
#EUzaTebe – for Cultural Heritage and Tourism

Grant Scheme Guideline

COVID 19 Emergency Mitigation measures



Background

“EU for Cultural Heritage and Tourism” is a project aiming to support tourism sector as a significant potential for economic development of the destinations Eastern Serbia and Lower Danube region. 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 pandemic outbreak of COVID-19 virus has a strong negative effect on all tourism activities both in Serbia and globally. Since the main aim of the project is to support local economic development through tourism-based activities, the highest project priority is to boost the tourism industry, especially micro and small enterprises to mitigate the consequences of the crisis.

Objectives

Main objective of the Emergency Grant Scheme Lot is to help destinations in overcoming the consequences of the outbreak of COVID-19 by supporting the local private sector, increasing the quality of tourism services and promoting the region as a safe and attractive tourism destination.

Specific objectives

- Improve the capacities of the private sector tourism service providers
- Improve the resource base of the private sector providers
- Improve quality of tourism offer of the micro and small enterprises
- Improve marketing and sales in the tourism sector of targeted region, which will lead to increased visibility of the region on the national and cross-border markets
- Increase tourism inflow to the region

Eligibility

Applicants

Applicants eligible for the Call are private entities operating in the tourism sector. This includes, but is not limited to, tourist facilities (accommodation providers, camping sites, catering facilities, wineries and other businesses directly involved in providing services to tourists), souvenir production and sales, etc.

Eligible applicants include:

1. natural persons providing accommodation
2. registered agricultural holdings with active status
3. micro and small enterprises (up to 50 employees)

Applicants must:

- be registered with relevant bodies as tourism service providers at least 6 months before applying for the funds
- be registered or provide direct services to tourists in the eligible area
- in case of investing in upgrading of facilities, to own the property or at least have a signed 5-year lease contract for the property.

Activities

Indicative types of activities which may be financed under this call for proposals are given below. The following list is not exhaustive, and appropriate innovative activities not mentioned below may also be considered for funding if they can clearly contribute to the achievement of the call's specific objectives and results.

- Upgrading facilities for accommodation, catering, tasting rooms, info points, souvenir shops and other tourism related facilities. This includes but is not limited to costs for the following activities:
 - Renovation/adaptation/extension/quality improvement of facilities including purchasing necessary equipment (including furniture, kitchen appliances, etc.)
 - Small scale infrastructure and equipment for existing or newly created activities offered by the applicant like biking, kayaking, purchase of tents, sports equipment etc.
- Upgrading safety and hygienic standards of facilities and services offered to tourists
- Introduction of new tourism products and services
- Introduction of new selling channels*
- Promotional activities*

*with focus on digital solutions (i.e. website, profiles on Booking.com, Airbnb, social networks etc.)

Costs

Eligible costs

- 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 which is a subject of 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
- Costs that are not double funded

Ineligible costs

- Administrative and operating costs (including salaries) except for the self-contribution of the Applicant
- Purchases of used equipment
- Value added tax (VAT)
- Costs for infrastructure and works outside the eligible area
- Cost for purchase, rent or leasing of land and existing buildings

Areas

Eligible area shall include the following 12 municipalities (in alphabetical order):

- Boljevac
- Bor
- Golubac
- Kladovo

- Knjaževac
- Majdanpek
- Negotin
- Požarevac
- Smederevo
- Sokobanja
- Veliko Gradište
- Zaječar

Financial Frame

Overall indicative amount available within the call is EUR 1,000,000.00.

Funds will be allocated in Serbian national currency RSD.

Value of the grant requested from the funding party can be up to RSD 1,200,000.00.

Minimum budget funded under the grant is RSD 240,000.00.

Self-contribution is minimum 10% of the amount requested from the funding party.

Timeframe

INDICATIVE TIME TABLE	
Info sessions	03/07/2020 and 06/07/2020
Opening of the call	07/07/2020
Deadline for requesting clarifications	10/07/2020 till 5 p.m.
Deadline for publishing Q&A	13/07/2020 till 5 p.m.
Deadline for submitting applications	21/07/2020 till 5 p.m.

Duration

Duration of the implementation of each grant is maximum 4 months from the date of signing the contract.

Applying for the Grant Scheme

Application package

Application forms can be downloaded from euinfo.rs and www.germancooperation.rs websites. The application package must contain:

1. Project Application Form**
2. Budget Form **
3. A copy of the registration of the entity in the relevant Registry***

** Documents have to be submitted in English language.

*** Natural persons deliver a categorization certificate issued by the local authority; registered agricultural holdings deliver a registration from the Register of agricultural holdings; micro and small enterprises deliver a registration from the Business Registers Agency (APR), and these documents can be in Serbian language.

Questions related to the Call

Questions regarding clarifications of the Call should be sent by e-mail to tourismgrantserbia@giz.de by noon on 1/07/2020.

Answers to all questions will be published on 13/07/2020 by 5 p.m. on www.germancooperation.rs and euinfo.rs websites.

Submitting the Application

Applications have to be submitted exclusively by e-mail. The application with all obligatory documents (application package) in PDF format has to be e-mailed to tourismgrantserbia@giz.de by 5 p.m. on 21/07/2020.

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.

An automatic notification about successful grant application will be sent upon receipt of the e-mail application.

Evaluation and Selection

All applications will be assessed according to the following steps:

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 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 (below).

Project Proposal Evaluation Table

Criteria	Maximum score
1. Operational capacity	10
1.1 Does the applicant have sufficient experience in project management and sufficient technical and operational capacities for implementation of the project (including employees, equipment and ability to lead an action)?	5
1.2 Does the applicant have sufficient professional expertise (specific knowledge on issues relevant to the project)?	5
2. Relevance	25
2.1 How is the project proposal relevant to the general and specific objectives mentioned in the Guidelines? <i>Does the proposed action generate added value to beneficiary and tourism in the destination/region in general? Will the project contribute to the development and strengthening of local economy and tourism development? Does the project support cross-cutting issues like biodiversity, environment protection, energy efficiency? To what extent are the project results sustainable?</i>	20
2.2 How is the project proposal relevant for the needs and problems of the tourism sector in the target region?	5
3. Design and implementation approach	20
3.1 Are the proposed activities adequate, practical and in line with the objectives and expected results?	5
3.3 Is the action sufficiently innovative?	5
3.4 Is the action plan clear and feasible?	5
3.5 Is the timeline of the implementation realistic?	5
4. Sustainability	10
4.1 How likely is the action to have a real impact on the target groups and tourism of the destination/region?	5
4.3 Are the expected Project Proposal results sustainable: - Financially (<i>will the results continue to bring impact to financial results after the project ends?</i>) - Environmentally (<i>what will be the impact on the environment?</i>) - Affecting the gender equality and involvement of youth and vulnerable groups	5
5. Economic impact	20
5.1 How likely is the action to have income generation?	20
6. Budget and cost justification	15
5.1 Is the ratio of expected expenses and expected results satisfactory?	10
5.2 Are the proposed expenses necessary for implementing the action?	5
Maximum score	100

To become eligible for financial support, minimum of 60 points awarded during the quality assessment 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.

Following the evaluation, a list of applicants sorted by score shall be established within the framework of the available financial support. Selected projects for Grant awarding, and the backup list, will be published on euinfo.rs and www.germancooperation.rs websites.

The projects will be funded in line with GIZ rules and procedures. Applicants whose project were selected will be directly contacted by the GIZ officers. If necessary, negotiations will be conducted with the selected applicants prior to signing the contract to optimize the budget, adjust the content (minor adjustments to the application form) and time.

Annexes

1. Project Application Form
2. Budget Form