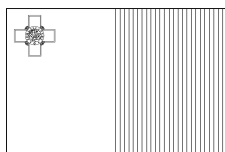


# European Fisheries Fund 2007 – 2013

*Investing in Sustainable Fisheries*

Guidance notes to the Project Application Form

Ref No. RCEFF004\_November2012



Fisheries Operational Programme 2007-2013  
Part-financed by the European Union  
European Fisheries Fund (EFF)  
Co-financing rate: 75% EU Funds; 25% National Funds

*Investing in sustainable fisheries*



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# General Information

## Scope of the Guidelines

The scope of these guidelines is to provide assistance to Applicants when applying for the co-financing of Projects through the European Fisheries Fund (EFF) under the 2007-2013 Fisheries Operational Programme (OP). In Malta, the EFF falls under the responsibility of the Managing Authority (MA), which is the Funds and Programmes Division (FPD) within the Office of the Prime Minister (OPM). **Potential Applicants are encouraged to read through the Guidance Notes thoroughly to avoid submitting ineligible applications.**

## The scope of the European Fisheries Fund

The European Fisheries Fund (EFF) began operating in January 2007<sup>1</sup>. Its aim is to improve the sector's competitiveness and help it become environmentally, economically and socially sustainable. To achieve this, it has a budget of EUR 4.3 billion in current prices for the seven-year period 2007 - 2013. Funding is available for all sectors of the industry: sea and inland fishing, aquaculture, and processing and marketing of fisheries products.

National authorities draw up a strategic plan giving a long-term view of how they see the development of their fisheries and aquaculture policy between 2007 and 2013, and explaining how this meets the Common Fisheries Policy's objectives. The plan defines priorities, objectives, public spending estimates and deadlines. This is then followed by an OP describing in more detail the way the national authorities intend to translate the opportunities offered by the EFF into practice. Both are prepared in close consultation with local economic and social partners.

The European Commission has approved Malta's OP for the period 2007-2013.<sup>2</sup> The total eligible public expenditure of the Programme amounts to €11,163,105, with EU assistance from the European Fisheries Fund (EFF) amounting to €8,372,329.

Malta's OP has been prepared in accordance with Council Regulation (EC) No. 1198/2006 and plans to implement three axes of the EFF and the technical assistance measure. The priority axes of Malta's OP are as follows:

- Priority Axis 1 - Adaptation of the Community fishing fleet; **budget €2,900,000.00**
- Priority Axis 2 - Aquaculture, processing and marketing of fishery and aquaculture products; **budget €2,277,000.00**
- Priority Axis 3 - Measures of common interest; **budget €5,460,105.00**
- Priority Axis 5 - Technical assistance; **budget €526,000.00**

Projects for which an EFF grant is requested under this call must fit in **Priority Axis 3** and the relevant/advertised Measure described in the OP. In this regard, reference should be made to the Press Release (Annex I) that has been issued by the Department of Information (DOI) to publicise this call. Projects that fit within the Priority Axis which are not identified in the Press Release are not eligible under this call.

The total indicative financial threshold available for this call<sup>3</sup> is:

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<sup>1</sup> A change in the Managing Authority for Malta came into effect in January 2012.

<sup>2</sup> The OP has been amended twice by the Maltese Monitoring Committee, with the third version being approved by the Committee in December 2011.

<sup>3</sup> The Managing Authority reserves the right to increase the indicative amount at its own discretion.

Priority Axis 3 Measures of Common Interest	Measure 3.2 Development of new markets and promotional campaigns	€ 1 million
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Projects are individually assessed by the MA and selected by the *Project Selection Committee* (PSC) against a set of eligibility and selection criteria (Annex II) which are approved by the *Monitoring Committee for the European Fisheries Fund* that oversees the implementation of the OP.

Applications must be made using the EFF Application Form, which is available on the PPCD website: [http://www.ppcd.gov.mt/open\\_calls\\_eff](http://www.ppcd.gov.mt/open_calls_eff). The forms must be submitted both in electronic (**in Word and PDF**) and paper format. The latter should be signed, stamped and dated by the Applicant. One original and five (5) copies of the paper format should be submitted. The applicant must also ensure that both the soft copy and the five (5) copies of the original version **include all annexes attached to the application form** and that each attached document is saved separately on the same CD. The applications should be submitted by **Friday, 14<sup>th</sup> December, 2012**. Further instructions are given under section 1.3 of these notes.

The aim of these Guidance Notes is to explain how to complete the Application Form. A number of contact persons are included for certain sections of the application. It is the responsibility of the **Applicant** to seek the advice from the experts (those identified or others of the applicant's choice) to ensure the full comprehension of certain concepts, terminology and processes.

Submitting a signed Application Form is a formal statement by the Applicant organisation that all the details in the Application Form are factually correct. It is also a confirmation that if the project is approved, the Applicant will carry out the project as described in the Application Form and in line with the conditions stipulated in the *Grant Agreement and the relevant rules and regulations pertaining to EFF projects*.

For further information on the implementation of European Fisheries Funds in Malta, potential Applicants may wish to consult the Manual of Procedures<sup>4</sup>.

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<sup>4</sup> The Manual of Procedures for the European Fisheries Fund Programme can be downloaded from <http://www.ppcd.gov.mt/effdocs?l=1>

## List of Acronyms

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BoQ	Bill of Quantities
DPI	Director Programme Implementation
DoC	Department of Contracts
DOI	Department of Information
EC	European Council
EFF	European Fisheries Fund
EIB	European Investment Bank
EIF	European Investment Fund
ERDF	European Regional Development Fund
EU	European Union
FPD	Funds and Programmes Division
KNPD	National Commission Persons with Disability
MA	Managing Authority
MEPA	Malta Environment and Planning Authority
NCPE	National Commission for the Promotion of Equality
NSRF	National Strategic Reference Framework
NSPF	National Strategic Plan for Fisheries
OP	Operational Programme
OPM	Office of the Prime Minister
PA	Priority Axis
PSC	Project Selection Criteria
SAMB	State Aid Monitoring Board
VAT	Value Added Tax
VO	Voluntary Organisation

# Chapter 1 – Submission of Eligible Applications

## 1.1 General Test of Eligibility

### 1.1.1 Eligible Applicants

The applicant must be a public body, Producer Organisation or any other recognized organisation concerned with fisheries and aquaculture and is recognised and registered with the relevant authorities in Malta, or any Local Council or NGO with a demonstrable interest in fisheries.

### 1.1.2 Eligible Activities

Eligible activities should fit within the Priority Axis and Measure **open under this call** and must be in line with Article 55 of Council Regulation (EC) 1198/2006 of 27 July 2006 of the European Fisheries Fund (EFF).

## 1.2 Project Eligibility and Selection Criteria

Projects received will be evaluated and ranked by a Project Selection Committee according to a set of eligibility and selection criteria (refer to Sections 1.2.1 and 1.2.2). These criteria have been approved by the Monitoring Committee in line with Article 65 of Council Regulation 1083/2006.

To be considered for funding or to be placed on the reserve list, a project must pass all the Eligibility Criteria mentioned under Section 1.2.1 and must obtain a minimum of 50% of the total marks allocated to the Selection Criteria mentioned in Section 1.2.2. The marks allocated to each selection criterion are provided in Section 1.2.2.

### 1.2.1 Eligibility Criteria

For projects falling under PA 3, Measure 3.2, the project must fulfil the following specific criteria to be eligible for further assessment:

- a) The applicant must be a public body, Producer Organisation or any other recognised organisation concerned with fisheries and aquaculture and is recognised and registered with the relevant authorities in Malta, or any Local Council or NGO with a demonstrable interest in fisheries.
- b) Promotional campaigns or initiatives must be subject to the conditions as set out in Article 40 (2) of Regulation 1198/2006

Once the projects have passed the eligibility test, they will proceed with a project scoring system based on a number of selection criteria.

## **1.2.2 Project Selection Criteria**

The selection stage is based on the amount of marks gained by the project on the basis of the criteria below. A minimum of 50% of the marks must be obtained for the project to be eligible for co-funding. A ranking will be established however, it is only the first ranking project that will be approved for funding. Those remaining projects having attained the minimum of 50% of the total marks will be placed on a reserve list.



