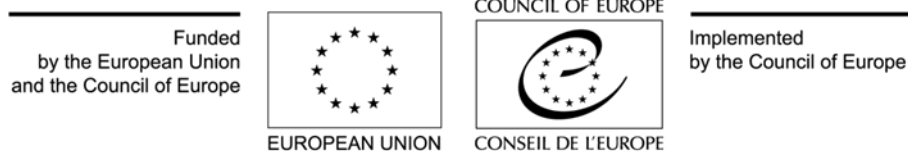


## Routes4U Project



## CALL FOR PROPOSALS

Routes4U grant for tourism products and services by the Cultural Routes to promote the cultural heritage of the  
Baltic Sea Region  
Cultural Routes grant 2016CE160AT111/support for the Baltic Sea Region

<b>Project</b>	Routes4U – Fostering regional development through transnational cultural routes, heritage policies and practices
<b>Awarding entity</b>	Council of Europe
<b>Funding</b>	One grant of maximum 10.000EUR
<b>Duration</b>	Projects shall be implemented by 01 March 2020. Reporting requirements shall be completed by 01 April 2020.
<b>Estimated starting date</b>	15 October 2019
<b>Issuance date</b>	28 June 2019
<b>Deadline for applications</b>	09 September 2019

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## APPENDICES:

- Appendix I - Application Form
- Appendix II - Provisional budget (Template)
- Appendix III - Template Grant Agreement (for information only)

### HOW TO APPLY?

1. Complete and sign the **Application Form** (See **Appendix I**)
  2. Attach a provisional budget (using the template reproduced in **Appendix II**)
  3. Attach the other supporting documents:
    - Visibility and marketing plan ;
    - Table of indicators and data to measure the outcome of the activity
- Send these signed documents in electronic form to the following e-mail address: routes4u@coe.int. Emails should contain the following reference in subject: EUSBSR tourism products grant.
  - Applications must be received **before 09 September 2019 (at 6pm CET)**.

## **I. INTRODUCTION**

This call for proposals is launched in the framework of the Council of Europe-European Union Joint Programme “Routes4U - Fostering regional development through transnational Cultural Routes, heritage policies and practices”. It aims to co-fund projects which cross one of the four macro-regions aimed at creating tourism products and services. These products and services should display the heritage along the Cultural Routes of the Council of Europe/priority cultural routes projects and promote the macro-regional identity of the Baltic Sea Region.

The creation of specific tourism products, in the framework of the present call for proposals must address the priorities of the European Union Strategy for the Baltic Sea Region (EUSBSR):

The implementation of the EU Strategy for the Baltic Sea Region (EUSBSR) is based on three overall objectives, which are reflected by the Action Plan of the EUSBSR: “Save the sea”, “Connect the region” and “Increase prosperity”. Under “Increase prosperity”, two Policy Areas deal with the topic of tourism and culture.

Policy Area (PA) ‘Tourism’ aims at facilitating networking and clustering of tourism stakeholders for example by strengthening the Baltic Sea Tourism Forum Process and promoting the establishment of a Baltic Sea Tourism Centre. PA Tourism also aims at mobilizing the full potential for sustainable tourism of the Baltic Sea region by facilitating coordination with stakeholders through joint workshops and by stepping up communication.

Policy Area (PA) ‘Culture’ aims at promoting the Baltic Sea Region cultural and creative industries by encouraging creative entrepreneurship, as well as promoting and presenting Baltic Sea Region culture using the innovative force of culture for societal development. PA Culture also focuses on preserving and presenting the Baltic Sea Region cultural heritage and strengthening the cultural identity of the Region, as well as developing an efficient framework for Baltic Sea Region cultural cooperation.

Against this background, the tourism products to be created in the framework of the present call for proposals must be based on knowledge, skills and heritage assets which are representative for the Baltic Sea Region.

Project proposals shall aim to produce an added value to the programme of the Cultural Routes of the Council of Europe and to the macro-regional strategy EUSBSR.

