



## **Guidelines for sub-grant applicants**

### **REvitalization of Sustainable Tourism Across Regions in The MEDiterranean**

**RESTART MED! C\_A.1.3\_0054**

**Promoting sustainable tourism products in the Mediterranean**

**Reference: <call for sub-grant proposals nr. 1>**

**Deadline for submission of application: 16th October 2022**

These guidelines set out the rules for the submission, selection and implementation of the actions financed under this call, in conformity with the ENI CBC MED Programme rules, which are applicable to the present call (available at <http://www.enicbcmmed.eu/home> ).

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## 1. Background

RESTART MED! is a CAPITALISATION PROJECT, within the ENI CBC MED programme, on sustainable tourism in the Mediterranean that takes place between September 2021 and August 2023. It is implemented in Italy, Lebanon, Tunisia, Spain and Jordan.

It includes the following project partners:

Lead Beneficiary – Comitato Internazionale per lo Sviluppo dei Popoli – CISP (Italy)

PP1 - Barcelona Official Chamber of Commerce, Industry, Services and Navigation -BCC (Spain)

PP2 - Catalan Tourist Board - CTB (Spain)

PP3 - American University of Beirut – AUB (Lebanon)

PP4 - Jordan University of Science and Technology - JUST (Jordan)

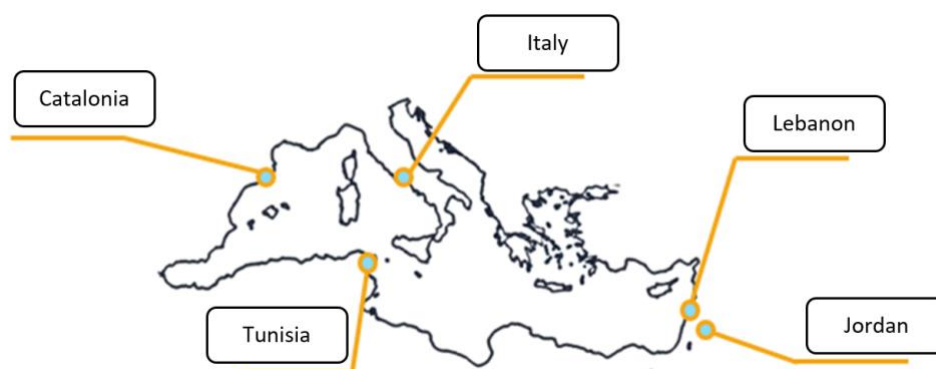
PP5 - World Wild Funds Mediterranean North Africa – WWF (Tunisia)

The **overall objective** of RESTART MED! is to Contribute to economic & social development in the Mediterranean, strengthening, disseminating and scaling up successful sustainable tourism practices & resources, in post-COVID-19 era.

### Restart Med! ‘Promotion of Sustainable Tourism’ within a Capitalisation Process

RESTART MED! will promote sustainability in the tourism sector by taking into account sustainable tourism products developed within the 4 standard projects on sustainable tourism of the ENICBCMED programme 2014-2020 (CROSSDEV MED PEARLS MEDUSA MED GAIMS) and within a number of other capitalizable projects is realised in the framework of ENICBCMED, INTERREG MED, COSME and EMFF – EASME programmes.

A major component of the RESTART MED! project foresees to assess and provide technical assistance and funding for the promotion of 20 **sustainable tourism products** across the 5 project countries. These products all over the Mediterranean will share similar characteristics, following Sustainable Tourism criteria and offering equally sustainable equivalent experiences in the different countries, although fully adapted to each local context. Thus, the Mediterranean region will become a unique platform to enjoy Sustainable Tourism experiences for domestic and international visitors looking for genuine tourism experiences that are enjoyable while also representing a good contribution to the local economies, cultures and protecting the environment.



**Figure 1:** Map of participating RESTART MED! participating countries

## 1.1 Objectives of the call for sub-grants

The **objective** of this call for sub-grant proposals is:

To engage and empower economic actors active in the sustainable tourism sector, through the **realization of visibility initiatives** aimed at promoting the attractiveness of existing sustainable tourism products in the target area(s) and increasing the attention for the sustainable tourist destinations.

