
CALL FOR PROPOSALS

Thematic Transnational Promotional Campaigns for the Promotion of Destination Europe in China

Open Procedure

Table of Contents

1. General.....	3
1.1. Background.....	3
1.2. Objectives.....	3
1.3. Scope	3
2. Technical requirements.....	4
2.1. Target audience	4
2.2. Themes	4
2.3. Campaign types	4
2.4. Timing	5
2.5. Publicity	5
3. Selection criteria.....	6
3.1. Eligible entities	6
3.2. Geographical eligibility	6
3.3. Eligible consortia	7
3.4. Financial eligibility.....	7
4. Financial principles.....	8
4.1. Budget.....	8
4.2. Financial contributions	8
4.3. Eligible costs.....	8
4.3.1 Direct costs.....	8
4.3.2 Indirect costs	9
4.4. General principles of EU funding.....	9
4.5. Terms of payment.....	11
5. Award criteria.....	11
5.1. Deadline for awarding	12
6. Submission of proposals.....	12
6.1. Activity report.....	13
7. Miscellaneous	13
8. Contact	13

1. General

1.1. Background

The [European Travel Commission \(ETC\)](http://www.etc-corporate.org) (www.etc-corporate.org) is an international non-profit making association of official National Tourism Organisations (NTOs) in Europe. The organisation was established in 1948 and is headquartered in Brussels (Belgium).

The ETC's mission is to support the promotion of Europe as a tourist destination in major long-haul markets. For its member NTOs, the ETC also provides a broad portfolio of market intelligence services and encourages the sharing of best practices. The ETC is established as a private body (AISBL) under the law of Belgium.

In the framework of its activities, the ETC cooperates with the European Commission through a series of ad-hoc grants. In December 2017, the ETC was awarded an ad-hoc grant for the implementation of a series of activities under the framework of the [2018 EU-China Tourism Year \(ECTY\)](http://www.ecty2018.org) (www.ecty2018.org). This call for proposals is part of the deliverables related to that grant and it is co-funded by the European Commission (contract N SI2.766741).

1.2. Objectives

The general objective of this call for proposals is to increase awareness of Europe as a travel destination and to support the promotion of European and transnational tourism products in China. This should contribute to increasing tourist arrivals to Europe from China and should thereby help maintain Europe's inbound tourism market share.

The specific objective of the present call is to contribute to a series of thematic transnational promotional campaigns targeting China during the 2018 EU-China Tourism Year.

1.3. Scope

The present call seeks creative proposals that drive collaboration and innovation around themes that highlight the variety of unique experiences that Europe has to offer which appeal to a Chinese audience. For the purpose of this call for proposals, China refers to the People's Republic of China comprising mainland China and the territories of Hong-Kong and Macao.

Thematic transnational promotional campaigns are defined as original, creative and target-group oriented marketing initiatives that promote transnational themes, tourism products or services in Europe. These thematic transnational promotional campaigns are

to be conceived, executed and completed by a **consortium of partner organisations** from different European destinations.

The ETC seeks to co-invest into selected promotional campaigns that comply with the terms and conditions described in this document.

It must be noted that proposals supporting existing marketing and promotional campaigns already in place or repeated from prior years are not eligible.

2. Technical requirements

2.1. Target audience

The ETC's research shows that the highest potential Chinese visitors to Europe in the next years are cultural explorers and authentic experiencers, aged 25-44, most likely to travel in summer and live in a first or second-tier city with direct flights to multiple destinations in Europe. These travellers engage in cultural and interest/passion-based activities in the destination. Their core motivation to travel is to learn about and experience other cultures, while wanting a break from the norm. They make sincere connections and want memorable and worthwhile experiences.

The thematic transnational promotional campaigns must aim at converting these intenders into actual visitors by engaging and compelling them to visit Europe as their next travel destination.

2.2. Themes

The campaign proposal must focus on one or more of the following pan-European themes:

- Culture and heritage - architecture, historical highlights, opera, museums and other aspects of European culture
- Shopping and high-end travel products
- Coastal and maritime tourism
- Nature heritage and outdoors experiences
- Gastronomy
- Transnational routes, such as World Heritage Journeys in the EU, European cultural itineraries, cycling routes, hiking routes, rail networks, car touring, etc.

