



CREATIVE EUROPE

Culture Sub-programme

SUPPORT TO EUROPEAN PLATFORMS

Call for Proposals 06/2017

GUIDELINES

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All the necessary documentation to apply, in particular the eform and all its the annexes and the guide for applicants can be found at:

http://eacea.ec.europa.eu/creative-europe/funding/european-platforms-062017_en

1. INTRODUCTION – BACKGROUND

These guidelines are based on Regulation No 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the Creative Europe Programme (hereinafter “the Regulation”)¹ and the corrigendum of the 27/06/2014.² It is also based on the 2017 Creative Europe Work Programme³.

The general objectives of the Creative Europe Programme (hereinafter "the CE Programme") are to safeguard, develop and promote European cultural and linguistic diversity, promote Europe's cultural heritage and strengthen the competitiveness of the European Cultural and Creative Sectors (CCSs) with a view to promoting smart, sustainable and inclusive growth.

These guidelines also take into account the policy developments and political priorities established at European Union (hereinafter "EU") level in the field of culture. The European Agenda for Culture⁴, that the [European Commission](#) issued in 2007, set for the first time a policy framework for cultural cooperation among EU Member States and between these and the Commission.

Based on that, the EU Council of Ministers adopted a Work Plan for Culture⁵, which sets out priorities for the period 2015-2018, seeking to address the key challenges faced by cultural organisations and SMEs in the creative and cultural sectors at national and EU level in an environment constantly marked by the effects of globalisation and the digital shift.

In addition, a Joint Communication "Towards an EU strategy for international cultural relations"⁶ was adopted on 8 June 2016. This policy framework helps to better define and understand the context in which the CE Programme operates and the ultimate objectives it pursues.

The [European Commission](#) is responsible for the implementation of the CE Programme and for the decision to grant individual European Union funds. The [Education, Audiovisual and Culture Executive Agency](#) (hereinafter "the Agency") manages the Culture Sub-programme on behalf of and under the supervision of the European Commission.

General background information about the Creative Europe Programme can be found at: <http://ec.europa.eu/creative-europe/>

2. SUB-PROGRAMME PRIORITIES AND TARGETED PROJECTS

2.1 Sub-Programme priorities

The priorities of the **Creative Europe Culture Sub-programme** include:

a) ***Transnational mobility***

¹ Regulation No 1295/2013, Official Journal of the European Union on the 20/12/2013 (OJ L347/221)

² Corrigendum to Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the Creative Europe Programme (2014 to 2020) and repealing Decisions No 1718/2006/EC, No 1855/2006/EC and No 1041/2009/EC (OJ L 347, 20.12.2013), (OJ L189/260) 27/06/2014

³ Commission Implementing Decision C(2016)5822 of 16/09/2016 on the adoption of the 2017 annual work programme for the implementation of the Creative Europe Programme.

⁴ Council of the European Union, [European Agenda for Culture](#), ST-16094-2014-INIT, 26 November 2014

⁵ Council of the European Union, [Work Plan for Culture 2015-2018](#), ST-16094-2014-INIT, 26 November 2014

⁶ EC JOIN (2016)29, [Joint Communication to the European Parliament and the Council – Towards an EU strategy for international cultural relations](#), 8 June 2016

This priority entails the transnational mobility of artists and professionals, as well as the transnational circulation of cultural and creative works, the aim of which is to promote cultural exchanges, intercultural and interfaith dialogue, understanding for cultural diversity and social inclusion.

Transnational mobility must be aimed at more than the coordination, administration and implementation of the project. Mobility is about results, not a matter of travelling across borders.

Projects addressing this priority must conceive and describe a real cross-border mobility strategy, which could be aimed at, among others:

- capacity building for cultural operators involved in the project to work transnationally and internationally;
- creation, production;
- improving professional skills, peer learning, education/training;
- career opportunities for artists and professionals to work transnationally and internationally,
- accessing new markets;
- creating network possibilities, building partnerships and contacts;
- reaching new and wider audiences;
- triggering intercultural and interfaith dialogue, respect for diverse cultures and cultural expressions, and facilitating the integration of refugees.

b) Audience development⁷

Audience development means bringing people and culture closer together. It aims to directly engage people and communities in experiencing, enjoying and valuing arts and culture. Audience development is about doing something together with audiences, rather than doing something for them. Audience development helps European artists/cultural professionals and their works reach as many people as possible across Europe and extend access to cultural works with a particular focus on children, young people, people with disabilities, and under-represented groups including refugees.

c) Capacity building

Capacity building means helping cultural operators to further develop their skills and internationalise their careers in order to facilitate access to professional opportunities as well as to create the conditions for greater transnational circulation of cultural and creative works and for cross-border networking. This can happen in many ways; three of the main ones are introduced below, and each of them constitutes a programme priority in its own right.

c.1) The digital shift

The digital shift is having a significant impact on how cultural and creative goods are made, disseminated, accessed, consumed and monetised. These changes offer opportunities for the CCS. In order to use those opportunities, the cultural and creative sectors need to develop new skills allowing for new production and distribution methods and new business models.

The Creative Europe Culture Sub-programme supports projects of a transnational nature that will allow the players of the cultural and creative sector to adapt to the digital shift, encouraging the use of digital technologies from production to distribution and consumption. Activities might include the organisation of workshops, the testing of new delivery channels via digital means or the development of tools for digitisation of cultural content. These – and other – activities will in most cases be closely linked to audience development or new business models, and applicants should acknowledge these links and explain what the main objective of the action is.

⁷ In the context of this Call for Proposals, it applies the definition of audience development as presented in Annex 2.

Projects that seek to address this priority should have an innovative approach and go beyond the digitisation of content.

c.2) New business models

The opportunities offered by the new technologies often make it advisable, or even necessary, to develop and test new models of income-generation, management and marketing for the cultural sectors. At the same time, cultural and creative operators should enhance their financial and business skills, to allow them to perform better in the marketplace and to take full advantage of the evolving funding opportunities.

The Creative Europe Culture Sub-programme supports transnational projects that enhance the business skills of cultural and creative actors, to allow them to better understand the changing economic context and find new sources of revenue or new management models, allowing for better performance and lower costs. These might include the organisation of workshops, the setting up of co-working and co-creation spaces, the development and testing of new business and management approaches and other activities linked to entrepreneurial skills for the CCSs.

Applicants should keep in mind the close links between this priority and the other priorities (digitisation, audience development) and define their primary objective and the effects of the action on the other priorities.

c.3) Training and education

Enabling people to gain new skills which will enrich their professional life and enhance their opportunities on the labour market, is one of the overarching priorities of the EU action. Artistic and cultural education and training are an integral part of this effort.

The Creative Europe Culture Sub-programme supports transnational projects which offer participants the opportunity to acquire new skills and improve their employability, be it through formal learning at recognised schools which participate in projects or through non-formal activities focused on artistic learning or on soft skills in the culture and art sector.

Logical combining of this priority with the others is a good practice and needs to be well explained.

2.2 Objectives

The main specific objectives of the European Platforms are the following:

- to foster the development of **emerging talent** and stimulate the transnational mobility of cultural and creative players and diffusion of works, with the potential to exert a broad influence on the cultural and creative sectors and to provide for lasting effects;
- to help increase recognition and visibility of cultural and creative **players, artists and creators** with a strong commitment in terms of European programming through communication activities and branding strategy, including, the creation of a European quality label.

In order to achieve the above mentioned objectives, platform projects shall focus on the following priority activities:

- fostering the mobility and the visibility of European creators and artists, in particular emerging ones and those lacking international exposure;
- stimulating and developing a genuine Europe-wide programming of cultural and artistic activities with the view of facilitating access to non-national European cultural and art works;

encouraging and facilitating co-productions, international touring, events, exhibitions and festivals.;

- implementing a communication and branding strategy, including, the development of a European quality label;
- developing and building new audiences in particular young audience;
- contributing to the development of educational and awareness-raising activities and of new business models, including the use of innovative distribution models in order to increase the visibility and audience for European culture and artistic creation.