## 1.2 Financial allocation

The overall indicative amount made available under this call for sub-grant proposals is **EUR 12000**.

The American University of Beirut (AUB) as RESTART MED! project partner and contracting authority reserves the right not to award all available funds.

### Size of sub-grants

Any grant requested under this call for proposals must fall between the following minimum and maximum amounts:

- minimum amount: EUR <3.000,00>
- maximum amount: EUR <4.000,00>

### **The sub-grant shall take the forms of REIMBURSEMENT OF COSTS.**

Any grant requested under this call for proposals must correspond minimum to 90% of the total eligible costs of the action.

The balance (i.e. the difference between the total cost of the action and the amount requested from the contracting authority) must be financed from sources of the applicant or others sponsor identified by the applicant.

## 2. Eligibility Criteria

There are three sets of eligibility criteria, relating to:

(1) **the actors:**

The 'applicant', i.e. the entity submitting the application form (2.1.1),

(2) **the activities:**

Type of activities for which the sub-grant may be awarded (2.1.2);

(3) **the costs:**

Forms of financing and types of cost that may be taken into account in setting the amount of the subgrant (2.1.3).

### 2.1 Eligibility of applicants

(1) In order to be eligible for a grant, the **Applicant must:**

- be an MSME, provider /manager of existing sustainable tourism products and services. For example – and not exclusively: Micro, small and medium enterprise (MSME) in the tourist sector, tourist service provider, tour operator, travel agency, Destination Management Organization (DMO), Destination Management Company (DMC), tourist professional association, site management company, etc.
- be established in the eligible countries and regions of RESTART MED! Project<sup>1</sup>
- be experienced in tourism promotion activities in the territories belonging to the municipalities of Castelvetro, Menfi, Sambuca di Sicilia, Gibellina, Montevago and Santa Margherita Belice
- be directly responsible for the preparation and management of the action, not acting as an intermediary
- be directly responsible for the preparation and management of the action, not acting as an intermediary
- The applicant can only apply individually. The applicant can not have co-applicants.

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<sup>1</sup> **Italy:** Basilicata, Calabria, Campania, Lazio, Liguria, Puglia, Sardegna, Sicilia, Toscana; **Jordan:** Irbid, Al-Balga, Madaba, Al-Karak, Al-Tafilah, Al-Aqaba; **Lebanon:** the whole country; **Spain:** Andalucía, Cataluña, Comunitat Valenciana, Región de Murcia, Illes Balears, Ciudad de Ceuta, Ciudad de Melilla; **Tunisia:** Medenine, Gabes, Sfax, Mahdia, Monastir, Sousse, Nabeul, Ben Arous, Tunis, Ariana, Bizerte, Beja, Jandouba

**Evidence of the existence of the above requirements for the applicant must be provided within the documents submitted for the application, including any other additional document, if the case (please see also section 4.1) .**

The applicant, if awarded the sub-grant contract, will become the sub-grantee, who is the main interlocutor of AUB, the contracting authority awarding the sub-grant. It coordinates the design and implementation of the action.

Applicants and, in case of legal entities, persons who have powers of representation, decision-making or control over the applicant and the affiliated entities are informed that, should they be in one of the situations of early detection or exclusion according to article 52.2.vi of the ENI CBC Implementing Rules, personal details (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, and communicated to the persons and entities concerned in relation to the award or the execution of a grant contract.

In the declaration included in the sub-grant application form, the applicant must declare that himself is not in any of these situations.

## 2.2 Eligible actions: actions for which an application may be made

### Definition

An action is composed of a set of activities.

### Duration

The initial planned duration of an action may not be lower than < 2 > months nor exceed < 6 > months.

Actions should be completed by end of April 2023.

### Sectors or Themes

Sustainable Tourism defined by the United Nations World Tourism Organization as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”<sup>2</sup>.

### Location

Actions must take place in Lebanon.

### Types of Action

#### *Types of action which may be financed under this call:*

**Visibility initiatives** aimed at promoting the attractiveness of existing sustainable tourism products in the above location and increasing the attention for the sustainable tourist destinations.

