

CULTURE AND Creativity FOR THE WESTERN BALKANS

Open call for Proposals
Ref : CC4WBSOR 004/2025



**Funded by
the European Union**

Culture and Creativity for the Western Balkans (CC4WBs)

Open Call for Proposals: Co-BRANDING & Coordinated Marketing of cultural and creative sector in the Western Balkans (and Europe)

Ref: CC4WBSOR 004/2025

Total amount available under this Open Call: 100,000.00 EUR

Applications must be submitted by 17:00 (CET) on **16 February 2026**

1. Background information

The joint project ‘**Culture and Creativity for the Western Balkans**’¹ (CC4WBs) implemented by UNESCO, the British Council and the Italian Agency for Development Cooperation (AICS), aims to improve the performance of the cultural and creative sectors in order to enhance skills, knowledge, and access to financial aid to increase competitiveness and sustain co-production and circulation of goods and services in the Western Balkans. This systemic and people-centred approach to development is intended to deeply embed progress across the sector, while ensuring ownership and engagement as key requirements for local sustainability.

For the purpose of this Open Call, within the framework of the CC4WBs project, comprehensive research and needs assessment were conducted across the Western Balkans to explore the potential of co-branding and co-ordinated marketing in the cultural and creative sector. The findings of this assessment have served as a foundation to ensure that this stream of support is guided by quality, evidence-based insights and tailored to the specific needs and opportunities identified within the region.

Co-branding and coordinated marketing: Co-branding usually introduces a new product or service to the market. This product or service’s characteristics are then rooted in the attributes and core competencies of the two cooperating brands. It can be a very effective activation that bolsters both brands working together rather than acting independently. It helps extend reach, awareness, and sales potential by capturing prospective consumers of each brand. Some of the definitions of ‘Co-branding is that it can be viewed as a strategy that strives to capture the synergism of combining two brands into a uniquely branded joint product, whether it is only by joining visual identity of brands or creating the new form of a (joint) new brand’. On the other hand, coordinated marketing pertains to when two separate brands promote multiple products or services through a combined strategy. Here, the focus of the strategy is on communications rather than the brand.

¹ [Culture and Creativity for the Western Balkans \(CC4WBs\)](#)

2. Who can apply?

LEAD APPLICANT

Participation in this Open Call for Proposals as a LEAD APPLICANT is open on equal grounds to:

- **Public institutions** (museums, galleries, theatres, institutes for the protection of cultural and natural heritage, universities, cultural institutions, research institutes, tourism offices, and others, in accordance with the legislation), local governments (municipalities/cities) from the Western Balkans IPA Beneficiaries²
- **Civil society organisations (CSOs)**: foundations and non-profit organisations, registered in one or more of the WBs IPA Beneficiaries³
 - Upon award of the grant, the Lead Applicant will sign a contract or partnership agreement⁴ with the partner institutions/organisations. In the application phase, the Lead Applicant and its Partner(s) are only required to submit a Partnership Statement, not an agreement.
 - **The Lead Applicant is accountable to the donor for the total amount of funds and the implementation of all activities, including those activities and resources implemented by its Partner(s). In the implementation of the activities, all project implementation rules apply to the Lead Applicant and the Partner organisation(s) alike.**
 - The Lead Applicant must be an organisation/institution established in one of the WBs IPA Beneficiaries, **before 1 January 2024.**

PARTNER(s)

Participation in this Open Call for Proposals as a CROSS-BORDER PARTNER is open on equal grounds to:

- **Public institutions** (museums, galleries, theatres, institutes for the protection of cultural and natural heritage, universities, cultural institutions, research institutes, tourism offices, and others, in accordance with the legislation), local governments (municipalities/cities) from the Western Balkans IPA Beneficiaries
- **Civil society organisations (CSOs)**: foundations and non-profit organisations, registered in one or more of the WBs IPA Beneficiaries
 - Upon award of the grant, the Partner(s) will sign a contract or partnership agreement⁵ with the Lead Applicant.
 - The Partner(s) must be organisations/institutions established in one of the WBs IPA Beneficiaries, **before 1 January 2024.**

The partner(s) take part in the project design and implementation while the Lead Applicant is responsible for the transfer (any) of the funds assigned to the partner(s) in cases where applicable. The Lead Applicant is accountable to the donor for the total amount of funds and the implementation of all activities, including those activities and resources assigned to its Partner(s).

