



This programme is co-financed by the European Union  
and the Republic of Turkey

CONTRACTING AUTHORITY  
Ministry of Industry and Technology  
(Directorate of EU Financial Programmes)

COMPETITIVENESS AND INNOVATION SECTOR OPERATIONAL PROGRAMME  
(2014-2020)

**Action 1: Private Sector Development (PSD)**

## GUIDELINE FOR APPLICANTS

TITLE: ACTIVITY

# 1.2 CREATIVE INDUSTRIES

Ref No: CISOP.1.2/01

Deadline for Submission of Applications  
29/05/2019



REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



## IMPORTANT NOTICE

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1. This is an **open call for proposals** where all documents are submitted together and evaluated according to the rules set up in this Guideline.
2. This is **not a call for grant proposals**, where the Contracting Authority transfers money to the beneficiary so that it can procure “goods and /or services” for itself. **This is an invitation to submit projects** (also called operations) for financial assistance where the Contracting Authority commits to procure and finance purchase of goods, advisory services and other related activities **for the beneficiary (hereinafter referred as End Recipient of Assistance-ERA)** based on technical specifications and terms of reference developed by the ERA. Costs related to the preparation of these documents are not eligible within the operation budget and should be covered **by the ERA** prior to the procurement process.
3. Further to the evaluation of proposals, specific management verifications may be exercised on site to validate assumptions of the pre-selected projects.
4. **Under this call there are two types of components** that can be supported within the project to deliver project outputs and results: **i) supply ii) service** (the latter can be services such as: training and capacity building activities.)
5. The Contracting Authority will carry out the procurement/contract signature procedures on behalf and FOR the ERA in accordance with PRAG procedures for the EU external actions. But the ERAs must provide human resources for tender evaluation procedures. The applicant is therefore required to include necessary timing and duration of the procurement/contract signature procedures in the project considerations and assumptions. Please refer to average durations stated within the Guideline for procurement procedures.
6. Since this is not a call for grant proposal, fund allocated to the project will not be transferred to the ERA's account. The Contracting Authority will make the payments to the contractors on behalf of the ERA.
7. The ERA is recommended to familiarise itself with the CISOP Document available at: [https://rekabetcisektorler.sanayi.gov.tr/media/dokumanlar/Competitiveness\\_and\\_Innovation\\_Sector\\_Operational\\_Programme.pdf](https://rekabetcisektorler.sanayi.gov.tr/media/dokumanlar/Competitiveness_and_Innovation_Sector_Operational_Programme.pdf)
8. The ERA is advised to familiarise itself with the PRAG document available at: [http://ec.europa.eu/europeaid/prag/?header\\_](http://ec.europa.eu/europeaid/prag/?header_)
9. The ERA shall take all necessary steps to publicise the fact that the European Union has co- financed the project. Projects must incorporate information and communication activities designed to raise the awareness of specific or general audiences of the EU support for the project.
10. The language of the applications will be English and the project application together with all annexes must be submitted electronically through the Operating Structure's Online System which is available at <http://rekabetcisektorler.sanayi.gov.tr/proje-cagirlari> (annexes must be uploaded).

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# GLOSSARY AND ACRONYMS

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## Acronyms

CISOP	Competitiveness and Innovation Sector Operational Programme
CRS	Collaborative Research Centre
EC	European Commission
ERA	End Recipient of Assistance
EU	European Union
ICT	Information and Communication Technologies
IPA	Instrument for Pre-Accession Assistance (IPA I cover the period 2007-2013 and IPA II is designated for the years 2014-2020)
MoIT	Ministry of Industry and Technology
NACE	Statistical Classification of Economic Activities in the European Community
NDP	National Development Plan
OIS	Operation Identification Sheet
OIZ	Organised Industrial Zone
PRAG	Practical Guide to Contract Procedures for EU External Actions
PTP	Priority Transformation Programme
R&D	Research and Development
RTDI	Research Technology Development Innovation
SME	Small and Medium Enterprise
TDZ	Technology Development Zone
TRL	Technology Readiness Level
TTI	Technology Transfer Intermediary
TTO	Technology Transfer Office

## Glossary

**Advanced Technology:** Technology with high R&D intensity and high added value and is at the cutting edge.

**Applicant:** The legal entity submitting the application form on behalf of itself and its project partners. Under the formation of partnership, the applicant will be the leading institution and mainly responsible for implementation of the project with its partner(s).

**CISOP 2014-2020:** A Multi-Annual Operational Programme which is co-financed by the EU from IPA assistance, the successor of the Regional Competitiveness Operational Programme 2007-2013.

**Cluster:** A group of related or mutually dependent businesses and resources such as SMEs, service providers, education, research and financial institutions that are grouped together in a neighbourhood or part of a city. A cluster may also be a virtual network that is dependent on good internet connectivity rather than physical proximity.

**Contract:** A signed agreement between the Contracting Authority and Contractor(s) for acquiring the goods (supply contract) and services (service contract) for the project as a result of series of procurement processes that is carried out by EU PRAG rules.

**Contracting Authority:** Accredited body for management of contracting and implementation of projects under Operational Programmes (OPs). For CISOP, Contracting Authority is the Ministry of Industry and Technology.

**Advanced Technology:** Technology with high R&D intensity and high added value and is at the cutting edge.

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**Contracting Authority:** Accredited body for management of contracting and implementation of projects under Operational Programmes (OPs). For CISOP, Contracting Authority is the Ministry of Industry and Technology.

**Creative Hub <sup>1</sup>:** A creative hub is a place, either physical or virtual, which brings creative people together. It is a convenor, providing space and support for networking, business development and community engagement within the creative, social, cultural and technology sectors. Creative hubs come in all different shapes and sizes, and can be described in many different ways - co-working spaces, centres, clusters, labs, incubators and can be static, mobile or online. Creative hubs have a variety of purposes:

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<sup>1</sup> <https://www.britishcouncil.org/tr/en/programmes/arts/creative-economy/hubs>

- To provide support by way of services and/or facilities to the ideas, projects, organisations and businesses it hosts, whether on a long-term or short-term basis, including events, skills training, capacity building and global opportunities.
- To facilitate collaboration and networking among its community.
- To reach out to research and development centres, institutions, creative and non-creative industries.
- To communicate and engage with a wider audience, developing an active communication strategy.
- To champion and celebrate emerging talents; exploring the boundaries of contemporary practice and taking risks towards innovation.

**Creative Industries (CIs)<sup>2</sup>:** Those industries which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property.

**Cultural and Creative Industries (CCIs)<sup>3</sup>:** Those industries that are based on cultural values, cultural diversity, individual and/or collective creativity, skills and talent with the potential to generate innovation, wealth and jobs through the creation of social and economic value, in particular from intellectual property. The EU Parliament defines creative and cultural industries as those concerned with the creation and provision of marketable outputs (goods, services) that depend on creative and cultural inputs for their value<sup>4</sup>. CCIs include the following sectors relying on cultural and creative inputs: architecture, archives and libraries, artistic crafts, audio-visual (including film, television, software and video games, and multimedia and recorded music), cultural heritage, design, creativity-driven high-end industries and fashion, festivals, live music, performing arts, books and publishing (newspapers and magazines), radio and visual arts, and advertising.

**Creative Industry Enabling Environment:** An environment or an ecosystem well managed with the infrastructure (facilities), services and stakeholders to support creativity collectively such as pre-incubation centre, incubation centre, acceleration centre, creative lab, creative hub, creative cluster etc.

**End Recipient of Assistance:** An entity who successfully applied for financial assistance under this Call for Project Proposals and with whom the Operating Structure signed an Operational Agreement for the implementation of the project.

**Operational Agreement:** An agreement signed, upon the official approval of Operation Identification Sheet (OIS), between the Operating Structure and the End Recipient of Assistance (ERA) stating the rights and responsibilities of the signatories in procurement and project implementation phases.

**Operation Identification Sheet:** A template in which the basic information such as background and situation analysis, overall objectives, specific objectives, activities, indicators, management structure, target groups, risks and assumption, budget and time plan of project ideas are clearly stated and submitted by the ERA. OIS is also the Application Form under this call.

