

Complex Awareness Modality through Partners About Initiatives with Gained New relations

("CAMPAIGN")

HU01- CAMPAIGN -2017

1. BACKGROUND

The aim of the image film is to present the most successful cooperation on programme and/or project level. This means that not only the partnership between the project promoters and the donor project partners, but relations between the Programme Operators and the Donor Programme Partners need to be presented, too.

The present guideline serves to assist the Promoter with the terms and conditions of the application. Present document has to be read in conjunction with the General Application Guide, which can be found on the official Hungarian website of the Norway FM in Hungarian [Általános-pályázati-útmutató.pdf](#) and in English ([General Application Guide.pdf](#)).

2. MAIN CONDITIONS FOR THE APPLICATION

The application has to be elaborated, taking into account the following conditions:

- The application shall comply with the regulations of the **national General Application Guide** and its annex, **the national Eligibility Guideline**. The budget plan shall be elaborated in the format and level of details as required by **the NORA system**.
- The application shall contain proper written **justification for the budget**.
- The final date of the activities shall be no later than **30 April 2018**.
- **Publicity Plan** shall be elaborated and submitted based on the specifications of the Regulation on the implementation of the Norway Financial Mechanism 2009-2014, Annex 4 *Information and Publicity Requirements*. The General Application Guide includes the Communication and Design Manual with the communication guidance and visual identity as an annex.

The application has to be submitted via the **online application form of the NORA system**.

The application form includes the following:

- basic data about the Promoter, the Partner and the activity;
- a brief description of the professional background of the Promoter and the Partner (if necessary);
- indicators;

- a schedule of the planned activities;
- detailed budgets for the Promoter and for the Partner with written justification, as well as an aggregated budget for the whole activity;
- publicity plan.

3. TERMS AND CONDITIONS RELATED TO THE INITIATIVE

3.1. Basic information:

Maximum amount of the grant (Ft)	13 416 000
Maximum amount of the grant (EUR)	43 000
Minimum amount of the grant (Ft)	10 920 000
Minimum amount of the grant (EUR)	35 000
Maximum grant rate	100% of the total eligible initiative costs
Exchange rate (HUF/EUR)	312
Duration of the implementation	minimum 2 months
	maximum 3 months
First date of eligibility	Grant decision of the National Focal Point
Final date of eligibility	30 April 2018

3.2. Eligible applicants

Eligible applicants of the present open call are the following types of organizations with legal entity established in Hungary:

- corporation with legal entity (GFO code 311)
- budgetary units and entities (GFO code: 3);
- union and non specific form of associations (GFO code: 52);
- public law corporations (GFO code: 54);
- foundations (GFO code: 56);
- non-profit business associations (GFO code: 57);
- other non-profit organizations with legal entity (GFO code: 59)

The applicant shall be the entity, who fulfils the role of the promoter if awarded, and takes responsibility for the implementation of the initiative.

3.3. Eligible partners

Eligible partners of the present open call are the following types of organizations with legal entity established in Hungary:

- corporation with legal entity (GFO code 311)

- budgetary units and entities (GFO code: 3);
- union and non specific form of associations (GFO code: 52);
- public law corporations (GFO code: 54);
- foundations (GFO code: 56);
- non-profit business associations (GFO code: 57);
- other non-profit organizations with legal entity (GFO code: 59)

It is **not necessary to involve partner** in the implementation of the initiative.

3.4. Eligible activities

All activities shall contribute to the objective of the present call.

Eligible activity	Activity eligible for		Budgetary ceiling (%)
	Promoter	Partner	
Preparation (<i>Creating scenarios and organization of the interviews and shootings.</i>)	X	X	Not relevant
Implementation (<i>Shooting in different places with different interviewers.</i>)	X	X	Not relevant
Post-production (<i>Editing, cutting, finalization and broadcasting of the films.</i>)	X	X	Not relevant

Please note, that the plan shall contain the following activities and that the language of the film has to be English and Hungarian, too.

It is mandatory to present in the plan (schedule, budget, description of the initiative) the way of carry out the activities listed below.