2.3. Campaign types

The promotional campaign must use the right methodology, channels and intermediaries to spread its message effectively to the target audience. The following campaign types may receive co-funding:

- Online consumer marketing activities:
 - Content marketing
 - Display and video advertising
 - Public, media relations and promotions
 - Social media advertising
- Offline consumer marketing activities:
 - Advertising
 - Film (destination placement)
 - Public, media relations and promotions
- Trade and B2B marketing activities:
 - Workshops, roadshows and sales calls
 - Educational seminars

2.4. Timing

The campaign proposal must include a detailed timeline for the development, implementation and reporting of the campaign.

The exact timeframe for the implementation of the campaign may vary according to the nature, theme and type of the proposed campaign as well as the time period when it is expected to be most effective.

In order to influence potential travellers' decisions on their next holiday destination, the campaign should preferably be active at the moment when such decisions are made, which is usually around a month before the so called "booking windows". This element can increase the relevance and strategic fit of the campaign as described in section 5 of this call.

The campaign must be completed by **31 March 2019** at the latest.

Reporting on the campaign results must be sent to the ETC no later than 60 days after the completion of the campaign and, in any case, no later than **30 April 2019**.

2.5. Publicity

The campaign must clearly acknowledge the European Union's financial contribution. In this respect, beneficiaries are required to give prominence to the official ECTY logo as well as the name and emblem of the European Commission on all its publications, posters, programmes and other products realised under the co-financed project.

To do this, the text, the emblem and the disclaimer available at the following link must be used: https://ec.europa.eu/info/files/use-eu-emblem-context-eu-programmes_en

The ECTY logo and style guide are available at:

https://ecty2018.org/wp-content/uploads/2017/06/ECTY_Logo_Style_Guide.zip

If this requirement is not fully complied with, the beneficiary's financial contribution may be compromised.

3. Selection criteria

In order to be eligible for financial support, applicant entities must meet the following selection criteria:

3.1. Eligible entities

Applicants must be legal entities. They may be public, private or public-private bodies and must be properly constituted and registered under national law. Eligible applicant entities are:

- National Tourism Organisations;
- Regional Tourism Organisations or regional territorial entities with a tourism-related focus;
- Other Destination Marketing Organisations with a clear governmental mandate (including city tourism boards);
- Private sector companies;
- Tourism-related associations.

3.2. Geographical eligibility

The applicant entities listed above must be established in one of the following countries:

- A) EU member states: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands (The), Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom;
- B) Third countries participating in COSME¹;
- C) European third countries which border North Sea, Baltic Sea, Black Sea, the Atlantic and the Mediterranean Sea basins if the involvement of those applicants

¹ See full list of third countries participating to COSME <http://ec.europa.eu/DocsRoom/documents/23201>

from non-EU countries is necessary in view of the nature of the action and in order to achieve its objective (i.e Norway, Monaco).

Applicant entities established in countries different from those listed above (i.e. Switzerland, San Marino, China) may be part of a consortium and participate in thematic transnational promotional campaigns as well. In this case, however, these entities will not be eligible for financial support (see section 4.2. Financial contributions).

3.3. Eligible consortia

Applicant entities must jointly submit a proposal as consortia. Eligible consortia must comprise **a minimum of two and a maximum of five eligible entities** from at least two different EU member states. The consortia must be led by an entity established in an EU member state, referred to as the coordinator, which will submit the proposal and liaise with the ETC on behalf of all partners in the consortium, including for the receipt and processing of payments, managing the service administration and overall coordination.

Consortia do not need to have a given legal form in order to be allowed to submit a proposal. All parties in the consortium shall agree upon appropriate arrangements between themselves for the proper performance of the action, and shall assume joint responsibility towards the completion of the campaign.

Consortia that comprise public and private entities and/or cross-industry entities are preferred -although it is not a requirement- and will be given priority in the selection process. Demonstrated support from their official National Tourism Organisation by the applying entities will also be considered an asset.

3.4. Financial eligibility

Each applicant must show they have the operational (technical and management) capacity to complete the operations to be co-founded and must demonstrate their capacity to manage scale activity corresponding to the size of the project for which the financing contribution is requested.

Each **applicant** must have stable and sufficient financial capacity to maintain their activity through the project implementation phase, proven by an average annual turnover at least EUR 1,000,000 in the last three years.

4. Financial principles

4.1. Budget

The ETC plans to finance a number of thematic transnational promotional campaigns for an overall amount of EUR 1,500,000.