The Platforms support *scheme* is intended to **foster critical mass on the promotion and showcase of emerging artists and a structuring effect in the creative and cultural sectors**. On this basis, only a limited number of platform projects will be supported, with a view to getting a balanced coverage across different creative and cultural sectors. Therefore the intention is not to support numerous platform projects within the same sector. Applications focused on the sectors of visual arts, theatre, opera, fashion or architecture are encouraged. The Evaluation Committee will take this into consideration when evaluating the list of applications proposed for funding.

When the activities include work with players from outside the EU or activities outside the EU, the project should be in line with the Joint Communication "Towards an EU strategy for international cultural relations".⁸

2.3 Targeted projects

The *scheme* supports European Platform projects aiming **to showcase and promote European creators and artists and their works**, especially emerging talent, through **genuine Europe-wide programming**.

In the context of this Call for Proposals, a **European Platform** is a group of cultural and creative organisations (the members) who develop joint activities driven by their common artistic vision and governed by an agreed written agreement in line with the specific objectives of the *scheme* and those of the Culture Sub-programme of the CE Programme.

The European Platform projects have the ability to anticipate new cultural and creative trends, to foster the movement of young creative and artistic talents⁹ and to create new audiences by organising new forms of artistic and creative promotion and showcasing, by targeting new opportunities in the CCSs and by developing new business models and services to increase consumer choice thereby enhancing cultural diversity.

The Platform *scheme* is 'business to consumers' oriented due to the given priority towards the identification and visibility of artists and creators and in particular emerging artists and also, the cultural organisations committed to showcasing and/or presenting them.

The supported platform projects shall ensure a clear **European added value**.¹⁰ This aspect will be taken into account through one of the following:

- the **artistic vision** of the platform project and their **thematic and geographical representation**;
- the transnational character of actions and activities which complement regional, national, international and other Union programmes and policies, and the impact of such actions and activities on the CCSs as well as on citizens and on their knowledge of cultures other than their own;
- the development and promotion of transnational cooperation between cultural and creative players, including artists, audiovisual professionals, cultural and creative organisations and audiovisual operators, focused on stimulating more comprehensive, rapid, effective and long-term responses to global challenges;

⁸ EC JOIN (2016)29, [Joint Communication to the European Parliament and the Council – Towards an EU strategy for international cultural relations](#), 8 June 2016, p.4-5.

⁹ In the context of this Call for Proposals, talents comprise artists and creators.

¹⁰ [Regulation No 1295/2013](#), Official Journal of the European Union on the 20/12/2013, OJ L347/221, 20.12.2013, Article 5.

- the economies of scale and critical mass which Union support fosters, creating a leverage effect for additional funds.

The coordination entity of the platform project shall develop a clearly defined framework programme covering the governing rules, common cultural and social values, artistic ambitions, joint activities all of which their members should adhere to across the entire duration of the platform project. This will result in a specific and measurable set of selection and monitoring criteria to guide the member organisations in pursuing the objectives defined under [section 2.2](#) through the global action plan and annual work programmes. The coordination entity will ensure that each member of the platform project complies with this set of criteria throughout the duration of the project, and it will be responsible for the selection of new members and their subsequent monitoring. It may also award financial support to those members who comply with the above criteria. The coordination entity will be responsible for the coordination and supervision of the platform members' activities as well as activities relating to the sustainable structured development of the platform (e.g. the application of new business modelling, etc) and the development and implementation of a communication and branding strategy, including the creation of a European quality label. In addition, the coordination entity may manage the following activities:

- promoting artists and creators – especially emerging talent – and their works;
- developing and building new audiences;
- networking: information, animation and communication.

The platform members should conceive and implement joint activities defined in [section 2.2](#) in order to achieve the anticipated results and impacts of the global action plan and annual work programmes.

The criteria as well as the definition of emerging artists and creators shall be established by the coordination entity and adapted to the sector(s) in which the members of the platform operate. The criteria shall correspond to the priorities defined in [section 2.2](#) of the present guidelines.

The Platform *scheme* will be implemented through Framework Partnership Agreements (FPA) to be signed in 2017 for 4 years. The applicant will include in the application form and all of its annexes a global action plan, covering the entire duration of the FPA along an annual work programme for the first implementation year of the FPA. The coordination entity has to be capable to represent the members of the platform in any contractual relationship with the Agency that may be concluded if the platform is selected. In this context, the co-ordination entity must be able to present all relevant information concerning each member of the platform necessary for the implementation of joint actions.

The global action plan and the work programme for the first year will be assessed according to the award criteria presented in [section 9](#) and following the procedure detailed in [section 14](#) of these guidelines. **If successful, applicants will be awarded a framework partnership agreement covering the entire duration of the project's action plan (4 years) and a specific agreement for the first year.**

For the subsequent 3 years, applicants selected under a FPA will be invited by the Agency to submit a Simplified Grant Application including a work programme for each specific year. The respective annual work programmes shall be consistent and in line with the overall plan of the FPA. The annual work programmes will be assessed by the Agency until the end of the FPA according to the award criteria. Only those applicants who meet the award criteria to the same extent as they did initially for the award of the FPA and the specific agreement for the first year will be awarded annual specific grants for the following years.

3. TIMETABLE

The indicative timetable for the 2017 Call for Proposals is:

	Stages	Date and time or indicative period
a)	Publication of the Call for Proposals	January 2017
b)	Deadline for submitting applications	06 April 2017 – 12:00 CET/CEST (Midday, Brussels time)
c)	Evaluation period	< 4 months
d)	Information to applicants	July 2017
e)	Signature of the FPA and specific grant agreement	August – October 2017
f)	Starting date of the action	April 2017 until December 2017

If the deadline for submission falls on a public holiday in the applicant's country, no extension will be granted. Applicants must take this into account when planning their submission.

4. AVAILABLE BUDGET

In 2017, the total available budget for **the co-financing of the first year of activities** of platform projects under Framework Partnership Agreements is estimated at **€ 5.5 M.**

Each year throughout the duration of the Programme, the [European Commission](#) will publish its annual work programme that will indicate the budget allocated each subsequent year of the selected platforms.

The financial contribution of the European Union per platform project cannot exceed **€ 500.000,00 or 80%** of the total eligible costs, whichever is lower. Applicants shall secure the remaining amount from their own resources or via other external funding bodies.

Expected results:

- Support to around 13 European platforms, including current and new projects as defined above.

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

5. ADMISSIBILITY REQUIREMENTS

Applications shall comply with the following requirements:

- they must be sent no later than the deadline for submitting applications referred to in [section 3](#) of the present guidelines;
- they must be submitted in writing using the online application form (see [section 14](#) of the present Guidelines);
- they must be submitted in one of the EU official languages;

- they must be completed in full and contain all the required annexes (whenever applicable e-signatures or equivalent will be required).

Please note that only typed applications will be considered.

The application must be accompanied by a balanced budget and all the required documents referred to in the eForm. **Failure to comply with these requirements will lead to the rejection of the application.**

In order to submit an application, applicants must provide their Participant Identification Code (PIC) in the application form. The PIC can be obtained by registering the organisation in the [Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal](#), which is a tool shared by other services of the European Commission. If an applicant already has a PIC that has been used for other programmes (for example the Research programmes) or other calls managed by the Executive Agency, the same PIC is valid for the present call for proposals.

The [Participant Portal](#) allows applicants, to upload or update the information related to their legal status and attach the requested legal and financial documents (see [section 14.2](#) for more information).

