

## European Commission Call for Proposals

### EDEN Awards: Call 2012 European Destinations of Excellence

#### Theme: Accessible Tourism

- These notes were compiled by ENAT, based on the EC Call documents.
- They are for general information only.
- The notes provide only certain important details of the Call.
- If you intend to submit a proposal, you **MUST** read all the Call documents, Annexes and Model Grant Agreement.
- Before making a proposal:
  - Check whether or not you are eligible to submit a proposal,
  - Read all the proposal forms carefully, then follow instructions closely.
- Contact ENAT if you would like us to assist with preparation of your proposal.

**Call URL:** [http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item\\_id=5791&lang=en](http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=5791&lang=en)  
All the Call documents can be downloaded from the above web page.

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**Deadline: 30 April 2012**

Call number: 36/G/ENT/CIP/12/B/N02S04

**Objective:** To support eligible countries' National Administrations in charge of tourism, or other eligible public bodies for the purpose of the selection of one EDEN destination of excellence.

**Funding:** The **maximum budget** allocated from the CIP financing decision for this call for proposals is: 750.000 €  
**Indicative number of projects/average size:** one per eligible country.  
**Maximum EU co-financing rate** of eligible costs: 75 %  
**Maximum European Union co-financing ceiling** per project: 50.000 €

**Own funding:** Proposers must provide 25% of the project budget.  
Applications may not include contributions in kind as part of their co-financing.

#### The theme for this year's call is "Accessible tourism".

It is proposed to reward those destinations which have developed a tourism offer based on an overall approach to accessibility for tourists regardless of their physical limitations, disabilities or age.

The following aspects of accessibility could be considered (a non-exhaustive list):

- barrier-free destinations (infrastructure and facilities);
- transport (by air, land and sea, suitable for all users);

- high quality services (delivered by trained staff);
- activities, exhibits, attractions (allowing participation in tourism by everyone);
- marketing, booking systems, web sites & services (information accessible to all).

**Background:** The EDEN Awards have been organised for 5 years with co-funding from the European Commission DG Enterprise Tourism Unit.

EDEN is the acronym for "**European Destinations of Excellence**", a project promoting sustainable tourism development models across the European Union. The project is based on national competitions that take place every year and result in the selection of a tourist "destination of excellence" for each participating country.

Since 2011, EDEN is also a **European Network**, composed of those destinations that have won the award in past years.

The EC provides a Website for the EDEN network at:

[http://ec.europa.eu/enterprise/sectors/tourism/eden/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/eden/index_en.htm)

The '**EDEN Network Association**' is planned to be established as a non-profit association registered in Belgium in 2012.

A beta version of the website is already online at: <http://www.edeneurope.eu/>

Not all EU Member States have chosen to participate in the 'EDEN Preparatory Action' and it is not immediately apparent from the EDEN website which countries have take part or which countries continue to be involved. Some non-EU countries are participants in EDEN.

There are "EDEN Ambassadors" in the following countries: Bulgaria, Croatia, Finland, Greece, Iceland, Poland, Romania, Slovenia, Turkey.

Eligibility: **APPLICATIONS MUST COMPLY WITH ALL OF THE ELIGIBILITY CRITERIA SET OUT IN THIS SECTION.**

### **5.1. GEOGRAPHICAL ELIGIBILITY**

Applications from legal entities established in one of the following countries are eligible:

- (1) - EU Member States
- (2) - European Free Trade Association countries (EFTA) which are members of the European Economic Area (EEA) in accordance with the conditions laid down in the EEA Agreement: Norway, Liechtenstein
- (3) - candidate countries: Croatia, Iceland, the former Yugoslav Republic of Macedonia, Turkey,
- (4) - other countries from the Western Balkans, in accordance with the provisions to be determined with those countries following the establishment of Framework Agreements concerning their participation in Community programmes: Albania, Montenegro and Serbia;

- third countries, when agreements and procedures so allow: Israel.

Only one application per country is admissible.

## 5.2. LEGAL STATUS ELIGIBILITY

In what follows “partners” are to be understood as any potential co-signatory of the future grant agreement subject to this call, and as proposed by the applicant co-ordinator.

1. Applicants may act individually or in consortium with partner organisations. In the submission set, you will find two different types of grant agreement for reference.

2. Partners of the lead organisation must satisfy the same eligibility criteria as those for applicants; the applicant will be the coordinator

### **3. Applicants must correspond to the definition of the following target organisations:**

EU Member States’, Candidate Countries’, EFTA/EEA countries’ or other countries’ (specified in 5.1)

**National Administration in charge of tourism.** If the responsibility for the tourism sector is decentralised, then the proposal may be submitted by the competent regional administration. National Tourist Offices or other public bodies in charge of tourism can submit an application, provided that the competent National Administration **gives its consent in writing.**

4. Applications must be submitted by a legal person.

5. Corporate bodies must be properly constituted and registered under the law. If a body or organisation is not constituted under the law, a physical person must be designated to provide the legal responsibility.

