



Republic of Serbia  
Ministry of Trade, Tourism and  
Telecommunications



#EY  
ЗА ТЕБЕ



Немачка  
сарадња

DEUTSCHE ZUSAMMENARBEIT

# #EUzaTebe – for Cultural Heritage and Tourism

## Grant Scheme Guideline

### Endorsement of Business Support Organisations through Joint Initiatives



The project “#EUzaTebe – for Cultural Heritage and Tourism” is funded by the European Union and co-funded by the German Federal Government. The project is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Implemented by:

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

## Background

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

Unique local experiences are an upcoming trend in traveling. Local customs and traditions are becoming more and more popular among travelers. Many of them want to close meet the local or country's culture. Travelers will be more and more interested in participating, learning, and experiencing the place they visit. The Eastern Serbia, Lower Danube region and Topola municipality offer substantial potential for further building up a competitive sustainable tourism sector based on natural and cultural assets. To exploit this potential as a driver of economic growth, several challenges need to be addressed including quality of services, new touristic products, interpretation of cultural heritage tourism promotion, environmental sustainability, etc.

## Purpose

Local stakeholders, especially SMEs, are not fully aware of their role in creating an image of the local tourist product, and in turn in the consumer destination experience. They are also not aware of the importance of their interaction in organizing the tourist product, and thus in determining the competitiveness of the destination on the market. It can be concluded that the active interaction of local stakeholders contributes to the development of the tourist product and the tourist destination, especially if this interaction is the result of the targeted joint action. The business support organization is considered the most suitable form for the consolidation of local stakeholders in the development of tourism products and destinations.

Business support organizations deserve special attention since the small-sized economy is the most vital segment of each national and local economy. Making this model operational in the tourism industry, especially in creating tourism products, is certainly of vital importance.

This component of the project aims to enhance synergies between local tourism providers gathered in business support organizations to strengthen their capacities and through joint action promote, improve, or create new touristic products in line with local customs and traditions. It will also help local stakeholders to be more efficient in working with customers, speed up processes, and react more quickly to their demands.

Other specific objectives are:

- Better visibility and attractiveness of the touristic offer
- Enhancing the experience of visitors
- Increasing the number of tourists
- Increasing the number of overnights

The implementation of the planned activities will enhance the cooperation of the local tourism providers. Projects that will be supported through this grant scheme should have a real impact in the future on promoting smart, sustainable and inclusive tourism development. This type of cooperation aims to highlight the tourism role as a factor in regional development and obtain some competitive advantages.

## Eligibility

### Areas

The eligible area shall include the following nine municipalities: Golubac, Kladovo, Majdanpek, Negotin, Požarevac, Smederevo, Topola, Veliko Gradište and Zaječar.

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

### Activities

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

- Capacity development focusing on increasing the knowledge and competencies of the business members (through study visits, information exchange, workshops, etc)
- Strengthening the quality of services (equipment purchasing, education, certification, etc)
- Activities that aim to turn unique elements of the local resources into marketable tourism products (such as wine, food, or handicrafts) or appealing tourist attractions
- Activities on developing joint touristic products
- Promotion of the tourism and cultural heritage of the region
- Promotional activities offering practical information and useful tools for potential tourists

This list is not exhaustive, and applicants are encouraged to propose exemplary, innovative, and creative ideas in line with the objectives of this Call.

### Applicants

Applicants eligible for the Call are Business Support Organizations that have at least 10 registered members from private businesses, such as:

- Chamber of commerce;
- Clusters;
- Associations;
- Umbrella associations;

One of the applicant's main activities must be oriented in the Tourism sector. It is mandatory that at least 10 members (from private businesses) of the Applicant are involved in the project activities and have direct benefit from the proposed Project. The applicant must be registered on the territory of one of the nine eligible municipalities: Topola, Smederevo, Požarevac, Veliko Gradište, Golubac, Majdanpek, Kladovo, Negotin and Zaječar. The applicant must be registered according to the relevant regulation prior to January 1st, 2020, and active in continuity.