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<sup>2</sup> Unwto.org. 2022. Sustainable development | UNWTO. Available at: <https://www.unwto.org/sustainable-development>

The visibility initiatives should be focused on tourism products and services which, in their production, operation and/or delivery, pay particular attention to at least two of the following sustainability pillars:

- Socio-economic sustainability \*
- Cultural sustainability \*
- Environmental sustainability \*

See definition from UNWTO: <https://www.unwto.org/sustainable-development>

The visibility initiatives should

- consider reasonable proportionality between the estimated budget size and the expected overall impact of the initiative
- refer to at least one tourism niches (e.g. eco, slow, culture and heritage, food and wine, adventure tourism etc.);
- be developed in a participatory approach, including all actors (public and private) that can contribute to the sustainability of the product/service
- affect the overall concerned territory and involve/provide benefits to the greater number of public and private actors of the targeted area
- assure local ownership of the product/service;
- have business and job creation potential
- may be part of a larger marketing/visibility initiative
- refer to existing and sustainable tourist products

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

- Actions which do not demonstrate a clear and direct reference to the visibility of sustainable tourist products in the targeted area/s.
- The sub-grant may not be used to finance actions that have already been completed.
- The sub-grant may not be used to finance actions that represent a duplication of already existing similar/same actions, implemented by the applicant or by other actors in the targeted areas.
- Financed activities cannot commence prior to the award of the sub-grant.

### Types of Activity

**Types of activity which may be financed under this call:**

- Communication /information (media and social media) campaigns
- Promotional and marketing campaigns
- Production of promotional audio-visual material (video, documentary, books etc..)
- On-site installation (in target area/s) of informational and visibility materials (e.g. signals, panels, etc.)
- Set up of info-points
- Organization of public cultural / information/ sensitization events
- web site design
- organisation and promotional activities at tourism fairs and festivals

## Visibility

Subgrant applicants must comply with the objectives and priorities and guarantee the visibility of the EU financing (see the [Communication and Visibility Requirements for EU External Actions](#)).

### Number of applications and subgrants per applicant(s)

- The applicant may not submit more than < 1 > application under this call for subgrant proposals.
- The applicant may not be awarded more than < 1 > sub-grant under this call for subgrant proposals.

## 2.3 Eligibility of costs: costs that can be included

The sub-grant shall take the **forms of reimbursement of costs**.

Awarded applicants will have to deliver a report at the end of the communication initiative indicating the expenditures they had and proof of their payment. In the case of salaries and staff, additionally to payrolls, awarded applicants will have to submit a timesheet indicating the amount of time dedicated to the granted initiative. The eligible cost will be calculated proportionally to the dedicated time.

Only eligible costs can be covered by the sub-grant. The categories of costs that are eligible and non-eligible are indicated below. The budget is both a cost estimate and an overall ceiling for eligible costs.

### Eligible direct costs

To be eligible under this call for proposals, are actual costs incurred and paid by the subgrant beneficiary which are compliant with the programme rules and meet the following criteria:

- they are incurred during the implementation of the action and paid before the submission of the final report;
- they are indicated in the budget for the action;
- they are necessary for the implementation of the action;
- they are identifiable and verifiable, in particular being recorded in the accounting record of the subgrant beneficiary
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified and comply with the requirement of sound financial management, in particular regarding economy and efficiency;
- they are supported by adequate proving documents;
- they are related to the cost categories identified in the budget are eligible.
- VAT is eligible in EU Member States when it is non-recoverable.

**The subgrant applicant(s) agree that the expenditure verification(s) of the sub-grant contract will be carried out by the auditor contracted by the project partner American University of Beirut.**

### Ineligible costs

The following costs are not eligible:

- debts and debt service charges (interest);
- provisions for losses or potential future liabilities;



- costs declared by the applicants and financed by another action or work programme receiving a European Union grant;
- purchases of land or buildings;
- currency exchange losses;
- duties, taxes and charges, including VAT, except when non-recoverable under the relevant national tax legislation unless otherwise provided in appropriate provisions negotiated with partner countries, as per the provisions of the related Financing Agreement;<sup>3</sup>
- loans to third parties;
- fines, penalties and expenses of litigation;
- contributions in kind;

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<sup>3</sup> For details on VAT and tax provisions set in Financing Agreements (FA), the potential applicants may refer to the specific national provisions.