6. ELIGIBILITY CRITERIA

Applications which comply with the following criteria will be the subject of an in-depth evaluation.

6.1 Eligible applicants

This Call for Proposals is open to organisations having **legal personality**. The European Platform projects will consist of organisations which are active in the cultural and creative sectors as defined in [Article 2 of the Regulation](#), and who are legally established in [one of the countries](#) participating in the Culture Sub-programme.

Applications involving exclusively members from the audiovisual sector are not eligible for funding under this *scheme*. However, platform projects comprising primarily members from non-audiovisual sectors but which include members from the audiovisual sector, are eligible.

Applications must include **letters of intent** from member organisations confirming their participation.

The applicant organisation must prove that its main aim is to support the objectives and priorities of the non-audiovisual CCSs (Article 2.1).

When submitting their application, both coordination entity and member organisations must be in a position to demonstrate their existence as a legal person for at least 2 years on the date of the deadline for submission referred to in [section 3](#) of these guidelines.

Natural persons may not apply for a grant.

6.1.1 European platform projects

The European Platform projects shall comprise a coordination entity and a minimum of 10 member organisations. The coordination entity shall have its legal seat in any of the [countries participating](#) in the Creative Europe - Culture Sub-programme. Member organisations must be legally established in at least 10 different participating countries, of which at least 5 must be EU Member States or EFTA countries. Proof of the number of member organisations will be required.

Given the aim of the *scheme* is to encourage growth, the membership of a platform project may change over the duration of the FPA. Additional members may join once a year as part of the submission of the annual simplified grant application. All additional members must meet the

provisions of these Guidelines. The coordination entity will have to detail in a structured manner the selection and award process, including their criteria based upon which new members are selected. In the event that any member leaves, the minimum requirements for a European Platform must be respected through changes of membership.

The Agency reserves the right to reject the simplified grant application if it is found that the required provisions are not met.

6.1.2 Coordination entity

The coordination entity can be a company, association or organisation active in the cultural and creative sectors, and is fully responsible for the implementation of the project.

The coordination entity shall be responsible for the monitoring of the platform and the selection of the members according to a set of criteria which complies with the objectives and priorities of the scheme.

The coordination entity must enter and submit a written agreement between his/her organisation and the platform's members which defines their respective roles, rights and obligations.

The coordination entity may award financial support to members who comply with the provisions of section 11.1 f) of these guidelines.

6.1.3 Platform members

The platform members must conform with the following criteria:

- must be established as companies, associations or organisations active in the CCSs;
- their aim is to showcase and promote European creators and artists and their works;
- shall already comply with the set of criteria set out by the coordination entity in the application at the time of the submission of the application.

6.2 Eligible countries

Applications from legal entities established in one of the following country categories are eligible as long as all conditions referred to in [Article 8 of Regulation No 1295/2013](#) establishing the Creative Europe Programme are met and the Commission has entered into negotiations with the country:

- a) EU Member States and overseas countries and territories which are eligible to participate in the Programme pursuant to Article 58 of Council Decision 2001/822/EC¹¹;
- b) Acceding countries, candidate countries and potential candidates benefiting from a pre-accession strategy, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective Framework Agreements, Association Council Decisions or similar agreements;
- c) EFTA countries which are parties to the Agreement on the EEA, in accordance with the provisions of the EEA Agreement;
- d) The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country;
- e) Countries covered by the European Neighbourhood Policy in accordance with the procedures defined with those countries following the framework agreements providing for their participation in EU programmes.

The Agency may select proposals from applicants from non EU countries provided that, on the date of the award decision, agreements have been signed and notified setting out the arrangements for the participation of those countries in the Programme established by the Regulation referred to above.

¹¹ [Council Decision 2001/822/EC of 27 November 2001 on the association of the overseas countries and territories with the European Community \("Overseas Association Decision"\)](#) (OJ L 314, 30.11.2001, p. 1).

An updated list of countries eligible to participate in Creative Europe (those fulfilling the conditions referred to in Article 8 of Regulation No 1295/2013) and countries that may become eligible in the near future (those that the Commission has started negotiations with) can be found at:

https://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en

For the 2017 Call published in January 2017, the list of eligible countries includes:

1. The 28 Member States of the European Union and the overseas countries and territories which are eligible to participate in the Programme pursuant to Article 58 of Council Decision 2001/822/EC Council Decision 2001/822/EC of 27 November 2001 on the association of the overseas countries and territories with the European Community ("Overseas Association Decision") (OJ L 314, 30.11.2001, p. 1);
2. The candidate and potential candidate countries: Albania, Bosnia and Herzegovina, Montenegro, Former Yugoslav Republic of Macedonia and Serbia. Please note that Turkey has decided to leave the Creative Europe Programme as of the 1st of January 2017. Turkish organisations are therefore not eligible under this call;
3. The EFTA/EEA countries: Iceland and Norway;
4. Countries covered by the European Neighbourhood Policy: Georgia Moldova and Ukraine.

Israel is entitled to participate in the present call provided that the country has signed and notified the EU-Israel agreement setting out the arrangements for its participation in Creative Europe by the date the award decision of this call is adopted. The eligibility criteria formulated in Commission notice [Nr. 2013/C 205/05](#) shall apply.

6.3 Eligible activities

The eligible activities for the coordination entity, are those in relation to:

- the establishment of a set of criteria to define, select and monitor the platform's project and its members;
- the coordination, monitoring, promotion, evaluation and supervision of the platform members' activities as well as activities relating to the sustainable structured development of the platform.
- development and implementation of a communication and branding strategy, including the creation of a European quality label;
- [provision of financial support to third parties](#) (members of the platform project) implementing eligible activities.

In addition to the above, the coordination entity may enable the following activities:

- promoting artists and creators – especially emerging talent – and their works;
- developing and building new audiences;
- networking: information, animation and communication.

Platform members should undertake activities in the following domains:

- fostering the mobility and visibility of European creators and artists and the circulation of their works - in particular those lacking international exposure - by developing a genuine European programming based on a shared artistic and cultural vision;
- increasing the promotion and showcasing of at least 30% of emerging talent from other European countries, throughout the whole duration of the project;
- developing audience, including building new audience, in particular young audience;

- contributing to the development of educational and awareness-raising activities, especially towards young people;
- raising visibility to Europe's values and different cultures, helping increase citizens' sense of identification with the EU;
- development of new business models including the use of innovative distribution models in order to increase the visibility and audience for cultural and art works.

The activities must relate to the CCSs with the exception of purely audiovisual activities. However, audiovisual activities may be eligible as long as they are ancillary to activities from the non-audiovisual CCSs.

