



European Commission
Enterprise & Industry Directorate General

CALL FOR PROPOSALS

**Promotion of cycling tourism in the European Union as
means of sustainable tourism development**

ENT/TOU/10/611

GRANT PROGRAMME 2010

The present call for proposals is composed of a set of Grant Submission Documents,
which form an integral part of this call:

The call for proposals,
The Guide for Submission
The Submission Set

The terms set out in the call for proposals document shall take precedence over those in
the other parts of the Grant Submission Documents.

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INTERESTED PARTIES ARE INVITED TO READ CAREFULLY THE BELOW INSTRUCTIONS, AND TO USE THE QUESTIONNAIRE PROVIDED IN CHAPTER II OF THE GUIDE FOR SUBMISSION IN ORDER TO ENSURE THAT APPLICATIONS ARE COMPLETE WHEN SUBMITTED.

1. CONTEXT

1.1. European policy framework

The Commission has identified sustainability as a fundamental aspect for the quality and competitiveness of European Tourism (COM(2003)716¹, COM(2006)134²). At the end of 2007, the Commission presented a Communication on an “Agenda for a sustainable and competitive European Tourism” (COM(2007)621³), where it acknowledged that several stakeholders have already recognised the importance of the sustainability challenge and are working to improve their performance. In order to achieve more significant results, the Commission invited tourism stakeholders to unite their efforts and act together, in a more visible and synergic way.

It is one of the European Commission’s aims to achieve a better visibility and recognition of good practices by the EU citizens and society and to strengthen the knowledge and understanding of practices that link sustainability and competitiveness in a mutually reinforcing way.

Furthermore, finding the right balance between an autonomous development of the destinations and the protection of their environment on the one side and the development of a competitive economic activity on the other side may be challenging. However, it is confirmed that more than any other economic activity tourism can develop synergies in close interaction with environment and society. That is because the development of tourist destinations is closely linked to their natural environment, cultural distinctiveness, social interaction, security and wellbeing of local populations.

Creating the right balance between the welfare and expectations of tourists, the needs of the natural and cultural environment and the development and competitiveness of destinations and businesses requires an integrated and holistic policy approach where all stakeholders share the same objective of a sustainable development.

When pursuing this objective, a number of challenges⁴ proper to the tourism sector will have to be addressed. These mainly include sustainable conservation and management of natural and cultural resources, minimising resource use and pollution at tourism destinations including the production of waste, managing change in the interests of the well being of the community, reducing the seasonality of demand, addressing the environmental impact of transport linked to tourism, making tourism experiences available to all without discrimination, and improving the quality of tourism jobs. Ensuring that tourists as well as the local communities where tourism services are offered are safe and secure is a further challenge and also a basic condition for a successful development of tourism.

Thus, sustainable destination management is critical for tourism development, especially through effective spatial and land use planning and development control and through investment decisions on infrastructure and services. In ensuring that new tourism development is of a scale and type in keeping with the needs of the local community and environment, only a sustainable management can reinforce the economic performance and competitive positioning of a destination in the long-term. It requires a supportive framework with the involvement of all regional and local stakeholders and an efficient structure within which partnership and effective leadership are facilitated.

The Article on tourism in the Lisbon Treaty provides a new framework which will allow the Commission to undertake necessary measures in order to complement the action of the Member States in the tourism sector, in particular by promoting the competitiveness of Union undertakings in that sector (Title XXII Tourism, Art. 195 TFEU). The specific measures in the tourism sector will be especially aimed at:

¹ <http://europa.eu.int/eur-lex/lex/LexUriServ/LexUriServ.do?uri=CELEX:52003DC0716:EN:NOT>

² <http://europa.eu.int/eur-lex/lex/LexUriServ/LexUriServ.do?uri=CELEX:52006DC0134:EN:NOT>

³ <http://eur-lex.europa.eu/COMDay.do?year=2007&month=10&day=19>

⁴ These key challenges have been elaborated in the TSG report (p. 8-17) and are related to the seven challenges identified in the renewed Sustainable Development Strategy.

- (a) encouraging the creation of a favourable environment for the development of undertakings in this sector;
- (b) promoting cooperation between the Member States, particularly by the exchange of good practice.