**Operating Structure:** Institution in charge of preparing and implementing the sector specific programmes in the sectors of IPA. For CISOP, Operating Structure is the Ministry of Industry and Technology.

**Organized Industrial Zone:** Organised Industrial Zone established in accordance with the Organised Industrial Zones Law 4562.

**Project:** Planned work or operation composed of set of activities intended to accomplish an indivisible task of precise economic and technical nature, which has clearly identified goals, budget and time-frame.

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<sup>2</sup> UK Department for Culture, Media and Sport (DCMS)'s definition (1998)

<sup>3</sup> European Parliament definition, P8\_TA(2016)0486

<sup>4</sup> Priority Sector Report: Creative and Cultural Industries, European Commission, Ares (2014)72929 - 15/01/2014

**Protocol:** An agreement signed, upon the pre-selection of project, between the Operating Structure and the Applicant describing the rights, roles and responsibilities of the Parties to work together to bring the content and description of the operation to the level of satisfactory maturity and feasibility suitable for the approval of OIS and fully-fledged implementation of the Project. Protocol marks the commencement of partnership between parties as a result of series of verification and validation activities carried out for the shortlisted projects.

**Regions:** a group of related clusters that are spread across a number of different neighbourhoods, or which enjoy the benefit of a university or group of universities and research institutes that help provide the skills they need, or regional administrations that have decided to foster particular creative industries by helping with subsidised workspace or by investing in marketing and promotion on their behalf.

**Revenue-generating operation:** Any operation proposed for financing under the CISOP involving an investment in infrastructure (including machinery and equipment), the use of which is subject to charges borne directly by users and which generates revenues, or any operation involving rent of land or buildings or any other provision of services against payments.

**Smart Specialisation:** An approach combining industrial, educational and innovation policies to suggest selection of a limited number of priority areas for knowledge-based investments, focusing on their strengths and comparative advantages.

**Social Innovation:** A new or a creative or a better solution in the form of a product, service, process or model, responding to a social need or addressing a social problem/group of social problems. Strategies, concepts, ideas and organizations that meet the social needs of different elements to strengthen civil society. Social innovation includes the social processes of innovation, such as open source methods and techniques and also the innovations which have a social purpose.

**Technology Commercialisation:** The process of taking an idea or a new or improved product or services to market and creating financial value.

**Technology Transfer (TT):** The process of transferring scientific findings from one organization to another for the purpose of further development and commercialization.

**Technology Transfer Intermediaries (TTIs):** Structures that manage technology transfer processes between university and industry in different dimensions by means of proximity. In this document, the structures referred to as technology transfer interfaces are as follows:

- Technology Development Zones (TDZs),
- Technology Transfer Offices (TTOs),
- Incubators established within the universities, and Collaborative Research Centres (CRCs).

# 1. Competitiveness And Innovation Sector Operational Programme 2014-2020

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The European Union continues supporting Turkish economy through the provision of funding within the framework of IPA II programme, financed from the EU budget for the years 2014-2020. CISOP 2014-2020 is a successor of the Regional Competitiveness Operational Programme 2007-2013, implemented during the first programming period of IPA.

The Directorate of EU Financial Programmes of the Ministry of Industry and Technology acts as Operating Structure and Contracting Authority for all contracts signed under CISOP 2014-2020.

## 1.1 Background

The overarching strategy of the CISOP 2014-2020 is rooted in the 10th National Development Plan growth policy focusing on “developing an export-oriented, private sector-led competitive production structure by increasing productivity and accelerating industrialisation”. Stemming from the 10th NDP, CISOP 2014-2020 seeks to contribute to the enhancement of manufacturing industries through the development of value chains and thus competitiveness of key sectors driving economic growth, better access to finance by SMEs and resource efficiency, including green entrepreneurship.

In terms of intervention logic CISOP 2014-2020 consists of three Actions:

Action 1 is Private Sector Development;

Action 2 is Science, Technology and Innovation;

Action 3 is Capacity Building.

Activities under Action 1 focus on the transformation of the manufacturing industry, increasing the value added created in service sectors, boosting entrepreneurship, increasing entrepreneurs’ (start-ups’) and SMEs’ access to financial resources and supporting SMEs in meeting the business opportunities green economy offers.

### **This Guideline document concerns:**

Action 1: Private Sector Development

#### **Activity 1.2: Creative Industries**

Over the last ten years, Creative Industries (CIs) have increasingly become a powerhouse across the global economy. They are strategic assets for national and regional economies, creating millions of jobs, export earnings, boosting countries competitiveness and improving the quality of life in developed as well as in emerging countries. International trade in creative industries showed sustained growth in the last decade. CIs play a key role in re-industrialising Europe, are a driver for growth and are in a strategic position to trigger innovative spill-overs in other industrial sectors, such as tourism, retail, and digital technologies.

Creative industries, the majority of which are made up of SMEs, start-ups and entrepreneurs are mainly concerned with the creation and provision of marketable outputs (goods, services and activities) that depend on creative and cultural inputs for their value. CIs are amongst the most entrepreneurial sectors, developing transferable skills such as creativity, problem-solving, teamwork and resourcefulness. This sector has a role as a driver of innovation and growth in all other domains in the EU. Innovation in the creative industries is driven by a complex relationship between content and technology, the collaboration between artist and scientist.

Culture-based creativity is an essential feature of a post-industrial economy. A firm needs more than an efficient manufacturing process, cost-control and a good technological base to remain competitive. It also requires a strong brand, motivated staff and a management that respects creativity and understands its process. Individuals in creative occupations have been found to be a robust driver of tangible innovation when they work in other sectors, particularly design-intensive industries such as healthcare or automobile manufacturing. Expertise in design, craft and audio-visual production helps other industries to innovate by providing tools, processes, new ways of thinking or skills that can lead to new products and processes. Culture-based creativity contributes

to product innovation, to branding, to the management of human resources and to communication.

Many cities and regions invest in cultural and creative businesses as part of their urban development strategies, to improve the quality of life and provide an economic boost.

CIs are by nature inter-disciplinary, they combine culture on one hand and economy on the other. One of the key driving factors behind the development of creative industries is cross-sectoral cooperation. The creative industries are known to bring together diverse creative talents, disciplines and skills virtually or physically by establishing “learning labs”, “creative hubs”, “co-working spaces”, networking programmes and cultural and creative clusters and networks for social exchange, networking and doing business within the creative, cultural and technology sectors. Those types of establishments are guiding and supporting thousands of creative ventures and have ultimately become ‘nests for freelancers and micro SMEs to gather, connect and collaborate’<sup>5</sup>.

The manufacturing industry and higher value added services are at the core of the Action 1. The creative industries play an increasingly important role. Although creative industries have globally recognized as a major source of competitiveness, such industries have found only limited support from public resources in Turkey and the magnitude of the CI and contribution to the economy is not statistically addressed. This activity intends to channel creativity into competitiveness by strengthening the backward and forward linkages between the creative industries and the manufacturing and service sectors, and by providing support to the creation of a more enabling environment in which creative industries can flourish.

Activity 1.2 - Services and Creative Industries is aimed to improve the integration of creative industries to the manufacturing and service sectors so that competitiveness of these sectors is increased. This Guideline document concerns Activity 1.2 of Action 1 (Private Sector Development). Other Actions and Activities are not covered by this Guideline.

## 1.2 Objectives and Priority Issues for This Call

The overall objective of this Call for Project Proposals is aligned with Action 1 and is to increase the value added created in manufacturing industry and service sectors, in particular the creative industries. Creative industries will be supported to channel creativity into competitiveness in service and manufacturing sectors.

**Specific objectives are**, namely:

- Facilitating transformation to higher value-added service sector with a view to enhance competitiveness of the “tradable” sectors.
- Increasing competitiveness and enhancing contribution of the creative industries into the national economy by strengthening creative industry linkages with the manufacturing and service sectors.

