

# #EUzaTebe – for Cultural Heritage and Tourism

## Grant Scheme Guideline

### Fostering the Role of the Creative Industries in the Tourism Offer



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## Background

"EU for Cultural Heritage and Tourism" is a project aiming to promote tourism sector development as an engine for economic progress in the Lower Danube/Eastern Serbia region and Topola municipality. It is funded by the European Union and German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ. The project is delivered in cooperation with a number of partners from the public and private sector across central, regional and local levels, most prominently the Ministry of Trade, Tourism, and Telecommunications, as the central actor for the steering and implementation of the national tourism strategy.

The Lower Danube/Eastern Serbia region and Topola municipality offer substantial potential for further building up of a competitive sustainable tourism sector based on natural and cultural assets. To exploit this potential, several challenges need to be addressed, including quality of services, interpretation of cultural heritage and tourism offers, including gifts and souvenirs.

According to UNWTO (The World Tourism Organization) perspectives, in the period prior to COVID-19 pandemic, cultural tourism had set a growing trend at 15% a year and was thus (along with youth tourism) the fastest-growing segment. Creative industries play an important role in the development and growth of tourism, particularly by influencing the image of destinations and the experiences of visitors, by providing tourists with the opportunity to participate in new, creative and authentic experiences. Culture and cultural and creative industries, involving science, provide an opportunity to create new and innovative forms of tourism experience of the regions.

As the significance of the creative economy continues to grow, important synergies with tourism are emerging, offering considerable potential to grow demand and develop new products, experiences and markets. These new links are driving a shift from conventional models of cultural tourism to new models of creative tourism based on intangible culture and contemporary creativity.

This component of the project aims to enhance synergies between tourism and culture, including cultural and creative industries, thus creating new and innovative forms of tourism experiences, new tourism offers, boosting the available tourism offer and the visitor experience, and conveying cultural heritage to a 21<sup>st</sup>-Century audience with the use of new artistic and technological means.

## Purpose and objectives of the grant scheme

The main purpose of the grant scheme "Fostering the role of the creative industries in the tourism offer" is to enhance the attractiveness of tourism offers in the Lower Danube region/Eastern Serbia and municipality of Topola through creating synergies between tourism, culture and creative industries.

This project's component is aimed at civil society organizations, cultural institutions, cultural heritage management bodies, and cultural and creative SMEs, so they are encouraged to employ creative instruments to increase the attractiveness of the tourism offer in the Lower Danube region. Projects supported through this grant scheme should be oriented towards one or more objectives of the grant scheme:

- Better visibility and attractiveness of the tourism offer in the region
- Creation of new and innovation of existing forms of cultural tourism products
- Enhancing visitors' experience
- Better presentation and interpretation of cultural heritage

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The grant scheme will support creative and innovative initiatives that are oriented towards:

- Presenting and interpreting cultural and natural heritage to modern tourist audiences using artistic and technological methods. Cultural heritage includes tangible culture (such as buildings, monuments, books, works of art, and artifacts), intangible culture heritage (such as folklore, traditions, language, and knowledge). Natural heritage includes significant landscapes, and biodiversity;
- Developing tourism products, including gifts and souvenirs based on the local traditions and handicrafts skills;
- Supporting cultural events such as theatre, dance, music festivals and other forms of cultural and art events that enhance the region's attractiveness to tourists;
- Giving the entire region greater visibility by employing creative industries (including but not limited to music and film, design and fashion, as well as old crafts);
- Creating new and innovative forms of tourist experiences and new tourism offers with the use of innovative artistic and technological means and tools;
- Development/creation of storytelling inspired by history, customs, mythology and legends;

The grant scheme should result in the launching of innovative, creative and sustainable forms of tourism-related initiatives and products, better visibility of the region, boosting of the tourism offer and the visitor experience, and presenting cultural heritage to the 21<sup>st</sup>-Century tourism audience. Projects supported through the grant scheme should have a real impact in the future on promoting smart, sustainable, and inclusive development through cooperation of the creative, cultural and tourism sectors in the designated municipalities.