**AXIS 3 Measures of common interest**

**Measure 3.2 – Development of new markets and promotional campaigns**

<b>Economic Criteria</b>										
<b>3.2 A</b>	Diversification: Preference will be given to promotional campaigns aimed at enhancing the demand for currently underexploited fish and/or aquaculture species.	10 points will be given to promotional campaigns aimed at enhancing the demand for currently underexploited fish and/or aquaculture species.								
<b>3.2 B</b>	Sector cohesion: Preference will be given to investments being proposed jointly by more than one entity operating in the sector.	<table border="1"> <thead> <tr> <th>Number of firms</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>2-4</td> <td>5</td> </tr> <tr> <td>5 -7</td> <td>10</td> </tr> <tr> <td>&gt;7</td> <td>20</td> </tr> </tbody> </table>	Number of firms	Points	2-4	5	5 -7	10	>7	20
Number of firms	Points									
2-4	5									
5 -7	10									
>7	20									
<b>Social Criteria</b>										
<b>3.2 C</b>	Fish consumption: Preference will be given to promotional campaigns that are sustained by a proper plan and that aim at enhancing the knowledge about the benefits of consuming fish.	<p>10 points will be given to promotional campaign aimed at enhancing the knowledge about the benefits of consuming fish.</p> <p>10 points will be given to applications for campaigns targeting the highest number of people (sustained by a detailed plan/report).</p>								
<b>Environmental criteria</b>										
<b>3.2 D</b>	Environmentally friendly methods: Preference will be given to promotional campaigns and/or other material aimed at promoting fish and aquaculture products obtained using environmentally friendly methods.	10 points will be given to promotional campaigns and/or other material aimed at promoting fish and aquaculture products obtained using environmentally friendly methods								

**Total Maximum Scoring: 60 Points**

### 1.3 The Application Process

- All applications must be made on the EFF Application Form which can be downloaded from the PPCD website ([http://www.ppcd.gov.mt/open\\_calls\\_eff](http://www.ppcd.gov.mt/open_calls_eff)).
- The fragmentation of projects should be avoided at all times. If a number of projects, having the same objective are implemented by one organisation, then, these should be grouped into one project proposal even if the interventions will take place in different localities within the Maltese Islands.
- All applications must be completed in full, signed, stamped and dated by the Project Leader. In the case of **Public Sector organisations**, all projects must be endorsed by the Permanent Secretary<sup>5</sup>.
- In case of Local Councils, all projects must be endorsed by the Mayor and the Executive Secretary of the respective council.
- In case of other eligible organisations, all projects must be endorsed by the head of the organisation/legal representative of the organisation.
- Applicants should submit **one (1) original and five (5) bound copies** of the project Application Form. Additionally, applicants should submit one soft copy of the project Application Form on CD in Word **and** PDF format. Applicants must ensure that both the soft copy and the five (5) copies of the original version include all the annexes attached to the application form and that each attached document is saved separately on the same CD.
- A checklist of attachments is attached to the Application Form. For the application to be considered complete and eligible, all attachments marked obligatory must be submitted with the Application Form.
- The deadline for all submissions is **Friday 14<sup>th</sup> December, 2012**. Applications received after this deadline **WILL NOT BE CONSIDERED**. Applicants are encouraged not to leave to the last day to submit their application.
- All applications are to be delivered **BY HAND** to the MA at the following address:

Director General  
Funds and Programmes Division  
Office of the Prime Minister  
Triq il-Kukkanja, Santa Venera

Tel: +356 2200 1142/3  
Email: [fpd.opm@gov.mt](mailto:fpd.opm@gov.mt)

Fax: +356 2200 1141  
Web: [www.ppcd.gov.mt](http://www.ppcd.gov.mt)

Applicants should note that the Project Selection Committee will **NOT** consider any project proposals that have been approved in a prior call and have been de-committed by the MA, whatever the reason would have been.

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<sup>5</sup> The Line Ministry is responsible to check and confirm eligibility of projects with the OP prior to submission of the application/s.

## 1.4 Selection process

The Project Selection Process relating to this Call for Project Proposals for Projects under the EFF (2007-2013) is expected to be concluded by January 2013. The Managing Authority will seek to inform all Applicants of the outcome of the selection process by this date.

## 1.5 Basic Terms and Conditions

- If a project application is successful, an approval letter is issued to the Beneficiary informing of the approval of the grant and any significant conditionality. This letter entitles the Beneficiary to start implementation. Subsequently a formal Grant Agreement will be drawn up outlining the terms and conditions of the grant in detail. In accepting the offer of EU Funds, the Applicant will take on responsibility for compliance with the relevant terms and conditions. These include requirements to demonstrate satisfactory progress in delivering what the project has set out to achieve and adherence to an agreed pattern and time schedule of spending. Failure to meet these conditions may lead to the EU Funds being withdrawn and any EU Funds paid being recovered from the Applicant.
- All projects are subject to **management verifications; audits** (by both local and EC auditors) and evaluations (programme evaluators). Officials from the MA and other horizontal stakeholders will also have rights of access to the project and the organisation implementing the project (known as the Beneficiary). These officials will carry out spot checks (physical and documentary) to establish that sufficient progress is being made in line with the Grant Agreement and that the Beneficiary has put in place systems of management and control that ensures the efficient implementation of the project in line with the relevant Rules and Regulations.
- If the project is selected for funding, the Applicant will be bound by the principles of **good governance, sound financial management and the relevant national regulations** pertaining to public funds. The Applicant will also ensure transparency and follow the principles of open competition while following the spirit of the Public Contracts Regulations. The same principles apply for all types of contracts (be it works; services; employment etc.) The Manual of Procedures establishes guidelines that are to be followed by all successful Applicants.
- In submitting the project, the Organisation is undertaking to abide also by the principle of good governance and the spirit of the Public Procurement Regulations on issues relating to procurement. It is also undertaking to use fair, transparent and competitive procedures when implementing employment contracts.
- By submitting the Application, the Organisation is giving its automatic consent to having the details of the Organisation and the project (including budget and progress) published, also on the internet in line with the obligations in the relevant Council and Commission Regulations and also in the Manual of Procedures for the European Fisheries Fund.
- The applicant organisation should also be aware of the **durability clause** enshrined in Council Regulation (EC) 1198/2006 which states that an operation retains the contribution of the funds only if that operation does not, within five years of the date of the financing decision of the competent national authorities or the Managing Authority, undergo a substantial modification. Hence, if equipment is damaged, stolen or becomes obsolete during these five years, it must be replaced through the funds of the organisation implementing the project to be able to sustain the financing. In this regard, Applicants are requested to confirm the adherence to this clause by signing the declaration in Section 20 of the application form.

- The applicant organisation should note that if the project is accepted, the Applicant will be automatically giving consent to have all the documents<sup>6</sup> and data related to the project, (including name of project leader and other persons relevant to the project, invoices, receipts and documents related to contracts etc.) made available to all the relevant stakeholders including third party evaluators and auditors involved in the fund system (in line with the functions and responsibilities outlined in the EFF Manual of Procedures). The Managing Authority reminds the Applicant that it is the responsibility of the Applicant to inform any third parties that all data and information relating to the project will be shared with other stakeholders, local and European.

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<sup>6</sup> This refers to both the electronic and the paper copies of the document.

## Chapter 2 – Step by Step Guidelines to the Application Form

### Executive Summary

This section provides basic details relating to the Applicant and the project itself.

### Non-Technical Short Summary of the Project/Project Phase

A short description of the proposed project should be included in the space provided (maximum 60 words). The description provided here will be included in the EFF Database 2007-2013<sup>7</sup> and shall form part of the project dossier issued from time to time from the Database.

In this section, the Applicant has the opportunity to explain the highlights of the project proposal. The Applicant must always keep in mind that the persons evaluating and assessing the project might not be familiar with the technicalities of the project, its aims and the terminology used.

This section will serve the assessor as a summary of the project and therefore the information should be self-explanatory. The rest of the application form contains specific sections for detailed information and therefore there is room for in-depth explanations.

### Project Time Frame

The project start date for public organisations, refers to the date when the first tender has been or when it is expected to be submitted to the Department of Contracts (DoC) for vetting<sup>8</sup>. Where the first tender expected to be launched is a departmental tender (below €47,000 in respect of tenders being financed by the European Union) the start date of the project should reflect the date of launch of tender.

The project start date for local Councils and NGOs refers to the date when the first tender has been published or is envisaged to be published. Local Councils are encouraged to hold discussions with the Department of Contracts with a view to ascertain that the identified procurement process to be used is in line with the spirit of the Public Procurement Regulations.

The closing date refers to approximately two months following the last payment incurred through the grant. During these last two months, the Beneficiary would be expected to draw up the Closure Report.<sup>9</sup>

**In principle, the project should be implemented by the end of 2013. Exceptional cases need to be justified and approved by the Managing Authority.**

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<sup>7</sup> The European Fisheries Funds Database is a computerised system used for the maintenance of details about all projects financed by the European Fisheries Fund, maintenance of financial control of allocated funds, automated drawing up of periodical reports and preparation of files to export data to the European Commission.

<sup>8</sup> When establishing the date of submission of tender, please refer to Contracts Circular N° 18/2008 'Contracting procedures' (02/06/2008).

<sup>9</sup> Further information with respect to the Closure Report may be found in the Manual of Procedures of the EFF Programme.