4.2. Financial contributions

The ETC financial contribution per promotional campaign will be minimum EUR 100,000 and maximum EUR 300,000. It will cover 100% of the eligible costs of selected promotional campaigns, with a maximum contribution of EUR 60.000 per eligible party of the consortium. The addition of eligible costs above EUR 60.000 and non-eligible costs is expected to match ETC financial contribution **at least**. To that end, consortia shall clearly indicate the different tasks to be performed, each task needing to be performed by a single party.”

Contributions made to the promotional campaign by entities established in countries not eligible for financial support (see 3. Selection criteria) will not be taken into account for determining the amount of financial support awarded to the campaign consortium.

The European Travel Commission reserves the right to invest to a lower ratio than what stated above depending on its evaluation of the consortium’s submission and the overall number of received proposals.

4.3. Eligible costs

Types of costs eligible for financial support include the following:

4.3.1 Direct costs

- staff costs;
- costs of travel and related subsistence allowances, provided that these costs are in line with the beneficiary's usual practices on travel;
- the depreciation costs of equipment or other assets;
- costs of consumables and supplies;
- costs arising directly from requirements imposed by the call and related to the planning or the implementation of the campaign, or the evaluation and presentation of the results;

- costs entailed by subcontracts, concluded for the externalisation of specific tasks or activities which form part of the action or work programme as described in the proposal;
- duties, taxes and charges paid by the beneficiary, provided that they are included in eligible direct costs, and not recoverable by the contractor (e.g. VAT if not recoverable).

4.3.2 Indirect costs

A flat-rate amount of 7% of the total eligible direct costs of the action is eligible under indirect costs, representing the contractor's general administrative costs which can be regarded as chargeable to the action/project.

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

Indirect costs are not eligible for contractors that receive an operating grant from the European Commission.

4.4. General principles of EU funding

Financial contributions will be administered with respect to the following general principles of EU funding:

Transparency

Participation in this call is open on equal terms to all eligible entities. Submission of a proposal implies acceptance of the terms and conditions set out in this call for proposals.

Upon request, the ETC may provide additional information solely for the purpose of clarifying this call for proposals. Any request for additional information must be sent via the contact form made available for this purpose on the ETCY website: ecty2018.org

No double funding

The campaigns shall rely on EU financing exclusively deriving from this call. In no circumstances shall the same costs be financed twice by the Union budget.

The contractor shall inform the European Travel Commission about sources and amounts of EU funding applied for or received for the same campaign or for part of the campaign. Applicants shall indicate if they receive EU funding for their functioning during the financial year in which the action takes place.

Non-retroactivity

This call may not be awarded retrospectively for actions already completed.

This call may be awarded for an action which has already begun, provided the contractor can demonstrate the need to start the action before the agreement is signed. In such cases, costs eligible for financing may not have been incurred prior to the date of submission of the proposal.

Non-profit rule

This call may not have the purpose or effect of producing a profit within the framework of the action of the work programme of the contractor. Where a profit is made, the European Travel Commission is entitled to recover the percentage of the profit corresponding to the call's contribution to the eligible costs actually incurred. For this purpose, profit shall be defined as a surplus of the receipts over the eligible costs incurred, when the request for payment of the balance is made.

No obligation to award the contract

This call for proposals is in no way binding on the European Travel Commission. Any contractual obligation commences only upon signature of the contract with the successful contractor.

The European Travel Commission reserves the right to invest a lower ratio than what stated above depending on its evaluation of the proposal and the overall demand for funding.

Right to audit

The European Commission may, during the implementation of the action or afterwards, carry out technical and financial checks and audits to determine that the contractor is implementing the action properly and is complying with the obligations under the Agreement. It may also check the beneficiary's statutory records for the purpose of periodic assessments of lump sum, unit cost or flat-rate amounts.

Information and documents provided as part of checks or audits must be treated on a confidential basis.

In addition, the Commission may carry out an interim or final evaluation of the impact of the action, measured against the objective of the Union programme concerned.

Commission checks, audits or evaluations may be carried out either directly by the Commission's own staff or by any other outside body authorised to do so on its behalf.

The Commission may initiate such checks, audits or evaluations during the implementation of the Agreement and during a period of three years starting from the date of payment of the balance.