## **II. BACKGROUND INFORMATION ON THE COUNCIL OF EUROPE-EUROPEAN UNION JOINT PROGRAMME**

The purpose of Routes4U is to:

1. Strengthen sustainable regional development in line with the objectives of the four EU macro-regional strategies through the Cultural Routes of the Council of Europe;
2. Enhance the cultural cooperation between local, macro-regional and international stakeholders of the four EU macro-regional strategies;
3. Reinforce the participation of the civil society in the protection and promotion of cultural heritage as a resource for sustainable development.

In particular, it aims to:

1. Foster sustainable growth in the tourism and cultural sector through the Cultural Routes in the EU macro-regions and in line with each macro-regional strategy recommendations (mono macro-regional approach);
2. Strengthen the macro-regional strategies;
3. Promote and protect transnational heritage through strengthening existing Cultural Routes and creating new cultural routes in the EU macro-regions;
4. Improve the visibility of the Cultural Routes of the Council of Europe in the EU macro-regions, as well as the common identity and visibility of the EU macro-regional strategies.

Project partners include stakeholders of the macro-regional strategies of the European Union and the Cultural Routes of the Council of Europe.

### **III. BUDGET AVAILABLE**

The indicative available budget under the four call for proposals for EUSAIR, EUSALP, EUSBSR and EUSDR is 40 000 Euros (forty thousand Euros). The Council of Europe intends to award, under the four calls for the Adriatic and Ionian, the Alpine, the Baltic Sea and the Danube macro-regions, four grants in total, one per macro-region, each grant of a maximum amount of 10 000 Euros (ten thousand Euros).

Subject to availability of funds and extension of the Project initial duration, the Council of Europe reserves the right not to award all available funds, and/or to redistribute the available funds in a different manner depending on the project proposals received and on the outcome of the call for proposals.

### **IV. REQUIREMENTS**

#### **1. General objective**

The grant will fund the creation of tourism products, which should display the heritage along the Cultural Routes of the Council of Europe/priority cultural routes projects and promote the macro-regional identity of the Baltic Sea Region.

The tourism products must be in line with the EUSBSR-objectives to mobilize the full potential for sustainable tourism of the Baltic Sea Region, and to promote the Baltic Sea Region cultural and creative industries by encouraging creative entrepreneurship, as well as promoting and presenting Baltic Sea Region culture using the innovative force of culture for societal development.

The tourism products must be produced by local SMEs based in the Baltic Sea Region, they must be priced and sold through distribution channels in at least three countries of the Baltic Sea Region.

The tourism products and the SMEs producing them must attain high and specific quality standard, which the grantee must define in details.

The tourism products must be in line with the recommendations on the implementation of the branding strategy for EUSBSR that is currently developed in the framework of Routes4U.

The tourism products must comply with the visibility clauses and the requirements on the use of the logo "Cultural Route of the Council of Europe" and the logo of EUSBSR.

#### **2. Means of action**

Projects may include tourism products<sup>1</sup> that are representative for the macro-regional heritage and thus contribute to the macro-regional cultural identity, in the form of cultural or hand-made resources, e.g.

- agricultural products such as olive oil;
- natural products such as amber;
- creative products such as pottery;
- informative products such as info centres, info boxes, books, audio guides, apps;
- tourism packages (services or activities) (e.g. biking, hiking, guided sightseeing, boat tour, horses/donkeys rides...);
- any other tourism product that contributes to the promotion of the heritage of the Baltic Sea Region.

The application must entail the creation of at least ten tourism products produced and distributed at least three countries of the Baltic Sea Region.

The project proposal must entail not only the creation of the tourism products, but also their distribution: the grantee is requested to prepare a visibility and marketing plan outlining the distribution channels and the strategy for promoting the products sale.

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<sup>1</sup> As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle".

Tourism packages and resources must be marketable; tourism packages must be bookable on a website and be promoted by stakeholders from the tourism sector (e.g. tourism agencies, tourism offices, tourism operators, tourist guides).