I. 9 episodes about bilateral relations on programme and project level with trailers (max. 7 minutes/film)

- HU03 Renewable Energy
- HU04 Adaptation to climate change
- HU05 Funds for non-governmental organizations
- HU07 Cultural Heritage
- HU08 Scholarship
- HU09 Green Industry Innovation
- HU11 Capacity Building
- HU12 Public Health
- Global Fund for Decent Work and Tripartite Dialogue

Content of the films per programmes: Cooperation between the POs and DPPs (1-1 interview –Introduction of a project which was implemented with donor project partner, contains not only the implementation, but the professional background of the field as well

II. Presentation of 1 long-term partnership regarding the National Fund for Bilateral Relations (length of the film: max 10 minutes)

Content of the film: To present the results of an initiative within the "Equal opportunities for woman" (gender issue) modality.

III. Trailers (appr. half minute/trailer) about each films.

3.5. General rules of the eligibility of expenditures

Eligible expenditures of the initiative are those actually incurred by the Promoter or the Partner in accordance with the Eligibility Guideline (Annex 1 of the General Application Guide) and meet the following criteria:

- they are incurred between the first and final dates of eligibility of the initiative as specified in the contract taking into account that they should also be in line with the Programme Agreement's Article 4.1;
- they are connected with the subject of the initiative and they are indicated in the estimated overall budget of the initiative;
- they are proportionate and necessary for the implementation of the initiative;
- they must be used for the sole purpose of achieving the objective(s) of the initiative and its expected outcome, in a manner consistent with the principles of economy, efficiency and effectiveness;
- they are identifiable and verifiable, in particular through being recorded in the accounting records of the Promoter or Partner and determined according to the applicable accounting standards of the country where the Promoter or Partner is established and according to generally accepted accounting principles; and
- they comply with the requirements of applicable tax and social legislation.

The Promoter and/or Partner internal accounting and auditing procedures must permit direct reconciliation of the expenditures and revenue declared with respect to the initiative with the corresponding accounting statements and supporting documents.

3.6. Eligible direct expenditures

Related to the eligible activities, different types of expenditures are eligible. In the application, the total eligible budget of the initiative shall be compiled so that the Promoter and Partner separately record the different types of eligible expenditures under the eligible activities that they plan to implement. The table below shows the correspondence between eligible activities and eligible expenditures, using cost categories in accordance with Hungarian accounting principles.

Eligible expenditure / Eligible activity	Preparation	Implementation	Post production
51. Material expenses	X	X	X
52. Costs of services used	X	X	X
53. Costs of other services	X	X	X
54. Staff costs	X	X	X
55. Other employee related payments	X	X	X
56. Duties on salaries	X	X	X

3.6.1. Material expenses (51.)

According to the provisions of the grant scheme, the purchase of (low value) tangible assets and consumables that may be settled in one lump sum in compliance with value limit pursuant to the Accounting Act in force shall be represented in the material expenses. Under material expenses, only the expenses of new and second hand low-value assets and consumables that are necessary for implementation shall be fully settled. Used low-value assets shall be governed by the provisions for used asset purchased (under 2.4);(a valuer's declaration is not required).

3.6.2. Costs of services used (52.)

Costs of consulting and services necessary for the implementation of the initiative, used according to the market rules and conditions, acquired from an independent third party as well as travel and hotel expenses.

3.6.3. Costs of other services (53.)

Authorities' fees necessary for the implementation of the initiative and prescribed by legislation shall be eligible under costs of other services. Moreover, costs of the financial guarantee provided by the financial institution and bank costs directly linked to the initiative shall also be eligible provided they are necessary to fulfil criteria set out in the grant scheme.

3.6.4. Staff expenses (54., 55., 56.)

Wages and contributions defined in the contract of employment or contract of services, compulsory costs that constitute part of remuneration in proportion to the contribution in the initiative and daily allowances assigned for travel.

3.6.5. Indirect cost

A flat rate of up to 15% of the total direct eligible costs excluding the costs of subcontracting and the costs of resources made available by third parties, which are not used on the premises of the Promoter or the Partner, shall be considered indirect costs. (Projection base of indirect costs shall be calculated from the following cost categories: 54. wages, 55 other personnel costs, 56 contributions, if the costs fulfil the above criteria) General costs shall include public utilities and rental charges, phone, internet, postal fees, insurance, cleaning, maintenance, the separate bank account's administration fee and costs of stationery.

