualitatively, general objectives as well as concrete deliverables. The project should be more than just a collection of national news: the contents should be related to one another, be contextualised and include a variety of viewpoints ensuring that users receive a pan-European perspective on events. Examples include combining several products from different countries into one content, using non-fictional programmes to contextualise current affairs or enriching the content with production and post-production components (multilingual translation, new labels and tags, re-edition and anchoring...).

Technical and editorial arrangements should allow for sharing, pooling and collecting the different content streams. Applicants are invited to provide a taxonomy or categorisation of topics showing the scope and ambition of the project, in particular explaining how these topics could interest diverse audiences in the European Union while guaranteeing European perspectives³. Proposals should include information, both quantitative and qualitative, on the available and future content items.

³ Proposals might include details on elements on the criteria followed for prioritising the content, the editorial selection, the frequency for renewing the offering, quality standards or the justification of the chosen formats.

Proposals will elaborate on the editorial team needed to choose, categorise and contextualise pan-European topics of general interest. This editorial team needs to be fully independent. The composition and organisation of the team and the governance structure guiding the selection, editorial curation, production and distribution of content must be clearly explained in the proposal. Applicants are expected to consider how to sustain collaboration and professionalism through structured governance and proper editorial arrangements.

Audiovisual news content and non-fictional programming should be appealing and innovative. Proposals are expected to consider all sorts of content formats and techniques (e.g. automatic translation, VR/AR, databases, media encoding) to ensure the curation, aggregation, circulation and discoverability of content. Applicants must include complete information on the underlying technical systems that would sustain the post-production, curation and editorial arrangements of content.

Platform(s) for content distribution

Proposals are expected to build on existing repositories of audiovisual news, informative content and factual programming. The project will feed into existing European digital media platforms, and/or setup new platform(s) if needed, thus contributing to creating innovative digital media infrastructures and new spaces for pan-European pluralistic debate. Proposals must explain in particular:

- how national/regional audiovisual and other media partners will be addressed and encouraged to exchange audiovisual content and make their content available to audiences across the Union. Applicants needs to identify potential partners and provide proof and/or indicators that those partners are interested.
- how pre-existing items will be shared, technically edited and made available, explaining how large available repositories are and to what extent that content could be used.
- how content shared and curated as part of the project would be hosted and how the technical and legal conditions would allow for its handling (e.g. translation techniques and copy-right restrictions).
- how the delivery system will reach as many audiences as possible, and the trajectories
 for audience reach in the short-and medium term. The proposal should indicate who
 the different target audiences are and how content could be tailored to their interests.
- how data collection and management will be handled. Algorithms should be transparent for both media partners involved in the project and audiences who use the platform(s).

The project must accommodate values traditionally linked to quality standards such as fact-based communication, independence and pluralism, unbiased reporting, fairness, respect for European values, transparency, social engagement and accountability (etc.), while respecting the diversity of European languages, cultures and media products.

The content offer must be available in at <u>least five languages</u> across the Union through one or several dedicated platform(s). The goal is to reach as many citizens as possible, therefore projects should aim to gradually increase the audience reach and consequently the number of languages it intends to provide. Proposals should be accompanied by an outreach plan. The plan should identify the target audiences and relevant multipliers for the final product. The plan should include clear, realistic objectives for each of the target audiences and include mid-term and final targets.

Proposals should provide a provisional mock-up of the envisaged platform(s).

Expected results

Increased coverage and consumption of Union affairs and curation and circulation of news items and programmes produced by professional news media companies in the Union. In the long-term this could lead to larger engagement from citizens in European news and affairs and help increase the levels of trust for quality audiovisual news content online.

Indicators

Proposals should include concrete deliverables and set clear, objectively verifiable and quantifiable performance indicators for all activities, incl. content aggregation, content production, content distribution, audience reach as well as awareness-raising activities. The expected audience reach must be more precise than the sum of available distribution channels, i.e. adding qualitative elements allowing to make a more accurate idea of the audiences. Applicants should also identify how they will use the growing number of available digital tools to measure the influence of their outputs.

Sustainability

Proposals should address financial sustainability in the long-term and show how the project can be continued independently after the requested period of EU support has ended.

3. TIMETABLE

The indicative schedule for the different steps and stages of the selection procedure is:

	Steps	Date and time or indicative period
(a)	Publication of the call	June 2020
(b)	Deadline for submitting applications	15 Sep 2020 – 24h:00 CET
(c)	Evaluation period	September 2020
(d)	Information to applicants	November 2020
(e)	Signature of grant agreement(s)	December 2020
(f)	Project start date	Latest by end January 2021

The suggested duration of projects is 12 months and should not exceed 16 months

4. BUDGET AVAILABLE

The total budget earmarked for the co-financing of a project under this call is estimated at EUR 1 732 000.

The maximum rate of co-financing is **70%** of eligible costs. Applicants may propose a lower co-funding rate.

The Commission expects to fund **1** proposal.

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

5. ADMISSIBILITY REQUIREMENTS

In order to be admissible, applications must be:

- sent no later than the deadline for submitting applications referred to in section 3;
- submitted in writing and in electronic format (pdf) (see section 14), using the application form available at https://ec.europa.eu/digital-single-market/news-redirect/678346

and

drafted in one of the EU official languages ⁴.

Failure to comply with those requirements will lead to rejection of the application.

6. ELIGIBILITY CRITERIA

6.1. Eligible applicants

The call is open to:

- A 'sole' applicant (several legal entities forming together one legal entity or 'sole beneficiary')
- A grouping of entities (consortia), each of which may have affiliated entities.