## Budget

The total eligible costs indicated under this section needs to reflect the cost of the total eligible activities (including Value Added Tax (VAT) where this is deemed to be eligible), and must be in line with Articles 39 and 55 of Regulation (EC) No 1198/2006 of the European Council (EC) of 27<sup>th</sup> July 2006 on the EFF as well as the national eligibility rules (Annex III). Indicative eligible actions for this call are found in Annex IV to these Guidance Notes.

Non-eligible costs are to be identified separately and need to reflect any expenditure that will be incurred by the Applicant but that is not eligible for funding (e.g. ineligible VAT).

The total project cost is the sum of eligible and non-eligible costs.

Finally, the Applicant is requested to indicate the total amount being requested as grant for the proposed project. This amount should include VAT (where this is an eligible costs) and any EFF related expenditure however it should exclude any non-eligible costs and revenue.

## Section 1 – Information on the Applicant

### 1.1 Organisation's Details

This section should show the full name of the Organisation that will be the lead Applicant for the project. A project must have only **ONE** organisation leading the project. Once the project is selected, this organisation will be known as the **Beneficiary**.

The Applicant must be eligible to apply for the EFF (as stipulated under this call) and must be aware of the responsibility this role implies throughout the auditable life of the project.

The Applicant must be an organisation able to enter into a legally binding agreement.

The Applicant will be responsible for all matters associated with the EFF funds being awarded. These include project management and implementation, acceptance of EU Funds, launching tenders, contracting, processing of payments, reporting, monitoring, publicity, the retention of project documents and audits carried out on the project.

The **Project Leader** is the person responsible for the implementation of the project on behalf of the Beneficiary organisation and has the authority to take decisions during the course of implementation. The Project Leader must be from the Applicant organisation since the Project Leader carries the overall financial and legal responsibility for the implementation of the project and hence, his/her direct association with the Beneficiary organisation is fundamental, especially with a view to ensure that the grant will be used exclusively for the purpose stipulated in the project proposal. There shall be only **ONE** Project Leader responsible for the whole project, even if the project is composed of different components. In such cases, informal arrangements should be made in order to co-ordinate the different components. The Applicant organisation should not nominate as Project Leader persons/officials who are already acting as Project Leaders in other approved projects.

The Contact Person cannot be the same person as the Project Leader as this will normally impinge on the capacity of the organisation as well as on the project status. The Contact Person must be a person with whom, in the absence of the Project Leader, the project can be discussed and to whom any queries can be copied and/or referred. The contact person must also be from the Beneficiary organisation. It is extremely important to indicate as Contact Person someone who will be easily accessible and who will be well aware of all details concerning the project's implementation. Therefore, a Contact Person is necessary to ensure smooth communication flows between the organisation and the relevant stakeholders.

## 1.2 Type of Organisation

From the options provided please, indicate the type of organisation of the Applicant.

## 1.3 Legal Status

In this section, please indicate the legal status of the Applicant. Below please find some related definitions:

1. Public Sector Organisations - including Government Ministries, Departments, Entities, Authorities, Public Commissions and Public Sector Foundations, are eligible to apply, subject to the approval of their respective Permanent Secretary. Local Councils are considered to be public bodies.
2. Public equivalent body - the term public equivalent body, according to the definition described in the EU legislation on Public Procurement (Council Directive 93/36/EEC of 14 June 1993 and Directive 2004/18/CE of the European Parliament and of the Council of 31 March 2004) is any legal body governed by public law. This means any body:
  - i. established for the specific purpose of meeting needs in the general interest, not having an industrial or commercial character;
  - ii. having legal personality; and
  - iii. financed, for the most part, by the State, or regional or local authorities, or other bodies governed by public law; or subject to management supervision by those bodies; or having an administrative, managerial or supervisory board, more than half of whose members are appointed by the State, regional or local authorities or by other bodies governed by public law.

The Legal Act (e.g. the Deed of Foundation) constituting the Entity shall be attached.

3. Voluntary Organisations (VOs)/NGOs – A voluntary organisation/NGO is created or established:
  - i. for any lawful purpose;
  - ii. as non-profit making; and
  - iii. is voluntary.

By way of Act XXII of 2007 *which regulates voluntary organisations and their administration*, Beneficiary voluntary organisations/NGOs shall be enrolled with the Commissioner for Voluntary Organisations according to the law<sup>10</sup>. This will eventually be a condition of the grant.

The Certificate of Enrolment with the identification number of the organisation issued by the Office of the Commissioner for Voluntary Organisations should be attached to the Application Form (if available). In the instance that by the closure of this call, the enrolment is not yet effected, the Applicant shall provide proof that an application to initiate this process has been submitted to the Commissioner for Voluntary Organisations (e.g. by providing a copy of their application for enrolment together with the acknowledgement from the Commissioner for Voluntary Organisations)<sup>11</sup>. Enrolment certificates must be in place before the Grant Agreement can be signed<sup>12</sup>.

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<sup>10</sup> Unless the relevant exemption applicable at law is granted in line with national law.

<sup>11</sup> In cases where this is not available at the time of closure of the call, applications will nevertheless be accepted and evaluated, however, the registration or the exemption in line with the law is obligatory for the signature of the Grant Agreement. If this is not produced, the approval is withdrawn and any funds spent by the Beneficiary recovered.

<sup>12</sup> Any exceptions must be in line with the relevant national legal provisions.

In the case of NGOs, one copy of the Legal Act (e.g. the deed of foundation) on which the Entity is constituted should be attached.

## 1.4 VAT Status

**1.4.1** Please indicate whether the organisation charges VAT on its sales or whether the sales are exempt with credit (zero-rated sales). If **NO**, VAT is an eligible cost to the project proposal since it is truly borne by the Beneficiary and the entity is not entitled for reimbursement by the VAT Department. In order for VAT to be considered as an eligible cost, proof from the VAT Department showing that VAT paid in the project cannot be recovered by the entity, needs to be submitted<sup>13</sup> by the Applicant before signature of the Grant Agreement. If the organisation charges VAT on any of its sales, please provide a description of those sales on which VAT is charged.

**1.4.2** The Applicant is also asked to indicate whether the project is directly related to the sales on which VAT is charged or to the sales which are exempt with credit. If **YES**, to any of the options, the VAT cannot be considered as an eligible cost of the project since it can be recouped from the VAT Department. If **NO** to both options, the organisation can charge the VAT element as an eligible cost to the project but cannot recoup the same VAT amount from the VAT Department. If the project is partially related to the sales on which VAT is charged, VAT cannot be considered as an eligible cost to the project but the organisation can recover that VAT from the VAT Department.

## 1.5 Involvement of any Other Local Organisation

Please indicate whether the project involves other local organisation/s (other than the Applicant). If this is the case, the name of the organisation, the contact details, and the legal status of the partner organisation/s should be provided.

Furthermore, please provide a description of the identified partners' role in the project (in bullet format not exceeding 200 words). If other partners are involved please include the information requested above for all additional partners.

If the partners are local Voluntary Organisations/NGOs they should be enrolled or in the process of enrolling with the Commissioner of Voluntary Organisations and should provide the necessary documentation as indicated in section 1.3 (point 3).

Applicants should also indicate whether the partner/s will be receiving any EFF funds. If this is the case, the exact amount and a brief description of the activities to be carried out by the partner/s should be provided.

In the box provided in the Application Form, the Applicant should indicate the exact amount being financed by the partner/s, the activities which are being co-financed and the source of co-financing (e.g. own funds, bank loan, guarantees, etc.).

Partners should sign a **Letter of Intent**, which should also be endorsed by the CEO/Head of Applicant Organisation or Legal Representative of the Organisation as a proof of commitment to the project. This letter should be annexed to the application form.

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<sup>13</sup> Proof from the VAT Department showing whether the project is eligible to recover VAT from the VAT Department or whether it can be considered as an eligible cost in terms of the project will be submitted to the Managing Authority after the successful completion of the Project Selection Process.



## 1.6 Institutional Framework

The management of EU funds is taxing on every organisation. While it is clear that some organisations may require support in terms of project management in order to successfully implement the project, the Applicant must demonstrate that it has the necessary in-house resources and expertise to manage the project, provide leadership and exercise control over any third party contractors that may be involved in the project. The Beneficiary (organisation implementing the project) remains responsible for all aspects relating to the project (even for third party errors) during the auditable lifetime of the project.

In this section, clearly describe the institutional framework within which the project will have to operate and how the project will fit within this framework. The Applicant must demonstrate that it has the capacity to implement the project. Besides the experience that an organisation has in the implementation of EU Projects, capacity of the organisation is also assessed in terms of adequate human resources. Applicants should provide a clear description indicating who is responsible for what (e.g. procurement, payments, financial control, etc.) and indicate which units will be involved in the different stages of project management and implementation, and how these will be coordinated and managed by the Project Leader. In other words, it is important to identify the person/s that will be involved in the day-to-day management of the project and also state what the different persons will be doing with regard to the implementation of the project as future controls/checks will be undertaken in accordance with the procedure described.