3.6.6. VAT

If the Applicant does not have the right to deduct VAT in the financed initiative, the calculation of the total expenditure concerning the Applicant shall be based on the gross amount, including VAT. If the Applicant is entitled to deduction of the VAT, the calculation of the total expenditure shall be based on the net amount of costs excluding VAT.

3.6.7. Further conditions for eligibility of costs

The Promoter and the Partners may not conclude private law contracts (beyond the partnership agreement) necessary for the implementation of the initiative between themselves (including agreements entailing issuance of invoices), (division of labour shall be laid down in the partnership agreement). The budgetary entity participating in the initiative as a partner and its institution may not provide any kind of compensation to the Promoter in exchange for benefits gained from the partnership.

More detailed instructions regarding eligible costs can be found in the General Application Guideline especially in its annex 1, the Eligibility Guideline.

3.7. Excluded costs

The following costs shall not be considered eligible:

- interest on debt, debt service charges and late payment charges;
- charges for financial transactions and other purely financial costs except for the expenses of the bank account separated for the initiative;
- provisions for losses or potential future liabilities;
- recoverable VAT;
- costs that are covered by other sources;
- fines, penalties and costs of litigation; and
- excessive or reckless expenditure.

3.8. Advance payment

The Promoter may request an advance payment in their application. Total advance payment cannot exceed 50 percent of the amount granted. The National Focal Point may request a repayment of any advance payment in the case of non-compliance with the conditions for the grant.

3.9. Further conditions related to the initiative

3.9.1. Mandatory indicators

The Promoter has to ensure that the set indicator is achieved and can be measured by the completion of the initiative.

	Indicator	Baseline	Target	Unit of measure
1.	Number of films with trailers	0	10	piece
2.	Number of counties in which the film is broadcasted	0	10	piece

4. ADMINISTRATIVE INFORMATION

4.1. Submission of the application

To submit the application, the Promoter has to be registered at the official Hungarian website of the Grants: www.norvegalap.hu. The application form and the annexes to be attached shall be completed and submitted via the electronic platform (NORA) available on the above website. **The application form must be filled out in English. All mandatory annexes must be submitted in English.**

All of the attachments shall be submitted via the electronic platform (NORA) and the original of the 'Declaration stating the undertaking to meet the conditions of the Call for Proposals' must be submitted in one hard copy as well.

The original of the 'Declaration stating the undertaking to meet the conditions of the Call for Proposals' must be posted in sealed packaging, by a registered mail service, addressed to the Implementing Agency.

Place of submission:

NFFKÜ

**Nemzetközi Fejlesztési és Forráskoordinációs Ügynökség Zrt.
1037 Budapest, Szépvölgyi u. 39.**

Applications can be submitted at any moment from the date of the announcement for submitting proposals until **12 January 2018**.

4.2. Supporting documents to be uploaded as an attachment to the application:

Specimen signature of the duly authorized representative of the Promoter	Mandatory
Declaration of intent for cooperation from the Partner included planned joint activities	Optional
Partnership agreement	Optional
Declaration stating the undertaking to meet the conditions of the Call for Proposals	Mandatory
Declaration of the Applicant proving that the represented entity fulfils the criteria of transparency on the basis of paragraph 14 of Act CLXXXI of 2007 on providing fund from public money (scanned copy in pdf format)	Mandatory
List of references	Mandatory

The maximum size of uploaded attachments altogether must not exceed 50 MB.

4.3. Further details and contact information

Further information regarding the Financial Mechanism is available on the official Hungarian website: www.norvegalap.hu

Technical information related to the preparation and submission of the online application form may be requested from the customer service operated by the Implementing Agency:

NFFKÜ- Nemzetközi Fejlesztési és Forráskoordinációs Ügynökség Zrt.

e-mail: info@norvegalap.hu

Information related to the terms and conditions of the present guideline may be requested from the National Focal Point at the e-mail address info@norvegalap.hu.

In case the National Focal Point receives questions and comments that require the reconsideration of the terms and conditions or any external circumstances to that effect occur then **the National Focal Point reserves the right to issue amendments to the current call prior to the deadline of submission** by notifying the Promoter in a written form.