Proposals may be submitted by any of the following applicants:

- News media companies active in the audiovisual media industry (online or linear)
- Other organisations active in the audiovisual media industry (online or linear)

Natural persons are not eligible except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person. Natural persons cannot assume the role of coordinator of the project.

Affiliated entities

For the purpose of this grant, affiliated entities are legal entities having a legal or capital link with applicants, which is neither limited to the action nor established for the sole purpose of its implementation. These affiliated entities may declare eligible costs as specified in section 11.2. For that purpose, applicants shall identify such affiliated entities in the application form.

Sole applicant

An application may be submitted by **one** applicant (the "sole" applicant), whether established specifically or not for the action, provided that:

⁴ To speed up the evaluation process, proposals could consider to draft the application in English.

- it is formed of several legal entities complying with the eligibility, non-exclusion and selection criteria set out in this call for proposals, and implementing together the proposed action;
- the application identifies the said entities.

For the purpose of declaring eligible costs as specified under section 11.2, the entities composing the "sole" applicant shall be treated as affiliated entities in accordance with Article 187 of the Financial Regulation⁵.

Country of establishment

Only applications from legal entities established in the following countries are eligible:

- EU Member States;
- Candidate countries.

General notice for UK applicants: In conformity with the EU-UK Withdrawal Agreement⁶, the UK and persons or entities established in the UK continue to be eligible to receive Union funds under actions carried out in direct, indirect or shared management, which implement Union programmes and activities committed under the MFF 2014-2020 until the closure of those Union programmes and activities. When restrictions apply, these will be clearly specified in the call for proposals.

Applicant requirements

The European Commission expects applicants to gather different news media organisations from at least five EU Member States⁷, including a multicultural editorial team with proven professional credentials.

To be eligible, the applicant(s) must be active in the news media industry, which covers, inter alia, the following industries: audiovisual, multimedia, and press publishing.

Supporting documents

In order to assess the applicants' eligibility, the following supporting documents are requested:

- private entity: extract from the official journal, copy of articles of association, extract
 of trade or association register, certificate of liability to VAT (if, as in certain
 countries, the trade register number and VAT number are identical, only one of these
 documents is required);
- public entity: copy of the resolution, decision or other official document establishing the public-law entity;

⁵ 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 (OJ L 193, 30.7.2018, p.1)

Agreement on the withdrawal of the United Kingdom of Great Britain and Northern Ireland from the European Union and the European Atomic Energy Community

⁷ Referred to countries in which content will be created and/or circulated, as well as to Member State of the applicant.

- natural persons: photocopy of identity card and/or passport; certificate of liability to VAT, if applicable (e.g. some self-employed persons)
- **entities without legal personality:** documents providing evidence that their representative(s) have the capacity to undertake legal obligations on their behalf.

In the case of legal entities forming one applicant (the "sole" applicant), as specified in section 6.1, the above requirements apply to each one of those entities.

6.2. Eligible activities

The following types of activities are eligible under this call for proposals:

- selection, curation, post-production and circulation of audiovisual news media content and factual programming across Europe; cost of production elements serving this objective
- coordination tasks, governance, management and editorial workflows, development, maintenance and enhancement of the platform(s)
- advertising, promotion, awareness- and dissemination actions
- data studies and research directly related to the editorial needs and audience measurements

6.3 Implementation period

- activities should start latest by end January 2021
- the suggested duration of projects is 12 months and should not exceed 16 months

7. EXCLUSION CRITERIA

7.1. Exclusion

The authorising officer shall exclude an applicant from participating in call for proposals procedures where:

- (a) the applicant is bankrupt, subject to insolvency or winding-up procedures, its assets are being administered by a liquidator or by a court, it is in an arrangement with creditors, its business activities are suspended, or it is in any analogous situation arising from a similar procedure provided for under EU or national laws or regulations;
- (b) it has been established by a final judgment or a final administrative decision that the applicant is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the applicable law;
- (c) it has been established by a final judgment or a final administrative decision that the applicant is guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the applicant belongs, or by having engaged in any wrongful intent or gross negligence, including, in particular, any of the following:
 - (i) fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfilment of eligibility

- or selection criteria or in the performance of a contract, a grant agreement or a grant decision;
- (ii) entering into agreement with other applicants with the aim of distorting competition;
- (iii) violating intellectual property rights;
- (iv) attempting to influence the decision-making process of the Commission during the award procedure;
- (v) attempting to obtain confidential information that may confer upon it undue advantages in the award procedure;
- (d) it has been established by a final judgment that the applicant is guilty of any of the following:
 - (i) fraud, within the meaning of Article 3 of Directive (EU) 2017/1371 of the European Parliament and of the Council and Article 1 of the Convention on the protection of the European Communities' financial interests, drawn up by the Council Act of 26 July 1995;
 - (ii) corruption, as defined in Article 4(2) of Directive (EU) 2017/1371 or Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, drawn up by the Council Act of 26 May 1997, or conduct referred to in Article 2(1) of Council Framework Decision 2003/568/JHA, or corruption as defined in the applicable law:
 - (iii) conduct related to a criminal organisation, as referred to in Article 2 of Council Framework Decision 2008/841/JHA;
 - (iv) money laundering or terrorist financing within the meaning of Article 1(3), (4) and (5) of Directive (EU) 2015/849 of the European Parliament and of the Council:
 - (v) terrorist offences or offences linked to terrorist activities, as defined in Articles 1 and 3 of Council Framework Decision 2002/475/JHA, respectively, or inciting, aiding, abetting or attempting to commit such offences, as referred to in Article 4 of that Decision;
 - (vi) child labour or other offences concerning trafficking in human beings as referred to in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council;
- (e) the applicant has shown significant deficiencies in complying with main obligations in the performance of a contract, a grant agreement or a grant decision financed by the Union's budget, which has led to its early termination or to the application of liquidated damages or other contractual penalties, or which has been discovered following checks, audits or investigations by an authorising officer, OLAF or the Court of Auditors;
- (f) it has been established by a final judgment or final administrative decision that the applicant has committed an irregularity within the meaning of Article 1(2) of Council Regulation (EC, Euratom) No 2988/95;
- (g) It has been established by a final judgement or final administrative decision that the applicant has created an entity in a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligations of mandatory application in the jurisdiction of its registered office, central administration or principal place of business;