Applicants should note that in cases where it is intended to make use of external project management, this section must also describe what control measures the Applicant intends to put in place to check the work of external project management (given that responsibility remains with the Beneficiary). Furthermore, details on the procedure to be adopted for the recruitment of a project manager/administrator or any other person, who will be working on the project, should also be provided.

Please attach the Applicant's organisation chart, highlighting which are the units/sectors that will be involved in the implementation of the project and the interaction between each unit/sector and the Project Leader.

## **1.7 Experience in EU Funded Projects**

The Applicant should indicate whether the Beneficiary organisation has already been involved in or awarded an EU funded project. If in the affirmative, the Applicant is to provide all relevant details, such as the name of the Programme, name of the Fund, name of the Project; the budget allocated to the Project; as well as details of the Awarding Body.

## **1.8 Coordinating Body/ Line Ministry**

This is mainly relevant to public sector projects. The co-ordinating body is the Director Programme Implementation<sup>14</sup> (DPI) of the Line Ministry where the Applicant is located. The coordinating body will be responsible to liaise between the Applicant and the MA and other horizontal stakeholders throughout the implementation of the project. The role of the co-ordinating body (Line Ministry) is described in more detail in the Manual of Procedures.

## **Section 2 - Operational Programme**

### **2.1 Priority Axis**

A project application can only be submitted under a single Priority Axis. For the project to be eligible, the Priority Axis and the Measure must be open for project proposals at the time of submission. Applicants should note that this call is restricted to Priority Axis 3 – Measures of Common Interests.

### **2.2 Measure**

Applicants should note that the call is restricted to Measure 3.2 – Development of New Markets and Promotional Campaign.

### **2.3 Specific Objectives**

Applicants should indicate whether the project will contribute towards the specific objectives of Measure 3.2 – Development of New Markets and Promotional Campaigns.

### **2.4 Links with Priority Axis and Measure**

The Applicant should give a brief description of how the project fits within Priority Axis 3 and Measure 3.2. The Applicant must clearly state what the project intends to achieve and how this will contribute to achieving the objectives of Priority Axis 3 as set out in the Fisheries OP for Malta (2007 - 2013). (Maximum 200 words)

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<sup>14</sup> Some exceptions in particular Ministries.

## **Section 3 – Project Details**

### **3.1 Title and type of promotional campaign**

Titles should be concise, descriptive of the promotional campaign, unique and suitable to be continued as the permanent campaign name (Maximum 10 words).

The promotional campaign should include one or several of the activities listed below. It ought to be noted that the list below is a non-exhaustive list of activities which can be included in the campaign:

- Production and distribution of innovative and original multimedia and/or audiovisual material (radio and/or television programmes, such as talk shows, clips, etc.)
- Public poster campaigns in places with a lot of thoroughfare
- Public events
- Media events
- Conferences, seminars and specialised working parties targeting specific groups.

### **3.2 Project Phases**

Provide a description of the proposed phases of implementation, explaining whether these phases are technically and financially independent, and where possible, provide a Gantt Chart.

### **3.3 Project Aims and Objectives**

Applicant should indicate what are the aims referred to in Article 40(3) of Council Regulation (EC) No 1198/2006 to which the proposed promotional campaign contributes. Applicants can select more than one aim.

In the box provided the applicant should define the project objectives and why this project is important in terms of the long-term benefits to target groups and the wider benefits to society at large. A project objective also helps to show how the project fits into Government's sectoral policies, the policy of the organisation concerned as well as EU policies.

In general, the project's objective should be explained briefly. This section should not delve into the activities of the project but should only indicate what is aimed to be achieved overall.

### **3.4 Background and Justification**

This section is extremely important as it provides the justification for using public funds for the project. It is advisable to strictly follow the guidance provided in relation to this section.

In the provided space, the applicant should outline why the project is being undertaken. Furthermore, the applicant should give proof of demand and explain the need for the project including a summary of the key findings of any: market research; statistical evidence of market failure; statistical evidence of gaps in provision. Projects should be able to substantiate and quantify this failure and the demand that exists for the service/resource/support that they are proposing. Applicants also need to be able to demonstrate that the project/solution being proposed is the most appropriate and effective

way of addressing this need. This could be based on previous experience of a pilot project, for example.

This section is split into five (5) sub-sections, namely:

- A. Problem Identification: this section should include a description of the problem currently being faced in the particular area;
- B. Demand/Gap Analysis: This section should present an analysis of current demand for a particular good/service, to determine the reasons of its success or failure, and how its performance can be improved in the future to address the problem identified in the previous section (perhaps the market failures that have brought about the specific local problems that the project is intended to address). In addition, Applicants may opt to forecast expected demand in subsequent years to further consolidate the basis of the demand analysis, in which case the current gap which needs to be addressed in order to fulfil the expected demand has to be identified and described;
- C. Options Analysis: identify a number of options which could contribute towards addressing the identified gap;
- D. Baseline (Research and Quantitative Assessment): provision of data including information collected through surveys. The data presented should provide baselines for the subsequent section – Results. Any supporting documentation or research to justify the undertaking of this project should be mentioned and summarised under this section. Applicants are reminded that supporting documentation is to be attached to support not replace the details to be inserted in the application form. These could include factual and statistical evidence, market research or other information (e.g. Business Plan) to back up the justification that would render the justification for the project more robust;
- E. Selection of Option: the Applicant should outline the selected option based on the above findings.

### 3.5 Activities

This section should include a list and detailed description of the activities to be carried out and the means to achieve them. Activities are a collection of actions that have to be undertaken/provided to produce the overall results. Activities describe how the project's goods and services are to be delivered and summarise what will be undertaken by the project. Activities should be clearly defined. The sequence and dependency of activities should also be identified. One should limit oneself to mentioning the project activities (e.g. undertaking of research; publication of adverts; distribution of leaflets etc...) and **NOT** administrative procedures (such as obtaining quotations, issue tender, etc.) that will be undertaken during the course of project implementation.

The applicant is to describe and enclose a draft programme/timetable in the case of seminars and conferences and the content in the case of publications and audio-visual productions taking care to specify, the various subjects to be dealt with (please provide as many details as possible).

The applicant is to identify the means of communication believed to be the most appropriate, providing an adequate explanation and indicating how the selected means of communication will be utilized.

If the project involves any partners, the role of the partners within the activities should be indicated.

**Important:** The fragmentation of projects should be avoided at all times. If a number of projects, having the same objective are implemented by the same organisation, then, these should be grouped into one cohesive project proposal, even if the interventions will take place in different localities within the Maltese Islands. It is important that the project proposal is cohesive and not fragmented into distinctive and separate bits. The project should also have **one** project leader.

### 3.6 Target Audience

The groups targeted by this call for proposal are the general public, the media, civil society and the main players in the fisheries sector. The applicant is to state the expected **main** target audience and the direct benefit of the project for the **main** target audience. (Maximum 100 words). Additionally, the applicant is to present the expected number (including the main target audience) of direct beneficiaries of the publicity campaign, present the relevant workings, and indicate their status.

The applicant is also to list the possible indirect beneficiaries of the publicity campaign and to estimate their number providing the relevant workings. In this section, the applicant is expected to provide the methodology for estimating the multiplier effect of the publicity campaign.

This section of the application form should be sustained by a detailed plan/report.

### 3.7 Date (s) of Implementation

The applicant is to list the date on which preparation of the publicity campaign will begin, the date(s) on which the publicity measure will take place and the date on which follow-up of the promotional campaign will end.

Applicant is to note that any expenditure incurred before the grant agreement is signed is incurred at the risk of the applicant.

### 3.8 Project Duration

In this section, please indicate the duration of the project activities. The project start date for public organisations refers to the date when the first tender has been or when it is expected to be submitted to the DoC for vetting. Where the first tender expected to be launched is a departmental tender (below €47,000 in respect of tenders being financed by the European Union) the start date of the project should reflect the date of launch of tender. The project start date for Local Councils and NGOs refers to the date when the first tender has been published or is envisaged to be published. Local Councils are encouraged to hold discussions with the Department of Contracts with a view to ascertain that the identified procurement process to be used is in line with the spirit of the Public Procurement Regulations. Applicants should also consult section 1.4 of these Notes to get an idea when a reply is expected from the Managing Authority regarding the outcome of the call. Should the first tender be subject to the approval of a MEPA permit, the start date should take into account the time needed for the MEPA permit to be issued.

The closing date for the purpose of the proposal refers to the closure quarter and year in which the project is envisaged for completion. **This refers to approximately two months following the last payment incurred through the grant.** During these last two months, the Beneficiary would be expected to draw up the Closure report.

**Please note that the Applicant is binding itself to conclude the project by this date.** Moreover, this section should tally with the information provided in Section 9.2 and 9.3.