² Western Balkans IPA Beneficiaries are: Albania, Bosnia and Herzegovina, Serbia, Montenegro, North Macedonia, and Kosovo* (as per UNSCR 1244/99).

³ Civil society organisations (CSOs) include foundations and non-profit organisations registered at any level of government in one or more of the WBs IPA Beneficiaries.

⁴ The contract or partnership agreement shall contain information on all partners involved in the project's implementation, as well as a clear description of the nature of the partnership, including the obligations of the partner organisation(s) and the relation between the involved organisations. The Lead Applicant's Partner(s) take(s) part in the project's design and implementation in that it/they can carry out certain project's activities. In this case, the Partner organisation(s) or institution(s) may also be the beneficiary of (part of) the project's funding, in accordance with the Partnership Agreement. In this case, the Lead Applicant is responsible for the transfer of a part of funds to the Partner(s).

⁵ See footnote n. 4 above.

ASSOCIATE(s)

Associate(s) can be established in one of the WBs IPA Beneficiaries and/or European Countries.

Associates can be any of the following entities: businesses, companies, MSMEs⁶, universities and research institutes, CSOs, and public institutions. Associates, if any, can be involved in the implementation of the activities to the extent they participate at the selected events or with the design of the digital solutions and/or prototype solutions aiming at publishing them on their digital platforms. (see Chapter 4 for more details about eligible sub-sectors and activities). Funds cannot be transferred to the associates but costs associated to the participation in the activities can be covered by Lead Applicant and/or partner for the associate/s.

Eliminatory Criteria

Partnership: All submitted project proposals **must include at least two Western Balkans IPA Beneficiaries**, that is, proposals must involve the Lead Applicant and at least one partner organisation/institution from another IPA Beneficiary of the Western Balkans region, other than that of the Lead Applicant. Failure to apply in partnership will automatically exclude the application from further consideration.

Proposals **must contain information on all partners** involved in project implementation, as well as a clear description of the nature of the partnership and roles, responsibilities and obligations of the Lead Applicant and respective Partner(s). Associates, either from Western Balkans or Europe should be listed too, if applicable.

3. Fundamental principles for selecting the Proposals

Regional Cooperation: Regional Cooperation must be ensured through the creation of a partnership among actors (Lead Applicant and at least one Partner) from different WBs IPA Beneficiaries. Other possible contributions to the reinforcement of regional cooperation will have a positive impact on the evaluation.

Gender equality and female entrepreneurship: All proposals should ensure gender balance.

Youth participation and youth entrepreneurship: All proposals should ensure substantial participation/representation of young people.

Inclusivity: Proposals should aim to include disadvantaged groups in both rural and urban contexts; proposals envisaging activities that include vulnerable groups, and/or different ethnic and social groups working together, will be given preference in ranking as an evaluation criterion to be applied in case of equal scores.

Do no-harm: Proposals shall adopt a 'do no harm' approach, i.e. avoid exposing people to additional risks, by looking at the broader context and mitigating potential negative effects on the social fabric, the economy, and the environment, prior to undertaking any intervention.

Geographical distribution: Without prejudice to the quality of funded projects, selection processes will **consider principles of equitable geographical distribution among the WBs IPA Beneficiaries**. While securing the highest standards of quality in the selection of eligible applications, the Evaluation Committee will pay due regard to select proposals on as wide a geographical basis as possible.