### **Applications must comply with the following conditions in order to be eligible for a grant:**

1. Applications must be signed, dated and complete, using the standard submission set. All forms must be submitted in their original form with original signatures;

2. Applications must be submitted timely, in conformity with the specifications for the submission of proposals (see point 8 below) ;

3. Only projects that are strictly non-profit-making and/or whose immediate objective is non-commercial shall be eligible.

4. Applications must respect the maximum EC contribution as laid out in section 4.

5. Applications must respect the maximum duration of projects (see section 4).

6. Applications must be in line with the scheduled start date (see section 4).

7. Applications may not include contributions in kind as part of their co-financing.

In this context, will be rejected any project directly or indirectly contrary to EU policy or against public health, human rights, citizen’s security or freedom of expression.

Exclusion clauses: The usual EC exclusion clauses also apply.

Objectives in detail:

## **2.2 Description of the work**

The Commission singled out a theme of excellence for 2012, “**Accessible tourism**”, as discussed with the Member States and the Candidate countries, and came up with the related general award criteria.

It is proposed to reward those destinations which have developed a tourism offer based on an overall approach to accessibility for tourists regardless of their physical limitations, disabilities or age. This initiative should have been implemented at least since 2010.

The following aspects of accessibility could be considered (a non-exhaustive list): barrier-free destinations (infrastructure and facilities); transport (by air, land and sea, suitable for all users); high quality services (delivered by trained staff); activities, exhibits, attractions (allowing participation in tourism by everyone); marketing, booking systems, web sites & services (information accessible to all).

### **2.2.1. General requirements:**

Applicants are requested to design a scheme for the selection of one destination of excellence through an open competition to be implemented at national level. Proposals should indicate the most effective activities and mechanisms to develop and implement the proposed scheme.

Each scheme should be presented through a comprehensive description of the relevant activities and its methodology. This means that methods for its implementation and the reasons for the proposed methodology should be clearly outlined.

Applicants are free to propose the activities they consider relevant. However, it is essential that all activities are clearly related to the aim of the call for proposals (i.e. the selection of one destination of excellence following an open competition).

As a minimum requirement, the proposal shall describe in detail:

(1) Implementation of the scheme for the selection of one destination of excellence  
All activities should be described in a comprehensive way, in a coherent chronological order by work packages.

(2) Establishment of specific award criteria, clear, logical and coherent  
Applicants shall propose a first set of specific award criteria which will apply to the selection procedure.

These criteria should be clear, logical and coherent. They can be fine-tuned during the first phase of the project. They must take into account the general aim of the EDEN project (see point “1. Context”) and be consistent with the following general award criteria:

- a) eligible destinations shall be “non traditional” (the visitor density rating from “low” to “very low” in comparison with the national average);
- b) eligible destinations shall manage their own tourism offer in a way to ensure social, cultural and environmental sustainability;
- c) eligible destinations should be managed by a partnership between the public authorities responsible for the management of the destination and all those involved in tourism in and around the area (e.g. tourist service providers, local communities). Public-private partnerships are admitted;
- d) eligible destinations should have in place or under preparation a marketing management structure and a defined strategy for sustainable tourism development.

More specific criteria shall be established at the level of the participating countries to take account of the specific characteristics of their own destinations.

Examples of specific criteria which could be considered (the list is not exhaustive and it is not binding the applicants: it is given only for an ease of reference) are:

- a) Is accessibility an integral part of the local tourism strategy?
- b) Are persons with disabilities, their representative organisations and accessibility experts involved in both the planning and the implementation of the initiatives aimed at increased accessibility for tourists?
- c) Are there awareness raising campaigns or information activities organised around the accessibility theme?
- d) Is destination management responsibility shared by the most relevant local stakeholders in close partnership?
- e) How the tourism offer is managed? Does it contribute to the tourist promotion of the destination? Is any new tourist package or marketing initiative built around it? Are promotional activities aiming at creating a real “sense of the place”?
- f) Are environmental and social concerns integrated into the business strategy by those in charge of the tourism offer?
- g) What is the project’s impact on the local economic growth? Does it function like a spin wheel for the local economy?
- h) What is its impact on the local people? Are local people encouraged to become involved in enhancing the quality of the visitor experience?
- i) Is communication to potential tourists effective?

(3) Evaluation of all candidate destinations and guidance during the application process  
Applicants shall describe how they will inform about the project all potential candidate destinations and will support them for the submission of the applications (e.g. clear and concise guidelines for potential entrants could be foreseen; help desk activities; etc).

(4) Promotion of the project

Applicants shall describe how they will organise the information campaign to disseminate knowledge of the initiative and reach all potential candidate destinations (i.e. press releases, web sites, info-days, seminars, etc). Visibility of the EU support to the project should be raised.

(5) Selection of the winner destination of excellence and of 4 runners up

Organisation of the decision-making process is at the discretion of the Applicants provided that the established framework is respected (theme of excellence and general award criteria). Each applicant should be able to substantiate its choice via transparent reporting (e.g. minutes of the selection meeting), if requested by the Commission. It is expected that a final ranking of 1 winner and 4 runners up is drawn up. The winners and the runners-up will be invited to join the EDEN Network Association.