Moreover, the European Parliament and the Council, acting in accordance with the ordinary legislative procedure, shall establish specific measures to complement actions within the Member States to achieve the objectives referred to in this Article, excluding any harmonisation of the laws and regulations of the Member States.

1.2. Specific policy framework for this call

This call for proposals is published in the framework of the preparatory action⁵ "Sustainable Tourism", which DG Enterprise and Industry has started implementing in 2009.

In the first year of implementation, the main objective was to raise awareness on cycling tourism in Europe and its contribution to sustainable tourism. A specific focus was put on highlighting the regional economic impact of cycling tourism and the importance of developing the Iron Curtain Trail as EuroVelo route no. 13. In this regard, an awareness raising and promotion campaign (incl. producing the video-clip "Discover Europe by bike" and organizing three regional workshops in Member States) on cycling tourism as a sustainable form of tourism was launched.

The following conclusions for the Iron Curtain Trail could be drawn from these workshops, but many issues addressed there are also valid for other long-distance cycling routes:

- The Iron Curtain Trail is a long-distance cycling route following the former border of the Iron Curtain, which divided Europe into two separate areas from the end of World War II in 1945 until the end of the "cold war" in 1991. The route should run:
 - o as close as possible to the former border
 - o on comfortable paths
 - o avoiding highly frequented roads
 - o frequently crossing the former border
 - o integrating numerous historic monuments preserving the memory of Europe's past and being a symbol of European reunification
- The Iron Curtain Trail has potential to become a successful international cycling and tourism project, however for its final implementation it needs the following steps:
 - o A unit (authority, organisation) that takes at European level the responsibility for the overall project planning, its implementation, operation and quality assurance.
 - o National focal points - responsible persons or better institutions - for the coordination of the national and cross-border, bilateral implementation.
 - o Concrete action plans for its implementation - best both on European and cross-border/trans-national level.
- The Iron Curtain Trail and the Green Belt Project of IUCN, BUND and several other stakeholders have similar goals; a close cooperation therefore is recommended.
- In order to contribute to the development of sustainable regional tourism and to create regional economic benefit the Iron Curtain Trail should be a starting point, not the final aim. Networking with and development of suitable regional cross-border projects in the fields of nature-, cultural- and historical tourism is needed for:
 - o Connection with existing regional cycling trails / networks and synergies with national cycling and tourism strategies.

⁵ within the meaning of Article 49(6) of Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 on the Financial Regulation applicable to the general budget of the European Communities (OJ L 248, 16.9.2002, p. 1), as last amended by Regulation (EC) No 1525/2007 (OJ L 343, 27.12.2007, p. 9).

- o Development of concrete tourist packages (for groups and individuals) for cyclists that use the local resources of nature, culture and history.
- o Involvement of (existing) tourism marketing organisations and other relevant stakeholders from the very beginning.
- Cycling tourists need special facilities, such as:
 - o Possibilities for carrying bicycles on various means of public transport (esp. on trains)
 - o Cyclist friendly accommodation (e.g. no supplement fee for single night overstay, possibilities for bike maintenance, etc.)
 - o Guiding systems (maps, signposting, ...)
- Quality criteria for the Iron Curtain Trail should be in line with the existing EuroVelo guidelines for long-distance cycling routes.
- The Iron Curtain Trail idea was developed as contribution to overcome historical resentments and to develop sustainably cross-border regions. This objective fits into several programmes of the European Structural Funds, just to mention the cross-border programme and the European Territorial Cooperation Programmes. But its implementation not only needs 'cross-border thinking' of all stakeholders, but concrete 'cross-border project development'.

2. OBJECTIVE OF THE CALL

The **overall objective** of this call for proposals is to provide added value in improving the sustainability and competitiveness performance of European cycling tourism. This call aims at supporting and promoting cross-border and trans-national cycling routes and cycle networks with a view of being able to contribute, directly or indirectly, to reducing CO2 emissions in the tourism industry.

Primarily, this call is expecting the elaboration of project proposals which will focus on the elaboration and development of specific management plans and/or action plans for cross border/trans-national cycling tourism projects in relation to EuroVelo Routes – in particular for the Iron Curtain Trail (EV applicant route no. 13) and for the St. James Way (EV route no. 3), while facilitating the exchange of information on and coordination of such trans-national activities.

