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(Announcements)

## ADMINISTRATIVE PROCEDURES

## EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE

## CALL FOR PROPOSALS

GR/002/19

**Support for awareness-raising activities on the value of intellectual property and the damage caused by counterfeiting and piracy**

(2019/C 181/02)

**1. Objectives and description**

The overall objective of the call for proposals is to raise awareness about the value and benefits of intellectual property (IP) and the damage caused by infringements of IP rights.

Increasing knowledge and engaging priority audiences in a bid to foster respect for IP should ultimately change people's behaviour by reducing their purchase of counterfeit goods and their downloading of digital content from illegal sources.

The specific objectives of the call are to:

- increase knowledge of the value of IP as a tool to protect creativity and innovation by providing concrete and objective information about IP in this context and increasing awareness of the damage caused by IP rights infringements;
- engage priority audiences regarding these issues, taking into account relevant leverage possibilities and especially how audiences expect to be addressed on these matters (non-patronising, objective and neutral) with a view to changing behaviour and reducing the appeal of counterfeiting and piracy.

The expected results are:

- ensure the maximum reach of the identified targets;
- create the engagement of relevant influencers such as bloggers, artists and other actors such as teachers and academic experts or multipliers such as the media, public authorities or youth associations, who are able to reach target audiences through a clearly defined and measurable process;
- ensure the sustainability and scalability of the project results.

The results of the activities will be measured through predefined KPIs on volume and quantity (depending on the nature of the activity and channels used).

The targeted projects by lot are:

- *Lot 1*: reaching children and teachers/future teachers through educational activities in academic and non-academic learning environments;
- *Lot 2*: reaching consumers/citizens and especially young people.

Cross-border activities will represent a preferential criterion in the evaluation for Lot 1 and are mandatory for Lot 2. By cross-border, we refer to projects that are implemented in at least two Member States.

Please find relevant information on the Guidelines for Applicants Chapter I – General Overview of the Call for Proposal.

## 2. Eligible applicants

Applicants considered eligible to respond to this call must:

- be a legal entity, public or private. Such as:
  - a non-profit organisation, association, NGO;
  - a public body at local, regional or national level;
  - a university, foundation, private company or TV channel.

Natural persons may not apply for a grant;

- be registered in one of the 28 Member States and provide evidence from their country of registration certifying that they have been correctly registered for more than 2 years.

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

In case of partnerships, each entity participating in a proposal, regardless of its role in the project, must satisfy the applicable eligibility criteria for the applicant his or herself and must sign a letter of mandate.

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

**For British applicants:** please be aware that compliance with the eligibility criteria must be for the entire duration of the grant. If the United Kingdom withdraws from the EU during the grant period, without concluding an agreement with the EU ensuring, in particular, that British applicants continue to be eligible, you will cease to receive EU funding (while continuing, where possible, to participate) or you may be required to leave the project depending on the relevant provisions of the grant agreement concerning termination.

Please find relevant information on the Guidelines for Applicants Chapter II point 8.1. Eligible applicants.

## 3. Eligible actions

The maximum duration (eligibility period) is 12 months from the date of signature of the grant agreement.

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

An entity may apply in the different lots and, by default, be awarded a grant in the different lots.

The activities to be financed under the lots are non-exhaustive and could cover, for example:

- media and social media activities;
- production and dissemination of audio-visual materials or publications;
- organisation of events, fairs, exhibitions and training activities that are part of the specific project;
- infotainment (debates, youth programmes, quizzes, video games or music programmes, etc.);
- web-based tools, activities, solutions, etc.

For Lot 2, activities need to take place in at least two EU Member States.

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

- projects consisting mainly of (or only of) individual sponsorships for participation/speaking activities in workshops, seminars, conferences, congresses or any other speaking opportunities;
- projects consisting mainly of (or only of) individual scholarships for studies or training courses.

For more details please refer to Chapter II of the Guidelines for applicants point 8.3. Eligible activities.

#### 4. Exclusion and selection criteria

Applicants must not be in a situation that will exclude them from participation and/or from award as defined by the Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council <sup>(1)</sup>.

Applicants must have the financial and operational capacity to complete the proposed activities.

Please refer to Chapter II of the Guidelines for applicants point 9 – Exclusion Criteria and point 10 – Selection Criteria for further details.

#### 5. Award criteria

The scoring for assessing and awarding eligible proposals is allocated (out of a total of 100) based on the following criteria:

	Minimum threshold	Maximum score
1. Relevance and general interest of the project	25	35
2. Reach and impact	25	35
3. Sustainability and methodology	14	20
4. Cost-effectiveness	6	10
<b>Total</b>	<b>70</b>	<b>100</b>

To be considered for funding, proposals must score:

- at least 70 points overall,
- the minimum points in each of the subcriterion.

For more details please refer to Chapter II of the Guidelines for applicants point 11 – Award Criteria.

#### 6. Budget

The total budget available for the co-financing of projects under the present call is EUR 1 000 000.

Financial contribution from the EUIPO cannot exceed 80 % of the total eligible costs submitted by the applicant and must fall between the following maximum and minimum amounts in line with the two different lots available:

*For Lot 1* — Reaching children and teachers/future teachers through educational activities in academic and non-academic environments (indicative available budget = EUR 400 000):

- minimum amount: EUR 20 000
- maximum amount: EUR 60 000

*For Lot 2* — Reaching European citizens and especially young people (indicative available budget = EUR 600 000):

- minimum amount: EUR 40 000
- maximum amount: EUR 90 000

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

Please find relevant information on the Guidelines for Applicants Chapter I point 6. Available Budget.

<sup>(1)</sup> OJ L 193, 30.7.2018, p. 1.

## 7. **Deadline for submission of applications**

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

Applications must be submitted to the EUIPO using the online application form (e-Form) no later than **2 July 2019 at 13.00** (local time).

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

Applicants should ensure that all the documents requested and mentioned in the e-Form are provided.

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

For more details, please refer to Chapter IV of the Guidelines for applicants – Procedure for the Submission of Proposals.

## 8. **Full details**

The detailed conditions of this call for proposals can be found in the Guidelines for applicants at the following internet address: <https://euiipo.europa.eu/ohimportal/en/grants>

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

## 9. **Contact**

For any further information, please contact the following mailbox: [grants@euiipo.europa.eu](mailto:grants@euiipo.europa.eu)

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