- (h) it has been established by a final judgement or final administrative decision that an entity has been created with the intent referred to in point (g);
- (i) for the situations referred to in points (c) to (h) above, the applicant is subject to:
 - (i) facts established in the context of audits or investigations carried out by European Public Prosecutor's Office after its establishment, the Court of Auditors, the European Anti-Fraud Office or the internal auditor, or any other check, audit or control performed under the responsibility of an authorising officer of an EU institution, of a European office or of an EU agency or body;
 - (ii) non-final judgments or non-final administrative decisions which may include disciplinary measures taken by the competent supervisory body responsible for the verification of the application of standards of professional ethics;
 - (iii) facts referred to in decisions of persons or entities being entrusted with EU budget implementation tasks;
 - (iv) information transmitted by Member States implementing Union funds;
 - decisions of the Commission relating to the infringement of Union competition law or of a national competent authority relating to the infringement of Union or national competition law; or
 - (vi) decisions of exclusion by an authorising officer of an EU institution, of a European office or of an EU agency or body.

7.2. Remedial measures

If an applicant declares one of the situations of exclusion listed above (see section 7.1), it must indicate the measures it has taken to remedy the exclusion situation, thus demonstrating its reliability. This may include e.g. technical, organisational and personnel measures to correct the conduct and prevent further occurrence, compensation of damage or payment of fines or of any taxes or social security contributions. The relevant documentary evidence which illustrates the remedial measures taken must be provided in annex to the declaration. This does not apply for situations referred in point (d) of section 7.1.

7.3. Rejection from the call for proposals

The authorising officer shall not award a grant to an applicant who:

- (a) is in an exclusion situation established in accordance with section 7.1; or
- (b) has misrepresented the information required as a condition for participating in the procedure or has failed to supply that information; or
- (c) was previously involved in the preparation of documents used in the award procedure where this entails a breach of the principle of equal treatment, including distortion of competition, that cannot be remedied otherwise.

The same exclusion criteria apply to affiliated entities.

Administrative sanctions (exclusion) may be imposed on applicants or affiliated entities where applicable, if any of the declarations or information provided as a condition for participating in this procedure prove to be false.

7.4. Supporting documents

Applicants and affiliated entities must provide an **original "blue ink" signed**⁸ declaration on their honour certifying that they are not in one of the situations referred to in Articles 136(1) and 141 FR, by filling in the relevant form attached to the application form accompanying the call for proposals and available at https://ec.europa.eu/digital-single-market/news-redirect/678346

This obligation may be fulfilled in one of the following ways:

- (i) the coordinator of a consortium signs a declaration on behalf of all applicants and their affiliated entities; OR
- (ii) each applicant in the consortium signs a declaration in its name and on behalf of its affiliated entities; OR
- (iii) each applicant in the consortium and the affiliated entities each sign a separate declaration in their own name.

8. SELECTION CRITERIA

8.1. Financial capacity

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the duration of the grant and to participate in its funding.

The verification of the financial capacity shall not apply to public bodies, including Member States organisations and to International Organisations.

In the event of an application grouping several applicants (consortium), the below thresholds apply to each applicant.

The financial capacity of a single applicant or coordinator will always be assessed based on documents to be provided under point 8.1 b).

The individual applicants' financial capacity will be assessed on the basis of the following supporting documents to be submitted with the application:

- a) Low value grants (\leq EUR 60 000):
 - a declaration on their honour.
- b) Grants > EUR 60 000:
 - a declaration on their honour

AND

- ➤ the profit and loss account as well as the balance sheet for the last two financial years for which the accounts were closed;
- ➤ for newly created entities: the business plan might replace the above documents:
- ➤ the table with the financial figures provided for in Annex to the application form (BS and P&L Financial Capacity Check table), filled in with the relevant statutory accounting figures.

⁸ A hand-written "blue ink" signature is mandatory (electronic signature conform to eIDAS regulation will however be accepted) While scans suffice before the deadline of proposals, the original blue ink versions must be provided before any grant agreement can be signed by the Commission.

- c) Grants for an action > EUR 750 000:
 - (i) the information and supporting documents mentioned in point b) above, and
 - (ii) **an audit report** produced by an approved external auditor certifying the accounts for the last two financial years available, where such an audit report is available or whenever a statutory report is required by law.

If the audit report is not available AND a statutory report is not required by law, a self-declaration signed by the applicant's authorised representative certifying the validity of its accounts for the last two financial years available must be provided.

In the case of legal entities forming **one** applicant (the "sole applicant"), as specified in section 6.1, the above requirements apply to each one of those entities.