## Result Indicators

Result indicators are **initial outcomes** of the project<sup>6</sup>; they have indirect character and must be achieved at the end of the duration of the project or shortly after its completion.

Projects submitted under this Call shall directly contribute to one or more of the result indicators (R) established by the Programme for Action 1:

R.2 Number of SMEs, which increased their sales and/or exports

R.4 Number of new enterprises created

R.5 Number of jobs created in supported entities/enterprises

R.8 Number of SMEs which introduced green investments/solutions

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<sup>5</sup> [openaccess-city.ac.uk/16052/1/HubsReport.pdf](https://openaccess.city.ac.uk/16052/1/HubsReport.pdf)

<sup>6</sup> For more information, please check [https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/pdf/financial\\_assistance/phare/evaluation/2016/20160831-dg-near-guidelines-on-linking-planning-programming-vol-1-v-0.4.pdf](https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/pdf/financial_assistance/phare/evaluation/2016/20160831-dg-near-guidelines-on-linking-planning-programming-vol-1-v-0.4.pdf)

## Output Indicators

Output indicators are the **direct achievements** of the project, its products or deliverables. Outputs must be achieved throughout the duration of the project and/or at its end date.

Projects submitted under this Call shall correspond to the output indicator established by the Programme for Activity 1.2:

0.2 Number of creative industry products supported

Projects submitted under this Call can also contribute to one or more of the project level output indicators listed below in relation to their objectives:

0.1 Number of creative hubs and clusters that bring creative industry sectors and manufacturing and service sectors together established and/or supported

0.2 Number of partnerships developed/enhanced between creative industries and the manufacturing sectors

0.3 Number of SMEs using “design” for innovation and growth

0.4 Number of people acquiring new skills with a focus on creativity, design, design management and new technologies

**Creative industry (CI) products** are intended as new business models, commercially viable content, products and services which are capable of competing in global markets and create value across sectors by applying capabilities from one sector to another. CI products are defined as a new value created where design is integrated in the value chain and all actors capable of adding value such as technical innovation, artistic creativity and business entrepreneurship are deployed together, named as cross-platform creation, production and distribution.

Unlike other industrial products, CI products are generally not mass-produced; every computer-generated animation, designer furniture, videogame can be seen as a unique prototype. The application of performance capture and augmented reality tools in production, the development of social, second screen and connected TV, merging the physical and digital worlds in wearable technologies and the emerging internet of things are some examples for creative content of CI. Inter alia, digitalisation not limited to software is at the core of the integration of the CI concept into various manufacturing and service sectors.

## Geographical Concentration

Projects can be implemented in any location within the Republic of Turkey. However, CISOP prioritised high and middle-high income regions for Activity 1.2 due to the strong human capital requirements of the creative industries. Consequently, during the evaluation of the applications priority will be given to the high and middle-high income regions listed below;

### High Income Regions

*TR10 (İstanbul), TR42 (Kocaeli, Sakarya, Düzce, Bolu, Yalova), TR41 (Bursa, Eskişehir, Bilecik), TR51 (Ankara), TR21 (Tekirdağ, Edirne, Kırklareli), TR31 (İzmir), TR61 (Antalya, Isparta, Burdur)*

### Middle-High Income Regions

*TR32 (Aydın, Denizli, Muğla), TR81 (Zonguldak, Karabük, Bartın), TR22 (Balıkesir, Çanakkale), TR33 (Manisa, Afyon, Kütahya, Uşak), TR62 (Adana, Mersin), TR52 (Konya, Karaman), TR71 (Kırıkkale, Aksaray, Niğde, Nevşehir, Kırşehir) regions.*

## Themes

Themes are thematic concepts for the projects financed under this Call for Project Proposal. An Applicant should choose to cover (but not limited to) at least one of the themes below. Themes shall be viewed as thematic objectives for the projects and not project activities as such.

1. Eco-System Development - Enabling Environment
2. Capacity Building and Networking Activities
3. Creative Industry Product Development and Commercialization

The projects can be composed of service and supply components.

## 1.3 Types of Activities

Projects may be composed of one or more activities from those listed below. The list of activities is indicative and may apply across Themes defined above. Its purpose is to provide guidance and direction for applicants. All of the project activities should serve for the common benefit for the target group.

### A. Eco-System Development - Enabling Environment

- Establishing and/or improving and managing design, technology, innovation labs, incubation and/or accelerator programmes covering dedicated support services, workspace, connectivity, mentoring and coaching to create and market new products,
- Developing/improving creative hubs or clusters to provide interdisciplinary collaboration environments for creatives, entrepreneurs, manufacturing and service sector professionals,
- Establishing and/or improving capacities of Common Use Facilities (physical facilities, prototype labs, platforms including the online ones) utilisation of which is open to SMEs, entrepreneurs and creatives,
- Setting up and/or expanding experiment spaces/labs/interfaces where collaboration among different sectors and actors is possible,
- Building up and expanding technological ecosystem for the creative industries' needs and by fostering collaborations between the creative industries, SMEs and providers of innovative ICT solutions,
- Establishing and/or enhancing digital platforms to disseminate know-how and expertise on relevant topics.

### B. Capacity Building and Networking Activities

- Analysing creative industry skills gaps and shortages in the manufacturing and service sectors, and developing a bespoke training programme to address those needs and constraints,
- Analysing the needs of CIs with a view to design tailor-made trainings aimed at overcoming the skills gap detected (technical-professional skills, management skills, and soft skills related to CIs),
- Organising capacity building, knowledge and creative skills development activities (creativity, digital creativity, smart digital content, creative entrepreneur),
- Developing education platform: training, courses, open lectures, mentorship and other diverse programmes aimed at design professionals, creative professionals, entrepreneurs and companies,

### C. Creative industry product development and commercialization

- Design, idea and content/product development activities like idea camps, hackathons, etc.,
- Design support programmes that use design thinking, methods and processes to improve products, services and business strategy,
- Product innovation support programmes to turn ideas into successful commercial products,
- Providing advisory supports for creative industry products in the fields of product development, prototyping, marketing, commercialisation, finance, exports and IP,
- Strategy development for internationalisation including brand development for the outputs,
- Branding (including location's branding).

## 1.4 Financial Allocation

The overall indicative financial allocation available under this Call is €20 million. Operating Structure has right to change the financial allocation depending on the availability of funds under the CISOP.

Amounts of support per project are: **minimum: €2 million and maximum: €5 million.**

The Operating Structure **reserves the right to make changes in the overall project budget proposed by the ERA according to thorough assessment of planned activities and list of equipments to be purchased within the scope of the project.**

The Operating Structure may finance up to 100% of the eligible costs of the project. Non-eligible costs shall be financed by the applicant and/or its partner(s). **For other rules applicable to project budget and cost restrictions, please refer to section 2.3 of this Guidelines for Applicants.**

The Operating Structure **reserves the right not to award all available funds** due to insufficient quality or number of applications.

The Operating Structure may include project proposals into the project pipeline, (among the proposals which pass the threshold determined) up to 2 times of total financial allocation available under this call (i.e. €40 MEUR).

## 2. Eligibility Rules For This Call For Project Proposals

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Eligibility Rules applicable to this Call refer to the eligibility of: i) the applicant (entity submitting the application) and its partner(s), ii) projects and iii) costs (types of costs that may be taken into account in the calculation of the amount of assistance).

### 2.1 Eligibility of Applicant and Partners

**The applicant** must:

- a) Be a legal entity established and registered in the Republic of Turkey,
- b) Be non-profit (TDZ Managing Companies and TTOs are eligible, provided that their relevant authorized body takes written and legally binding decision not to distribute profit gained from the project activities, at least for the next 5 years after the final payment to the project),
- c) Be directly responsible for the preparation of the project, its management during the implementation period and accountable for sustainability and durability after completion.

and; its specific legal profile shall be one of:

- Universities,
- TDZ Managing Companies,
- TTOs,
- Research Centres,
- Design Centers,
- Business Representative Organizations (BROs),
- Development Agencies,
- Municipalities,
- Sector Associations and Foundations.