(6) Organisation of a national awards ceremony

Applicants are invited to describe how they will organise the national Awards ceremony (at least 3 national journalists and the European Commission Representation/Delegation should be invited to participate in the event in order to raise the visibility of the project in the participating country).

(7) Organisation of a national network of the destinations of excellence

Applicants shall describe how they will facilitate network activities of the nominated destination, the previous EDEN nominated destinations and other destinations respecting the award criteria (at least the 4 runners up) and which kind of support will be provided to the national network.

(8) Submission of a “Dossier on the winner destination” and “Dossiers on the 4 runners up”

At the end of the selection, applicants shall submit a dossier on the selected destination of excellence and dossiers on the 4 runners-up to the Commission. Each of the dossiers must be concise (maximum 10 pages) and follow the template provided in Annex 5.

All of these above-mentioned requirements must be clearly taken into consideration. The following activities, even if they might be important in the light of the project, would not be relevant to the aim of the call for proposals: rewarding the selected destinations with a money prize or recruiting a consultant to assist the selected destinations to improve their marketing strategies at the end of the process.

In general, all activities of follow up (apart from those linked to the activities of the national network of selected destinations if performed during the 10 month period of the contract), despite of their value, are not to be considered in the proposal (at least with regards to eligible costs) as they are not related to the aim of selecting the destination of excellence and promoting the EDEN project. This means their cost will not be eligible for co-financing.

**Timetable:**

Scheduled start-up date for the action: October 2012

Maximum duration of action is: 10 months

No applications will be accepted for projects scheduled to run for a longer period than that specified in this call for proposals.

The intention is to inform applicants of the outcome of the award procedure no later than the month of September 2012.

The period of eligibility of costs will start on the day mentioned in Article I.2.2. of the grant agreement, “the starting date of the action”.

Projects co-financed under this call for proposals can be carried out according to the following tentative calendar (October is considered as Month 1).

Setting up of the Operative Team, fine tuning of the specific selection criteria, drafting of the application forms, etc.	October 2012 – November 2012
Implementation of the awareness raising and the communication campaign	From December 2012 on
Launch of the project, receiving the candidatures, selection procedures	Up to March 2013
Communication of the winner destination to the Commission	April 2013
Dispatch of the “Dossier on the winner destination” and the “Dossiers on the 4 runners up”	May 2013
National Award Ceremony and launch of networking activities; other communication activities	From May to end of July 2013 (end of the agreement)
Completion and dispatch of the “Final Implementation Report”	From August to October 2013

Award criteria: When assessing the below evaluation criteria, the evaluation committee generally pays attention to the elements indicated below each criterion. Please note that these elements, which are indicative and non-exhaustive, are given on the basis of transparency and in order to help applicants to improve their applications.

**EVALUATION CRITERIA AND KEY ELEMENTS LIKELY TO BE ASSESSED BY THE EVALUATION COMMITTEE**

**1. Relevance MAX. SCORE 50**

This includes the overall understanding of the work to be performed, the extent to which the proposed project is in line with the objectives of the project and the clarity of the proposed project and level of detail of the work programme. It also includes the coherence, appropriateness and feasibility of the activities proposed: the extent to which the proposed activities are necessary for the implementation of the project will be evaluated as well.

**2. Quality MAX. SCORE 30**

This includes the quality and completeness of the presentation of the proposal: if it is correctly presented with all parts assembled in the proper way, if it is completed with all requested documents, if pages are numbered. This criterion also includes the extent to which the budget is complete, detailed and in line with the objectives and potential results of the proposed project. It will be judged if the link of each cost to the activities proposed in the project is clear.

**3. Impact and Visibility MAX. SCORE 20**

This includes the extent to which the proposed project contains multiplier effects (including possibilities for replication and extension of the outcomes, dissemination of information, etc) and impacts on the managerial and technical capacities of the applicant organisation. This criterion also includes the extent to which the action will be promoted within the country and the extent to which it will raise visibility of the EU support to the proposed project.

**Maximum total score 100**

If a total score lower than 60 points or a score lower than 50% for any of the above five criteria is obtained, the proposal will not be evaluated further.

Proposal: The proposal submission must be made using the Submission set EDEN VI: download from:  
[http://ec.europa.eu/enterprise/newsroom/cf/\\_getdocument.cfm?doc\\_id=7302](http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=7302)  
Additional forms in Excel format must be completed and submitted.

Note that Proposals must be submitted **typewritten, on paper, in double sealed envelopes.**

Final Dossier: Each winning destination must provide a Final Dossier of information based on a common template.  
Download the PDF document:  
[http://ec.europa.eu/enterprise/newsroom/cf/\\_getdocument.cfm?doc\\_id=7299](http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=7299)

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ENAT: The European Network for Accessible Tourism asbl is a non-profit association of organisations and individuals from the private, public and NGO sectors. Our mission is to make European tourism destinations, products and services accessible to all visitors and to help promote Accessible Tourism around the world.

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