7. EXCLUSION CRITERIA

7.1 Exclusion from participation

An applicant will be excluded from participating in calls for proposals procedure, if it is in any of the following situations:

- a) it 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 national legislation or regulations.
- b) it has been established by a final judgement 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 law of the country in which it is established, with those of the country in which the authorising officer is located or those of the country of the implementation of the grant.
- c) it has been established by a final judgement 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 conduct which has an impact on its professional credibility where such conduct denotes 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 selection criteria or in the performance of a contract, a grant agreement or a grant decision;
 - (ii) entering into agreement with other persons with the aim of distorting competition;
 - (iii) violating intellectual property rights;
 - (iv) attempting to influence the decision-making process of the Agency 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 judgement that the applicant is guilty of any of the following:
 - (i) fraud, within the meaning of 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 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of EU Member States, drawn up by the Council Act of 26 May 1997, and in Article 2(1) of Council Framework Decision 2003/568/JHA, as well as corruption as defined in the legal provisions of the country where the authorising officer is located, the country in which the applicant is established or the country of the implementation of the grant;
 - (iii) participation in a criminal organisation, as defined in Article 2 of Council Framework Decision 2008/841/JHA;

- (iv) money laundering or terrorist financing, as defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council;
 - (v) terrorist-related 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 forms of trafficking in human beings as defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council.
- e) it has shown significant deficiencies in complying with the 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 judgement 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) in the absence of a final judgement or where applicable a final administrative decision, the applicant is in one of the cases provided in (c) to (f) above based in particular on :
- i. facts established in the context of audits or investigations carried out by the Court of Auditors, OLAF or internal audit, 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 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. decisions of the ECB, the EIB, the European Investment Fund or international organisations;
 - iv. decisions of the Commission relating to the infringement of the Union's competition rules or of a national competent authority relating to the infringement of Union or national competition law;
 - v. decisions of exclusion by an authorising officer of an EU institution, of a European office or of an EU agency or body.
- h) where a person who is a member of the administrative, management or supervisory body of the applicant, or who has powers of representation, decision or control with regard to that applicant (this covers the company directors, members of the management or supervisory bodies, and cases where one person holds a majority of shares), is in one or more of the situations referred to in points (c) to (f) above.
- (i) where a natural or legal person that assumes unlimited liability for the debts of that applicant is in one or more of the situations referred to in point (a) or (b) above.

If an applicant is in one of the situations of exclusion listed above, it should indicate the measures it has taken to remedy the exclusion situation, thus demonstrating its reliability. They may include e.g. technical, organisational and personnel measures to prevent further occurrence, compensation of damage or payment of fines. This does not apply for the situations referred in point (d) of this section.

In the cases provided in (c) to (f) above, in the absence of a final judgement or where applicable a final administrative decision, the Agency may exclude an applicant provisionally from participating in a call for proposals where their participation would constitute a serious and imminent threat to the Union's financial interests.

7.2 Rejection from the award procedure

An applicant will not be awarded a grant for this procedure if

- (a) it is in an exclusion situation established in accordance with the above [section 7.1](#);

- (b) it has misrepresented the information required as a condition for participating in the procedure or has failed to supply that information;
- (c) it was previously involved in the preparation of a call for proposals where this entails a distortion of competition that cannot be remedied otherwise.

Rejection from this procedure and administrative sanctions (exclusion or financial penalty) 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.

The applicants should be informed that the Agency may publish on its internet site the following information related to the exclusion and, where applicable, the financial penalty in the cases referred to in points (c), (d), (e) and (f) of the [section 7.1](#)¹²:

- (a) the name of the applicant concerned;
- (b) the exclusion situation;
- (c) the duration of the exclusion and/or the amount of the financial penalty.

In case of a preliminary classification in law (i.e. absence of a final judgement or a final administrative decision), the publication shall indicate that there is no final judgement or final administrative decision. In those cases, information about any appeals by the applicant, their status and their outcome, as well as any revised decision of the authorised officer, shall be published without delay. Where a financial penalty has been imposed, the publication shall also indicate whether that penalty has been paid.

The decision to publish the information is taken by the Agency either following the relevant final judgement, final administrative decision or preliminary classification in law, as the case may be. That decision shall take effect three months after its notification to the economic operator.

The information published shall be removed as soon as the exclusion has come to an end. In the case of a financial penalty, the publication shall be removed six months after payment of that penalty.

In accordance with [Regulation \(EC\) No 45/2001](#), where personal data is concerned, the Agency shall inform the applicant of its rights under the applicable data protection rules and of the procedures available for exercising those rights.

7.3 Supporting documents

Applicants must sign a declaration on their honour certifying that they are not in one of the situations referred to in the above [sections 7.1](#) and [7.2](#), filling in the relevant form attached to the application form accompanying the call for proposals. If applicable, the relevant documentary evidence which appropriately illustrates any remedial measures taken should be provided in annex to this declaration.

The declaration is available at:

http://eacea.ec.europa.eu/creative-europe/funding/european-platforms-062017_en

¹² This information shall not be published in any of the following circumstances:

- (a) where it is necessary to preserve the confidentiality of an investigation or of national judicial proceedings;
- (b) where publication would cause disproportionate damage to the applicant concerned or would otherwise be disproportionate on the basis of the proportionality criteria and to the amount of the financial penalty;
- (c) where a natural person is concerned, unless the publication of personal data is exceptionally justified, inter alia, by the seriousness of the conduct or its impact on the Union's financial interests. In such cases, the decision to publish the information shall duly take into consideration the right to privacy and other rights provided for in [Regulation \(EC\) No 45/2001](#) (OJ L8, 12.01.2001, p.1).

8. SELECTION CRITERIA

Applicants must submit a declaration on their honour, completed and signed, attesting to their status as a legal person and to their financial and operational capacity to complete the proposed activities.

8.1 Operational capacity

Applicant organisations must have the professional competencies and qualifications required to complete the proposed platform project.

In this respect, applicants have to submit a declaration on their honour. In addition to the declaration on honour, applicants **applying for a grant above EUR 60 000** must submit together with their applications, the following document:

- eform: CV or biography of people responsible for the overall coordination and management of the platform project (coordinating entity only); .
- application form: an exhaustive list of the main activities in the cultural and creative sectors of the last 2 years of the coordination entity and member organisations. .

The Agency will assess and verify the level of subcontracting activities used by applicants to implement the proposed activities. This information will have to be provided in the appropriate sections of the detailed application form.

8.2 Financial capacity

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out and to participate in its funding.

The 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
 - the financial statements (including the balance sheet, the profit and loss accounts and the annexes) of the last two financial years¹³ for which the accounts have been closed;
 - financial capacity form provided for in the application form, filled in with the relevant statutory accounting figures, in order to calculate the ratios as detailed in the form.
- c) In all cases, in addition to the above:
 - an audit report produced by an approved external auditor certifying the accounts for the two last financial years.

The financial statements, the financial capacity form or the audit report do not have to be submitted within the deadline for submission of applications. They will have to be provided upon request of the Agency, and in any case before the signature of the grant agreement.

On the basis of the documents submitted, if the Agency considers that the financial capacity is not satisfactory, it may:

- request further information;
- propose a grant agreement without pre-financing;

¹³ Based on a risk analysis of the action, the Agency will determine whether this information will be required only for the last one or two financial years for which the accounts have been closed.

- propose a grant agreement with a pre-financing paid in instalments;
- propose a grant agreement with a pre-financing covered by a bank guarantee (see [section 11.4](#) below);
- reject the application.

9. AWARD CRITERIA

Eligible applications will be assessed on the basis of the following criteria and weighting:

Criteria and Definition	Maximum points
1. Relevance Platform strategy to achieve the objectives and priorities of this Call for Proposals, including the definition of specific short – long term objectives of the platform project. The quality of the definition for the criteria for member organisations and the monitoring approach for their contribution to and achievement of objectives and priorities of the Platform <i>scheme</i> , including the definition of specific performance indicators.	25
2. Quality of the content and activities Quality and efficiency of the implementation activities and how these are integrated into the platform strategy.	20
3. Promotion, communication and branding strategy What is the platform's approach to communicating and disseminating the implemented activities, results achieved, knowledge sharing and better practices within and outside the platform. Appropriateness of the branding strategy and resulting network effects.	30
4. Quality of the platform Governance of the platform, including management, organisation and the extent to which these ensure effective and sustainable implementation of the platform.	25

1. Relevance (25)

This criterion evaluates the relevance of the platform towards the objectives and the priorities of the Call, and in particular, the suitability of the set of criteria established by the coordination entity to ensure that the selected members

- can contribute to the objectives and priorities of the *scheme*,
- have high cultural profiles,
- are committed to promoting the visibility of the EU's values.

The set of membership criteria and the platform's definition of emerging artists and creators must be tailored to the sector in which the platform operates.