## Eligibility

### Areas

The eligible area shall include the following 9 municipalities:

- Golubac,
- Kladovo,
- Majdanpek,
- Negotin,
- Požarevac,
- Smederevo,
- Topola,
- Veliko Gradište,
- Zaječar.

Activities should be implemented in the eligible area. Only in specific cases, which need to be well explained, part of the activities can be implemented outside of the area (e.g. promotion and visibility actions and the like).

### Activities

Indicative types of activities that may be financed under this call for proposals are listed below:

- Exploring and presenting the cultural heritage of the eligible area;
- Implementing cultural activities and events (theatre, dance and music events, festivals) that can attract new tourists to the region;

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- Activities that aim to diversify what the region has to offer by turning unique elements of the local culture into marketable products (such as wine, food or handicrafts) or appealing tourist attractions;
- Developing functional cultural tourism products, including gifts and souvenirs;
- Implementation of technologies offered by cultural and creative industries to enhance visitors' experience or increase the attractiveness of sites through using new audio-visual technologies (such as augmented reality, advanced 3D modelling, etc.);
- Activities aimed to encourage spillover between existing cultural and creative resources and tourism;
- Development of creative, sellable new souvenirs produced/based on local sources;
- Developing creative strategies to promote the existing tourist attractions;
- Creative promotional activities offering practical information and useful tools for potential tourists.

This list is not exhaustive, and applicants are encouraged to propose exemplary, innovative and creative ideas.

### *Applicants*

Applicants eligible for the Call:

- Civil society organizations, foundations, umbrella associations, networks of organizations, who are active in the field of culture, local development and tourism;
- SMEs operating in the cultural and creative industries;
- Cultural institutions and cultural heritage management bodies (museums, galleries, libraries, archives, cultural centers);
- Publicly owned organizations mandated to manage the tourism/cultural/natural heritage sites;

The applicant may act individually or with a partner(s). The applicant must be registered in the territory of one of the eligible municipalities: Golubac, Kladovo, Majdanpek, Negotin, Požarevac, Smederevo, Topola, Veliko Gradište and Zaječar. The applicant must be registered according to the relevant regulation prior to 1 January 2020 and active in continuity.

The applicant represents and acts on behalf of any other partner(s) (if any), coordinates the design and implementation of the Action and is directly responsible for the preparation and management of the action with the partner(s) (if any).

### *Partners*

Partner(s) participate(s) in designing and implementing the action, and the costs they incur are eligible in the same way as those incurred by the applicant. Partner(s) may be:

- Tourism organizations at the local level;
- National/nature park organizations;
- Associations of producers and tourism service providers;
- Civil society organizations, foundations, think-tanks, umbrella associations, networks of organizations active in the field of culture;
- SMEs operating in the cultural and creative sectors;
- Cultural institutions (museums, galleries, libraries, cultural centres);
- Publicly owned organizations mandated to take care of tourism/cultural/natural sites;
- Cultural heritage management bodies;

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Partners do not have to be registered in the territory one of the eligible municipalities. For them, being registered in the territory of the Republic of Serbia is sufficient.

Other organisations may be involved in the action:

- Associates - play a real role in the action, but may not receive funding from the grant, with the exception of honoraria, per diem or travel costs. Associates do not have to meet the eligibility criteria. Associates cannot also be contractors in the project.
- Subcontractors - the grant beneficiaries are permitted to award contracts, after awarding procedure. The subcontracting procedure must be in line with the GIZ procurement rules.

Regardless of the role (applicant or partner), each organization may submit a maximum of two applications and be awarded with maximum of two grants under the grant scheme.

## Financial Frame

The overall indicative amount available under the call is EUR 200,000.00. The amount of an individual grant requested from the funding party can be up to EUR 20,000.00. Self-contribution is a minimum of 10% of the amount requested from the funding party.

## Costs

Eligible costs:

- Salary costs and honoraria of the personnel\*, to the extent which is necessary for the implementation of the activities;
- Costs related and budgeted in the Budget form (Annex 2), incurred during the period of implementation (during the contract duration);
- Costs that are necessary for the implementation of the project covered by the Grant;
- Costs that are identifiable, verifiable and documented, as well as those accompanied by relevant documentation in accordance with the GIZ rules;
- Costs that comply with the requirements of applicable and social security legislation;
- Costs that are reasonable, justified and in compliance with the principle of sound financial management;

\*This is not applicable for civil servants.