Project duration should factor in the time spent in the preparation and launching of tenders/calls. In this regard, advice regarding average duration of public tenders can be obtained from the Department of Contracts.

The contact person for Department of Contracts:

Mr Anthony Cachia  
Director  
Public Procurement Procedures  
Department of Contracts  
Notre Dame Ravelin  
Floriana  
Tel: 21220212 / 21247686  
E-mail: [anthony.j.cachia@gov.mt](mailto:anthony.j.cachia@gov.mt)

### **3.9 Place(s) of Implementation**

The applicant is to indicate the place (s) of Implementation of the Publicity Campaign.

### **3.10 Results**

This section should not list outputs (what the project will buy e.g. Advertising Time/Posters) but the results expected to be achieved on the ground following the procurement of the outputs (i.e. what are the results achieved by means of the promotional campaign). Results should address the main causes of the problems and challenges faced by the target group. They should be quantified (with baselines provided in Section 3.4) and most importantly must indicate what will be achieved through the procured outputs by the end of the project (e.g. % increase in the national per capita consumption of fish).

Results are to be expressed in bullet format and quantified with baselines.

**IMPORTANT: Lack of properly developed and quantified results may disqualify the application.**

Results are **binding** on the Beneficiary organisation. If results are not met by the Beneficiary organisation at the completion of the project, there may be the case of recovery or partial recovery of the funds.

### **3.11 Other Related Activities**

In this Section, the Applicant should identify and summarise any related activities being undertaken and/or that have already been undertaken by the applicant organisation and/or other parties (through EU, national and/or other funds) in connection or in support of the same project or policy. The Applicant must also identify which funds have been utilised for related activities.

## **Section 4 – Performance Indicators**

### **4.1 Output and Result Indicators**

Please identify the output and result indicators towards which the project will contribute. The indicators provided are extracted from the relevant Priority Axes in the OP.

The project must have clearly identifiable and measurable targets that comply with at least **one of the indicators** set in the Programme under the relevant PA and Measure. Projects that do not meet the minimum criteria of indicators will not be considered eligible for funding.

Each output and result indicator should be realistically quantified. The Beneficiary must also provide a clear explanation of how the proposed targets for 'outputs' and 'results' (in the application form) have been calculated. **If the project is approved, failure to deliver the agreed indicators could result in EU Funds being withdrawn and/or repaid by the Beneficiary.**

### **4.2 Verification of Output/Result Indicators**

Please provide an explanation on how the data for the indicators will be collected/monitored and how it will be verified. Please also include whether this or similar data is already available (indicating whether it is available for free or at a cost including the amount and source of funding if data needs to be procured). If data is unavailable, please indicate how the Applicant intends to generate the required data and how this will be financed.

### **4.3 Other Indicators**

In this section the applicant should indicate additional indicators the project may target, which fall under the other PA not open under this call. Each additional output and result indicator selected should be realistically quantified. The Beneficiary must also provide a clear explanation of how the proposed targets have been calculated.

### **4.4 Verification of Indicators' targets**

Please provide an explanation on how the data for the indicators will be collected/monitored and how it will be verified. Please also include whether this or similar data is already available (indicating whether it is available for free or at a cost including the amount and source of funding if data needs to be procured). If data is unavailable, please indicate how the Applicant intends to generate the required data and how this will be financed.

### **4.5 Other Indicators not listed in the OP**

In the space provided, please indicate any additional indicators/targets to the ones mentioned in the list of indicators provided in the OP that are envisaged to be achieved by this project. Such indicators would be in addition to and are not deemed to replace the obligation for the projects to contribute to the targets set in the OP.

## **Section 5 – National priorities**

The European Fisheries Fund co-finances projects of national interest. In this section, the Applicant must identify how the Project is addressing national priorities for Malta. National priorities are anchored in relevant Government strategic documents (such as the NSRF) or sectoral strategies.

The projects must identify their contribution to national priorities and relevant policies by showing how the planned work fits within these strategies/programmes. It is important for the Applicant to refer to documents such as sectoral strategies. The project proposal must identify the name of the strategy, as well as, the relative extract of the strategy that relates to the project being proposed. When referring to a document, it is important that the Applicant provides direct citation (title, year, chapter and page numbers). The Applicant should also indicate the web address for the document being quoted.

## **Section 6 - Links to the Strategic Guidelines and Malta's National Strategic Plan for Fisheries (2007 – 2013)**

### **6.1 Strategic Guidelines**

In this section, the Applicant should select the relevant Priority/Priorities towards which the project will be contributing.

### **6.2 Malta's National Strategic Plan for Fisheries (2007 – 2013)**

In this section, the applicant should indicate how the project will contribute towards the current NSPF (Maximum 200 words). When referring to a document, it is important that the Applicant provides direct citation (title, year, chapter and page numbers).



## Section 7 - Horizontal priorities

### 7.1 Equal Opportunities

Applicants are required to demonstrate that they have considered equal opportunities at all stages of the design of the project. Steps should be taken to prevent any discrimination based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation during project implementation. In particular, accessibility to EFF projects for disabled persons should be ensured.

In this regard, Applicants must demonstrate how the project has been structured to ensure equal opportunities at all stages and ensure that equal opportunities will be mainstreamed throughout the project's aims and operation (Maximum 200 words).

This should go further than just a statement of intent and be backed by a solid implementation plan and a system in place to monitor the results. Some questions that can be asked include:

1. How will the project ensure that the whole of the target group/groups have equal access to the project and equal opportunity to benefit from the project?
2. What will the project do to promote equality of opportunity and social inclusion?
3. What actions have been taken to remove barriers to participation in the project by under-represented or socially-excluded groups?
4. Does the project ensure that there are no physical constraints preventing individuals accessing opportunities and that any buildings involved meet planning provisions relating to disabled access in the design of buildings?
5. Will equal opportunities be considered in the procedures (e.g. tendering) and be used to implement the project?

It is highly recommended that Applicants contact the National Commission for the Promotion of Equality (NCPE) and the National Commission for Persons with Disability (KNPD) for advice on Equal Opportunity Legislation in Malta and on how best to integrate equal opportunities in the project.<sup>15</sup> The contact persons for these entities are:

Ms Therese Spiteri  
NCPE  
4, Gattard House,  
National Road,  
Hamrun, HMR 9010  
Tel: 2590 3850  
Fax: 2590 3851  
E-mail: [equality@gov.mt](mailto:equality@gov.mt)

Ms Anne Marie Callus  
Executive Director - KNPD  
Istituto Vincenzo Bugeja  
Centru Hidma Soċjali  
Braille Street,  
Santa Venera, HMR 18  
Tel: 21487789  
Fax: 21484609  
E-mail: [amcallus@knpd.org](mailto:amcallus@knpd.org)

### 7.2 Sustainable Development<sup>16</sup>

Applicants are required to demonstrate that they have considered sustainable development issues at all stages of the design of the project. Sustainable development covers economic, growth, social cohesion and the protection of the environment, which will be taken into account throughout the life of the supported activity. The Applicants must demonstrate how

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<sup>15</sup> Further information on equal opportunities can also be obtained from the website of the National Commission for Persons with Disability (KNPD) - <http://www.knpd.org/knpdwelcome.shtml>

<sup>16</sup> EU Sustainable Development Strategy 2001 (renewed and approved by Council in June 2006)

the project has been structured to ensure that sustainable development issues will be mainstreamed throughout the project's aims and operation. Specific reference should be made to the National Sustainable Development Strategy (Maximum 200 words).

## Section 8 – Financial details

### 8.1 Estimated Budget Breakdown

The project proposal must include a comprehensive budget breakdown in Euros (€). The budget is presented in different cost centres. The Budget Breakdown in this section **MUST** be supported by a more detailed breakdown of each cost centre identified – broken down by activity – as well as workings, which should be annexed as Annex I to the Application Form.

Applicants should note that a non-exhaustive list of eligible activities can be found under Annex IV of these Guidance Notes. However, it does not automatically follow that all expenditure related to these types of activities would be eligible. Information regarding the eligibility of certain cost centres can be found in the national Eligibility Rules (Annex III); however even within these rules an assessment is made by the Managing Authority on the merits of each application and determined on a case-by-case basis – in line with the principle of sound financial management. In general, for expenditure to be eligible it has to be in line with the Regulations outlined below. However, each Member State may set limits within the parameters of these Regulations, which are then translated in the national Eligibility Rules.

- **COMMISSION REGULATION (EC) No 498/2007 of 26 March 2007 laying down detailed rules for the implementation of Council Regulation (EC) No 1198/2006 on the EFF**
- **COUNCIL REGULATION (EC) No 1198/2006 of 27 July 2006 on the EFF**

**Important:** It is important to note that this call has an indicative financial threshold, which is stated in the relevant press release (Annex I). Projects whose eligible costs exceed the relevant financial threshold available for the call will **NOT** be considered, although the MA reserves the right to award more projects than the sum of the indicated allocation if it deems this in the interest of the implementation of the Programme. It is also being strongly recommended to research costs well, as revisions of the budgets at a later stage may not be possible.