### 3. Ethic Clauses and Code of Conduct

#### a) Absence of conflict of interest

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

#### b) Respect for human rights as well as environmental legislation and core labor standards

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

#### **Zero tolerance for sexual exploitation and sexual abuse:**

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

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

#### c) Anti-corruption and anti-bribery

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

#### d) Breach of obligations, irregularities or fraud

The project contracting authority American University of Beirut and the Programme bodies reserve the right to suspend or cancel the procedure, where the award procedure proves to have been subject to breach of obligations, irregularities or fraud. If breach of obligations, irregularities or fraud are discovered after the award of the contract, the project beneficiary may refrain from concluding the contract.

## 4. How to Apply and the Procedures to Follow

### 4.1 Applications

Subgrant applicants are invited to submit an application using the model of application form annexed to these guidelines (Annex A and Annex B). Applicants must apply in **English**.

Please complete the application form carefully and as clearly as possible so that it can be assessed properly. Any error related to the points listed in the checklist of the subgrant application form or any major inconsistency may lead to the rejection of the application. Clarifications will only be requested when the information provided is unclear and thus prevents the contracting authority American University of Beirut from conducting an objective assessment.

Hand-written applications will not be accepted. All documents submitted must be in PDF format.

Please note that only the application form and the published annexes which have to be filled in (*budget, description of activities and / or any other relevant annex*) will be evaluated. It is therefore of utmost importance that these documents contain ALL the relevant information concerning the action.

The applications must include the following documents duly filled and signed (integrated by additional documents deemed relevant by the applicant):

Annex A - Subgrant application form

Annex B - Budget form

Annex C - Declaration by the applicant

Annex D - General Information about the company form (it is also possible to attach any other informative document about the applicant illustrating its experience and field of activity)

The applicant must submit Annual turnover budget for the last three years

### 4.2 Where and how to send applications

Applications and attached documents must be submitted by email to the following address: [dns12@mail.aub.edu](mailto:dns12@mail.aub.edu)

The subject of the e-mail must be: RESTART MED! SUBGRANT PROPOSAL – LEBANON

**Applicants must verify that their application is complete using the checklist included in the sub-grant application form. Incomplete applications may be rejected.**

### 4.3 Deadline for submission of applications

The deadline for submission of the application is Sunday the 16th of October by 2:00 PM EEST.

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Any application submitted after the deadline will be rejected.

#### 4.4 Further information about applications

Questions may be sent by e-mail no later than 10 days before the deadline for the submission of applications to the following e-mail address <[dns12@mail.aub.edu](mailto:dns12@mail.aub.edu)>, indicating clearly the reference of the call for subgrants.

The contracting authority, the American University of Beirut, has no obligation to provide clarifications to questions received after this date. Replies will be given no later than 5 days before the deadline for the submission of applications.

To ensure equal treatment of applicants, the contracting authority, the American University of Beirut, cannot give a prior opinion on the eligibility of applicants or an action.

No individual replies will be given to questions. All questions and answers as well as other important notices to applicants during the course of the evaluation procedure, will be published on the website <https://www.enicbcmmed.eu/opportunities/tourism-diversification/restart-med> as the need arises. It is therefore advisable to consult the abovementioned website regularly in order to be informed of the questions and answers published.

## 5. Evaluation and Selection of Applications

Applications will be examined and evaluated by an evaluation committee composed by representatives of the contracting authority, the American University of Beirut, and external tourism experts. All applications will be assessed according to the following steps and criteria.

If the examination of the application reveals that the proposed action does not meet the eligibility criteria stated in Section 2.1, the application will be rejected on this sole basis.

### **(1)STEP 1: OPENING & ADMINISTRATIVE CHECKS**

During the opening and administrative check, the following will be assessed:

- If the deadline has been met. Otherwise, the application will be automatically rejected.
- If the applicant satisfies the eligibility criteria
- If the location of the action is eligible according to the criteria set in point 2.1.2.
- If the subgrant requested falls within the minimum and maximum allowed

### **(2) STEP 2: EVALUATION OF THE APPLICATION**

The applications that pass the opening and administrative checks will be further evaluated on their quality, including the proposed budget and capacity of the applicants. They will be evaluated using the evaluation criteria in the evaluation grid below.