### **3. Implementation period**

The implementation period of the projects should start on 15 October 2019 (see indicative timetable under VIII. below) and shall not extend beyond 1 March 2020.

By 1 March 2020 the grantee must transmit to Routes4U ([routes4u@coe.int](mailto:routes4u@coe.int)) the list of all the products and/or services created through the grant.

Reporting requirements shall be completed on 1 April 2020 **at the latest**.

Projects completed prior to the date of submission of the applications will be automatically excluded. As regard projects started prior to the date of submission of the applications, or prior to the date of signature of the grant agreement, only those costs incurred after the date of submission of the grant application could be eligible (provided the agreement concerned so provides).

### **4. Target stakeholders**

The Project should target in particular the travellers in the Baltic Sea Region.

The grantee should create and market the tourism products in cooperation with:

- Economic stakeholders: Small and medium-sized enterprises, chambers of commerce...
- Tourism stakeholders: Tourism agencies, tourism offices, tourism operators, tourist guides...
- Cultural stakeholders: Cultural centres, museums, festivals, artists...

The above list is not exhaustive and projects may propose to target other relevant stakeholders, while keeping in mind the general objective of the Project.

### **5. Budgetary requirements**

Project proposals shall be accompanied by a draft budget (See **Template Budget, in Appendix II**) amounting to a maximum of 10.000€ (ten thousand Euro). The estimated budget must be consistent, accurate, clear, complete and cost-effective, in the light of the activities proposed.

In line with the principle of co-financing, the Council should not finance the entire cost of the action, the project or a fortiori the grantee's operations. The grantee must contribute to the financing by means of other resources, whether its own or deriving from third parties. The contribution by the grantee may take the form of human resources, contributions in-kind or income generated by the action or project (Article 2.3.2). Contributions in-kind may take the form of moveable or immoveable, tangible or intangible assets.

The grantee is requested to indicate in the application form how it commits to contribute by means of an in-kind contribution, or by means of a financial contribution: the amount and the currency of the contribution shall be indicated in the budget table (line 9).

The lines 12-56 of the budget table must refer exclusively to the expenditures foreseen to be covered through the grant. Staff costs have to be reasonable and should not exceed 30% of the overall budget.

### **6. The following types of action will not be considered**

- Projects/actions providing financial support to third parties (re-granting schemes);
- Projects/actions concerning only or mainly individual scholarships for studies or training courses;
- Projects/actions supporting political parties;
- Events/conferences/meetings

## 7. Funding conditions

The funds for each grant should in principle be distributed as follows:

- 80% will be paid when the Grant Agreement between the two parties is signed;
- the balance will be paid based on actual expenditures incurred, and after the presentation and acceptance by the Council of Europe of the final narrative and financial reports for the Grant implementation.

## 8. Reporting requirements

- **narrative reporting** requires a full narrative report on the use made of the grant and a copy of the register of the persons present during each of the activities, including names and signatures of participants;
- **financial reporting** requires in particular a statement in the currency in which the Grant Agreement will be concluded (Euros or local currency), in English, stating the payments made for the implementation of the activities, certified by the responsible financial officer of the Grantee, accompanied by “appropriate original supporting documents” (see below). The Council of Europe reserves the right to ask for summary translations of invoices into English. If for legal reasons the original documents must be retained by the Grantee, certified copies must be submitted with the financial statement.

“Appropriate original supporting documents” refers to signed contracts, invoices and acceptances of work (for all transactions), payment authorisation for all transactions should also be provided in case the Grantee uses such practice, and reliable evidence of payment (authorised payment order and bank statement).

As regards round tables / conferences, presenting “appropriate original supporting documents” requires presentation of a programme indicating the title, dates, venue, and agenda of the event; the names of persons facilitating the event, a signed list of participants, the contracts with the owner of venue of the event (e.g. hotel) for the rent of premises, food and beverages of participants, invoices from the owner of the venue of the event for the above services, and a report on the results of the event (see narrative reporting above).