4.5. Terms of payment

All payments will be executed in Euro to the bank account of the contractor/the leading partner in the consortium.

The payment scheme consists of:

- one interim payment, due after the approval of the Interim report, amounting to 50% of the overall amount;
- one final payment, due after the approval of the final report, amounting to 50% or the equivalent balance of all eligible costs.

To trigger each payment, the contractor should issue an invoice to:

European Travel Commission
Rue du Marche aux Herbes 61, 1000 Brussels
VAT # BE0408.138.386

The invoice must specify all eligible costs incurred by each party of the consortium.

5. Award criteria

Proposals that meet the selection criteria (see 3.Selection criteria) will be evaluated and adjudged in accordance with the award criteria and the relative weights assigned to each of them as described below:

<u>Key elements to be assessed</u>	<u>Ratio</u>
Pan-European dimension and geographical balance. The extent to which the campaign proposal ensures appropriate geographical coverage of Europe and pursues a clear thematic pan-European approach and solid European added value.	30
Target audience. The extent to which the target audience is in line with the target groups described in this document, size of the audience that the campaign will reach..	10
Measurable outcomes. The extent to which the proposal contains verifiable and well-defined indicators (KPIs) for project outcomes and estimated impact on target groups	10
Clarity and quality. Level of detail of the activities for which the consortium consortia may receive financial support, the role of each entity in the consortium consortia and their diversified nature (public and private entities) and how the resources will be managed and monitored to ensure quality and delivery of the proposed activities.	10

Creativity and innovation of the campaign approach. The extent to which the proposal demonstrates an innovative and creative approach.	10
Relevance and strategic fit. The extent to which the initiative's goals, theme, timing and channels are in line with the call's objectives mentioned in 1.2.	10
Value for money. The ratio of campaign costs versus campaign outreach and proven measurable results according to the KPIs established in the proposal.	10
Investment ratio. The ratio of campaign costs covered by the consortium vs the ETC financial contribution.	10
TOTAL	100

5.1. Deadline for awarding

The ETC envisages that it will not take more than 30 calendar days to complete the awarding process.

6. Submission of proposals

Proposals must be written in British English and should be concise and clear so there can be no doubt as to word meaning and figures. Proposals should include detailed information of the project approach and methodology (technical proposal) and a detailed breakdown of the budget in different activities (economic proposal).

Proposals must include the following supporting documents, whose templates are available for download on the ECTY website <https://ecty2018.org/get-involved>

List of supporting documents:

- 1) Detailed timeline for the development, implementation and reporting of the campaign (no template available)
- 2) Budget form
- 3) Legal Entity Form (for each party in the consortium)
- 4) Exclusion Criteria Form (for each party of the consortium)
- 5) Balance sheet 2015, 2016, 2017 (for each party of the consortium) (no template available)
- 6) Filled-in application form.

Proposals must be submitted by midnight on **9 April 2018** via the online submission form available on the ECTY website <https://ecty2018.org/application/>

6.1. Activity report

The successful applicant is expected to provide the following reports and documents to the ETC:

- Interim progress report, detailing activities, milestones and work performed, difficulties experienced and modifications of the programme of activities. The interim progress report date of submission will be established depending on the length of the campaign (including the planning phase)
- Final report, including a 500 words executive summary, detailing the main achievements, the performance of the campaign against relevant KPIs, and sustainability of results
- All reports on valid KPIs indicated in the proposal
- Other deliverables outlined in the proposal, such as marketing materials, visuals, web content, etc.

The reports and other documents will be written in British English in a clear and concise form. The final report must be proof read and free of linguistic errors.

7. Miscellaneous

The ETC reserves the right to accept or reject any or all proposals received as a result of this call, to negotiate with all qualified providers or to cancel this project. In the event of cancellation of the project, this should not entail any additional financial obligation to the ETC.

Proposals must be valid for at least three months after their submission.

All information submitted will remain confidential.

8. Contact

Any enquiries relevant to this call for proposals shall be made in writing and sent via the contact form made available for this specific purpose on the ETCY website: <https://ecty2018.org/faq/>

Brussels, 9 March 2018

European Travel Commission

Rue du Marche aux Herbes 61

1000 Brussels - Belgium

Tel: + 32 (0)2 - 548 9000

Fax: + 32 (0)2 - 514 18 43

www.etc-corporate.org

info@visiteurope.com

www.ecty2018.org