**Nota Bene: Research and Design Centres established in company status all of the shareholders of which are public legal entities are eligible as both applicant and partner, provided that their relevant authorized body takes written and legally binding decision not to distribute profit gained from the project activities, at least for the next 5 years after the final payment to the project. Research and Design Centres established by private sector/companies within the scope of the "Law 5746 on Supporting R&D and Design Activities and Its Implementing Regulations" cannot apply under this call for proposal.**

### The Partner

The applicant **SHOULD** apply together with partner(s). Formation of a partnership is **COMPULSORY** except the projects only containing capacity building activities to be implemented within the scope of Technical Assistance components. **Partners** must fulfil all requirements which are also requested from the applicant and **will be jointly responsible for the implementation**, sustainability and durability of the project.

Eligible partnership mechanism is described in the below matrix:

Activity 1.2.		APPLICANT								
		Universities	TDZs	TTOs	R&D Centers (Public)	Design Centers (Public)	BROs	DA s	Municipalities	Sector Associations Foundations
PARTNER	Universities	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible
	TDZs	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible
	TTOs	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible
	R&D Centers (Public)	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible
	Design Centers (Public)	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible
	BROs	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible
	DA s	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible
	Municipalities	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible
	Sector Associations Foundations	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible

Eligible
  Non Eligible

\* The type/legal status of the Partner should be different from the Applicant.

\*\* Applicant can apply with the same type of partner, if there is another partner having different legal status. (e.g. an University as a lead Applicant can apply with another University as a partner as long as there is another partner having different legal status such as BROs, DAs, Municipalities, Sector Associations, Foundations.)

\*\*\* Partnership is NOT COMPULSORY for the projects only containing capacity building activities implemented within the scope of Technical Assistance component.

### The applicant may submit only one application under this Call.

- The applicant in one application may be a partner in another application (maximum 1);
- The partner may take part in maximum two applications under this call.

It is also required to demonstrate value added of the partners in the submitted proposal.

Applicants are not allowed to participate in the Call for Proposals if they are in any of the situations, which are listed in Section 2.6.10.1.1 of the PRAG.

(<http://ec.europa.eu/europeaid/prag/document.do?nodeNumber=2.6.10.1.1>).

**Nota Bene: Natural Persons and Private Companies cannot be applicant or partner.**

## 2.2 Eligible Projects

The project will be composed of a set of activities intended to bring together the creative and technology talent to accomplish an indivisible task of precise economic and technical nature, which has clearly identified goals, budget and time-frame.

### Project Lifecycle

In the context of CISOP, there are main phases of project lifespan. These are:

1. Project preparation which covers the maturation of the project concept (starts with shortlisting of the operation upon the call for project proposal and the signature of the Protocol and ends with the official approval of OIS),
2. Tender dossier preparation for the contracts to be implemented within the project (in principle starts after the official approval of OIS/signature of Operational Agreement but preferably in parallel with the maturation of the OIS),
3. Tendering and contracting,
4. Actual implementation of the contracts,
5. Sustainability period of the projects.

The projects will consist of supply and/or service components which will be implemented through contracts.

Tendering and contracting of supplies may take 6-8 months while of services -depending on the contract value and complexity- between 4 to 12 months. For the proper calculation of project duration and sequencing of contracts (please refer to the Section 5.5. and 6.3 of the OIS and Guideline for the Preparation of OIS), max durations for tendering and contracting should also be taken into account.

### Duration

Duration of the Project refers the **actual implementation period of the project activities**, which starts from the signature of the first contract and end with the completion of all contracts under the project.

For this call, duration (implementation period) of the project may not exceed 30 months.

#### Nota bene:

1. The selected applicants are expected to finalise their OIS's in line with the comments provided by the Operating Structure in maximum 4 months after the signature of the Protocol.
2. The selected applicants are expected to finalize the tender dossier preparations at most 6 months after the signature of the Operational Agreement.

Thus, the applicants are required to carefully and prudently plan their operation time-frame and include all milestones in the project timetable/duration, including all steps: preparation of tender documents, tendering/contracting phase, the actual contract implementation period and time necessary to achieve the results.

### Location

Projects will be implemented in any location within the Republic of Turkey. Some project activities might be carried out outside Turkey.

### Sectors

Projects shall target the following CI sectors (list of sectors are classified according to the NACE Rev 2 codes):

Industry	Sector
Architecture	71.11 Architect's offices
Design	74.10 Specialised design activities Industrial design, fashion design, product design, graphic design
Games	58.21 Publishers of computer games
IT&Software	58.29 Other software publishers
	63.12 Web portals
	62.01 Computer programming companies
TV & Film	59.11 Motion picture, video and television programme production companies
	59.12 Motion picture, video and television programme post-production companies
	59.13 Motion picture, video and television programme distribution companies
	59.14 Motion picture projection companies
	60.20 Television programming and broadcasting companies

## Restricted Sectors

- Illegal economic activities any production, trade or other activity, which is illegal under the laws or regulations of the home jurisdiction for such production, trade or activity,
- Tobacco and distilled alcoholic beverages the production of and trade in tobacco and distilled alcoholic beverages and related products,
- Production of and trade in weapons and ammunition the financing of the production of and trade in weapons and ammunition of any kind,
- Casinos and equivalent enterprises and internet gambling and online casinos.,
- Human cloning for research or therapeutic purposes.

## Maturity and Readiness

All projects are expected to be ready for implementation (contract signature) by the first quarter of 2021. The applicant and partners must demonstrate that they have infrastructure and premises ready to accommodate all equipment and machinery, if to be procured under the project. For premises, a copy of the occupancy permit must have been issued.

Additionally, all applicants and partners must demonstrate that they have technical, regulatory and managerial skills to manage the project and that the project is desirable from an economic point of view (For detailed maturation criteria see Evaluation Grid and the Application Documents listed in Section 3.1).

## Durability and Sustainability

The projects must sustain their functionality in line with the project purpose, at least 5 years after the completion of the project implementation. The applicants are expected to provide information regarding their sustainability plan in Application Forms and Annex- 4 namely the "Business Model/Plan" of this guideline.

Supplies acquired under the projects must be kept in operation without substantial change in their nature or implementing conditions and purpose, in such a way as to fulfil their original objectives, for at least 5 years after their completion of the project implementation.

Equipment purchased through project funding must remain with the ERA. If the nature of the project requires that assets are owned or transferred to partners/end-user(s), these situations must be clearly described in the application.

## Revenue Generation

Revenue generation may occur on the level of the ERA and partner.

No-profit rule applies to the project and for that the ERA shall keep separate accounts in order to prevent cross-subsidisation of its other economic activities. Any surplus generated from economic activity within the project must be re-invested into project activities within five years upon the completion of the project.

For this call, the Annex-4 namely the "Business Model/Plan" is the most crucial evidence of project durability and sustainability. List of services to be delivered, pricing policy and price projections with operational structure should be clearly stated in Annex-4 "Business Model/Plan" for revenue generating projects.

For avoidance of doubt, submission of Annex-4 is expected from all operations, regardless of their nature i.e. revenue generating or not, with the aim of checking the institutional and financial sustainability projections of the application. Please kindly refer to Annex-4 for specific instructions.

## Demarcation with Other OPs

Majority of the activities proposed under the projects should not fall under the scope of other OPs such as; "Employment, Education and Social Policies", "Agriculture and Rural Development", "Environment and Climate Action", "Energy" and "Transport".

## 2.3 Eligibility of Costs

The Operating Structure will support projects through financing of necessary;

- i. **supplies** (fixed and intangible assets only with their installation, commissioning and putting into operation where required) and
- ii. **services**, including acquiring training and advisory services for capacity building activities of the applicant/partners and end users (target groups).

Eligible costs are thus only those that will be paid by the Contracting Authority to Contractors against the contracts signed for and on behalf of the ERA.

