

IMPORTANT NOTE: *This form is a copy of the online application form on the ecty2018.org website. The information below is only intended to help you prepare your proposal.*

Do not submit this form. Please use the online application form on the ecty2018.org website to submit your proposal.

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

- Application Form -

Applicant Information

Consortia: Identify the entities that are part of the consortia, their roles and main tasks to be performed, each task needing to be performed by a single entity. Make sure that you meet the selection criteria described in the call for proposals.

Name of the consortium

(for the purposes of this application)

Number of entities participating in the consortium

Countries where the entities participating in the consortium are established:

Number of entities entitled to funding *

***The applicant entities must be established in one of the following countries to be entitled to funding:**

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 COSME – hyperlink to <http://ec.europa.eu/DocsRoom/documents/23201>;

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 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).

Is the consortium a public-private partnership?

Yes

No

Please describe below the roles and responsibilities of each entity of the consortium which is entitled to funding (max. 100 words per entity).

Name entity 1:

Description entity 1:

Name entity 2:

Description entity 2:

Add another entity

Add

Lead organisation: Identify among the entities above the one that will be assuring the coordination, financial and reporting responsibility for the consortium.

Name Lead Organisation:

Main point of contact: Identify the sole point of contact of the lead organisation that ETC will liaise with.

Contact Name

First Name

Last Name

Job title

Organisation

Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Country

Email

example@example.com

Telephone (direct)

Country Code

Area Code

Phone Number

Technical proposal

Campaign name:

Start date:

End date:

Campaign themes: Select the pan-European themes focus of the campaign.

Culture and heritage

Shopping and high-end

Coastal and maritime

Gastronomy

Transnational routes

Nature and outdoors experiences

Campaign Scope: Describe below the pan-European product(s) and experience(s) to be promoted as well as their geographic location (3,000 characters maximum).

Describe your campaign scope:

Target Audience: ETC's research shows that the highest potential Chinese visitors to Europe are cultural explorers and authentic experiencers, aged 25-44, residents in a first or second tier city with direct flights to multiple destinations in Europe. Describe below how your proposal aligns with this target audience, or another based on research and past marketing success (3,000 characters maximum).

Describe your target audience:

Objectives: Indicate below what you are generally trying to achieve and the specific outcome that is desired. Be sure that your goals are specific, measurable, achievable, relevant and time-bound. (2,000 character maximum).

Describe your objectives:

Campaign Description: Describe below the creative idea of your promotional campaign. Note how you plan to allocate your resources and to generally achieve your noted objectives and goals. Indicate the channels that you will use to engage your target audience. Be sure to illustrate some of your anticipated tactics and specific tangible activities that will carry out your campaign (8,000 characters maximum).

Describe your promotional campaign:

Timing: Provide a detailed timeline for the development, implementation and reporting of the campaign

Measurable Outcomes: Describe below how you will determine whether your previously noted objectives have been achieved. Include the key performance indicators you will use and your goals (3,000 characters maximum).

Describe measurable outcomes:

Technical capacity: Please indicate below the main project managers and other employees for which the consortium plans to claim personnel costs, if any (max 1,500 characters).

Describe your technical capacity:

Economic proposal

Detailed budget: Provide a detailed budget in Euros that includes the estimated expenses of each activity along with a list of the financial contribution from each entity of your consortium.

A reminder that 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.

Please attach detailed budget (form available with the supporting documents of the call for proposals) as part of your submission. Prices must be established in Euro and inclusive of all taxes and duties which are not recoverable. The budget must have revenue and expenditure in balance.

Additional documents

Each entity participating in the consortium should be a legally established body. Please fill-in and upload the [Legal Entity Form for each entity](#).

[Each entity participating in the consortium should fill-in, sign and submit the Exclusion Criteria Form.](#)

Each entity participating in the consortium 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.

[Please provide a balance sheet for 2015, 2016 and 2017 for each entity.](#)