The subcontracting procedure must be in line with GIZ procurement rules.

## Financial Frame

The overall indicative amount available within the call is **EUR 250.000,00**. The value of the grant requested from the funding party can be up to **EUR 50.000,00**. Self-contribution is a **minimum of 20%** of the amount requested from the funding party. The minimum budget funded under the grant is **EUR 10,000.00**.

### Costs

Eligible costs:

- Salary costs of the association's personnel, to the extent which is necessary for the implementation of activities
- Salary costs of fully employed personnel (in Business support organisation) as self-contribution
- Costs related and budgeted in the Budget form, 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

**Ineligible costs:**

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

Contributions in kind are allowed but are not calculated as 20% self-contribution. All eligible costs should be expressed in amounts per unit. Cost and price data should be plausible and verifiable with appropriate supporting documents. No lump sums will be allowed.

## **Applying for the Grant Scheme**

### *Application package*

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

1. Project Application Form\*\*, signed and dated by a legal representative of the applicant
2. Budget Form \*\*
3. A copy of the registration of the entity in the relevant Registry\*\*\*
4. Balance Sheet for the previous financial year\*\*\*
5. CV of the person that will lead the implementation of the project\*\*
6. Confirmation that the relevant applicant has settled all obligations based on taxes and social contributions (issued by Republic of Serbia Tax Administration and Local Tax Administration) \*\*\*
7. Applicant's statement \*\*
8. Participants statement. The statement should be signed by the legal representatives of all participants in the Project \*\*

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

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

Each Applicant may submit a maximum of one application within this Grant Scheme. GIZ reserve the right to ask for additional supporting documents during the selection process.

### *Questions related to the Call*

Questions regarding clarifications of the Call should be sent by e-mail to [tourismgrantserbia@giz.de](mailto:tourismgrantserbia@giz.de) by 5 p.m. on 22/09/2022. Answers to all questions will be published on 23/09/2022 by 5 p.m. on <https://www.eu-za-turizam.rs/website>.

### *Submitting the Application*

Applications must be submitted exclusively by e-mail. The application with all obligatory documents (application package) in PDF format must be e-mailed to [tourismgrantserbia@giz.de](mailto:tourismgrantserbia@giz.de) by 5 p.m. on 14/10/2022. Notification about a successful grant application will be sent upon receipt of the e-mail application.

Applications sent by other means, applications sent after the deadline, applications not fulfilling technical requirements defined in the Call, and/or incomplete applications will not be considered.

## **Evaluation and Selection**

All applications will be assessed according to the following steps:

1. Opening the applications and eligibility check

All applications that will be received by e-mail until 12/10/2022 will be formally checked. Only proposals that meet all the administrative and eligibility criteria are subject to quality assessment.

2. Quality assessment

After the eligibility check of the proposals, the second step is a quality assessment by the Evaluation Committee. All applicants who pass the eligibility check will be invited to present their projects to the Evaluation Committee. The presentation will be organized as an interview. At the interview, each proposal may be represented by a maximum of 3 persons. Only individuals involved in the future project implementation can represent the proposal at the interview. During the interview, applicants should convincingly pitch the proposal to the Evaluation Committee, which will ask questions aimed at clarifying various aspects of the proposal in line with the evaluation criteria. The Evaluation Committee will recommend an application for funding or not and will not provide a separate scoring against the criteria. The Evaluation Committee maintains the right to provide a final assessment of the proposals based on the interviews and prepare a draft decision for the Grant Committee.