Projects may require other expenditure, e.g. operational cost such as human resources of the ERA, purchase of consumables, utilities or miscellaneous. **These are ineligible costs and must be borne by the ERA, partners or end users. These costs must be itemised in the Annex-4 "Business Model/Plan as "operation costs". Applicants must show how projects will be financed and provide commitment to cover them.**

All purchased equipment must be insured by the ERA or the partner(s) at their own cost.

Eligible main cost items under each type of the contract financed by the Operating Structure are listed below:

## Supply Component

Eligible costs concern the type of assets that could be purchased under the project.

Supply component cover the supply, manufacture, delivery, unloading, installation, commissioning, inspection, testing, training, after-sales service and warranty services of the supplies required for the proposed project.

Type of assets:

- Machinery&equipment, including computer equipment and industrial and commercial appliances,
- Specialised vehicles,
- Computer software and licences,
- Subscriptions to information/data resources,
- Furniture and fixtures.

**Nota bene: For avoidance of doubt, preparation of tender dossiers for the subject supply component cannot be identified as a project activity and its costs shall be borne by the ERA and/or Partners prior to the launch of the supply tender.**

In order to ensure the effectiveness and efficiency of procurement processes, the Operating Structure has right to exclude low cost items from the proposed supply list. Those equipment, fixtures, furniture etc. shall be purchased by the applicant or its partners at their own costs.

**Evidence-based costing of supplies in the project application is mandatory. For that the applicant must provide copy of pro-forma invoice or quotation from potential supplier(s) (compatible with the rule of origin<sup>7</sup>) against specific technical specification to justify project budget.**

## Service Component

Service component shall comprise study, technical assistance and capacity building activities. Service components are usually initiated to gain from external knowledge.

Under Service component the following outputs may be delivered (but are not limited to):

- Consulting and advisory services (including for managerial competencies),
- Mentoring and training,
- Analytical papers and analysis (e.g. benchmarking, research studies, market analysis, value chain analysis, mapping, and etc.),
- Needs assessment papers and reports,
- Software development.

**Nota bene: For avoidance of doubt, consulting and advisory services required for the preparation of tender dossiers for the subject service component cannot be identified as a project activity and its costs shall be borne by the ERA and/or Partners prior to the launch of the service tender.**

Eligible costs of service contracts may include:

**Cost of key and non-key experts** (staff of applicant and partners are not considered and paid as experts) (Please refer to Project Preparation Guideline Annex-1 for the calculation of costs of key and non-key experts)

**Incidental Expenditure:** costs of organisation of training courses (venue, logistics, training materials), organisation of study visits, B2B meetings, translation/interpretation, participation in fairs domestically or abroad, networking activities, marketing, attending and organizing promotional events, national and international competitions, capacity building activities etc.

Evidence-based costing of service component is required. **The applicant must estimate necessary inputs by experts (based on their profiles, experience, expertise and competencies) against activities and expected outputs and planned service contract duration to justify project budget.**

<sup>7</sup> [http://ec.europa.eu/europeaid/funding/about-procurement-contracts/procedures-and-practical-guide-prag/eligibility\\_en](http://ec.europa.eu/europeaid/funding/about-procurement-contracts/procedures-and-practical-guide-prag/eligibility_en)

A clear delineation between eligible and ineligible costs should be ensured and the project budget has to refer eligible costs solely. It has to be prepared in a realistic and cost effective manner i.e. costs should be necessary to produce the expected outputs and results and prices should be market-valued. The applicant is also required to specify how it intends to cover ineligible expenditure necessary to manage and complete the project.

**Budget submitted together with the OIS will be subject to verifications if the application is pre- selected.**

## **Ineligible Costs**

The following costs are ineligible and will not be covered under this call for proposals:

- Taxes, including value added taxes,
- Customs and import duties or any other charges,
- Purchase, rent or leasing of land and existing buildings,
- Construction costs,
- Renovations, refurbishments,
- Operating costs,
- Fines, financial penalties and expenses of litigation,
- Second hand equipment,
- Consumables,
- Bank charges, costs of guarantees and similar charges,
- Conversion costs, charges and exchange losses associated with any of the component specific Euro accounts, as well as other purely financial expenses,
- Contributions in-kind.

## 3. How To Apply

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All information as to how to apply, when and what documents are submitted is provided in this section.

### 3.1 Application Documents

Applications must be submitted in accordance with the format of OIS and instructions thereof.

The following documents must also be submitted together with the application:

Annex 1: Logical Framework Matrix (Excel format)

Annex 2: Commitment from the Applicant and Partner(s) (both financial and in-kind)

Annex 3: Budget Breakdown (Excel format), by component (supply and services), contribution of the applicant, justification of costs, pro-forma invoices for items > €10,000

Annex 4: Business Model/Plan

Annex 5: Other Administrative Documents

Annex 5A: Declaration by the Applicant and Partner(s)

Annex 5B: Human Resources Capacity Statement with max 3 pages of CVs of the project team (More than 3 page CVs will be disregarded)

Annex 5C: Reference Template for Previously Implemented Projects

Appendixes: Where applicable; Feasibility Studies, Demand/Gap Analysis, Market Survey etc. Please number each appendix.

The following documents will be requested only for the shortlisted projects that is going to be announced once the call for proposal assessments have been concluded:

Annex 5D: Legal Entity Sheet for the Applicant and Partner(s)

Annex 5E: Declaration for exclusion criteria for the Applicant and Partner(s)

Annex 5F: Financial Statements (Balance sheets - budget for public organisations - for the last two years, where applicable)

All documents are available at the Operating Structure's website

<http://rekabetcisectorler.sanayi.gov.tr>

### 3.2 Where and How to Send the Application

The project application (as per the OIS format given below) together with all annexes and appendixes must be submitted electronically through the OS Online System which is available at <<http://rekabetcisectorler.sanayi.gov.tr/proje-cagrilari>> (annexes/appendixes must be uploaded).

The applications must also be submitted in hard copy which is produced via online system in one original and one copy in A4 size, each bound. The annexes must be attached to the application form as well.

The electronic version must be exactly the same as the paper version sent to the following address:

Sanayi ve Teknoloji Bakanlığı

AB ve Dış İlişkiler Genel Müdürlüğü, AB Mali Programları Daire Başkanlığı

Mustafa Kemal Mah. Dumlupınar Bulvarı 2151. Cadde No:154/A 06510 Çankaya, ANKARA

The application must be sent in sealed envelope by registered mail, private courier service or by hand-delivery. The envelope must bear the reference number and title of the Call for Project Proposals, together with title and the full address of the applicant.

It will be checked whether the paper form of the application is produced via Electronic Application System or not. If not, the application will be rejected. Applications sent by any other means (e.g. by fax or by e-mail) or delivered to other addresses **will be rejected**.

### **3.3 Deadline for Submission of Applications**

The closing date for the submission of applications is **29/05/2019**.

For submission of electronic versions, the deadline is **29/05/2019**, 17h00 local time. Please note that after **29/05/2019, 17h00** the applicants will not have access to the Electronic Application System and will not be able to send the application electronically. For hand- deliveries of the applications the deadline is **7 (seven) working days following the submission deadline (corresponding to 14/06/2019), 17h00** local time. Hand-delivered applications will be registered and a receipt with date and time will be issued for evidence purpose.

### **3.4 Further Information on Application**

Information sessions will be held during this call for project proposal throughout the country.

Please follow the Programme's website (<http://rekabetcisektorler.sanayi.gov.tr/>) for the province, date, time and venue of the information sessions. Generic information will be provided in these sessions. Due to the equal treatment and transparency rules there won't be project specific discussions during the sessions.

Questions can only be sent via e-mail until **20/05/2019, 17h00** indicating clearly the title of the Call for Project Proposal.

e-mail: [rsp.cagri@sanayi.gov.tr](mailto:rsp.cagri@sanayi.gov.tr)

No individual replies will be given to questions. In order to ensure equal treatment of applicants, all questions and replies will be grouped on a weekly base and announced on the website <http://rekabetcisektorler.sanayi.gov.tr> by the Ministry until **24/05/2019, 17h00**.

**Queries sent to other e-mail address or asked via telephone will not be replied.**

Other important information and notices to applicants will be issued as the need arises. It is therefore advisable to consult the above mentioned website regularly in order to be informed of the questions, notices and answers published.