The **specific objectives** are:

- To support the management of the European cycle route network, aiming at the further sustainable development of European trans-national cycling routes.

Currently EuroVelo is a network comprising 12 European long-distance cycle routes. Its implementation and quality assurance is coordinated by the ECF (European Cyclists' Federation) in collaboration with national EuroVelo coordination centres. It is aimed at completing the network substantially by 2020, in line with the EuroVelo implementation plan supervised by the ECF.

- To support the creation of national or regional cross-border/trans-national cycling projects (involving public authorities, private associations and NGOs) which aim at the implementation and further development of specifically the Iron Curtain Trail (EV applicant route no. 13) and the St. James Way, EuroVelo route no. 3.

It is aimed at supporting European and/or trans-national initiatives of public and private bodies, aiming at preparing the ground for the elaboration of more substantial cross-border/trans-national projects for cycling tourism in Europe which are in the follow to be submitted – where applicable and where appropriate - to specific other calls for proposals under the European Territorial Cooperation Programmes.

European Cyclists' Federation: http://www.ecf.com/14_1

Study on "The European Cycle Route Network: EuroVelo. Challenges and Opportunities for Sustainable Tourism": http://ec.europa.eu/enterprise/sectors/tourism/iron-curtain-trail/files/ep_studyeurovelo_en.pdf

Iron Curtain Trail: http://ec.europa.eu/enterprise/sectors/tourism/iron-curtain-trail/index_en.htm

St. James Way - the Pilgrim's route: <http://www.friefugle.dk/cyeufraprofil.htm>

More specifically, the proposed action will need to fulfil the following characteristics:

- The proposed action shall cover one of the following types of activities (either type A or type B). If an applicant wants to cover both types of activities, two separate proposals have to be submitted.

Type A): Proposal for the European wide management and further development of the European cycle route network.

Tasks to be included under this type of activity could be:

- Elaboration of a technical coordination- and management plan for European cycle routes at European level following EuroVelo criteria and quality standards⁶;
- Elaboration of a European evaluation system for route quality assessment of long-distance cycling routes based on existing national systems (including on-site evaluation of selected routes);
- Elaboration of an updated database of the European cycle routes including data collection, decision about the major changes (based on proposals), revision of the routes (with site visits, if needed), etc.

Type B): Proposal for the elaboration of a trans-national action plan (feasibility study) for the development and promotion of either the St James Way as EV route no. 3 or the Iron Curtain Trail as EV route no. 13.

The proposed action shall focus on either the St. James Way or the Iron Curtain Trail.

Tasks to be included under this type of activity could be:

- Selection of the part of the route/trail to be developed;
- Establishment of a (cross-border/trans-national) networking process of relevant regional and/or national stakeholders and decision-makers;
- Organisation of various networking meetings gathering decision-makers and stakeholders in order to find agreement on the final route definition (especially important for EV route no. 13) and the specifications for the action plan;
- Evaluation of current state of play and elaboration of a trans-national action plan (feasibility study) - outlining short-, medium- and long-term work packages - for the implementation of the part of the route selected;
- Organisation of technical workshops gathering relevant regional and/or national stakeholders and decision-makers in order to prepare as a follow-up another project application to be submitted – where appropriate - for co-financing under the Structural Funds (e.g. the European Territorial Cooperation Programmes) or other applicable funding programmes in order to implement outcomes of the action plan/feasibility study.

Both types of actions (A or B) shall include at least one specific awareness raising module (e.g. organisation of a public Workshop for the presentation of project results, adequate press/media coverage throughout the project, providing information via the world wide web or newsletters etc.) in order to promote and give visibility to cycling tourism in Europe.

⁶ More Information to be found at http://www.ecf.com/14_1

- The project will aim at the creation of a medium- to long-term initiative which possibly continues after the end of the project period as the aim is to submit – where applicable - in the follow a more substantial project application under the European Territorial Cooperation Programmes or any other applicable EU financial instruments; therefore, the description of the proposal should also refer to how the action could be further developed after the end of the project period, both technically and financially.
- For projects submitted under **type B**), the proposed project must be carried out through a partnership/consortium between a minimum of three partners covering at least three European countries (either cross-border or trans-national) as listed under point 6.1. Moreover, at least one of the partners must be a national or regional public authority in charge of regional development and/or tourism development, technically and financially capable to implement the project outcomes.