The application will be evaluated according to the following sub-criteria:

- Quality of the scope, clarity and pertinence of the platform strategy towards the objectives and the targeted projects of the European Platforms *scheme*.
- The relevance of the set of membership criteria against the following objectives of platforms:
 - fostering the mobility of creators and artists – in particular those lacking international exposure – by supporting strong European programming;
 - increasing the promotion, showcasing and presentation of emerging talent from other participating countries (including defining what is an "emerging talent");
 - contributing to greater audience development through extensive use of information and communication technologies and innovative approaches;

- providing positive visibility to Europe's values and different cultures, thus creating greater awareness and helping increase citizens' sense of identification with the EU.
- The relevance of the set of membership criteria and the definition of emerging artists and creators to the specific sector(s) identified by the Platform.
- The degree to which the membership criteria are specific, measurable and realistic.
- The degree of innovation offered:
 - For new platforms this concerns the degree to which the application proposes to work across sectors that are not already covered by European Platforms (Architecture, Dance, Music, Museums, Publishing, Street Arts and Translation), notably work on the sectors of Visual Arts, Design and Fashion, Opera or Theatre;
 - For existing platforms, this concerns the degree to which the new application prioritises work on European Programming, branding, structuring the sector(s) concerned and other initiatives that will consolidate, extend and ensure the sustainability of work in the area.
- The robustness and reliability of the vision for the short term and potential long term impact of the Platform on the specific sector and the broader Cultural and Creative Sectors.

2. Quality of the content and activities (20)

This criterion evaluates how the project will be implemented in practice (quality of the activities, deliverables, and experience of the staff in charge of the project and working arrangements).

- The relevance, clarity and quality of definition of the activities that the coordination entity proposes to put in place for the members of the platform, in order for them to collaborate effectively and successfully.
- The clarity and appropriateness of the methods envisaged to measure the quality of the results of the Platform's activities.
- The relevance and complementarity of the coordinating and member teams managing and participating in the project in terms of organisational skills, experience and track record in the cultural and creative sectors, communication and language skills etc.
- The adequacy, appropriateness and clarity of the budget and human-resource allocation to the work programme and deliverables (each activity has a budget and each budget activity is linked to an activity).
- The degree to which the project timetable is clear and realistic.
- The clarity, relevance and output of the annual work programme in terms of the global action plan.

3. Promotion, communication and branding strategy (30)

This criterion evaluates the platform's approach to promoting and communicating the activities of the members. The aim is also to maximise the structuring effects of the project by developing and implementing a branding strategy identifying the members of the platforms as high cultural operators committed to promoting the values of the EU and objectives of the Sub-programme.

- How clear and appropriate is the communication and dissemination strategy for the activities of its members, including notably the objectives, target groups, tools, channels, media, estimated reach, impact and timeline?

- How concrete, effective and achievable is the branding strategy of the platform, i.e., the creation, visibility and communication on a quality label?
- How well will the coordination entity ensure and measure that platform members will contribute to the overall communication strategy of the project?
- How clear, achievable and well justified are the data and information regarding the results and impact of the platform on the target audiences?
- How clear and effective are the measures to ensure that the EU support will be made visible across the platform members and throughout the duration of the project and beyond?

4. Quality of the platform (25)

This criterion evaluates the extent to which the general organisation and coordination of the project will ensure the effective implementation of the activities.

- How concrete and relevant are the selection and monitoring processes of platform members, including the management of third party grants?
- The clarity and appropriateness of the quality-assurance and risk assessments plans for ensuring relevant and high quality implementation.
- The quality, clarity and comprehensiveness of the measures for the successful governance, coordination and communication across the platform, including the written agreement with members.
- The quality and relevance of the joint activities and the degree to which they will ensure the achievement of the platform's objectives. This includes peer learning among cultural managers, their contribution to audience development, networking activities etc.
- The clarity, quality and ambition of the plans to ensure the sustainability of the platform beyond the duration of EU funding.
- Geographic reach - the extent and the means by which the platform intends to encourage the participation of members drawn from a wide range of participating countries.

10. LEGAL COMMITMENTS

In the event of a grant awarded by the Agency, a Framework Partnership Agreement (FPA), and a specific agreement for the first year of funding, drawn up in euro and detailing the conditions and level of funding, will be sent to the beneficiary, as well as, the procedure in view to formalise the obligations of the parties.

Two copies of the original FPA must be signed first by the beneficiary and returned to the Agency immediately. The Agency will sign them last.

Please note that the award of a grant does not establish an entitlement for subsequent years.

11. FINANCIAL PROVISIONS

11.1 General principles

a) Non-cumulative award

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

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

Beneficiaries who have an on-going framework partnership agreement and who are re-applying under the 2017 Call for Proposals should ensure that there is no overlap in timing between the duration of an existing grant under the European Platforms *scheme* and the start date of a potential future grant.

b) Non-retroactivity

No grant may be awarded retrospectively for actions already completed.

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

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

c) Co-financing

Co-financing means that the resources which are necessary to carry out the action may not be 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.

d) Balanced budget

The estimated budget of the action is to be attached to the application form. It must have revenue and expenditure in balance, including the requested EU grant.

The budget must be drawn up in euros.

Applicants which foresee that costs will not be incurred in euros shall use the exchange rate published on the Info-euro website available at

http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm%20

and applicable on the date of the publication of this Call for Proposals.

e) Implementation contracts/subcontracting

Where the implementation of the action requires the award of procurement contracts (implementation contracts), the beneficiary must award the contract to the bid offering best value for money or the lowest price (as appropriate), avoiding conflicts of interests and retain the documentation for the event of an audit.

In the event of procurement exceeding € 60 000, the beneficiary must abide by special rules as referred in the grant agreement annexed to the call. Moreover the beneficiary is expected to clearly document the tendering procedure and retain the documentation for the event of an audit.

Entities acting in their capacity of contracting authorities in the meaning of Directive 2014/24/EU¹⁴ or contracting entities in the meaning of Directive 2014/25/EU¹⁵ shall abide by the applicable national public procurement rules.

¹⁴ Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement and repealing Directive 2004/18/EC.

Sub-contracting, i.e. the externalisation of specific tasks or activities which form part of the action as described in the proposal and which cannot be performed by the beneficiary itself must satisfy the conditions applicable to any implementation contract (as specified above) and in addition to them the following conditions:

- it may only cover the implementation of a limited part of the action;
- it must be justified having regard to the nature of the action and what is necessary for its implementation;
- it must be clearly stated in the proposal or prior written authorisation from the Agency must be obtained.

f) Financial support to third parties.

The applications may envisage provision of financial support to third parties. The applications must include:

- i. an exhaustive list of the types of activities for which a third party may receive financial support as detailed in [Section 6.3](#) of this call
- ii. the definition of the persons or categories of persons which may receive financial support (see Section 6.1.3),
- iii. the criteria for awarding financial support,
- iv. 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 60.000€.

The written agreement of the selected platform project between the coordinating entity and the member organisations must include the above information in line with the Unions' principles for equal and fair treatment. It will form part of the annual specific grant agreements.

11.2 Funding forms

The grants will be financed through reimbursement of eligible costs in combination with a flat rate covering overheads. The grants are calculated on the basis of a detailed estimated budget, indicating clearly the costs that are eligible for EU funding.

Consequently, part of the total eligible expenses entered in the estimated budget must be financed from sources other than the Union grant.

The grant amount may neither exceed the eligible costs nor the amount requested. Amounts are indicated in euros.

Acceptance of an application by the Executive Agency does not constitute an undertaking to award a grant equal to the amount requested by the beneficiary.

Maximum amount requested

The annual EU grant for a maximum period of 4 years is limited to a maximum co-financing rate of € **500.000,00** or **80%** of the total eligible costs, whichever is lower.