## 4. Evaluation And Selection Process

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The evaluation and selection procedures shall satisfy the principles of transparency, equal treatment and non-discrimination. They shall prevent any conflict of interest and ensure stakeholders involvement and public access to information. The procedures have built on the general selection criteria approved by the CISOP Sectoral Monitoring Committee for the Programme. Evaluation process includes six (6) steps and will be carried out with the use of independent assessors.

Detailed description of the evaluation and selection process and its steps and criteria is outlined below.

### STEP 1: Opening and Administrative Checks

In this step the following aspects will be checked:

1. If the **paper form of the application** has been submitted to the correct location in sealed envelope and met the submission deadline. Otherwise the application will be rejected.
2. If the deadline has been met for the **submission of electronic form**. Otherwise the application will be automatically rejected.
3. If the **paper form of the application is produced via Electronic Application System**. Otherwise the application will be rejected.
4. If the right application template is used and all **mandatory parts of the application** are filled-in and whether the required annexes are attached. Otherwise the application will be rejected.
5. If the application form has been **initialled** on each page (including Annexes) and **signed** on the last page. Otherwise the application will be rejected.

If the application documents do not satisfy the above criteria, the application will be rejected on that **sole** basis and it will not be evaluated further.

The Operating Structure may request clarifications from the applicant and partner(s)

### STEP 2: Eligibility and Compliance Checks

After opening and administrative checks, the following criteria will be assessed:

1. If the application has been submitted by the **eligible applicant** and if the partners satisfy eligibility conditions. Otherwise the application will be rejected.
2. If the application is focused on the eligible CI sectors defined in Section 2.2 of the Guidelines. Otherwise the application will be rejected.
3. If the application is related with one of the restricted sectors defined in Section 2.2 of the Guidelines, it will be rejected.
4. If the project meets the minimum and maximum **amount of financing** set for this call and whether the project budget in the application form clearly states that ineligible costs will be borne by the applicant. Otherwise the application will be rejected.
5. If the project complies with the **maximum duration** set for the call. Otherwise the application will be rejected.
6. If the project complies in principle with the **overall objective** stipulated in Section 1.2 of the Guidelines. The assessment will be carried out based on information included in Section 5.1 and 5.2 of the application form. Otherwise the application will be rejected.
7. If the project complies in principle with one or more of the **specific objectives** defined in Section 1.2 of the Guidelines. The assessment will be carried out based on information included in Section 5.1 and 5.3 of the application form. Otherwise the application will be rejected.
8. If the project complies in principle with the **scope of the activities** identified in Section 1.2 and Section 1.3 of the Guidelines. Otherwise the application will be rejected.
9. If the majority of the project **activities fall under other OPs** stated in Section 2.2 of the Guidelines, the application will be rejected.

## STEP 3: Quality and Technical Criteria

Assessment against quality and technical criteria will be carried out in line with the evaluation grid below/overleaf.

Evaluation grid includes 5 main headings. The applicant may score max 100 points.

CRITERION/ SUB-CRITERIA	MAXIMUM SCORE	RELATED SECTION IN APPLICATION FORM	KEY POINTS TO EXAMINE
<b>1. FINANCIAL AND OPERATIONAL CAPACITY OF THE APPLICANT AND PARTNERS</b>	<b>18</b>		
<b>1.1 Do the applicant (and partners) have sufficient and relevant experience on implementing externally funded/co-funded national/international projects?</b>	<b>4</b>	<b>OIS, Annex: 5C</b>	<p>Please consider the past experience of the applicant in terms of;</p> <ul style="list-style-type: none"> <li>• subject,</li> <li>• budget,</li> <li>• source of funding,</li> <li>• coverage,</li> <li>• relevance,</li> <li>• demonstration of experience on processes, procedures,</li> <li>• management.</li> </ul>
<b>1.2 Do the applicant (and partners) have competency and experience in the relevant project area?</b>	<b>5</b>	<b>OIS, Annex:5A, 5C</b>	<p>Please assess;</p> <ul style="list-style-type: none"> <li>• Already established collaboration with relevant actors</li> <li>• Be a member of national and/or international organisations/ structures/hubs/clusters/networks/ platforms</li> <li>• Other activities carried out in focused area of the project</li> </ul>
<b>1.3 Is there formal agreement(s) which clearly defines commitment and participation in the project between partners?</b>	<b>3</b>	<b>OIS Section 6, and Annexes: 2, 5A, 5B</b>	<p>Is partnership well-balanced regarding the added-value, co-operation, technical and managerial commitments?</p>
<b>1.4 Is there a clear management structure established and the staff assigned to the project have sufficient and relevant knowledge of technical issues and expertise?</b>	<b>3</b>	<b>OIS Sec. 6, Annexes: 2, 5A, 5B</b>	<p>Please examine whether the proposed management structure is in line with the following principles;</p> <ul style="list-style-type: none"> <li>• Responsible,</li> <li>• Accountable,</li> <li>• Consulted,</li> <li>• Informed</li> </ul> <p>and please also consider;</p> <ul style="list-style-type: none"> <li>• The number of staff assigned from the applicant and partner(s) if any,</li> <li>• Status of the staff as permanent or temporary,</li> <li>• Is there a technical expertise in the project team about the project subject?</li> <li>• Are there clear job definitions within the project team?</li> </ul>

CRITERION/ SUB-CRITERIA	MAXIMUM SCORE	RELATED SECTION IN APPLICATION FORM	KEY POINTS TO EXAMINE
<b>1.5</b> Do the applicant (and partners) have stable and sufficient sources of finance to cover committed contributions and/or ineligible costs, and are there clearly defined commitments regarding the ineligible costs to be borne by the applicant (and partners)	3	OIS, Annexes: 2,3, 4	Please assess risks, assumptions, pre-conditions of the project and commitments of the applicant (and partners) and also please check any other relevant document provided in the context of proposed budget of project.
<b>2. RELEVANCE</b>	<b>22</b>		
<b>2.1</b> Contribution to the overall objectives of the Operational Programme and Specific Objectives of the Action 1 and Activity 1.2.	4	OIS Sec. 5.1 - 5.2 - 5.3	What is the level of contribution and relevance of the project proposal to the objectives of the Operational Programme, and specific objectives of the Action 1 and Activity 1.2?
<b>2.2</b> Level of contribution to the achievement of Result Indicators of the Action 1.	3	CISOP, OIS Sec. 5.1	Please assess the contribution of the project proposal to Result Indicators of Action 1: R.2, R.4, R.5, R.8
<b>2.3</b> Level of contribution to the achievement of Output Indicators of the Activity 1.2 and the project level output indicators listed in the Call Guideline.	3	CISOP, OIS Sec. 5.1	Please assess the contribution of the project proposal to Output Indicators of Activity 1.2: 0.2  Please also assess the contribution of the project proposal to the project level output indicators defined in the Call Guideline according to the objectives of the call: 0.1, 0.2, 0.3, 0.4
<b>2.4</b> Consistency with the Regional Activity Prioritization Matrix indicated in the OP.	2	CISOP Chap. 4.1, OIS 5.4	If the project location is one of the prioritized NUTS-2 regions indicated in the OP Chap. 4.1 Table 7.
<b>2.5</b> How relevant is the proposal to the potential, needs and constraints of the region(s), relevant sector(s) and/or target groups?	6	OIS Sec.5, Annex 1, Appendices	Please assess how clearly the potential, needs and constraints of the region(s), relevant sector(s) and/or target groups are defined?
<b>2.6</b> Are the background and situation analysis adequately explained and logically addressed with the activities defined?	4	OIS Sec.5, 6, Annex 1, Appendices	Please asses, if the project proposal provides sufficient explanation in; <ul style="list-style-type: none"> <li>• Problem analysis</li> <li>• Situation analysis</li> <li>• SWOT analysis</li> <li>• Solution proposals</li> <li>• Statistical data</li> <li>• Feasibility Analysis</li> <li>• Demand/Gap Analysis</li> </ul>