Ineligible costs:

- Costs related to return on capital;
- Debt and debt service charges purchases of used equipment;
- Value-added tax (VAT);
- Indirect taxes, such as customs and import duties, other fiscal charges and duties;
- Cost for the activities currently being funded by the European Union, German Federal Ministry for Economic Cooperation and Development (BMZ) or Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ;
- Financial support to third parties /sub-granting;

Salary costs of fully employed personnel can count towards the amount of the self-contribution. Contributions in kind are allowed but will not count towards the 10% self-contribution. All eligible costs should be expressed in amounts per unit. Cost and price data should be plausible and verifiable with appropriate supporting documents. No lump sums will be allowed.

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## Applying for the Grant Scheme

### Application package

Application forms can be downloaded from the <https://www.eu-za-turizam.rs> website. The application package must contain:

1. Project Application Form\*\*, signed and dated by a legal representative of the applicant
2. Budget Form; \*\*
3. A copy of the registration of the entity in the relevant Registry for the applicant and partner(s);  
\*\*\*
4. Balance Sheet for the previous financial year for the applicant and each of the partners;\*\*\*
5. CV of the person that will lead the design and implementation of cultural/creative components of the project; \*\*
6. Letter of Consent (Partnership Agreement); \*\*
7. Confirmation that the organisation has paid all liabilities arising from taxes and social contributions; \*\*\*
8. A statement regarding compliance with the laws and anti-corruption rules\*\*:
  - No allegations have been made or investigations carried out in the last five years in relation to the Applicant, members of its executive bodies or executive managers concerning breaches of the law, corruption, or other offenses (e.g., fraud, misappropriation, breach of trust);
  - No previous bankruptcy procedure, bankruptcy procedure, reorganization procedure, or liquidation procedure has been initiated against the Applicant;
  - The Applicant is not in difficulty according to the Regulation on State Aid Rules;
  - The Applicant is not a person related to the service provider(s), according to the Company Law;

The statements should be signed by the legal representative of the organization. It must be submitted by the applicant and each partner \*\*

\*\* Documents must be submitted in the English language.

\*\*\* Documents can be in the Serbian language.

GIZ reserve the right to ask for additional supporting documents during the selection process.

### Questions related to the Call

Questions regarding clarifications of the Call should be sent by e-mail to [tourismgrantserbia@giz.de](mailto:tourismgrantserbia@giz.de) by 5 p.m. on 13/05/2022. Answers to all questions will be published on 16/05/2022 by 5 p.m. on the <https://www.eu-za-turizam.rs/website>.

### Submitting the Application

Applications have to be submitted exclusively by e-mail. The application with all obligatory documents (application package) in PDF format must be e-mailed to [tourismgrantserbia@giz.de](mailto:tourismgrantserbia@giz.de) by 5 p.m. on 03/06/2022. Automatic notification about a successful grant application will be sent upon receipt of the e-mail application. Applications sent by other means, applications sent after the deadline, applications not fulfilling technical requirements defined in the Call, and/or incomplete applications will not be considered.

## Evaluation and Selection

All applications will be assessed according to the following steps:



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## 1. Opening the applications and eligibility check

Only proposals that meet all the administrative and eligibility criteria are subject to quality assessment.

## 2. Quality assessment

The initial evaluation of the proposal, including the proposed budget, shall be undertaken in line with the evaluation criteria set out in the Project Proposal Evaluation Table. All applications with 60 points or more in this stage, will be invited to the next step.