On the basis of the documents submitted, if the Authorised Representative Officer of the Commission considers that financial capacity is **weak**, s/he may:

- request further information;
- decide not to give pre-financing;
- decide to give pre-financing paid in instalments;
- decide to give pre-financing covered by a bank guarantee (see section 11.7.2 below);
- where applicable, require the joint and several financial liability of all the cobeneficiaries.

If the Authorised Representative Officer of the Commission considers that the <u>financial</u> <u>capacity is **insufficient**, s/he will reject the application.</u>

8.2. Operational capacity

Applicants must have the professional competencies as well as appropriate qualifications necessary to complete the proposed action. Applicants must have proven knowledge and current activity in the fields of the news media industries, and in particular the production and distribution of audiovisual news content and programming through digital means.

In this respect, applicants have to submit a declaration on their honour, and the following supporting documents:

- curriculum vitae or description of the profile of the people primarily responsible for managing and implementing the operation, and in particular of those involved in the project's editorial workflows and controls (accompanied where appropriate by a list of relevant publications);
- the organisation's activity reports;
- an exhaustive lists of previous projects and activities performed and connected to the policy field of a given call or to the actions to be carried out;
- a description of the technical equipment, tools or facilities and patents at the disposal of the applicant;
- an inventory of natural or economic resources involved in the project.

In the event of an application grouping several applicants (consortium), the above requirements shall apply to the combined capacity of all members of the consortium.

Combined capacity means that individually, each member of the consortium should comply with the criteria corresponding to its task in the project.

In the case of legal entities forming **one** applicant (the "sole" applicant), as specified in section 6.1, the above requirements apply to each one of those entities.

9. AWARD CRITERIA

Eligible applications/projects will be assessed on the basis of the following criteria:

Award criterion	Maximum score	Threshold
 The relevance of the project and its expected results to the objectives of the call, concerning: Professional quality, quantity and diversity of 	60	36
the proposed content, including appropriate editorial and curation arrangements, and European added value; • General Union interest of the project in terms of cross-border aggregation and circulation, language diversity and geographic and social coverage; • The expected reach through multipliers and quality of the underlying platform, including the expected ability to engage with audiences and estimated impact.		
• Efficient use of financial resources; rationality of the methodology, organisation and governance of the project and credibility of editorial workflows.	30	18
• The innovation potential, as well as potential sustainability and scalability of the proposed models, also in relation with the underlying delivery platform.	10	6
TOTAL	100	60

Minimum score per criterion (threshold): Proposals scoring less than the indicated minimum score for any award criterion will be considered of insufficient quality and rejected.

Minimum total score (threshold): Proposals with a total score of **less than 60 points** at the end of the evaluation process will be considered of insufficient quality and rejected.

10. LEGAL COMMITMENTS

In the event of a grant awarded by the Commission, a grant agreement, drawn up in euro and detailing the conditions and level of funding, will be sent to the applicant, as well as the information on the procedure to formalise the agreement of the parties.

Two copies of the original agreement must be signed first by the legal representative⁹ (person authorised to sign the agreement) of the coordinator on behalf of the consortium and returned to the Commission immediately. The Commission will sign it last.¹⁰

The applicants understand that submission of a grant application implies acceptance of the general conditions attached to this call for proposals in Annex II to the model grant agreement. These general conditions bind the beneficiary to whom the grant is awarded and shall constitute an annex to the grant agreement.

11. FINANCIAL PROVISIONS

11.1. Form of the grant

11.1.1 Reimbursement of costs actually incurred ¹¹

The grant will be defined by applying a maximum co-financing rate of 70% to the eligible costs <u>actually</u> incurred and declared by the beneficiary and its affiliated entities.

Sub-contracting costs shall not exceed 10% of the total eligible direct cost of the action.

Financial support to third party shall not exceed 5% of the total eligible direct cost of the action.

Indirect costs: on the basis of a flat-rate of maximum 7% of the eligible direct costs, excluding direct costs of subcontracting and direct costs of financial support to third parties.

For details on eligibility of costs, please refer to section 11.2.

11.2. Eligible costs¹²

Eligible costs shall meet all the following criteria:

- they are incurred by the beneficiary.
- they are incurred during the duration of the action, with the exception of costs relating to final reports and audit certificates;
 - o The period of eligibility of costs will start as specified in the grant agreement.
 - o If a beneficiary can demonstrate the need to start the action before the agreement is signed, the costs eligibility period may start before that signature. Under no circumstances can the eligibility period start before the date of submission of the grant application.
- they are indicated in the estimated budget of the action;

⁹ The Commission reserves the right to ask the proof of appointment

¹¹ See point (i) of Article I.3.2(a) of the model grant agreement

¹² Article II.19.1 of the Model Grant Agreement

- they are necessary for the implementation of the action which is the subject of the grant;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost accounting practices of the beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified, and comply with the principle of sound financial management, in particular regarding economy and efficiency.

The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the action/project with the corresponding accounting statements and supporting documents.

The same criteria apply to costs incurred by the affiliated entities.

Eligible costs may be direct or indirect.

11.2.1. Eligible direct costs ¹³

The eligible direct costs for the action are the costs which:

with due regard to the conditions of eligibility set out above, are identifiable as specific costs directly linked to the performance of the action and which can therefore be booked to it directly, such as:

(a) the costs of personnel working under an employment contract with the beneficiary or an equivalent appointing act and assigned to the action, provided that these costs are in line with the beneficiary's usual policy on remuneration.