CRITERION/ SUB-CRITERIA	MAXIMUM SCORE	RELATED SECTION IN APPLICATION FORM	KEY POINTS TO EXAMINE
<b>3. METHODOLOGY AND IMPACT</b>	<b>36</b>		
<b>3.1</b> How coherent is the overall design of the project proposal? Is the proposal designed answering the gaps defined under background and situation analysis of the sector/region? Are the proposed activities appropriate, practical, feasible and consistent with the defined project objectives and expected results?	<b>10</b>	<b>OIS Sec.5, Annex 1</b>	<p><b>Appropriate if:</b> activities are consistent with the objectives and expected results.</p> <p><b>Practical if:</b> the most effective of the options are chosen.</p> <p><b>Feasible if:</b> the activities are realisable within the scope of proposed budget, time and conditions.</p> <p><b>Consistent if:</b> activities are complementing each other.</p> <p>In particular,</p> <ul style="list-style-type: none"> <li>• Does it reflect the analysis of the problems,</li> <li>• Take into account external factors?</li> <li>• Are the target groups and their needs strategically chosen, clearly defined and addressed within the project proposal?</li> </ul>
<b>3.2</b> Does the project proposal directly contribute to competitiveness of manufacturing industry and creative industries and lead to creation of high value added in these industries?	<b>8</b>	<b>OIS Sec.5-8, Annex 1</b>	<p>Please consider the intervention methodology of the proposal whether it will:</p> <ul style="list-style-type: none"> <li>• Increase business to invest in design</li> <li>• Increase in export</li> <li>• Increase in added value created in the relevant sector(s)</li> <li>• Increase employment rate in the relevant sector(s)</li> <li>• Improve digital content</li> <li>• Bring creative and technology talent together</li> <li>• Increase number and quality of R&amp;D projects</li> <li>• Increase IPs for the potential products</li> <li>• Increase marketability of the products diffusion of innovation in manufacturing industries and services</li> </ul>

CRITERION/ SUB-CRITERIA	MAXIMUM SCORE	RELATED SECTION IN APPLICATION FORM	KEY POINTS TO EXAMINE
<b>3.3</b> Is the project proposal contributing to the creative industry ecosystem?	5	OIS, Annex 1, Appendices	Please assess the intervention methodology and activities of the proposal whether it has a scope for; <ul style="list-style-type: none"> <li>• Collaborative strategies to transform existing modalities with capacity development and</li> <li>• To enhance coordination among individual or isolated actions within the field or</li> <li>• To bridge the gaps in the ecosystem.</li> </ul>
<b>3.4</b> To what extent is the project proposal effective in achieving the formation of long lasting and solid partnerships?	3	OIS, Annex 4, Appendices	Is there a legal and quasi-institutional framework designed for the effective utilisation of proposed partnership mechanisms and networks? Are there innovative collaboration aspects? (transdisciplinary collaboration - academic non-academic, interdisciplinary collaboration - such as engineering and medicine, intersystem collaboration among different ecosystems - start-up ecosystem and civil society ecosystem, intersectoral collaboration - public and private collaborations)
<b>3.5</b> How cost-effective and efficient is the project proposal in achieving the proposed activities and outputs? Are the activities appropriately reflected in the budget? Is the ratio between the estimated costs and the expected results and outputs satisfactory and justifiable?	4	OIS, Annexes: 2, 3, 4	Please compare activities, outputs and indicators with the budget breakdown of the project proposal.  Does the cost estimations take into account the market prices for Service and Supply contracts to be procured via an EU PRAG type of project?
<b>3.6</b> Is the project proposal likely to have a solid impact on the target groups and to create multiplier/spillover effects?	4	OIS Sec. 5 - 8	Please consider the economic impact of the project proposal in short and long term and contribution to the other sectors and other relevant impacts.
<b>3.7</b> To what extent does the project proposal support social innovation? For social innovation in public services only – Is the scope of the project proposal replicable and scalable in terms of the socially innovative services and is the potential number of socially disadvantaged people benefit from such services reasonable enough?	2	OIS	Please assess whether the project proposal contains a new idea / product /service /process/model that addresses a social need.

CRITERION/ SUB-CRITERIA	MAXIMUM SCORE	RELATED SECTION IN APPLICATION FORM	KEY POINTS TO EXAMINE
<b>4. SUSTAINABILITY</b>	<b>17</b>		
<p><b>4.1</b> Have the risks on sustainability been determined and explained adequately? Have mitigation of risks been proposed and are they applicable for attainment of sustainability?</p>		OIS Sec .7 - 9	Are the identified risks realistic and can be overcome? Is the mitigation strategy realistic and achievable?
<p><b>4.2</b> Is the sustainability issue properly addressed in the project proposal in terms of</p> <p><i>For Revenue Generating Projects:</i></p> <ul style="list-style-type: none"> <li>• <b>Financially</b> (How will the activities be financed after the funding ends? Will it be durable?) (7 pts)</li> <li>• <b>Institutionally</b> (Will proposed management model allow the activities to continue after the end of the project? Will there be local “ownership” of the results of the project?) (5 pts)</li> </ul> <p><i>For non—revenue generating projects:</i> Please score only the institutional sustainability considering the commitments of ERA and partners in terms of the operating costs both for the operation implementation and for post-operation period. (max. 12 pts)</p>	12	OIS Sec. 9, 15 Annex 4	<p>Please consider when assessing;</p> <ul style="list-style-type: none"> <li>• <b>Financially:</b> Are the costs and revenues, financial gap calculation realistic?</li> <li>• <b>Institutionally:</b> Is the post-project management model adequately explained, realistic, feasible and applicable?</li> </ul>

CRITERION/ SUB-CRITERIA	MAXIMUM SCORE	RELATED SECTION IN APPLICATION FORM	KEY POINTS TO EXAMINE
<b>5. CONTRIBUTION TO HORIZONTAL THEMES</b>	<b>7</b>		
<b>5.1</b> If the project proposal contains and addresses “Climate Action and Sustainable Development” and supports transition to green economy.	<b>3</b>	<b>OIS</b>	<p>Please assess the following points:</p> <ul style="list-style-type: none"> <li>• Contribution to improve energy efficiency or reduce energy demand.</li> <li>• Contribution to renewable energy production.</li> <li>• Contribution to efficient use and reuse of resources.</li> <li>• Development of green innovative products, services and/or processes? (social good content of the innovative products/services is an asset)</li> </ul> <p>If the project proposal addresses;</p> <ul style="list-style-type: none"> <li>• 1 of the horizontal issues: 1 pts</li> <li>• 2 of the horizontal issues: 2 pts</li> <li>• 3 of the horizontal issues: 3 pts</li> </ul> <p>Or</p> <p>If contributes to stated horizontal issues significantly, please assess according to the contribution level.</p>
<b>5.2</b> If the project proposal contains and addresses “Equal opportunities and Gender Mainstreaming”.	<b>4</b>	<b>OIS Sec. 5.1, 5.7 and 10</b>	<p>Please assess the following points:</p> <ul style="list-style-type: none"> <li>• Promotion of equal opportunities and gender equality.</li> <li>• Contribution to the employment and involvement of women creators, researchers or entrepreneurs.</li> </ul> <p>If the project proposal provides women employment or involvement as;</p> <ul style="list-style-type: none"> <li>• 10% involvement: 2 pts</li> <li>• &gt; 30% involvement: 4 pts</li> </ul>
<b>MAXIMUM TOTAL SCORE</b>	<b>100</b>		

In order to be pre-selected and included into “long list” the project must meet the below thresholds:

- **Minimum 10 points** of the combined section “Financial and Operational Capacity of the Applicant and Partners” (only then the application will be evaluated further) and
- **Min 70 points in total.**

This step will be concluded by drawing up a ranking list of the pre-selected applications, ranked according to their score. The highest scoring applications will be provisionally selected until they all match the available budget for this Call for Project Proposals. In addition, a reserve list will be established following the same criteria. The Operating Structure may use the reserve list, if more funds will have been made available.