⁶ Micro, Small, Medium Enterprises are herewith considered enterprises with a staff headcount of less than 250 units and a turnover of less than 50M Euro (or a balance sheet less or equal to 43M Euro). For additional information consult this link.

4. Eligible sub-sectors for the support in Co-branding and coordinated marketing

This Open Call for Proposals is organised **around four sub-sectors**. Applicants are required to indicate the sub-sector they are applying for:



Applicants are invited to submit proposals by partnering among their peers in the Western Balkans to co-brand and/or coordinate their marketing with the objective to:

- 1) Present the (joint) initiative, promotion or similar at a local or international events (festivals, promotional events, fairs, and similar – the list is not exhaustive) within the Western Balkans or Europe;

- 2) Propose new design solutions in digital and/or physical format with the aim to co-brand and/or coordinate marketing for a service or a product in one or more of the 4 sub-sectors above presented.

➔ **Applicants do not need to cover both aspects of this Call, they can choose one or combine both.**

Rationale for the selection of Sub-Sectors

Within the CC4WBS project framework, a dedicated research exercise explored the opportunities for co-branding and coordinated marketing initiatives. The research approach and methodology used to identify the relevant sub-sectors included:

- **Review of secondary sources** such as legislative documents, research reports, policy papers, articles, case studies, mappings, and statistical datasets
- **Analysis of cultural and creative operators across the Western Balkans**
- **Examination of official cultural statistics and other relevant data**, with particular emphasis on resources provided by the UNESCO Institute for Statistics (UIS)

The research approach integrated four interconnected pillars to provide a comprehensive analysis of the cultural and creative industries in the Western Balkans:

- Cluster
- Entity Type
- Location
- Market Aspect

Each pillar contributed to a multidimensional understanding of the sector's dynamics, challenges, and opportunities, with a particular focus on fostering regional collaboration, enhancing market competitiveness, and supporting internationalisation efforts. The Cluster pillar identified and analysed existing and emerging CCI clusters within the Western Balkans, mapping their geographic distribution, sectoral focus, and developmental maturity.

This analysis highlighted the role of clusters in driving innovation, fostering collaboration, and improving market competitiveness among industry actors. Additionally, the research assessed how clusters contributed to regional branding and audience engagement, positioning them as pivotal nodes in the cultural and creative ecosystem.

The Entity Type pillar focused on understanding the diversity and roles of entities operating within CCIs, categorising them into types and (sub-)types to evaluate their unique contributions and challenges. The study investigated how these entities interacted within clusters, engaged in co-branding and coordinated marketing, and leveraged their synergies for greater competitiveness.

The Location pillar emphasised the significance of geographic factors in shaping the CCIs landscape.

Finally, the Market Aspect pillar assessed the market potential and dynamics of CCIs in both regional and international contexts. This analysis focused on identifying trends, competitive advantages, and barriers to entry, with a particular emphasis on the role of co-branding and coordinated marketing strategies in enhancing the visibility and marketability of cultural goods and services. The study explored actionable pathways for expanding market access, increasing regional recognition, and supporting the sustainable development of CCIs in the Western Balkans.

The analysis confirmed the need to concentrate on specific (sub-)sectors. This section therefore presents these selected areas, highlighting their market value added and international demand for cultural goods and services, while also assessing their clustering potential and overall readiness for support.

5. Budget

The Budget should be submitted in EUR, as in 'Form 2 Project Budget'. It should clearly outline which part of the funds will be utilised by the Lead Applicant and/or the Partner(s), respectively. The amount of budget **requested** should be within the financial threshold of **10,000 EUR**.

Co-financing requirements

1. **A minimum co-financing is 10% of the requested amount for grants while the maximum co-financing is 40%.**

Example: The required grant is 8,000 EUR; the minimum amount of co-financing is 800 EUR (10%). The total budget would in this case be 8,800 EUR.

The source of co-financing can be obtained from the Lead Applicant and/or the Partner(s), and/or from the external third party, as per agreed proportion.