It will be seen as an additional asset and added value positively affecting the assessment of the proposed project (see also Annex 3),

- if for each participating country or region, the public authority in charge of regional development and/or tourism development would either figure as partner organisation or could formally support the general project idea (e.g. by letter of intent); and
- if the European or national cycling associations/coordination centres is given a role in the project, probably as third partner with consultative or executive functions.

3. TIMETABLE

- | | |
|-----|--|
| (1) | Scheduled start-up date for the action: January 2011 |
| (2) | Maximum duration of actions is: <i>12 months</i> . |

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 *November 2010*.

The period of eligibility of costs will start on the day the contract is signed by the last of the parties or from the first day of the first month following the date when the last party signs the agreement. If a beneficiary can demonstrate the need to start the action before the agreement is signed, expenditure may be authorised before the agreement is signed. Under no circumstances can the eligibility period start before the date of submission of the grant application.

4. EU FINANCING

The **maximum budget** allocated from the [C(2010) 1685 of 15/03/2010] financing decision for this call for proposals is : 600,000.00 €

Indicative number of projects: 5 - 8 projects will be co-financed.

- **Maximum EU co-financing rate** of eligible costs: 75 %
- **Maximum European Union co-financing ceiling** per project: 120,000.00 €

Proposals asking for an EU co-financing beyond any of the above two maxima will be ineligible.
Please refer to section 5 below.

- Please note that one action may give rise to the award of only one grant from the European Union budget to any one beneficiary.
- EU financing can never cover 100 % of the costs of an action.
- The Commission reserves the right to award a grant of less than the amount requested by the applicant. In such a case, beneficiaries proposed for award will be proposed either to increase their co-financing, propose other co-financing means or to decrease the total costs without altering the substance of the proposal. Grants will not be awarded for more than the amount requested.
- The publication (on the Internet site and/or in the Official Journal) does not guarantee the availability of funds for the above action.
- The Commission grant may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of receipts over costs. The amount of the grant will be reduced by the amount of any surplus.

4.1. CO-FINANCING AND JOINT AND SEVERAL RESPONSIBILITY

The beneficiary shall supply evidence of the co-financing provided. It can be provided either by way of own resources, or in the form of financial transfers from third parties. For this call for proposals, the Commission does not accept co-financing in kind. Please refer to the Guide for Submission, chapter IV for further details.

In case where a multi-beneficiary agreement is possible or required, all partners shall agree upon appropriate arrangements between themselves for the proper performance of the action.

In particular, they shall accept the joint and several responsibility for any amount due to the Commission by anyone of them as stipulated in article II.18 of the grant agreement.

4.2. SUBCONTRACTING

Only a limited part of the project may be subcontracted, up to 50 % of the eligible costs.

Subcontracting does not limit the responsibilities of beneficiaries.

Please note that the beneficiary(ies) has(have) to have the necessary capacity to perform the project. Only tasks that are not core business can be sub-contracted to consultants.

Please refer to the guide for submission (page 28) for further details on subcontracting.

4.3. PAYMENT ARRANGEMENTS

The draft grant agreement annexed to this call for proposals specifies the payment arrangements in article [I.5] *for multiple beneficiary agreements*. The agreement is attached for information only, and should not be submitted with the proposal.

Your attention is in particular drawn to part B of the General Conditions, article II.14, where the eligibility of costs is described. These costs are also further explained in chapter VI of the Guide for Submission.

The Commission may require the beneficiary to lodge a guarantee in advance in case of pre-financing representing over 80% of the amount of the grant and exceeding 60.000 €. Such a requirement may also be waived in case article II.18 on joint and several responsibility applies fully.

5. 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) The lead partner (applicant) must be established and registered in one of the EU's 27 Member States.
- (3) The participation of partners from other countries is allowed, but it will not be considered as concurring to the eligible costs.

The transnational nature of the project must be demonstrated by submitting form A/4 to the submission set duly filled in and signed from the partner organisations in order to confirm their participation (original signatures required).