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

Project Proposal Evaluation Table:

<b>Criteria</b>	<b>Maximum score</b>
<b>1. Organizational capacity and project management experience of the applicant (and members if applicable)</b>	<b>10</b>
Do the applicant and its members have sufficient financial capacity, the necessary professional competencies, and qualifications to complete the proposed action? Do they have experience in managing projects?	
<b>2. Association's members</b>	<b>5</b>
How many members a business support organization has? Equal or more than 15? How many of them are from private businesses?	
<b>3. Target groups</b>	<b>10</b>
How many members will be involved in project activities? Are the selected target members relevant to the program objectives and the project results?	
<b>4. Experience of applicant and partners in the field of tourism and/ or culture and cultural and creative industries</b>	<b>5</b>
Has the applicant documented through the proposal and supporting documents that it (and members) has sufficient experience in projects related to tourism? Does the person that will lead the design and implementation of the project activities have relevant expertise?	
<b>5. Relevance and description of a specific objective</b>	<b>10</b>
How relevant is the project proposal to the objectives of the Grant scheme, how much it will contribute to increasing and improving the capacity of members and tourism development of the region? Is the specific objective clearly defined?	
<b>6. Description of action</b>	<b>10</b>
Are the activities planned consistent in relation to the expected results, and realistic to implement in the given timeframe of the action? Is the action innovative and brings additional value to the touristic potential of the region? Are the roles of applicant and its members clearly defined?	

<b>7. Expected results and deliverables</b>	<b>10</b>
Are the expected results achievable? Does the project propose a feasible, effective, and environmentally and socially responsible solution? Are the indicators for stated objectives specific, measurable, achievable, relevant, and time-framed? Are the stated sources for verification relevant and attainable?	
<b>8. Impact</b>	<b>10</b>
Does the application indicate how its implementation will influence members and the local community, including the socio-economic aspect? How can impacts of the activities on the environment, climate change (mitigation and adaptation), human rights and gender equality be assessed?	
<b>9. Sustainability of results</b>	<b>10</b>
Is there sufficient evidence that the project outputs will continue to function after the project ends? Will the proposal have a multiplier effect? (Including the scope of replication and extension of project results and dissemination of information). Are the expected results of the proposed project sustainable: - How will the activities be financed after the financing ends? (if applicable) - Who will continue activities at the end of the project? Will there be local "ownership" of project results?	
<b>10. Maturity of the proposed action</b>	<b>5</b>
Has the applicant documented through the proposal and supporting documents that he has considered all the necessary procedural, legal and environmental requirements for the action to be successfully implemented?	
<b>11. External factors</b>	<b>5</b>
Does the proposed action consider the main risks and assumptions underlying the achievement of results? Are the proposed mitigation measures sufficient to mitigate those risks?	
<b>12. Budget</b>	<b>10</b>
Is the ratio between the expected results and the estimated costs reasonable? Are the activities appropriately reflected in the budget? Are the estimated costs sound and realistic? Have the budgeted amounts for each expense been well justified in the spreadsheet for this purpose? Are any ineligible costs included?	
<b>Total</b>	<b>100</b>

After the Quality assessment of eligible applications, the Evaluation Committee will recommend applications for funding by creating a Preliminary list of grant beneficiaries until the project budget limit.

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 reallocate the remaining funds.

Selected projects for Grant awarding, and the backup list will be published on [www.eu-za-turizam.rs](http://www.eu-za-turizam.rs).

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

### Duration

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

### **Breach of obligations, irregularities, and fraud**

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

### **Visibility rules**

The applicant will assure that all the publication, communication, and/or visibility activities are in accordance with the commission of the Government of the Federal Republic of Germany co-financed by the EU.

### **Timeframe**

Indicative Timetable	
Opening of the call	12/09/2022
Info session(s)	Between 19/09/2022 and 23/09/2022
Deadline for requesting clarifications	23/09/2022 till 5 p.m.
Deadline for publishing Q&A	26/09/2022 till 5 p.m.
Deadline for submitting applications	14/10/2022 till 5 p.m.

### **Annexes**

1. Project Application Form
2. Budget Form
3. Applicant's statement
4. Participants statement