### 8.2 Revenue Generation

A revenue generating project means any operation involving the provision of service against payment or an operation which, in any way, will enable the organisation to generate any kind of revenue (even when such revenue does not result in net profit). Concessions and cost-savings generated by the projects must be considered as revenue and included in the funding-gap calculation. However, they may be offset by an equal reduction in operating subsidies in the calculation. Project revenues must be properly taken into account so that the Funds contribution is calculated according to the project's gross self-financing margin and no over-financing occurs. All figures must be quoted in Euros.

In **ALL** cases where the project is expected to generate some sort of revenue, the Applicant/Beneficiary should inform the Managing Authority immediately. Ex-post checks revealing revenues may involve recovery of funds from the beneficiary organisation even after the project has ended.

### **8.3 Other Community Financing Sources**

In this section, the Applicant is requested to provide details as to whether an application, for part or all of the proposed projects has already been submitted for assistance under any other Community sources of funding including European Regional Development Fund (ERDF), Cohesion Fund, etc. If in the affirmative, the Applicant should provide all details relating to the financial instrument, the reference number, date of submission/approval, amounts requested for project, amounts granted, etc.

Please indicate if an application from other Community sources of funding has been made for earlier stages/phases of the proposed project (e.g. feasibility or preparatory phases). If in the affirmative, please provide all details concerning the financial instrument, the reference number, date of submission/approval, amounts requested for project, amounts granted, etc.

The Applicant is required to indicate whether the project proposal is complementary to any other project already financed or to be financed by the ERDF, Cohesion Fund or other sources of Community finance. The Applicant should also indicate whether an application for a loan or equity support from the European Investment Bank (EIB)/European Investment Fund (EIF) or any other bank or financial institution for the proposed project has been made. If in the affirmative, the Applicant should provide all relevant details (financial instrument concerned, reference number/s, dates, amounts requested, amounts granted, etc.).

## Section 9 - Contracting and Implementation

### 9.1 Indicative Public Procurement Table

Good governance in the execution of public procurement is critical to the EFF implementation. It is vital that projects follow clear and open procedures in any procurement undertaken. In this regard, Applicants must ensure compliance with the Public Contract Regulations,<sup>17</sup> even if they are not legally bound by the regulations, and more widely with good practice in procurement, particularly in setting maximum budgets and setting clear specifications/terms of reference. In case of Public Entities, Applicants should take note of all relevant circulars issued by the DoC including Contracts Circular N°18 /2008 & 13/2010.

In the table under this section, please indicate the expected tenders/calls that will be issued under this project and the related **costs in EUR**. Under the first column, please indicate the name of the tenders/calls that are to be issued. Applicants are encouraged to hold discussions with the DoC to identify how expenses under the project may be grouped under the same tender/call. Under the second column, please specify whether it is a supply, service, or works tender. In the third column please indicate the procurement procedure that is going to be followed, i.e. departmental tender, open, accelerated open, restricted, accelerated restricted, negotiated, accelerated negotiated, etc. Applicants should fill in this information for each tender/call.

Please note that in cases where a tender includes **non-eligible costs** (such as VAT), Applicants are kindly requested to include such costs (**in EUR**) in the cost centres provided.

The *Total Value of Tenders* and the *Total Value of Employment Contracts* (including non-eligible costs) identified under Section 9.1 and 9.2 must tally with the grand total of the budget breakdown under Section 8.1.

The contact person for Department of Contracts:

Mr Anthony Cachia  
Director  
Public Procurement Procedures  
Department of Contracts  
Notre Dame Ravelin  
Floriana  
Tel: 21220212 / 21247686  
E-mail: [anthony.j.cachia@gov.mt](mailto:anthony.j.cachia@gov.mt)

### 9.2 Indicative Employment Contracts

In this section, the Applicant should state the procedures that will be followed in order to recruit employees on an employment contract. The normal employment procedures of the Applicant (which should be documented) should be followed (for example, in case of Government Departments, the Public Service Commission process should be followed). These procedures should be fair, transparent and competitive. Employment contracts fall outside the remit of the DoC. Applicants should note that **DoC cannot give advice on Employment Contracts**. Employment contracts should be of a definite period (e.g. 3 years with option to renew) and in any case which does not go beyond the closure of the project. Please fill in the required details in the table provided.

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<sup>17</sup> At the time of Publication of these Guidelines, the Public Contracts regulations in force are L.N. 296 of 2010 and its subsequent amendments. Applicants are to ensure that procurement is made in line with the regulations in force at the time of implementation.

Note that in cases where a call includes **non-eligible costs** (such as social security contributions where the latter are not genuinely borne by the Beneficiary), Applicants are requested to include such costs in the cost centres provided (i.e. social contributions should be separately identified).

The MA and the Government of Malta will not accept any responsibility with regard to any claims made by any employees employed for the project by the Beneficiary.

The *Total Value of Tenders* and the *Total Value of Employment Contracts* (including non-eligible costs) identified under Section 9.1 and 9.2 must tally with the grand total of the budget breakdown under Section 8.1.

### 9.3 Implementation Schedule

Under this section, the Applicant is required to indicate the stage of each tender/calls for quotation/calls for employment contracts per quarter. The tenders/calls listed should be the same as the ones listed under Section 9.1 and 9.2 of the Application Form.

Project leaders are to ensure that the implementation schedule presented in the proposal is **as realistic** as possible (and any potential delays are factored in) since this schedule will be confirmed in the Grant Agreement issued by the MA, should the project be approved. This schedule is very important for the MA to keep control over the overall commitment of funds under the Fisheries OP for Malta, as a whole. This table also indicates the end date of the project, which should tally with Section 3.8 and Section 9.4. **Any deviation at a later stage (for whatever reason) may result in automatic de-commitment of funds (for the project and ultimately for Malta).**

**When compiling this section, the Applicant should also take note of the indicative deadline set by the MA with regard to when the results of the evaluation of the Application is expected to be communicated to the Applicant. It is also strongly recommended to consult the DoC (or the Public Procurement Regulations) as well as MEPA (see sections 9.1 above and 9.4 below) in order to compile a realistic schedule.**

Please use the following definitions:

**Design (D)** refers to the timeframe required to finalise specifications of the tender documents prior to the launch of the Tender on the market.

**Tender published (P)** refers to the timeframe of the tendering process that covers the period from the launch of the tender/call till the closure of the date or the proposal's submission.

**Evaluation (E)** refers to the timeframe from the closure date of the submission till the contract's signature (including appeal board).

**Implementation (I)** refers to the start of the implementation of the activities as per contract.

**Closure (C)** refers to the period following the conclusion of a contract. During closure, the Project Leader certifies and settles any outstanding invoices and commissions the final implementation report.

If necessary, additional rows may be added.

## 9.4 Contracting and Disbursement Schedule

The Applicant should fill in the contracting and disbursement schedules in **Euros**. The information included in this table must be split between Total Eligible Costs, Total Non-Eligible Costs and VAT (eligible or not). The aim of the table is to give a clear indication of the total amount of funds that will be contracted and disbursed during each quarter of the project's lifetime. The table's first column should indicate the name of each tender/call as per sections 9.1 and 9.2 above. The rest of the columns refer to each year of the project's duration, therefore the year should be duly filled in by the Applicant. The Applicant is reminded to quote figures separately, i.e. eligible costs, non-eligible costs and VAT should be listed for each tender to be issued.

The Applicant must check that the figures and timelines quoted are in line with Section 9.3

**Contracting** refers to the amount of funds (**in EUR**) for which the Beneficiary enters into an agreement with a third party to procure goods or services.

**Disbursement** refers to payments effected (**in EUR**).

It is important to note that the Grand Total in this section must correspond to the Grand Total in the Budget Breakdown, Section 8.1 of the Application Form. If necessary, additional columns could be added.

Applicants should also take note of Contracts Circular No. 18/2008 'Contracting Procedures' (02.06.2008) when filling in this section.

If necessary, additional rows may be added.

## Section 10 - Planning and Environmental Permits

Under this section, the Applicant should indicate whether any component of the project requires a planning/environmental permit. The Applicant should bear in mind the procurement of certain equipment (e.g., equipment using certain chemicals may require an environmental permit. Infrastructural development may also require planning/development permits. Some projects may also require an Environmental Impact Assessment.<sup>18</sup> In this regard, **it is strongly recommended that the Applicant contact MEPA in order to have an idea of the obligations that will ultimately impact implementation.** The Applicant should also indicate whether expenditure for such items is foreseen and if yes, whether the necessary approvals have been obtained from MEPA. In case where the Applicant indicated that no official correspondence exists between the Applicant organisation and MEPA, please describe how it has been concluded that no MEPA permit is required for the project or any of its components.