Those costs include actual salaries plus social security contributions and other statutory costs included in the remuneration. They may also comprise additional remunerations, including payments on the basis of supplementary contracts regardless of the nature of those contracts, provided that they are paid in a consistent manner whenever the same kind of work or expertise is required, independently from the source of funding used;

The costs of natural persons working under a contract with the beneficiary other than an employment contract or who are seconded to the beneficiary by a third party against payment may also be included under such personnel costs, provided that the following conditions are fulfilled:

- (i) the person works under conditions similar to those of an employee (in particular regarding the way the work is organised, the tasks that are performed and the premises where they are performed);
- (ii) the result of the work belongs to the beneficiary (unless exceptionally agreed otherwise); and
- (iii) the costs are not significantly different from the costs of staff performing similar tasks under an employment contract with the beneficiary;

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¹³ Article II.19.2 of the Model Grant Agreement

The recommended methods for the calculation of direct personnel costs are provided in Appendix.

- (b) costs for the work of volunteers up to the limit of 50 % of the overall Union and other co-financing of the action; NOT APPLICABLE
- (c) costs of travel and related subsistence allowances, provided that these costs are in line with the beneficiary's usual practices on travel;
- (d) the depreciation costs of equipment or other assets (new or second-hand) as recorded in the beneficiary's accounting statements, provided that the asset:
 - (i) is written off in accordance with the international accounting standards and the beneficiary's usual accounting practices; and
 - (ii) has been purchased in accordance with the rules on implementation contracts laid down in the grant agreement, if the purchase occurred within the implementation period;

The costs of renting or leasing equipment or other assets are also eligible, provided that these costs do not exceed the depreciation costs of similar equipment or assets and are exclusive of any finance fee;

Only the portion of the equipment's depreciation, rental or lease costs corresponding to the implementation period and the rate of actual use for the purposes of the action may be taken into account when determining the eligible costs. By way of exception, the full cost of purchase of equipment may be eligible under the Special Conditions, if this is justified by the nature of the action and the context of the use of the equipment or assets;

- (e) costs of consumables and supplies, provided that they:
 - (i) are purchased in accordance with the rules on implementation contracts laid down in the grant agreement; and
 - (ii) are directly assigned to the action;
- (f) costs arising directly from requirements imposed by the Agreement (dissemination of information, specific evaluation of the action, audits, translations, reproduction), including the costs of requested financial guarantees, provided that the corresponding services are purchased in accordance with the rules on implementation contracts laid down in the grant agreement;
- (g) costs derived from subcontracts, provided that specific conditions on subcontracting as laid down in the grant agreement are met¹⁴;
- (h) costs of financial support to third parties, provided that the conditions laid down in the grant agreement are met¹⁵; (see section 11.8.d)
- (i) duties, taxes and charges paid by the beneficiary, notably value added tax (VAT), provided that they are included in eligible direct costs, and unless specified otherwise in the grant agreement.

Article II.17 of the Model Grant Agreement

15 Article II.12 of the Model Grant Agreement

¹⁴ Article II.11 of the Model Grant Agreement

11.2.2. Eligible indirect costs (overheads)¹⁶

Indirect costs are costs that are not directly linked to the action implementation and therefore cannot be attributed directly to it.

A flat-rate amount of maximum 7% of the total eligible direct costs of the action, <u>excluding</u> direct costs of subcontracting and direct costs of financial support to third parties, is eligible as indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the action/project.

Indirect costs may not include costs entered under another budget heading.

Applicants' attention is drawn to the fact that if they are receiving an operating grant financed by the EU or Euratom budget, they may not declare indirect costs for the period(s) covered by the operating grant, unless they can demonstrate that the operating grant does not cover any costs of the action.

In order to demonstrate this, in principle, the beneficiary should:

- a. use *analytical cost accounting that allows to separate all costs* (*including overheads*) attributable to the operating grant and the action grant. For that purpose the beneficiary should use *reliable accounting codes and allocation keys* ensuring that *the allocation* of the costs is done in *a fair, objective and realistic way*.
- b. record separately:
 - all costs incurred for the operating grants (i.e. personnel, general running costs and other operating costs linked to the part of its usual annual activities), and
 - all costs incurred for the action grants (including the actual indirect costs linked to the action)

If the operating grant covers the entire usual annual activity and budget of the beneficiary, the latter is not entitled to receive any indirect costs under the action grant.

11.3. Ineligible costs ¹⁷

The following items are not considered as eligible costs:

- a) return on capital and dividends paid by a beneficiary;
- b) debt and debt service charges;
- c) provisions for losses or debts;
- d) interest owed;
- e) doubtful debts:
- f) exchange losses;
- g) costs of transfers from the Commission charged by the bank of a beneficiary;
- h) costs declared by the beneficiary under another action receiving a grant financed from the Union budget. Such grants include grants awarded by a Member State and financed from the Union budget and grants awarded by bodies other than the

¹⁶ Article II.19.3 of the Model Grant Agreement

¹⁷ Article II.19.4 of the Model Grant Agreement

Commission for the purpose of implementing the Union budget. In particular, beneficiaries receiving an operating grant financed by the EU or Euratom budget cannot declare indirect costs for the period(s) covered by the operating grant, unless they can demonstrate that the operating grant does not cover any costs of the action.

- i) contributions in kind from third parties;
- j) excessive or reckless expenditure;
- k) deductible VAT.

11.4. Eligible costs that may be covered by the single lump sum

NOT APPLICABLE

11.5. Balanced budget

The estimated budget of the action must be attached to the application form. It must have revenue and expenditure in balance.