The below criteria help to evaluate the quality of the applications in relation to the objectives set forth in the guidelines, and to award sub-grants to sub-projects which maximise the overall effectiveness of the call for proposals. They help to select applications that the project Contracting authority, the American University of Beirut - AUB, can be confident will comply with its objectives and priorities. They cover the relevance of the action, its consistency with the objectives of the call for proposals, quality, expected impact, sustainability and cost-effectiveness.

#### *Scoring:*

The evaluation grid is divided into Sections. Each section will be given an overall score between 1 and 5 as follows: 1 = very poor; 2 = poor; 3 = adequate; 4 = good; 5 = very good.

After the evaluation, a table will be drawn up listing the applications ranked according to their score. The highest scoring applications will be provisionally selected until the available budget for this call for proposals is reached. In addition, a reserve list will be drawn up following the same criteria. This list will be used if more funds become available during the validity period of the reserve list, i.e. 30 April 2023.

## EVALUATION GRID

Criteria	Score
<b>1. Sustainability challenges</b> Is the visibility initiative likely to reinforce the following tourism products sustainability aspects: <ul style="list-style-type: none"> <li>● socio-economic;</li> <li>● socio-cultural;</li> <li>● environmental</li> </ul> See definition from UNWTO: <a href="https://www.unwto.org/sustainable-development">https://www.unwto.org/sustainable-development</a>	1 - 5
<b>2. Relevance</b> <ul style="list-style-type: none"> <li>● How relevant is the proposal to the objectives of the call</li> <li>● How relevant is the proposal to the applicant?</li> <li>● Does the proposal affect the overall concerned territory and involve/provide benefits to the greater number of public and private actors of the territory?</li> <li>● Is the visibility initiative consistent with the tourism needs of the target area / cluster?</li> </ul>	1- 5
<b>3. Design of the action</b> <ul style="list-style-type: none"> <li>● Are the activities proposed appropriate to promote sustainable tourism?</li> <li>● Are the activities appropriately reflected in the budget?</li> <li>● Is the budget proposed cost-effective?</li> <li>● Is the action plan for implementing the action clear and feasible?</li> <li>● Is the timeline realistic?</li> </ul>	1-5
<b>4. Long-lasting effects of the action:</b> <ul style="list-style-type: none"> <li>● Taking into account the characteristics and details of the proposal in terms of target audience, information channels and media used, kind of material produced, events organized, etc.</li> <li>● is the visibility initiative proposed likely to continue and/or produce long lasting expected effects after the end of the sub granted project?</li> </ul>	1-5
<b>5. Financial and operational capacity:</b> Respect to the service it provides and to the subgrant to manage, does the applicant has: <ul style="list-style-type: none"> <li>● Sufficient experience</li> <li>● In-house technical expertise</li> <li>● Management and financial capacity</li> </ul>	1-5

## 6. Notification of the Results of the Evaluation

### 6.1 Content of the decision

Applicants will be informed in writing of the project partner's decision concerning their application and, if rejected, the reasons for the negative decision. An applicant believing that it has been harmed by an error or irregularity during the award process may lodge a complaint.

### 6.2 Indicative timetable

	DATE	TIME
<b>1. Deadline for requesting any clarifications from the project Lead Beneficiary / partner</b>	<Date 10 days before the submission deadline>	-
<b>2. Last date on which clarifications are issued by the project Lead Beneficiary / partner</b>	< Date 5 days before the submission deadline>	-
<b>3. Deadline for submission of applications</b>	16 <sup>th</sup> October 2022	2:00 PM EEST
<b>4. Information to applicants on the evaluation</b>	31 <sup>st</sup> October 2022	-
<b>5. Notification of award</b>	31 <sup>st</sup> October 2022	-

This indicative timetable refers to provisional dates and may be updated by the contracting authority, the American University of Beirut - AUB, during the procedure. In such cases, the updated timetable will be published on the project website <https://www.enicbcmed.eu/projects/restart-med>