### The contact person at MEPA (Planning and Environment) is:

Ms Michelle Piccinino  
Tel. no.: 22902016 / 22902009  
E-mail: [michelle.piccinino@mepa.org.mt](mailto:michelle.piccinino@mepa.org.mt)

This section also requests the Applicant to give details as to whether the project falls within the scope of the Strategic Environment Assessment Directive<sup>19</sup> (Directive 2001/42/EC).

## Section 11 – State Aid

**ALL** Applicants of EFF assisted projects must ensure compliance with State Aid rules. Early discussions with the State Aid Monitoring Board (SAMB) (or experts on State Aid of the Applicant's choice) are encouraged to clear the State Aid position. Any evidence of correspondence between the Applicant and SAMB should be annexed to the Application Form. If the Applicant decides that the project does not involve State Aid, the Applicant has to provide justification for this. The contact person within the State Aid Monitoring Boards is:

Dr Yana Haber  
State Aid Monitoring Board,  
St Calcedonious Square,  
Floriana, FRN1530  
Tel: 21252757  
E-mail: [yana.haber@gov.mt](mailto:yana.haber@gov.mt)

## Section 12 – Publicity

In order to meet the requirements of the Regulations, Beneficiaries of EFF grants must ensure that adequate publicity is given to the project with a view to:

- a) making potential participants aware of the opportunities afforded by it;
- b) making the general public aware of the role of the Community in relation to the project;
- c) ensure transparency of the assistance concerned.

As an example, materials used by the Beneficiary and major correspondence, including contracts signed with third parties must include an acknowledgement of EFF support. Any publicity material, such as advertisements, billboards and information leaflets about EFF co-financed projects must acknowledge EFF support.

<sup>18</sup> Further information can be obtained from <http://www.mepa.org.mt/permitting-ea-main>

<sup>19</sup> Further information can be obtained from [www.sea.gov.mt](http://www.sea.gov.mt)

Applicants are to be cautious when determining publicity actions for the project. Applicant should also ensure that the project benefits from any free publicity and that anything that will be proposed to be funded under the project is either obligatory or adds value to the results of the project, taking into account the value for money principle. In this regard, publicity measures of individual projects should take into account the nature of the project and must be relative to the size and objectives of the project.

The Beneficiary should note that publicity may only be used to increase awareness of what EU funds are used for and to disseminate results. Publicity measures undertaken must be project specific and must be in line with Articles 32 and 33 of the Commission Regulation (EC) No 498/2007. Further information and guidance is provided in the Manual of Procedures.

Publicity and information measures must not be used as a marketing tool to promote an organisation, its products, services or infrastructure. Where a project includes an element of marketing, this must be used to complement but not replace the project's obligatory information and publicity measures. Marketing efforts should be included as a separate activity in the project and as a separate budgetary allocation and justified accordingly. The Applicant may also make reference to the 'Visual Identity Guidelines' that may be downloaded from the Publicity Section of the MA's website (<http://www.ppcd.gov.mt/effdocs?l=1>).

**The Publicity Budget MUST be supported by a more detailed breakdown of each cost centre identified – broken down by activity. These cost centers should be identified in Sections 12.1 and 12.2.**

**Presentation mode** refers to media that will be used for publicity purposes. Examples include, articles in newspapers, articles in the Beneficiary's annual report, reference on the Beneficiary's website, discussions on radio, filming on TV; **Audience** refers to target audience, i.e. to whom the publicity is targeted. Examples include general public, constituted bodies, adults, etc. **Method of procurement** refers to the mode of procurement used as per Public Contracts Regulations LN 177 and LN 178 of 2005 as amended by LN 296 of 2010 and Contracts Circular 13/2010 and any subsequent amendments made to it. **Quantity** refers to the number of occurring times that the activity will take place. **Budget allocation** refers to the allocation for each access point. Annex V presents a filled in example, which can be referred to.

## **12.1 Obligatory Publicity Measures as per Regulation**

In this section, please fill in the table provided with the applicable obligatory publicity measure, which needs to be carried out. The audience which is expected to be targeted and the budget allocated to it. Please refer to (EC) Regulation 498/2007.

**Presentation mode** refers to media that will be used for publicity purposes. Examples include, articles in newspapers, articles in the Beneficiary's annual report, reference on the Beneficiary's website, discussions on radio, filming on TV; **Audience** refers to target audience, i.e. to whom the publicity is targeted. Examples include general public, constituted bodies, adults, etc. **Method of procurement** refers to the mode of procurement used as per Public Contracts Regulations LN 177 and LN 178 of 2005 as amended by LN 296 of 2010 and Contracts Circular 13/2010 and any subsequent amendments made to it. **Quantity** refers to the number of occurring times that the activity will take place. **Budget allocation** refers to the allocation for each access point. Annex V presents a filled in example, which can be referred to.



## 12.2 Other Publicity Measures

In this section, please fill in the table provided with other publicity measures, which could be carried out. Emphasis should be made on that publicity which could be carried out free of charge as part of the publicity campaigns or marketing measures adopted by the Applicant Organisation, if and where relevant.

**Presentation mode** refers to media that will be used for publicity purposes. Examples include, articles in newspapers, articles in the Beneficiary's annual report, reference on the Beneficiary's website, discussions on radio, filming on TV; **Audience** refers to target audience, i.e. to whom the publicity is targeted. Examples include general public, constituted bodies, adults, etc. **Method of procurement** refers to the mode of procurement used as per Public Contracts Regulations LN 177 and LN 178 of 2005 as amended by LN 296 of 2010 and Contracts Circular 13/2010 and any subsequent amendments made to it. **Quantity** refers to the number of occurring times that the activity will take place. **Budget allocation** refers to the allocation for each access point. Annex V presents a filled in example, which can be referred to.

## 12.3 Justification

Under this section, the Applicant should provide a substantial justification for the publicity measures proposed. As already indicated above publicity measures should be proportionate to the operation. Additionally, the Applicant is also requested to identify the body, bearing the cost of the different publicity actions.

## Section 13 - Added Value

In this section, the Applicant should indicate the importance of the grant for the undertaking of the project; why the project cannot be undertaken with the Applicant's own resources; and why the EFF should co-finance the proposed project.

## Section 14 – Readiness

**Applicants should AVOID proposing projects which are not yet clearly defined (i.e. where a number of studies still have to be carried out to determine the exact scope of the project).**

In this section, please indicate at which stage the project is in terms of readiness. Readiness refers to projects that are in an advanced state of readiness, e.g. where Applicants have already prepared the tender dossier or launched the tender. In the first table, the Applicant is required to provide an update on the procurement process. An update is required for each tender and/or call to be launched by the project. Employment contracts should also feature in this table, if applicable. For each tender/call please tick one box indicating the status of the tender/call at the time of submission of the Application. The list of Tenders/Call for Employment should tally with table 9.1 and 9.2

In cases where the Applicant indicated that tenders/calls/studies/permits have been completed, evidence of readiness (e.g. draft tenders, terms of reference etc...) should be provided with the Application at submission stage. Following the closure of the call, the Applicant should formally inform via letter addressed to the MA (via e-mail to the officer responsible for the call (the details of the relevant officer will be made known to the Applicant upon submission of the application form)) of any completed tenders/studies/calls/permits.

## Section 15 - Sustainability of the Project

The project must be sustainable in the long-term beyond the period of the OP. Projects need to demonstrate their sustainability after completion. The project proponent must show how the benefits of the project will continue to be delivered after grant support comes to an end and how the costs of sustaining the project will be met. The Applicant should ensure that the longer-term economic sustainability of the project is taken into account and appropriate measures are put in place. **Under this section the expected lifetime of the project should be included as well as a calculation of annual operational costs for the expected lifetime of the project.**

In cases where the Government is not financing the project, Applicants are required to provide proof and guarantees as to how the project will be sustained, particularly if no revenue is generated from the project and if the accounts of the organisation do not support declarations made by the Applicant in terms of sustainability.

The Applicant is to provide in the application form a breakdown of the operating costs of the project for not less than 5 years following the completion of the operation

Applicants are responsible to commit to the durability clause enshrined in Council Regulation (EC) 1198/2006 (Article 56) which states that an operation retains the contribution of the funds only if that operation does not, within five years of the date of the financing decision of the competent national authorities or the Managing Authority, undergo a substantial modification. Hence, if equipment is damaged, stolen or becomes obsolete during these five years, it must be replaced through the funds of the organisation implementing the project.