The budget must be drawn up in euros.

Applicants for whom costs will not be incurred in euros should use the exchange rate published in the Official Journal of the European Union

The applicant must ensure that the resources which are necessary to carry out the action are not entirely provided by the EU grant.

Co-financing of the action may take the form of:

- the beneficiary's own resources,
- income generated by the action,
- financial contributions from third parties.

11.6. Calculation of the final grant amount

The final amount of the grant is calculated by the Commission at the time of the payment of the balance. The calculation involves the following steps:

Step 1 — Application of the reimbursement rate to the eligible costs

The amount under step 1 is obtained by applying the reimbursement rate specified in section 11.1.1 to the eligible costs actually incurred and accepted by the Commission.

Step 2 — Limit to the maximum amount of the grant

The total amount paid to the beneficiaries by the Commission may in no circumstances exceed the maximum amount of the grant as indicated in the grant agreement. If the amount obtained following Step 1 is higher than this maximum amount, the final amount of the grant is limited to the latter.

Step 3 — Reduction due to the no-profit rule

'Profit' means the surplus of receipts over the total eligible costs of the action, where receipts are the amount obtained following Steps 1 and 2 plus the revenue generated by the action for beneficiaries and affiliated entities other than non-profit organisations.

In-kind and financial contributions by third parties are not considered receipts.

The total eligible costs of the action are the consolidated total eligible costs approved by the Commission. The revenue generated by the action is the consolidated revenue established, generated or confirmed for beneficiaries and affiliated entities other than non-profit organisations on the date on which the request for payment of the balance is drawn up.

If there is a profit, it will be deducted in proportion to the final rate of reimbursement of the actual eligible costs of the action approved by the Commission.

Step 4 — Reduction due to improper implementation or breach of other obligations

The Commission may reduce the maximum amount of the grant if the action has not been implemented properly (i.e. if it has not been implemented or has been implemented poorly, partially or late), or if another obligation under the Agreement has been breached.

The amount of the reduction will be proportionate to the degree to which the action has been implemented improperly or to the seriousness of the breach.

11.7. Reporting and payment arrangements

11.7.1 Payment arrangements

The beneficiary may request the following payments provided that the conditions of the grant agreement are fulfilled (e.g. payment deadlines, ceilings, etc.). The payment requests shall be accompanied by the documents provided below and detailed in the grant agreement:

Payment request	Accompanying documents
A pre-financing payment corresponding to 30% of the maximum grant amount	financial guarantee (see section 11.7.2) ¹⁸
One interim payment: For the purpose of determining the amount due as interim payment, the reimbursement rate to be applied to the eligible costs approved by the Commission shall be maximum 70 %. The total amount of pre-financing and interim payments shall not exceed 70% of the maximum grant amount.	 (a) interim technical report (b) interim financial statement (c) a certificate on the financial statements and underlying accounts¹⁹
Payment of the balance The Commission will establish the amount of this payment on the basis of the calculation of the final grant amount (see section 11.6 above). If the total of earlier payments is higher than	 (a) final technical report (b) final financial statement (c) summary financial statement aggregating the financial statements already submitted previously and indicating the

¹⁸ The decision on the request of a financial guarantee will be taken by the Authorised Representative Officer of the Commission in line with the financial capacity assessment (section 8.1)

¹⁹ The decision on the request for certificates on the financial statements and the threshold will be taken by the Authorised Representative Officer of the Commission during the evaluation of the proposal.

the final grant amount, the beneficiary will be required to reimburse the amount paid in excess by the Commission through a recovery order. receipts

(d) a certificate on the financial statements and underlying accounts²⁰

One interim payment is foreseen mid-term of the project

In case of a weak financial capacity, section 8.1 above applies.

11.7.2 Pre-financing guarantee

A pre-financing guarantee for up to the same amount as the pre-financing may be requested in order to limit the financial risks linked to the pre-financing payment.

The financial guarantee, in euro, shall be provided by an approved bank or financial institution established in one of the EU Member States. When the beneficiary is established in a third country, the Commission may agree that a bank or financial institution established in that third country may provide the guarantee if it considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State. Amounts blocked in bank accounts shall not be accepted as financial guarantees.

The guarantee may be replaced by:

- a joint and several guarantee by a third party or,
- a joint guarantee of the beneficiaries of an action who are parties to the same grant agreement.

The guarantee shall be released as the pre-financing is gradually cleared against interim payments or the payment of the balance, in accordance with the conditions laid down in the grant agreement.

11.8. Other financial conditions

a) Non-cumulative award

An action may only receive one grant from the EU budget.

Under no circumstances shall the same costs be financed twice by the Union budget. To ensure this, applicants shall indicate in the grant application the sources and amounts of Union funding received or applied for the same action or part of the action or for its (the applicant's) functioning during the same financial year as well as any other funding received or applied for the same action.

b) Non-retroactivity

No grant may be awarded retrospectively for actions already completed.

²⁰ The decision on the request for certificates on the financial statements and the threshold will be taken by the Authorised Representative Officer of the Commission during the evaluation of the proposal.

A grant may be awarded for an action which has already begun only where the applicant can demonstrate in the grant application the need to start the action before the grant agreement is signed.

In such cases, costs eligible for financing may not have been incurred prior to the date of submission of the grant application.

c) Implementation contracts/subcontracting ²¹

Where the implementation of the action requires the award of procurement contracts (implementation contracts), the beneficiary may award the contract in accordance with its usual purchasing practices provided that the contract is awarded to the tender offering best value for money or the lowest price (as appropriate), avoiding conflicts of interest.