11.2.1 Eligible costs

Eligible costs are costs actually incurred by the beneficiary of a grant which meet the following criteria:

- they are incurred during the duration of the action as specified in the grant agreement, with the exception of costs relating to final reports and certificates.

¹⁵ Directive 2014/25/EU of the European Parliament and of the Council of 26 February 2014 on procurement by entities operating in the water, energy, transport and postal services sectors and repealing Directive 2004/17/EC.

The period of eligibility of costs will start as set out under [section 3](#) and specified in the specific grant agreement.

If a beneficiary can demonstrate the need to start the action before the agreement is signed, expenditure may be authorised before the grant is awarded. Under no circumstances can the eligibility period start before the date of submission of the grant application (see [section 11.1b](#)).

- they are indicated in the estimated overall budget of the action;
- they are incurred in connection with the action which is the subject of the grant and are necessary for the implementation of the action;
- 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 requirements 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 revenues declared in respect of the action with the corresponding accounting statements and supporting documents.

11.2.1.1 Eligible direct costs

The eligible direct costs for the action are those costs which, **with due regard for 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.

In particular the following direct costs are eligible provided that they satisfy the criteria set out above:

- the cost of personnel working under an employment contract with the applicant or equivalent appointing act and assigned to the action, comprising actual salaries plus social security contributions and other statutory costs included in their remuneration, provided that these costs are in line with the applicant's usual policy on remuneration **or, where applicable, its partners**. **NB: staff cost of other organisations is eligible only if it is paid directly or reimbursed by the beneficiary.** These costs may include additional remuneration, including payments on the basis of supplementary contracts regardless of their nature, provided that it is paid in a consistent manner whenever the same kind of work or expertise is required and independently from the source of funding used;
The corresponding salary costs of personnel of national administrations are eligible to the extent that they relate to the cost of activities which the relevant public authority would not carry out if the project concerned was not undertaken;
- subsistence allowances (for meetings, including kick-off meetings where applicable, European conferences, etc.) provided that these costs are in line with the beneficiary's usual practices and that they do not exceed the scales approved annually by the Commission;
- costs of travel (for meetings, including kick-off meetings where applicable, European conferences, etc.), provided that they are in line with the beneficiary's usual practices on travel, and that they do not exceed the scales approved annually by the Commission;
- depreciation cost of equipment (new or second-hand), only the portion of the equipment's depreciation corresponding to the duration of the action and the rate of actual use for the purposes of the action may be taken into account by the Agency, **except where the nature and/or the context of its use justifies different treatment by the Agency**;
- costs of consumables and supplies, provided that they are identifiable and assigned to the action;
- costs entailed by other contracts awarded by the beneficiary or its partners for the purposes of carrying out the action, provided that the conditions laid down in the FPA and specific grant agreement are met;

- costs of financial support to third parties provided that the conditions laid down in the FPA and specific grant agreement are met;
- costs arising directly from requirements linked to the performance of the action (dissemination of information, specific evaluation of the action, translations, reproduction, etc.);
- costs relating to a pre-financing guarantee lodged by the beneficiary of the grant, where required;
- costs relating to external audits where required in support of the requests for payments;
- non-deductible value added tax ("VAT") for all activities which are not activities of the public authorities in the Member States
- For actions involving costs relating to third country (i.e. costs relating to natural persons who are citizens of a third country, organisations based in a third country and activities taking place in a third country), the relevant costs incurred by the beneficiary must not exceed 30% of the total eligible costs of the action.

11.2.1.2 Eligible indirect costs (administrative costs)

- a flat-rate amount, equal to 7% of the eligible direct costs of the action, is eligible under indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the action (i.e. rent of company offices, lighting, heating, electricity, office supplies, insurance, maintenance costs, telecoms, postal charges).

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

These costs comprise the following categories:

- Premises and related expenses (i.e. office rental, insurance, etc)
- Office expenses and consumables (i.e. electricity, heating, etc).

Applicants's attention is drawn to the fact that in the case of organisations receiving an operating grant, indirect costs are no longer eligible under specific actions.

11.2.2 Ineligible costs

The following costs shall not be considered eligible:

- return on capital;
- debt and debt service charges;
- provisions for losses or debts;
- interest owed;
- doubtful debts;
- exchange losses;
- costs of transfer from the Agency charged by the bank of the beneficiary;
- costs declared by the beneficiary and covered by another action receiving a European Union grant. In particular, indirect costs shall not be eligible under a grant for an action awarded to the beneficiary who already receives an operating grant financed from the Union budget during the period in question;
- contributions in kind
- excessive or reckless expenditure.

11.3 Calculation of the final grant amount – Supporting documents

The final amount of the grant to be awarded to the beneficiary is established after completion of the action, upon approval of the request for payment containing the following documents:

- a final technical report providing details of the implementation and results of the project and related documentation, including a public summary report as foreseen in [section 12.3](#);
- the final financial statement of costs actually incurred,
- and

Option 1

In case of grants for an action grants equal or inferior to EUR 60 000, the beneficiary is required to submit the following sample of supporting documents:

Budget item/heading	Sample to be annexed to the Final Financial Report
Staff	The three highest consolidated staff costs (i.e. staff member costs) for the whole eligibility period.
Subcontracting	The three highest value subcontracts
Travel and subsistence	25% ¹⁶ of the highest costs declared under this budget item

Example of underlining documents to be submitted in support of the final payment:

- 1) Staff costs: employment contract (or equivalent document), payslips (or remuneration's receipts), proof of payments (if applicable) and, if foreseen by the call for proposals, the time sheets or equivalent documents showing the manpower's work effort (i.e. number of working days);
- 2) Subcontracting: quotes (if applicable), contracts, invoices and proofs of payments;
- 3) Travel and subsistence: copy of tickets and boarding passes, hotel invoices (and proof of payments).

Option 2

In case of, Grants for an action of more than EUR 60 000, but less than EUR 750 000, the beneficiary is required to submit, in support of the final payment, a "Report of Factual Findings on the Final Financial Report - Type I" produced by an approved auditor or in case of public bodies, by a competent and independent public officer.

The procedure and the format to be followed by an approved auditor or in case of public bodies, by a competent and independent public officer, are detailed in the following "Guidance Notes":

http://eacea.ec.europa.eu/about/documents/guidance-notes-audit-type-i_11.2012_en.pdf

The use of the report format set by the "Guidance Notes" is compulsory.

If the eligible costs actually incurred by the beneficiary are lower than anticipated, the Agency will apply the rate of co-financing stated in the specific grant agreement to the expenditure actually incurred.

In the event of non-execution or clearly inadequate execution of an activity planned in the application attached to the funding agreement, the final grant will be reduced accordingly.

Non-profit rule

EU grants may not have the purpose or effect of producing a profit within the framework of the action of the beneficiary. **Profit shall be defined as a surplus of receipts over the eligible costs incurred by the beneficiary, when the request is made for payment of the balance.** In this respect, where a profit is made, the [Agency](#) shall be entitled to recover a percentage of the profit corresponding to the

¹⁶ The beneficiary can choose the sample of supporting documents. However, the RAO has the right to increase the verification percentage for travel and subsistence costs if the associated risk for the Programme/Strand is particularly material.

Union contribution to the eligible costs actually incurred by the beneficiary to carry out the action or work programme. This provision does not apply to grants lower than or equal to EUR 60 000

The verification of the non-profit does not apply to low value grants, i.e. \leq EUR 60 000.

11.4. Payment arrangements

A pre-financing payment corresponding to **70%** of the grant amount will be transferred to the beneficiary within 30 days either of the date when the last of the two parties signs the agreement, provided all requested guarantees have been received.

