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(Announcements)

ADMINISTRATIVE PROCEDURES

EUROPEAN COMMISSION

Call for proposals**GR/001/15****Support for awareness raising activities about the value of intellectual property and the damages of counterfeiting and piracy**

(2015/C 13/04)

1. Objectives and description

The general objective of the call for proposals is to raise awareness about the value, benefits of Intellectual Property (IP) as well as the damages of infringements by involving stakeholders, multipliers, media and stimulating people to people encounters.

The specific objectives of this Call for Proposals are to familiarise EU citizens with Intellectual property and the value it has, as well as to inform them about the dangers of counterfeiting and piracy, show EU citizen what impact intellectual property has on their everyday lives, deconstruct myths and change mentalities towards IP and notably towards counterfeiting and piracy.

Results expected are to:

- Inform EU citizens and especially priority target groups such as policy makers & media, SMEs and youngsters, on IP and IP related issues, notably by improving understanding of the issues surrounding IP through a more creative and positive means of providing information, linking IP closer to the daily lives of citizens and informing of the benefits of IP in terms of innovation, creativity, growth and employment
- Create ownership, by supporting the development of an emotional relationship to IP so that the benefits of IP are perceived at national, regional and local levels, by connecting developments in the IP field to consumers lives
- Change mind sets and ultimately behaviour, by contributing to challenge preconceptions and present IP through awareness raising actions through a personal interest angle.

2. Eligible applicants

Applicants considered eligible to respond to this call must:

- be a legal entity, public or private. Such organisation can be:
 - non-profit organisation, association, NGOs;
 - public body at local, regional or national level;
 - university, foundation ...
- be registered in one of the 28 Member States and provide evidence from their country of registration certifying that the applicant is correctly established and registered for more than 2 years;

Public entities that receive funds or support from OHIM by means of other financing measures such as cooperation programmes, which aim to pursue the same objectives as this call are not eligible (e.g. national and regional IP offices, international organisations).

In case of acting with associated partners participating in a proposal regardless of their role in the project, each partner must satisfy the eligibility criteria as applicable for the applicant himself and must sign a letter of intent.

An application can only be coordinated and submitted — on behalf of all participants — by one applicant, the legal representative of the applicant organisation.

Natural persons may not apply for a grant.

3. Eligible actions

The maximum duration (eligibility period) is of 12 months from the date of signature of the grant agreement. Extension for maximum 6 additional months could be granted.

Specific sectors or themes to which the actions must relate are intellectual property and issues related to counterfeiting and piracy of IP rights.

Actions must take place in one or more of the following countries: EU 28 Member States.

Types of action which may be financed under this call: awareness raising activities, able to be measured and evaluated against pre-defined Key performance indicators. Actions with an interactive dimension, including connections with social media/online platforms are encouraged.

The following types of actions are ineligible:

- projects concerned only or mainly with individual sponsorships for participation or speaking activities in workshops, seminars, conferences and congresses or any other events;
- projects concerned only or mainly with individual scholarships for studies or training courses;

The activities to be financed under this call cover for example (non-exhaustive):

- media and social media activities,
- production and dissemination of audiovisual materials, publications, e-communications,
- organisation of events, fairs, exhibitions, training activities, etc.,
- infotainment (debates, youth programmes, quizzes, music programmes...),
- web-based tools, activities, solutions, etc.

For more details please refer to Section 6 of the Guidelines for applicants.

4. Exclusion criteria

Applicants must not be in a situation that will exclude them from participation and/or from award as defined by the Financial Regulation applicable to the general budget of the Union and its rules of application.

5. 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.

6. Award criteria

The award criteria for assessing a proposal are allocated out of a total of 100 on the basis of the following weighting:

	Minimum threshold	Maximum score
1. Relevance and general interest of the project	15	25
2. Reach and impact	15	25
3. Sustainability of the project and margin for replication	12	20
4. Methodology	12	20
5. Cost-effectiveness	6	10
Total	60	100

To be considered for funding, proposals must score:

- at least 60 points overall
- and
- at least the minimum points in each of the sub-criterion.

For more details please refer to Section 9 of the Guidelines for applicants.

7. **Budget**

The total budget available for the co-financing of projects under the present call is EUR 500 000.

Financial contribution from the OHIM cannot exceed 80 % of the total eligible costs submitted by the applicant and must fall between EUR 15 000 and EUR 50 000.

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

8. **Deadline for submission of applications**

The application package is available on the internet at the following address: <https://oami.europa.eu/ohimportal/en/grants>

Grant applications must be drawn up in one of the following languages: English, French, Spanish, German and Italian and using the official application package. Applications in English are encouraged.

Applications must be submitted in no later than **31 March 2015** as per postmark or hand-delivered to the OHIM at the following address:

Office for Harmonization in the Internal Market (Trade Marks and Designs)
Avenida de Europa 4
03008 Alicante
ESPAÑA

No other method of submission of an application will be accepted.

Applications which do not include all the stipulated annexes and which are not submitted before the deadline will not be considered.

For more details please refer to Section 14 of the Guidelines for applicants.

9. **Full details**

The full text of the guidelines for applicants is available at the following internet address: <https://oami.europa.eu/ohimportal/en/grants>

Applications must comply with all the terms of the guidelines and be submitted on the forms provided.

10. **Contact**

If you are encountering technical problem with the application package or if you have specific questions on the application process, you can send an e-mail to the following mailbox: grants@oami.europa.eu