The beneficiary is expected to clearly document the tendering procedure and retain the documentation in the event of an audit.

Beneficiaries may subcontract tasks forming part of the action. If they do so, they must ensure that, in addition to the above-mentioned conditions of best value for money and absence of conflicts of interests, the following conditions are also complied with:

- a) subcontracting does not cover core tasks of the action;
- b) recourse to subcontracting is justified because of the nature of the action and what is necessary for its implementation;
- c) the estimated costs of the subcontracting are clearly identifiable in the estimated budget;
- d) any recourse to subcontracting, if not provided for in description of the action, is communicated by the beneficiary and approved by the Commission. The Commission may grant approval:
 - (i) before any recourse to subcontracting, if the beneficiaries requests an amendment
 - (ii) after recourse to subcontracting if the subcontracting:
 - is specifically justified in the interim or final technical report and
 - does not entail changes to the grant agreement which would call into question the decision awarding the grant or be contrary to the equal treatment of applicants;
- e) the beneficiaries ensure that certain conditions applicable to beneficiaries, enumerated in the grant agreement (e.g. visibility, confidentiality, etc.), are also applicable to the subcontractors.

d) Financial support to third parties ²²

The applications may envisage provision of financial support to third parties. In such case the applications must include:

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²¹ Articles II.10 and II.11 of the Model Grant Agreement

²² Article II.12 of the Model Grant Agreement

- an exhaustive list of the types of activities for which a third party may receive financial support
- the definition of the persons or categories of persons which may receive financial support
- the criteria for awarding financial support the maximum amount to be granted to each third party and the criteria for determining it

The amount of financial support per third party must not exceed EUR 10 000. In addition, the total amount of financial support to third parties must not exceed 5% of the total eligible direct costs of the action.

12. Publicity

12.1. By the beneficiaries

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used.

In this respect, beneficiaries are required to give prominence to the name and emblem of the European Commission on all their publications, posters, programmes and other products realised under the co-financed project.

The EU is not responsible for the views displayed in the publications and/or in conjunction with the activities for which the grant is used.

12.2. By the Commission

With the exception of scholarships paid to natural persons and other direct support paid to natural persons in most need, all information relating to grants awarded in the course of a financial year shall be published on an internet site of the European Union institutions no later than the 30 June of the year following the financial year in which the grants were awarded.

The Commission will publish the following information:

- name of the beneficiary;
- address of the beneficiary when the latter is a legal person, region when the beneficiary is a natural person, as defined on NUTS 2 level²³ if he/she is domiciled within the EU or equivalent if domiciled outside the EU;
- subject of the grant;
- amount awarded.

Upon a reasoned and duly substantiated request by the beneficiary, the publication shall be waived if such disclosure risks threatening the rights and freedoms of individuals concerned as protected by the Charter of Fundamental Rights of the European Union or harm the commercial interests of the beneficiaries.

²³ Commission Regulation (EC) No 105/2007 of 1 February 2007 amending the annexes to Regulation (EC) No 1059/2003 of the European Parliament and of the Council on the establishment of a common classification of territorial units for statistics (NUTS), OJ L39, 10.2.2007, p.1.

13. PROCESSING OF PERSONAL DATA

The reply to any call for proposals involves the recording and processing of personal data (such as name, address and CV).

If processing your reply to the call for proposals involves the recording and processing of personal data (such as your name, address and CV), such data will be processed pursuant to Regulation (EU) 2018/1725 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC.

Unless indicated otherwise, any personal data requested are required to evaluate your application in accordance with the call for proposals will be processed solely for that purpose by Directorate-General for Communications Networks, Content and Technology (CNECT) - Unit I.3 (Media Policy- Audiovisual Industry and Media Support Programmes).

Details concerning the processing of your personal data are available on the privacy statement at https://ec.europa.eu/info/data-protection-public-procurement-procedures_en.

Your personal data may be registered in the Early Detection and Exclusion System (EDES) if you are in one of the situations mentioned in Article 136 of the Financial Regulation. For more information, see the Privacy Statement for the database of EDES at http://ec.europa.eu/budget/library/explained/management/protecting/privacy_statement_edes_en.pdf

14. PROCEDURE FOR THE SUBMISSION OF PROPOSALS

Proposals must be submitted by the deadline set out under section 3.

No modification to the application is allowed once the deadline for submission has elapsed. However, if there is a need to clarify certain aspects or to correct clerical mistakes, the Commission may contact the applicant during the evaluation process.

Applicants will be informed in writing about the results of the selection process.

The Mandatory Grant Application Form and other mandatory documents to be completed are available at https://ec.europa.eu/digital-single-market/news-redirect/678346

Applications **must** be submitted in the correct form, duly completed and dated. The application must be submitted in **one original paper copy** (no additional paper copies required) signed by the person authorised to enter into legally binding commitments on behalf of the applicant organisation.

Where applicable, additional information considered necessary by the applicant may be included as an annex (brochures, etc.), but assessment will be based on information included in the application form (therefore please limit the number and size of additional documents and attachments).

An electronic version (pdf) of the application form and all documents on USB stick must be provided together with the printed original requested. The electronic version (pdf) of the Grant Application Form must not be a scan of the paper version but must be searchable.