The Operating Structure reserves the right to modify the above mentioned thresholds.

## **STEP 4: Shortlisting**

The project proposals in the long list, having a score equal or above 70, will be re-evaluated by the Ministry and the EU Delegation in terms of:

- Readiness and maturity of the proposal;
- Institutional/implementation capacity of the applicants;
- Geographical/sectoral balanced distribution of the projects;
- Available budget resources

and the short list will be formed after this evaluation. The Ministry will send a letter of intent to the ERAs of potentially awarded proposals (Short List) and inform them about the additional verification steps.

## **STEP 5: Additional Verifications**

The following aspects will be verified in this step, with a site visit where necessary:

- If the applicant is eligible - statute, articles of association or any other document establishing the legal entity will have to be submitted, including that of indicating the profit distribution decision taken by the board of directors;
- If the infrastructure and facilities to be provided by the applicant are physically/legally/ practically suitable for the implementation of the project activities ;
- If the applicant does not fall under one of the exclusion criteria as described in PRAG section 2.6.10.1.1. For that the Operating Structure will request the pre-selected applicant to provide relevant documentary evidence (statement from tax administration, social security administration,

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- If the applicant does not fall under one of the exclusion criteria as described in PRAG section 2.6.10.1.1. For that the Operating Structure will request the pre-selected applicant to provide relevant documentary evidence (statement from tax administration, social security administration, criminal records of board members, etc.);
- If the project is mature and ready for implementation within the deadline stipulated in Section 2.2 of the Guidelines;
- If the timetable of activities is accurate and realistic (including procurement modalities managed by the Contracting Authority);

- If the budget fully complies with cost eligibility criteria set in Section 2.3, if all the essential costs are included and whether the principle of sound financial management is met, i.e.: whether the cost is realistic and necessary to implement the project;
- If the applicant and partners have sufficient and competent staff to manage the project (verification of CV's and availability of those individuals);
- Any other issues arising from the qualitative and technical assessment of applications.

During additional verifications a need to amend the project application may arise. In such case the applicant will be requested to submit the revised application form.

The Operating Structure may also impose modifications or reductions to address eligibility of cost, calculation errors or inaccuracies. If the applicant disagrees to cover the excess budget after corrections, the application will be rejected.

A significant increase to the amount of financial assistance, as a result of these corrections, will not be possible and the applicant will have to cover the balance. **It is therefore in the applicant's interest to provide a realistic and cost-effective budget, including own contribution to manage the project.**

Any rejected application may be replaced by the next best placed application on the reserve list that falls within the available budget for this Call for Project Proposals and will be subject to additional verification process as described above.

## STEP 6: Notification of the Operating Structure's Decision

The projects who successfully pass Step 5 of the evaluation will be included in the project portfolio. Then the Operating Structure will sign a Protocol with the applicants.

After the completion of additional verifications, the Operating Structure will issue final notification on the selection/rejection of financial assistance (after the revised project application submission, where relevant). The applicant(s) of the awarded projects will be informed in writing on the decision.

## Provisional Timetable

The table below outlines indicative time-frame of the key events and milestones associated with this Call for Proposals.

Event	Date
Launching of Call for Project Proposals	01/04/2019
Information meetings	Dates will be published on the website
Deadline for requesting clarifications from the Operating Structure	20/05/2019
Last date on which clarifications are published by the Ministry	24/05/2019
Deadline for submission of applications	29/05/2019
Deadline for Hand-delivery of applications to the OS	14/06/2019
Sending of letters of intent to shortlisted applicants	September 2019
Completion of additional verifications	October 2019
Notification of award/rejection and Signature of Protocol	November 2019
Maturation and Approval of OIS and Signature of Operational Agreement	1st Quarter 2020

# OPERATION IDENTIFICATION SHEET (OIS) TEMPLATE

## (TO BE FILLED VIA ELECTRONIC SYSTEM) OPERATION IDENTIFICATION SHEET

1. Title of the Operation
2. Operating Structure
3. Body Responsible for the Implementation of the Operation
4. Compatibility and coherence with the Operational Programme
  - 4.1 Title of the programme
  - 4.2 Title of the action
  - 4.3 End recipient of assistance
5. Description of the Operation
  - 5.1 Contribution to the achievement of the Operational Programme:
    - 5.1.1. Background Situation Analyses
    - 5.1.2. Solution Proposal

The following table summarizes the contribution of the Operation to the achievement of the CISOP, in terms of the monitoring indicators of relevant CISOP Activity.

Please select and add relevant indicators considering your application

Indicators	CISOP Target by 2026	Operation Target
<b>Output Indicators</b>		
<b>Result Indicators</b>		

5.2 Overall Objective: Explain in one sentence

5.3 Operation Purpose: Explain in one sentence

5.4 Indicative location(s)

5.5 Duration

5.6 Target group(s)

5.7 Results with measurable indicators

<b>Results</b>	<b>Output Indicators</b>	<b>Target</b>
<b>Result-1-</b>	<b>Indicator-1-</b>	
	<b>Indicator-2-</b>	
	<b>Indicator-n-</b>	
<b>Result-2-</b>	<b>Indicator-1-</b>	
	<b>Indicator-2-</b>	
	<b>Indicator-n-</b>	
<b>Result-n-</b>	<b>Indicator-1-</b>	
	<b>Indicator-n-</b>	

## 5.8 Indicative activities

### 5.8.1. Supply Component

<b>Supply</b>	<b>Explanation</b>
<b>Software and Licenses</b>	
<b>Machinery and Equipment</b>	
<b>Special Vehicles</b>	
<b>Where necessary additional group of supplies can be added</b>	

### 5.8.2. Technical Assistance Component

## 6. Implementation arrangements

6.1 Institutional framework: institutional arrangements foreseen for the implementation of the operation, e.g. operation coordination unit, steering committee, regional and/or provincial authorities, technical assistance team

6.2 Proposed monitoring structure and methodology: who will be responsible for monitoring of the operation, how will the operation be monitored, what will be the workflow and reporting lines?

6.3 Required procedures and contracts for the implementation of the operation and their sequencing: list the type of procedures (call for proposals, direct implementation by national institutions without prior call for proposals, direct agreements with international organisations, etc) and the corresponding contracts (grant contracts, contribution agreements with international organisations, services, supplies, works, etc) for the proposed activities, together with their sequencing

<b>Supply</b>	<b>Start of Tender Process</b>	<b>Signing of Contracts</b>	<b>End of Contracts</b>
<b>Technical Assistance</b>	<b>By Quarter</b>	<b>By Quarter</b>	<b>By Quarter</b>
<b>Supply</b>	<b>By Quarter</b>	<b>By Quarter</b>	<b>By Quarter</b>

7. Risks, Risk Mitigation, Assumptions and Preconditions

8. Expected impact of the operation on the target group and multiplier/spill over effects

9. Sustainability

9.1. Institutional Sustainability

9.2. Financial Sustainability

9.3 Sustainability after the completion of the operation

10. Equal opportunity, minorities and vulnerable groups (where relevant)

11. Requested financing from the European Commission

12. Co-financing:

13. Budget breakdown

14. Cash flow requirements by source of funding

15. Revenue Generating Operations (if applicable)

If the project is expected to generate revenues through tariffs or charges borne by users, please give details of charges (types and level of charges, principle on the basis of which the charges have been established).

Following questions should also be addressed:

Do the charges cover the operational costs and depreciation of the project?

Do the charges differ between the various users of the infrastructure?

Are the charges proportional:

- To the use of the project/real consumption?

- To the pollution generated by users?

If no tariffs or charges are proposed, how will operating and maintenance costs be covered?

16. Environmental Impact Assessment (if applicable)

Has development consent already been given to this project?

If yes, on which date?

If no, when was the formal request for the development consent introduced and by which date is the final decision expected?

Specify the competent authority or authorities, which has or have given or will give the development consent.

Results of the consultations with the public concerned.



REKABETÇİ  
SEKTÖRLER  
PROGRAMI

*Katıl, Rekabet Et, Büyü*

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