The [Agency](#) will establish the amount of the final payment to be made to the beneficiary on the basis of the calculation of the final grant amount (see [section 11.2](#)). If the total of earlier payments is higher than the final grant amount, the beneficiary will be required to reimburse the amount paid in excess by the Commission through a recovery order.

11.5 Pre-financing guarantee

In the event that the applicant's financial capacity is not satisfactory, 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 Member State of the European Union. When the beneficiary is established in a third country, the authorising officer responsible may agree that a bank or financial institution established in that third country may provide the guarantee if he 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 by 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 payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

This requirement does not apply to:

- public bodies and international organisations under public law established by inter-governmental agreements, specialised agencies created by such organisations, the International Committee of the Red Cross (ICRC) or the International Federation of Red Cross and Red Crescent Societies.
- beneficiaries who have entered into a framework partnership agreement may also be released from this obligation.

12. PUBLICITY, COMMUNICATION AND DISSEMINATION

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.

To do this they must use the text, the emblem and the disclaimer available at https://eacea.ec.europa.eu/about-eacea/visual-identity_en..

If this requirement is not fully complied with, the beneficiary's grant may be reduced in accordance with the provisions of the specific grant agreement.

12.2. By the Agency and/or 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 the Internet site of the European Union institutions no later than 30 June of the year following the financial year in which the grants were awarded.

The [Agency](#) and/or the [Commission](#) will publish the following information:

- name of the beneficiary,
- locality 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 level¹⁷ if he/she is domiciled within the EU or equivalent if domiciled outside EU,
- the amount awarded,
- nature and purpose of the grant.

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.

12.3 Communication and dissemination

To maximise impact, projects should have a clear and strong strategy for communication and dissemination of their activities and results, and applicants must provide enough time and resources to communicate and interact appropriately with peers, audiences and local communities as appropriate.

Beneficiaries will be required as stipulated in the Framework Partnership Agreement to produce a public summary/report in English providing information about their work and the results of their project. The public summary/report must be included in the final report submitted to the [Agency](#) and after its approval it will be transferred and automatically published in the dissemination platform run by the European Commission (<http://ec.europa.eu/programmes/creative-europe/projects/>). The report may be used by the Commission to provide information on the results of projects. In addition the beneficiaries will be able to upload the project results to the dissemination platform.

The [European Commission](#), together with the [Agency](#), may identify good practices and prepare relevant dissemination materials to be shared within and across all participating countries and beyond.

Data and results from projects will be made freely available to be used by stakeholders, policy makers and others in a wide range of ways.

Beneficiaries may be required to attend and to participate in events organised by the European Commission or the Agency to share their experience with other participants and/or policy makers.

Please note that if these requirements are not fully complied with, the beneficiary's grant will be reduced in accordance with the provisions of the FPA and the specific grant agreement.

¹⁷ [European Union Official Journal L39](#), of 10 February 2007.

13. DATA PROTECTION

All personal data (such as names, addresses, CVs, etc.) will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the European Community institutions and bodies and on the free movement of such data.¹⁸

Unless marked as optional, the applicant's replies to the questions in the application form are necessary to evaluate and further process the grant application in accordance with the specifications of the call for proposals. Personal data will be processed solely for that purpose by the department or Unit responsible for the Union grant programme concerned (entity acting as Data Controller). Personal data may be transferred on a need to know basis to third parties involved in the evaluation of applications or in the grant management procedure, without prejudice of transfer to the bodies in charge of monitoring and inspection tasks in accordance with European Union law. In particular, for the purposes of safeguarding the financial interests of the Union, personal data may be transferred to internal audit services, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office and between authorising officers of the Commission and the Executive Agencies.

The applicant has the right of access to, and to rectify, the data concerning him or her. For any question relating to these data, please contact the Data Controller. Applicants have the right of recourse to the European Data Protection Supervisor at any time. A detailed Privacy statement, including contact information, is available on the Agency's website:

http://eacea.ec.europa.eu/about/documents/calls_gen_conditions/eacea_grants_privacy_statement.pdf

Applicants and, if they are legal entities, persons who are members of the administrative, management or supervisory body of that applicant or who have powers of representation, decision-making or control with regard to that applicant, or natural or legal persons that assume unlimited liability for the debts of that applicant, are informed that, their personal data (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the Early Detection and Exclusion System (EDES) by the Authorising Officer of the [Agency](#), should they be in one of the situations mentioned in the Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298 of 26.10.2012, p. 1) as amended by the Regulation (EU, Euratom) No 2015/1929 of the European Parliament and of the Council of 28 October 2015 (OJ L 286, 30.10.2015, p. 1).

14. PROCEDURE FOR THE SUBMISSION AND SELECTION OF APPLICATIONS

14.1 Publication

The Call for Proposals is published on the Internet site of the [EACEA](#). All the necessary documentation to apply, in particular the online application form (e-form) and the guide for applicants, can be found at:

http://eacea.ec.europa.eu/creative-europe/actions/culture_en

¹⁸ [Regulation \(EC\) No 45/2001 Of The European Parliament and of the Council of 18 December 2000](#), OJ L8, 12.1.2001, p.1.

14.2 Registration in the Participant Portal

Before submitting an electronic application, applicants will have to register their organisation in the [Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal](#) and receive a Participant Identification Code (PIC). The PIC will be requested in the application form.

The [Participant Portal](#) is the tool through which all legal and financial information related to organisations will be managed. Information on how to register can be found in the portal under the following address: <http://ec.europa.eu/education/participants/portal>.

The tool also allows applicants to upload different documents related to their organisation. These documents have to be uploaded once and will not be requested again for subsequent applications by the same organisation.

Details on the supporting documents that need to be uploaded in the Portal can be found in Annex 3.

14.3 Submission of grant applications

Proposals must be submitted in accordance with the admissibility requirements set out under [section 5](#) and by the deadline set out under [section 3](#).

No modifications to the application are allowed once the deadline for submission has elapsed. However, if there is a need to clarify certain aspects or for the correction of clerical mistakes, the Agency may contact the applicant for this purpose during the evaluation process.

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

Applications must be made through an online application system. Grant applications must be drawn up in one of the official EU languages, using the online form specifically designed for this purpose.

The online forms can be obtained on the Internet at: <https://eacea.ec.europa.eu/PPMT/>

Applications must be submitted by the deadline mentioned in the Call for Proposals, and this **before 12:00 CET/CEST (Midday, Brussels time)**, using the eform and all of its annexes referred to above.

No other method of submission of an application will be accepted. Applications submitted in any other way will be automatically rejected. No exceptions will be made.

Applicants should ensure that they have officially submitted their electronic application form and that they have received an e-mail acknowledging receipt of their submission.

14.4 Rules applicable

Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union (OJ L 298, 26.10.2012, p.1) as amended by the Regulation (EU, Euratom) N°1929/2015 of the European Parliament and of the Council of 28 October 2015 (OJ L 286, 30.10.2015, p. 1).

Commission Delegated Regulation (EU) No 1268/2012 of 29 October 2012 on the rules of application of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union (OJ L 362, 31.12.2012, p.1) as amended by the Commission Delegated Regulation (EU) No 2015/2462 of 30 October 2015 amending Delegated Regulation (EU) No 1268/2012 on the rules of application of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council on the financial rules applicable to the general budget of the Union (OJ L 342, 29.12.2015, p. 7).

Regulation (EU, Euratom) No 1295/2013 of the European Parliament and of the Council of 20 December 2013 establishing the Creative Europe Programme (2014 to 2020) concerning the implementation of a support Programme for the European creative sector (Creative Europe) (OJ L L347) and the corrigendum of the 27/06/2014.