Applications **must** be sent to the following address:

European Commission

Directorate General Communication Networks, Content and Technology

Directorate I – Unit I3- Audiovisual Industry and Media Support Programmes

For the attention of the Head of Unit

Office: BU25 05/130 B-1049 Brussels Belgium

- **by post**²⁴ (evidence will be constituted by the postmark), or
- **by courier service** (evidence will be constituted by date of deposit slip)
- by hand-delivery. It is compulsory for security reasons to address it to the central mail department of the Commission as follows:

European Commission
Directorate-General for Communications Networks, Content & Technology
Directorate I – Unit i3 – Audiovisual Industry and Media Support Programmes
Avenue du Bourget, 1
B-1140 BRUSSELS (Evere)
Belgium

In this case, proof of submission of the proposal will take the form of a receipt signed and dated by the official of the Commission's central mail department who takes delivery of the documents. The department is open from 08.00 to 17.00 on Mondays to Thursdays and from 08.00 to 16.00 on Fridays. It is closed on Saturdays, Sundays and Commission holidays, or

In addition to the above:

- applicants **must** send an **e-mail** before the deadline set out under section 3 to the following email address: <u>CNECT-MULTIMEDIA-ACTIONS@ec.europa.eu</u> to inform us about your submission on paper.

Applications sent by fax or by email will not be accepted.

Please refer to the "Checklist" at the end of the Grant Application Form for the summary of documents to provide, format (searchable pdf, pdf scan, excel) and support (Original paper, copy or USB)

Contacts

Questions and requests for clarification may be sent in English to <u>CNECT-MULTIMEDIA-ACTIONS@ec.europa.eu</u> with a reference to the Call's title and number.

The Commission is not bound to reply to requests for additional information received less than six 6 working days before the deadline for submitting applications set in section 3.

Questions will be gathered and published anonymously in the FAQs section on https://ec.europa.eu/digital-single-market/news-redirect/678346

²⁴ Applicants are advised to keep the payment receipt with date and time from the post office in order to be able to prove that the proposal has been sent within the deadline

> Annexes:

- Grant application form and its annexes
 - o Checklist of documents to be provided
 - o Estimated budget form
 - o Legal entity form
 - o Bank account form
 - o BS and P&L Financial Capacity Check table
- Model Declaration of honour
- Model grant agreement and its annexe II

(e-signed)
 Griet VAN CAENEGEM
 Authorising Officer by sub-delegation
 Directorate I

Appendix

Specific conditions for direct personnel costs

1. Calculation

The ways of calculating eligible direct personnel costs laid down in points (a) and (b) below are recommended and accepted as offering assurance as to the costs declared being actual.

The Commission may accept a different method of calculating personnel costs used by the beneficiary, if it considers that it offers an adequate level of assurance of the costs declared being actual.

a) for persons working exclusively on the action:

{monthly rate for the person

multiplied by

number of actual months worked on the action}

The months declared for these persons may not be declared for any other EU or Euratom grant.

The **monthly rate** is calculated as follows:

{annual personnel costs for the person

divided by 12}

using the personnel costs for each full financial year covered by the reporting period concerned.

If a financial year is not closed at the end of the reporting period, the beneficiaries must use the monthly rate of the last closed financial year available;

b) for persons working part time on the action

(i) If the person is assigned to the action at a fixed pro-rata of their working time:

{monthly rate for the person multiplied by pro-rata assigned to the action }

multiplied by

number of actual months worked on the action}

The working time pro-rata declared for these persons may not be declared for any other EU or Euratom grant.

The monthly rate is calculated as above.

(ii) In other cases:

{hourly rate for the person multiplied by number of actual hours worked on the action}

or

{daily rate for the person multiplied by number of actual days worked on the action}

(rounded up or down to the nearest half-day)

The number of actual hours/days declared for a person must be identifiable and verifiable.

The total number of hours/days declared in EU or Euratom grants, for a person for a year, cannot be higher than the annual productive hours/days used for the calculations of the hourly/daily rate. Therefore, the maximum number of hours/days that can be declared for the grant are:

{number of annual productive hours/days for the year (see below)

minus

total number of hours and days declared by the beneficiary, for that person for that year, for other EU or Euratom grants}.

The 'hourly/daily rate' is calculated as follows:

{annual personnel costs for the person

divided by

number of individual annual productive hours/days} using the personnel costs and the number of annual productive hours/days for each full financial year covered by the reporting period concerned.

If a financial year is not closed at the end of the reporting period, the beneficiaries must use the hourly/daily rate of the last closed financial year available.

The 'number of individual annual productive hours/days' is the total actual hours/days worked by the person in the year. It may not include holidays and other absences (such as sick leave, maternity leave, special leave, etc). However, it may include overtime and time spent in meetings, trainings and other similar activities.

2. Documentation to support personnel costs declared as actual costs

For <u>persons working exclusively on the action</u>, where the direct personnel costs are calculated following **point** (a), the beneficiaries must keep time records for the number of hours/days declared. The time records must be in writing and approved by the persons working on the action and their supervisors, at least monthly.

For <u>persons assigned to the action at a fixed pro-rata of their working time</u>, where the direct personnel costs are calculated following **point** (b)(i), the beneficiaries must keep time records for the number of hours/days declared. The time records must be in writing and approved by the persons working on the action and their supervisors, at least monthly.

For <u>persons working part time on the action</u>, where direct personnel costs are calculated following **point** (b)(ii), the beneficiaries must keep **time records** for the number of hours/days declared. The time records must be in writing and approved by the persons working on the action and their supervisors, at least monthly.

In the absence of reliable time records of the hours worked on the action, the Commission may accept alternative evidence supporting the number of hours/days declared, if it considers that it offers an adequate level of assurance.