As regards consultancy services, presenting “appropriate original supporting documents” requires presentation of evidence of the outputs produced, contracts with experts and consultants containing a specific description of services to be carried out, invoices produced after the works have been performed and delivered (the specialities of the consultants shall correspond to the nature of activities for which they are contracted).

As regards travel fees / lodging of experts and participants, presenting “appropriate original supporting documents” requires presentation, where relevant, of contracts with a travel agency for travel fees and lodging, invoices of the travel agency indicating destinations, dates, ticket costs, and names of the travelling persons, a programme of the event indicating the names of the experts and signed lists of participants.

The above description is not comprehensive. Any doubt regarding the interpretation of the notion of “appropriate original supporting documents” should lead the Grantee to consult the Council of Europe.

## V. HOW TO APPLY?

### 1. Documents to be submitted

Each application shall contain **four signed documents**:

1. the completed and signed **Application Form** (See **Appendix I**);
2. a provisional budget (using the template reproduced in **Appendix II**);
3. Visibility and marketing plan to ensure the wide promotion and use of the products/services;
4. Table of indicators and data to measure the outcome of the activity (such as partnerships in the framework of the creation of the products/services, distribution of the products/services).

**Applications that are incomplete and/or not signed will not be considered.**

### 2. Questions

General information can be found on the website of Routes4U Joint Programme: [www.coe.int/routes4u](http://www.coe.int/routes4u)

Information on the EU Strategy for the Baltic Sea Region can be found on the webpage (<https://www.balticsea-region-strategy.eu>).

Information on the Action Plan for the EU Strategy for the Baltic Sea Region can be found on the webpage (<https://www.balticsea-region-strategy.eu/communication/news/590704-updated-eusbsr-action-plan>).

Other questions regarding this specific call for proposals must be sent at the latest one week before the deadline for the submission of proposals, in English and shall be exclusively sent to the following address: [routes4u@coe.int](mailto:routes4u@coe.int), with the following reference in subject: EUSBSR tourism products grant - QUESTION.

### 3. Deadline for submission

The application form, **completed and signed**, together with the supporting documents, must be submitted in electronic form (Word and/or PDF) to the following e-mail address: [routes4u@coe.int](mailto:routes4u@coe.int). Emails should contain the following reference in subject: EUSBSR tourism products grant.

Applications must be received **before 9 September 2019 (at 6pm CET)**. Applications received after the above mentioned date will not be considered.

### 4. Change, alteration and modification of the application file

Any change in the format, or any alteration or modification of the original application file, will cause the immediate rejection of the application concerned.

## VI. EVALUATION AND SELECTION PROCEDURE

The projects presented will be assessed by an Evaluation Committee composed of three members.

The procedure shall be based on the underlying principles of grant award procedures, which are transparency, non-retroactivity, non-cumulative awards, not-for-profit, co-financing and non-discrimination, in accordance with [Rule 1374 of 16 December 2015 on the grant award procedures of the Council of Europe](#).

## 1. Exclusion criteria

Applicants shall be excluded from the grant award procedure where they:

- a. have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering;
- b. are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or are subject to a procedure of the same kind;
- c. have received a judgement with res judicata force, finding an offence that affects their professional integrity or constitutes a serious professional misconduct;
- d. do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of the country where they are established;
- e. are or if their owner(s) or executive officer(s), in the case of legal persons, are included in the lists of persons or entities subject to restrictive measures applied by the European Union (available at [www.sanctionsmap.eu](http://www.sanctionsmap.eu)).

By signing the Application Form, applicants shall declare on their honour that they are not in any of the above-mentioned situations (See **Appendix I**).

The Council of Europe reserves the right to ask applicants at a later stage to supply the following supporting documents:

- for the items set out in paragraphs a), b) and c), an extract from the record of convictions or failing that an equivalent document issued by the competent judicial or administrative authority of the country where the applicant is established, indicating that these requirements are met;
- for the items set out in paragraph d), a certificate issued by the competent authority of the country of establishment;

1. for the items set out in paragraph e);

1. for natural persons, a scanned copy of a valid photographic proof of identity (e.g. passport)
2. for legal persons, an extract from the companies register or other official document proving ownership and control of the applicant.