14.5 Contacts

For any further information please contact your Creative Europe Desk:
https://eacea.ec.europa.eu/creative-europe/creative-europe-desks_en

Contact within the Agency:
EACEA-CREATIVE-EUROPE-PLATFORMS@ec.europa.eu

ANNEX 1 – Glossary

Applicable definitions to all measures and specific Articles of the [Financial Regulation](#)):

Call for proposals: This is one of the means of implementing EU programmes. A call for proposals is published annually and specifies a number of elements: the objectives pursued and the annual budget allocated to the type of support action concerned, the eligibility, exclusion, selection and award criteria, as well as the relevant supporting documents to be submitted, conditions for obtaining funding from the EU, conditions for the submission of proposals, possible start-up dates for co-financed actions and the timetable for the award procedure. Calls for proposals are published on the website of the institutions of the EU. The conditions published therein are legally binding. For Creative Europe, the present guidelines form the basis for these calls for proposal.

Conflict of interest (Art. 57 of the [Financial Regulation](#) applicable to the general budget of the Union):

1. Financial actors and other persons involved in budget implementation and management, including acts preparatory thereto, audit or control shall not take any action which may bring their own interests into conflict with those of the Union. Where such a risk exists, the person in question shall refrain from such action and shall refer the matter to the authorising officer by delegation who shall confirm in writing whether a conflict of interests exists. The person in question shall also inform his or her hierarchical superior. Where a conflict of interests is found to exist, the person in question shall cease all activities in the matter. The authorising officer by delegation shall personally take any further appropriate action.
2. For the purposes of paragraph 1, a conflict of interests exists where the impartial and objective exercise of the functions of a financial actor or other person, as referred to in paragraph 1, is compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other shared interest with a recipient.
3. The Commission shall be empowered to adopt delegated acts in accordance with Article 210 setting out what is likely to constitute a conflict of interests together with the procedure to be followed in such cases.

Third parties: in the context of this call for proposals, third parties represent the current and future member organisations of the platform project.

Cultural and creative sectors (Art. 2 of the Regulation): Cultural and creative sectors means all sectors whose activities are based on cultural values and/or artistic and other creative expressions, whether these activities are market or non-market oriented and whatever the type of structure that carries them out and irrespective of how it is financed. These activities include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions, as well as related functions such as education or management. The CCSs include inter alia architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, radio and visual arts.

Eligibility period: The period during which eligible costs can be generated. It is stipulated in the annual specific grant agreement.

Public body: Public body means a public sector body or a legal entity governed by private law with a public service mission providing adequate financial guarantees. By public sector body is meant the State, the regional or local government or any organisation governed by public law acting on behalf and under the control/responsibility of the State.

Framework partnership agreement: The Framework partnership agreement is a bilateral act which formalises a partnership between the Agency and the beneficiary to enable him to achieve his long-term objectives. It is aimed at organisations whose actions are stable in particular in terms of objectives, format, target group and methodology.

ANNEX 2 – Audience development priority
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Audience development is an important new priority in Creative Europe which helps European artists/cultural professionals and their works reach as many people as possible across Europe and extend access to cultural works to under-represented groups. It also seeks to help cultural organisations adapt to the need to engage in new and innovative ways with audiences both to retain them, to build new audiences, diversify audiences including reaching current "non-audiences", and to improve the experience for both existing and future audiences and deepen the relationship with them.

In some cases, developing audience development skills and capacity may be one of the aims of the project itself. In other cases, for example projects involving co-creations, co-productions, performances touring seeking to help artists/cultural professionals with their careers, projects should have a clear strategy for audience development to accompany the project, so that they do not focus solely on the "supply" side and to ensure that the activities have the largest possible impact. Similarly, projects with artists in exchange programmes and residences should seek to interact with local communities and audiences, rather than confining their mobility experience to their immediate peers. The approach to audience development will play an important role in assessing the quality of the projects and their contribution to the objectives and priorities of the programme.

In developing a strategy for audience development, some of the questions which you might consider include the following (non-exhaustive):

Why?

- What are your motives for working on audience development?
 - Economic necessity
 - An obligation imposed by funders
 - The conviction of the organisation of the importance of this dimension of your work

What?

- What is the aim of your audience development work?
 - To widen your audience (i.e. attract more people with the same profile as the current audience)?
 - To diversify your audience (i.e. attract people with a different profile from the current audience)?
 - To deepen the relationship with your current audience (i.e. to create a better experience for your current audience, such as helping them understand complex work)?

Who?

- Do you know who your existing target groups are?
- Which new target groups do you wish to reach and why?
- Do you research your audience and non-audience, and if not, why?

How?

- Is audience development integrated fully into your work? Do you have an explicit strategy?
- How do you intend to develop audiences?
 - Upstream by involving them in programming, creation or crowd-funding;
 - In the process through participatory art;
 - Downstream through dialogue about the works afterwards (e.g. through physical meetings with the artists, etc, or through social media, etc)
 - Developing partnerships with other sectors/ other cultural organisations
 - Through volunteering
- How will you attract your current non-audiences?
- Do you have staff members who are assigned specifically to audience development tasks?
- Do you have training on audience development for your staff?
- Is audience development embedded in the management of your organisation?

Will you evaluate the progress and success of your audience development activities?

ANNEX 3 – Mandatory documents - checklist
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Note: Where documents need to be signed, the signature **has** to be the one of the legal representative of the applying organisation.

Note: For documents with an * mandatory templates are to be found at :

http://eacea.ec.europa.eu/creative-europe/funding/european-platforms-062017_en

Attached to the e-form:
<input type="checkbox"/> Budget form* (Excel)
<input type="checkbox"/> Detailed description of the project*, describing in particular <ul style="list-style-type: none"> – the work plan for the platform activities (including the joint activities) covering the entire duration of the project ; – the set of criteria to select and monitor platform members and to award a grant to platform members throughout the duration of the project; – the definition of emerging creators and artists; – An exhaustive list of the main activities in the cultural and creative sectors of the last 2 years of the coordination entity and member organisations.
<input type="checkbox"/> Proposal of written agreement between the coordination entity and the platform members.
Declarations on honour and letters of intent (to be scanned and attached to the eform as one document): <ul style="list-style-type: none"> <input type="checkbox"/> Signed declaration on honour on legal status, operational and financial capacity* and exclusion criteria * (only if grant > EUR 60 000) <input type="checkbox"/> Declaration on honour concerning the platform* from the coordination entity that: <ul style="list-style-type: none"> – the platform members have at least two years of legal existence and that they are established in one of the participating countries to the Culture sub-programme; – the platform members are active in the cultural and creative sectors as defined in Article 2 of the Regulation; – the platform's main aim is to support the objectives and priorities of the non-audiovisual cultural and creative sectors.; <input type="checkbox"/> Letters of intent of the member organisations*.
To be provided upon request
<input type="checkbox"/> Statutes/articles of association of the lead applicant and member organisations.
<input type="checkbox"/> External audit report produced by an approved external auditor, certifying the accounts of the Coordination entity for the last two available financial years.
<input type="checkbox"/> Copies of activity reports of the coordination entity of the last two years (only if grant > EUR 60 000).
<input type="checkbox"/> Signed financial identification form* and the required annexes (coordination entity only).
<input type="checkbox"/> Financial capacity form* (only if grant > EUR 60 000) (coordination entity only).
<input type="checkbox"/> Financial statements for the last two financial years for which the accounts have been closed (only if grant > EUR 60 000) (coordination entity only).
Uploaded to the Participant Portal
<input type="checkbox"/> Signed legal entity form* and the required annexes (coordination entity only), if new applicant organisation or existing PIC holders with modified organisational data from last upload of their data to the participant portal.
<input type="checkbox"/> Applicant organisations holding a PIC with no updated organisation information need to check their data at the participant portal. Correct organisational data at participant portal is confirmed.