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 should act in consortium with partner organisations. In the submission set, you will find the 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. Applications must be submitted by a legal person ; natural persons (i.e. individuals) are not eligible.
4. Applicants must correspond to the definition, of the following target organisations active in the field of tourism such as :

- Public authorities and their networks or associations at national, regional and municipal level in charge of tourism and /or regional development
- Academic training or education establishments
- Destination management organisations and their networks/associations
- Not-for profit/Non-governmental organisations, networks and think-tanks
- International, European and national associations active in the field of tourism and related fields
- Civil society organizations, preferably operating within a network of organizations in different countries such as: cycling organizations, tourism organizations, foundations, cultural associations, environmental organisations
- Associations of regions, towns and municipalities in the European Union.
- Federations and associations operating in partnership across the borders of a number of countries with a proven cross-border outreach.

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.
6. For projects submitted under type B), the proposed project must be carried out through a Partnership/consortium between a minimum of three partners covering at least three European countries

(either cross-border or trans-national) as listed under point 6.1. Moreover, at least one of the partners must be a national or regional public authority in charge of regional development and/or tourism development, technically and financially capable to implement the project outcomes.

5.3. EXCLUSION CRITERIA

By using the “Exclusion Criteria Form” (form D attached to the “Submission Set) applicants shall declare on their honour that they are not in one of the situations referred to in Articles 93 and 94 of the Financial Regulation.

Please note that, according to articles 96 and 114 of the Financial Regulation applicable to the general budget of the European Communities and according to article 134b of the Commission Regulation (EC, Euratom) n° 2342/2002 of 23 December 2002⁷ laying down detailed rules for the implementation of Council Regulation (EC, Euratom) n° 1605/2002 on the Financial Regulation applicable to the general budget of the European Communities⁸, administrative and financial penalties may be imposed by the Commission on applicants who are excluded in relation to points a) to h) of the form in question.

5.4. ELIGIBLE PROPOSALS

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 dates (see section 3).
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.

⁷ As amended by Commission Regulation 1261/2005 of 20 July 2005, Commission Regulation 1248/2006 of 7 August 2006 and Commission Regulation 478/2007 of 23 April 2007

⁸ As amended by Council Regulation 1995/2006 of 13 December 2006

6. SELECTION

The following sets out the basis for the evaluation of applicants' capacities in relation to the action. Please refer also to chapter IV of the Guide for Submission for further details.

6.1. APPLICANTS' FINANCIAL CAPACITY TO COMPLETE THE PROPOSED ACTION

Applicants must show they have stable and sufficient sources of funding to ensure the continuity of their organisation throughout the project and, if necessary, to play a part in financing it.

6.2. APPLICANTS' OPERATIONAL CAPACITY TO COMPLETE THE PROPOSED ACTION

Applicants must show they have the **operational (technical and management) capacity** to complete the operation to be supported and must **demonstrate their capacity to manage scale activity** corresponding to the size of the project for which the grant is requested. In particular, the **team responsible** for the project/operation must have **adequate professional qualifications and experience**.

7. AWARD

An evaluation of the quality of proposals, including the proposed budget, will be carried out in accordance with the evaluation criteria set out in annex 3 to this call for proposals.

The complete selection and evaluation procedure is described in chapter IV of the Guide for Submission in annex 2.

8. SUBMISSION OF PROPOSALS

Please note that electronic submissions are not allowed for this call.

Please consult chapter I of the Guide for Submission for the modalities of preparing the proposal.

The deadline for submission of proposals is :

30/07/2010

Applicants shall observe precisely the below indications in order that proposals can reach their precise destination in due time.

Proposals may be :

a) either sent by registered mail, (date of postmark serving as evidence of timely delivery); to the following address:

European Commission
Enterprise and Industry Directorate-General
Call for proposals No: ENTR/TOU/10/611
Directorate I, Unit I1, Tourism
B100 4/34

Service central de réception de courrier
Avenue du Bourget 1-3
B-1140 Brussels, Belgium

b) or sent by courier services (date of deposit slip serving as evidence of timely delivery), to the address below,

c) or delivered by hand, in person or by an authorised representative (date of acknowledgement of receipt by the Commission serving as evidence of timely delivery) to the following address:

European Commission
Enterprise and Industry Directorate-General
Call for proposals No: ENTR/TOU/10/611
Directorate I, Unit I1, Tourism
B100 4/34

Service central de réception du courrier
Avenue du Bourget, 1-3
B-1140 Bruxelles, Belgique

How to reach avenue du Bourget 1-3 : http://ec.europa.eu/enterprise/calls/hand_delivery.html

In case of hand-delivery, a receipt must be obtained as proof of submission, signed and dated by the official in the Commission's central mail department who took delivery. This department is open from 08.00 to 17.00 from Monday to Thursday and from 08.00 to 16.00 on Friday; it is closed on Saturdays, Sundays and Commission holidays.