Applications shall be excluded from the grant award procedure if they fail to comply with the arrangements for the submission (Rule No 1374 of 16 December 2015 on the grant award procedures of the Council of Europe): Applications must be complete, signed and submitted by the deadline. Applications must reflect the principle of co-financing (see pag.5-6, IV. REQUIREMENTS 5. Budgetary requirements): the lack of co-financing is a criterion for exclusion of the project proposal.

Applications shall be excluded from the grant award procedure if they fail to comply with all the requirements and conditions set in the present call for proposals (under all chapters).



## 2. Eligibility criteria

In order to be eligible for a grant, an applicant must:

- be the legally constituted body in charge of a certified “Cultural Route of the Council of Europe” (<https://www.coe.int/en/web/cultural-routes/by-theme>), crossing at least three countries of the Baltic Sea Region.
- Or be the legally constituted body in charge of a priority cultural route project identified within the framework of Routes4U (<https://pjp-eu.coe.int/en/web/cultural-routes-and-regional-development/flagships><sup>3</sup>), crossing at least three countries of the Baltic Sea Region.
- be entitled to carry out in 2019-2020 the activities described in its project proposal;
- have sufficient financial capacity (stable and sufficient sources of funding) to maintain its activity throughout the period for which the grant is awarded and to participate by way of its own resources (including human resources or in-kind contributions);
- have sufficient operational and professional capacity, including staff, to carry out activities described in its project proposal;
- have a bank account.

**Multiple applications are not allowed and shall lead to the exclusion of all applications concerned.**

In order to be eligible for a grant, an application must comply with all the requirements and conditions set in the present call for proposals, in terms of:

- means of action (chapter IV. Requirements 2. Means of Action)
- implementation period (chapter IV. Requirements 3. Implementation period)
- objectives (chapters I. Introduction; II. Background information on the Council of Europe-European Union Joint Programme; IV. Requirements 1. General objective)
- geographical scope (EUSBSR countries: Sweden, Denmark, Estonia, Finland, Germany (Berlin, Brandenburg, Hamburg, Mecklenburg-Western Pomerania, Schleswig-Holstein), Latvia, Lithuania, and Poland)
- alignment with the EUSBSR (chapter I. Introduction; <https://www.balticsea-region-strategy.eu/> ; <https://www.balticsea-region-strategy.eu/communication/news/590704-updated-eusbsr-action-plan>)
- contribution by the grantee (V. Requirements 5. Budgetary requirements)
- Target stakeholders (IV Requirements. 4. Target stakeholders)

## 3. Award criteria

Applications will be assessed against the following criteria:

- the relevance and added value of the project with regard to the objective of the call;
- the quality, accuracy, clarity, completeness and cost-effectiveness of the application and the estimated budget

## VII. NOTIFICATION OF THE DECISION AND SIGNATURE OF GRANT AGREEMENTS

On completion of the selection process, all applicants will be notified in writing of the final decision concerning their respective applications as well as on the next steps to be undertaken.

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<sup>3</sup> The priorities identified for the Baltic Sea Region are the Alvar Aalto Route and the Ice Age Route.

The selected Grantees will be invited to sign a Grant Agreement (See Appendix III, for information only), formalising their legal commitments. **Potential applicants are strongly advised to read the draft contract, in particular its requirements in terms of payment and reporting.**

#### VIII. INDICATIVE TIMETABLE

<b>Phases</b>	<b>Indicative timing</b>
<b>Publication of the call</b>	28 June 2019
<b>Deadline for submitting applications</b>	9 September 2019
<b>Information to applicants on the results of the award procedure</b>	30 September 2019
<b>Signature of the grant agreements</b>	14 October 2019
<b>Implementation period</b>	15 October 2019 until 1 March 2020
<b>Reporting date</b>	1 April 2020

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