## **Section 16 – Data Protection**

This section concerns the duty of the Funds and Programmes Division (FPD) to protect data provided in the Application Form. Any queries regarding Data Protection matters should be brought to the attention of the FPD. The officer in charge, can be contacted by e-mail on: [fpd.opm@gov.mt](mailto:fpd.opm@gov.mt)

## **Section 17 – Retention of Documents**

The applicant is to describe the procedures already in place or yet to be set up by the Applicant to ensure that all documents regarding expenditure and audits (required to ensure an adequate audit trail) are held in accordance with the requirements of Article 87 'Availability of Documents' of Regulation (EC) No 1198/2006.

## **Section 18 - Conditionality and Risks**

Any conditionality and risk that may impinge on the smooth and efficient implementation of the project must be identified at this stage (e.g, issues related to permitting and tendering; policy decisions that still need to be taken; stakeholders that still need to be consulted etc...). The Applicant should also indicate if any action is being undertaken (what should be/is being done, by when and by whom) to mitigate against the risks and address the conditionality. Conditionality/risks not within the control of the Applicant should also be included.

Please state if there are conditions and/or risks associated with the project and its effective implementation. Any conditionality must be specific and achievable, indicating clearly, what should be done, by when and by whom. Conditionality not within the control of the project are deemed to be a risk and should also be included.

By assessing risk, one is not looking to avoid it, but rather, to understand the nature of that risk, be reassured that the Applicant takes steps to minimise the risk and has options to deliver at least part of the project, should something happen to affect the project. Projects with a high level of risk may very well be innovative and have the potential to deliver some excellent outputs and impacts and hence, such projects will not automatically be rejected, especially if the Applicant clearly defines a worst case scenario; demonstrates the capacity to deliver the project based on a solid track record; makes financial provision to deal with upward variations; and puts in place a contingency plan to compensate for adverse effects on timetable, expenditure and outputs.

If the Applicant fails to identify risks or the extent of the risks, projects, which receive approval, may have the grant agreement withdrawn by the Managing Authority at a later stage when the foreseeable risks become apparent.

## **Section 19 - Additional Information**

In this section, the Applicant may add information relating to all sections in the application form, which he/she feels, might be relevant. Applicant should head the information using the numbers and headings within the application form.

## **Section 20 – Declaration**

The officer signing the declaration must have the relevant authority to sign on behalf of the Applicant organisation. The Applicant is reminded that information in this application will be used to make decisions on whether to award EU Funds to the project.

If the information given in the application is found to be false or deliberately misleading, any EU Funds awarded may be withdrawn and any funds paid may be recovered from the Applicant organisation that completes this certificate.

## **Section 21 – Checklist of Attachments**

The Applicant must ensure to include/annex all the necessary documents mentioned throughout these Guidance Notes. For ease of reference a checklist has been provided in the Application Form.

## ANNEX I - PRESS RELEASE

8<sup>th</sup> November 2012

### CALL FOR PROJECT PROPOSALS UNDER THE EUROPEAN FISHERIES FUND (EFF)

The Managing Authority for the European Fisheries Fund 2007 - 2013 in Malta, the Funds and Programmes Division (FPD) within the Office of the Prime Minister, would like to announce that it has launched a call for project proposals to carry out a promotional campaign focusing on the support and promotion of the consumption of fish and fish products.

Eligible applicants are invited to submit applications for projects falling under the following Priority Axis of the Fisheries Operational Programme for Malta:

***Priority Axis 3 – Measures of Common Interest (Measure 3.2 – Development of new markets and promotional campaigns)***

*The total indicative budget of the call is €1 million.*

This call is open to Public Bodies, Producer Organisations and other recognised organisations concerned with fisheries and aquaculture that are recognised and registered with the relevant authorities in Malta, or any other Local Council or NGO with a demonstrable interest in fisheries.

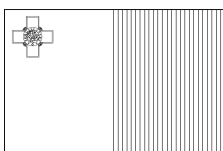
### THE CALL CLOSES ON FRIDAY 14<sup>th</sup> DECEMBER 2012

Prospective applicants should note that the Fisheries Operational Programme for Malta, Application Form and Guidance Notes, as well as further information may be downloaded from [http://www.ppcd.gov.mt/open\\_calls\\_eff](http://www.ppcd.gov.mt/open_calls_eff).

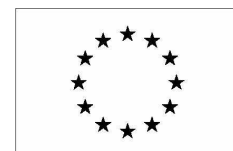
For further guidance, an Information Session for prospective applicants will be held on **Tuesday 20<sup>th</sup> November 2012** from **09:00 to 12:00**.

The Registration Form can be downloaded from [http://www.ppcd.gov.mt/open\\_calls\\_eff](http://www.ppcd.gov.mt/open_calls_eff) and forwarded to [fpd.opm@gov.mt](mailto:fpd.opm@gov.mt) by not later than noon of Friday 16<sup>th</sup> November 2012.

For general queries relating to this call or to the European Fisheries Fund 2007-2013, kindly contact FPD on [fpd.opm@gov.mt](mailto:fpd.opm@gov.mt)



Fisheries Operational Programme 2007-2013  
Project Part-financed by the European Union  
European Fisheries Fund (EFF)  
Co-financing rate: 75% EU Funds; 25% National Funds



***Investing in sustainable fisheries***

## ANNEX II – Ranking Sheet

### EFF Project Selection Criteria

EFF Ranking Sheet		Points	Project Code	Project Code	Project Code	Project Code	Project Code	Project Code
Eligibility Criteria	The applicant must be a public body, producer organisation or any other recognised organisation concerned with fisheries and aquaculture and is recognised and registered with the relevant authorities in Malta, or any Local Council or NGO with a demonstrable interest in fisheries.	Yes/No						
	Promotional campaigns or initiatives must be subject to the conditions as set out in Article 40 (2) of Regulation 1198/2006	Yes/No						
Selection Criteria	Promotional campaign is aimed at enhancing the demand for currently underexploited fish and/or aquaculture species	10						
	Investment is proposed jointly by more than one entity operating in the sector	<b>Number of Firms</b> 2-4      5 5-7      10 >7      20						
	Promotional campaign is aimed at enhancing the knowledge about the benefits of consuming fish	10						
	Highest number of intended recipients of the promotional campaign (sustained by a detailed plan/report)	10						
	Promotional campaign is aimed at promoting fish and aquaculture products obtained using environmentally friendly methods	10						
<b>Total Points</b>		60						
<b>Ranking</b>		1st						

## ANNEX III – NATIONAL ELIGIBILITY RULES

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Eligibility Rules laid down by Malta and applicable to the European Fisheries Fund Programme can be downloaded from <http://www.ppcd.gov.mt/effdocs?l=1>.

## ANNEX IV – INDICATIVE ELIGIBLE ACTIONS

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### **Priority Axis 3: Measures of Common Interest**

#### **Measure 3.2: Development of new markets and promotional campaigns**

Eligible Actions as per the Fisheries Operational Programme for Malta (2007 - 2013)
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The actions that are eligible under this measure are:

- The design and implementation of promotional campaigns and/or other material aimed at enhancing the knowledge about the benefits of consuming fish
- The design and implementation of promotional campaigns and/or other material aimed at enhancing the demand for currently underutilised fish and aquaculture species.
- The design and implementation of promotional campaigns and/or other material aimed at promoting fish and aquaculture products obtained using environmentally friendly methods.
- The carrying out of market surveys.
- The organisation of fish fairs, festivals and exhibitions.



## ANNEX V – Publicity Table (Example)

### Obligatory Publicity measures as per Regulation

Tool/Action	Access Points	Audience	Budget in € <sup>20</sup>
Print Media	Newspapers <sup>21</sup>	General Public	
	Stickers	Beneficiary and service users	
Signage	Plaques <sup>22</sup>	Beneficiary and service users	
	Billboards <sup>23</sup>	General Public	
<b>Total</b>			

### Other Publicity measures

Tool/Action	Access Points	Presentation Mode	Audience	Budget allocation in €
Print Media	National and Local Newspapers	Adverts	General Public	
	National and Local Newspapers	Articles	General Public	
	Industry/ Business/ Organisation Journals and Magazines	Article in the beneficiary's ANNUAL REPORT. A dedicated section to EU co-financed projects was introduced.	Beneficiary and private and government constituted bodies with interest in the sector.	
Broadcast Media	National TV and Radio	Filming and Description of services	General Public	
	Local Radio	Discussions on project portfolio by Beneficiary representatives.	General Public	
Internet and Websites	Local Websites	Reference to the project on the Beneficiary's homepage.	General Public	
Project Signage Billboards Plaques	On site	To be set up by Contractor as an obligation under the contract. (Billboard/ Plaque)	General Public	
	On site	Stickers	General Public	
<b>Total</b>				

<sup>20</sup> The total budget must correspond with the allocation proposed under Section 8 above

<sup>21</sup> Adverts for the Publishing of Tenders/ Quotations/ Calls for Employment

<sup>22</sup> Compulsory for projects including the purchasing of equipment/infrastructure

<sup>23</sup> Compulsory for projects including an infrastructure component