Project Proposal Evaluation Table:

Criteria	Maximum score
1. Organisational capacity and project management experience of the applicant (and partners if applicable)	10
Do the applicant and partners (if applicable) have sufficient financial capacity, the necessary professional competencies and qualifications to complete the proposed action? Do they have experience in managing projects?	
2. Experience of applicant and partners in the field of tourism and/ or culture and cultural and creative industries	5
Has the applicant documented through the proposal and supporting documents that they (and partners) have sufficient experience in projects of a similar topic? Does the person who will lead the design and implementation of cultural/creative components of the project have relevant expertise?	
3. Relevance and description of specific objective	10
How relevant is the project proposal to the objectives of the program, how much will it contribute to increasing and improving the tourism potential of the region? Is the specific objective clearly defined? Are the indicators for the stated objective specific, measurable, achievable, relevant, and time-framed? Are the stated sources for verification relevant and attainable?	
4. Description of action	15
Are the planned activities consistent in relation to the expected results, and realistic to implement in the given timeframe of the action? Is the action innovative and does it bring additional value to the tourism potential of the region? Are the roles of the applicant and partner(s) clearly defined?	
5. Expected results and deliverables	10
Are the expected results achievable, does the project propose a feasible, effective, and environmentally and societally responsible solution? How well is the visibility/communication plan incorporated into project results?	
6. Target groups	10

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Are the selected target groups relevant to the program objectives and the project results? Are the chosen communication channels appropriate to reach the target group?	
<b>7. External factors</b>	<b>5</b>
Does the proposed action take into account the main risks and assumptions underlying the achievement of results? Are the proposed mitigation measures sufficient to mitigate those risks?	
<b>8. Sustainability of results</b>	<b>10</b>
Is there sufficient evidence that the project outputs will continue to function after the project ends?	
<b>9. Impact</b>	<b>5</b>
Does the application indicate how its implementation will influence the local community, including the socio-economic aspect? How can impacts of the activities on environment, climate change (mitigation and adaptation), human rights and gender equality be assessed?	
<b>10. Budget</b>	<b>20</b>
Is the ratio between the expected results and the estimated costs reasonable? Are the activities appropriately reflected in the budget? Are the estimated cost sound and realistic? Have the budgeted amounts for each expense been well justified in the spreadsheet for this purpose? Are any ineligible costs included?	
<b>Total</b>	<b>100</b>

### 3. Interviews with shortlisted applicants

After the initial evaluation of the proposals, the second step of qualitative evaluation is an interview of the potential beneficiary with Evaluation Committee. At the interview, each proposal may be represented by a maximum of 3 persons. Only individuals involved in the future project implementation can represent the proposal at the interview. During the interview, applicants should convincingly pitch the proposal to the Evaluation Committee, which will ask questions aimed at clarifying various aspects of the proposal in line with the evaluation criteria. After that, The Evaluation Committee will give a final score for each proposal and recommend an application to either be funded or not. The Evaluation Committee has right to provide a final assessment of the proposals based on the interviews and prepare a draft decision of final ranking for the Grant Committee. To become eligible for financial support, a minimum of 60 points is required.

If the allocation indicated for the Lot cannot be used due to the insufficient quality or number of applications received, the Grant Committee reserves the right to re-allocate the remaining funds.

Selected projects for Grant awarding and the backup list will be published on <https://www.eu-zaturizam.rs> website.

The projects will be funded in line with GIZ rules and procedures. Applicants whose projects were selected will be directly contacted by the GIZ officers. If necessary, negotiations will be conducted with

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the selected applicants prior to signing the contract to optimize the budget, adjust the content (minor adjustments to the application form) and the timeframe.

## Duration

The duration of the implementation of each grant is maximum 12 months from the date of signing the contract, but no later than the 31<sup>st</sup> of October 2023.

## Breach of Obligations, Irregularities and Fraud

The applicant shall comply with all applicable laws and regulations and codes including the ones related to anti-bribery and anti-corruption. GIZ reserve the right to suspend or cancel the grant if irregularities, fraud, or corrupt practices of any kind are discovered.

## Visibility Rules

The applicant should ensure that all media and visibility activities will be coordinated with the GIZ Project team and in line with the European Union, German Federal Ministry for Economic Cooperation and Development BMZ, and GIZ.

## Timeframe

Indicative Timetable	
Info sessions	Between 20/04/2022 and 13/05/2022
Opening of the call	19/04/2022
Deadline for requesting clarifications	13/05/2022 by 5 p.m.
Deadline for publishing Q&A	16/05/2022 by 5 p.m.
Deadline for submitting applications	03/06/2022 by 5 p.m.

## Annexes

1. Project Application Form
2. Budget Form
3. Letter of Consent (Partnership Agreement)
4. Applicant's statement