Please note that for security reasons hand deliveries (including courier services) are not accepted in other Commission buildings.

9. CONTACTS

Contacts between the contracting authority and potential applicants can only take place in certain circumstances and under the following conditions only:

- Before the final date for submission of proposals, at the request of the applicant, the Commission may provide additional information solely for the purpose of clarifying the nature of the call.

Any requests for additional information must be made in writing only to the coordinates stated below.

The Commission may, on its own initiative, inform interested parties of any error, inaccuracy, omission or other clerical error in the text of the call for proposals.

Any additional information including that referred to above will be published on the internet in concordance with the various call for proposals documents.

- After the deadline for submission of proposals:
- If clarification is requested or if obvious clerical errors in the proposal need to be corrected, the Commission may contact the applicant provided the terms of the proposal are not modified as a result.
- If the authorising officer finds that those proposals, which have been listed for award needs limited adaptations to their proposal. In such case, these applicants will receive a formal letter setting out the requested modifications. Any such modifications must stay within the limits of the request. This phase will not lead to a re-evaluation of the proposals, but a proposal might be rejected if refusing to ensure a positive follow-up to the request.

Contact coordinates for the call:

European Commission

Enterprise and Industry Directorate-General

Call for proposals No: ENTR/TOU/10/611

E-mail address: entr-10611-sust-tourism@ec.europa.eu

Office address: **B100 04/34** - B-1049 Brussels, Belgium

10. ANNEX 1 SUBMISSION SET

The Submission Set can be downloaded from the following page: <http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

11. ANNEX 2 GUIDE FOR SUBMISSION

The Guide for Submission can be downloaded from the following page: <http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

12. ANNEX 3 EVALUATION CRITERIA

13. ANNEX 4 DRAFT GRANT AGREEMENT

Annex 3 Evaluation Criteria

When assessing the project proposals, the evaluation committee generally pays attention to the elements indicated below each evaluation 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	MAX. SCORE
1. Relevance	25>
<i>e.g. How relevant is the proposal to the objectives of the published theme?</i>	
<i>How clearly defined and strategically chosen are the project partners?</i>	
<i>How relevant is the proposal to the need to develop and promote cycling tourism in Europe?</i>	
...	
2. Visibility	10
<i>To what extent will the Community involvement in the project or activity be publicised?</i>	
<i>To what extent will be given visibility to the project itself (by which means of awareness-raising module)?</i>	
3. Impact	25
<i>e.g. To what extent is the project likely to have a tangible impact on cycling tourism in Europe?</i>	
<i>To what extent do the expected results of the project contribute to complete the European Cycle route network?</i>	
<i>To what extent does the proposal contain objectively verifiable indicators for evaluating the project outcomes?</i>	
<i>For projects submitted under type B): To what extent does the proposal contain specific elements of a follow-up with regard to submitting a more substantial project application under the European Territorial Cooperation Programmes or any other EU financial instruments, where applicable?</i>	
4. Quality	30>
<i>e.g. How coherent is the overall project design? (Including preparedness for evaluation.)</i>	
<i>How coherent, appropriate and practical are the activities proposed (including the internal plan of action/work packages)?</i>	
<i>To what extent has the project been well thought out or prepared (including the outline of the action plan/feasibility study to be elaborated)?</i>	
<i>To what extent does the cycling project show synergies with and benefits for the natural and cultural environment, local economy, local communities etc.?</i>	
...	
5. Budget and Cost-effectiveness	10
<i>e.g. To what extent is the budget clear and detailed? Does the breakdown of the budget, category by category, offer a way of ensuring that the amount of the grant awarded is the minimum necessary for the operation to be completed?</i>	
<i>Do the probable results stand in a reasonable relationship to the amount of the grant?</i>	
<i>To what extent is the proposed expenditure necessary for the implementation of the project?</i>	
...	
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.