5. REVIEW OF ELIGIBILITY AND ADMINISTRATIVE CRITERIA

The Implementing Agency shall verify the compliance of the application with the below eligibility and administrative criteria.

Eligibility criteria	
1.	The declaration – printable after the submission of the electronic application form – was submitted by post and on time
2.	The requested grant amount reaches the minimum amount and does not exceed the maximum amount that can be awarded.
3.	The initiative start date and end date are within the eligible time range.
4.	Applicant belongs to eligible applicants.

If any of the above formal eligibility criteria receives 'NO' assessment, the request will be rejected. In this phase of the selection the applicant cannot be requested to provide clarifications.

Administrative criteria	
1.	All the necessary annexes are attached electronically and are duly completed.
2.	The submitted application form is fully and duly completed.
3.	There are no quantitative or other contradictions between the individual documents of the documentation package.
4.	The indicator target value reaches the minimum target value.

In case of deficiencies in the submitted documentation package, the Implementing Agency shall call upon the Promoter to remedy the deficiencies within 10 days. In case the Promoter fails to do so or submits erroneous or incomplete documentation, the proposal will be further evaluated based on the available information.

6. EVALUATION PROCESS OF THE SUBMITTED APPLICATION

The application **will be subject to expert evaluation**. The expert appraisal will assess the quality and preparedness of the proposal, with special regard to the following questions:

Evaluation criteria	Maximum score
Compliance with the objectives of the Call	5
Professional content (all the mandatory activities are planned)	10
<p>Feasibility of the initiative</p> <p>The achievement of the initiative objective is feasible by fulfilling the tasks described: 0-5</p> <p>All the tasks described are necessary to reach the objective: 0-5 points</p> <p>The initiative schedule is realistic (feasible within the duration): 0-5 points</p> <p>The risk management of the initiative is guaranteed: 0-5 points</p>	20
<p>Professional skills and competences of the Promoter</p> <p>The Promoter has got experience and references with regard to the subject matter of the initiative: 0-10 points</p> <p>If the Promoter who has experience in making image films about granted projects of the EU Fund or other international funded development gets 5 extra points</p> <p>The background for the implementation of the initiative is adequate (e.g. infrastructure, appropriate software): 0-10 points</p>	25
The financial and economic ability of the Promoter	5
<p>The skills and competences of the participating persons, their time dedicated to the initiative</p> <p>The participants' professional experience necessary for the implementation: 0-5 points</p> <p>The participants' dedicated time calculated on a full time basis is sufficient for the implementation of the initiative : 0-5 points</p>	10
<p>The budget</p> <p>Justification for the budget (sufficient/not excessive) for implementation: 0-10 points</p>	15
Total point	90

Clarification questions during the initiative appraisal may be addressed to the Promoter, which shall be answered within 3 working days.

Based on the findings of the appraisal, the National Focal Point can make the following decisions:

- to grant funding without modification,
- to grant funding with a reduced total amount of eligible costs, with reduced grant amount or with conditions,
- to reject funding (for serious professional deficiencies).

The Promoter has the right to appeal the decision according to the regulations of the General Application Guide.

7. CONDITIONS OF CONCLUDING THE CONTRACT

After a positive decision, the Promoter will be offered to conclude a contract. The contract shall be concluded between the National Focal Point and Promoter. The documents listed below are necessary for the conclusion of the contract and shall be submitted by the Promoter before the contract is signed (if a document has already been submitted, it needs to be re-submitted only if a change has occurred in terms of their content):

- detailed budget plan and financing plan,
- a copy of the partnership agreement.

If necessary, before concluding the contract the partners shall commit themselves to the implementation of the initiative in the form of a **partnership agreement**, which shall be drafted in English. The partnership agreement shall as a minimum contain

- provisions on the roles and responsibilities of the parties;
- provisions on the financial arrangements between the parties, including, but not limited to, which expenditure the Partners can get reimbursed from the budget;
- grant share of the parties and the amount of own resources (if any) they shall provide;
- provisions on the method of calculating indirect costs and their maximum amount;
- currency exchange rules for expenditure and its reimbursement;
- reporting obligations;
- provisions on proof of expenditure on the Partners;
- data and information disclosure requirements;
- a detailed budget, with itemized costs and unit prices; and
- provisions on dispute resolution.