Co-financing provided by the Lead Applicant and/or Partner(s) may also be an in-kind yet monetised contribution. The amount and type of co-financing (financial and/or in-kind) should be clearly indicated in the Project Budget (Form 2).

What is in-kind contribution? Co-financing provided by the Lead Applicant and/or Partner(s) and/or third parties may also be an in-kind yet monetised contribution. This may include goods, services and the use of premises, professional services in the form of time that employees spend on the implementation of activities, the use of (own) equipment or materials deemed necessary for carrying out activities and achieving the project's objectives which can be monetised through amortisation rate. The Lead Applicant and/or its Partner(s) must indicate as exact as possible the value of the in-kind contribution in the proposed budget. This value must not be subject to subsequent changes. If a cost cannot be valued on the market, it cannot be accepted as in-kind contribution. Market value should be evidence-based. The Lead Applicant and/or its Partner must also ensure that in-kind contributions comply with legally required tax and social security rules. During the implementation of the project, each Contracting Authority reserves the right to request supporting evidence of in-kind contributions, according to its internal rules and procedures and the relevant legislation of the WBs IPA Beneficiary of the applicant.

Note: The Organisers of the Open Call for Proposals reserve the right to propose budget changes to maximize budget utilisation, ensuring that the principles of value for money and the overall project efficiency are applied.

The Organisers of the Open Call for Proposals reserve the right not to disburse all funds available for this Open Call for Proposals.

Conditions for the budget to be eligible:

- **Administrative expenditures (Human resources and overhead expenditures⁷):** A grant awarded under this Call may be used to finance administrative expenditures in the proportion of **maximum 25% of the total budget**.
- **Project expenditures:** Minimum 75% of the total budget value must be earmarked for the project's thematic activities, which must be elaborated in the budget under the heading of Project Expenditures.
- **Visibility, dissemination, and promotion expenditures:** Expenditures under this category should fall within the 75% of project expenditures.

Further details about eligible expenditures under each category are provided in the Guidelines of the respective **Form 2** Budget template.

6. Non-eligible expenditures and/or activities under this Open Call for Proposals

The following expenditures and/or activities are ineligible under this Open Call for Proposals:

- Settling debts and losses or debt contingencies
- Settling interest debt
- Return of capital
- Costs incurred during the suspension of the implementation of the Agreement
- Payment of VAT and duty charges that are recoverable/deductible by the Lead Applicant and Partner(s)
- Bonuses, provisions, reserves, or non-remuneration related costs. Employers' contributions to pension or other insurance funds run by the Lead Applicant and Partner(s) may only be eligible to the extent they do not exceed the actual payments made by these schemes and that the amount provisioned does not exceed the contribution that could have been made to an external fund
- Banking charges for the transfers from and to the Contractor
- Procurement of equipment unless required for the project's successful implementation and fully justified
- Activities supporting political parties
- Physical reconstruction/infrastructure projects
- Costs of purchase of land or buildings
- Entertainment costs such as: gifts, alcohol, restaurant bills, or hospitality costs for personnel not directly participating in the project
- Costs declared by the Lead Applicant or the Partner(s) under another agreement financed by the European Union budget (including through the European Development Fund)
- Currency exchange losses
- In addition, projects funded under this Call cannot be used to pay for the engagement of public officials⁸ in this project.

⁷ Human resources and overhead expenditures include office costs (phone, utilities), office rent, salaries of managerial and administrative staff, travel expenses of managerial staff, banking transactions costs, accountant expenses.

⁸ Under this Open Call for Proposals, a public official is any nominated, appointed, or delegated person in a public administration body, judicial authority, local government body, public institution, public company, a state fund, and another legal entity pursuing activities of public interest.

7. Project duration

The duration of the Project shall be at least one **(1) month and up to five (5) months** from the date of the contract's signature. The end date for the duration of the project is envisaged to be no later than 30 September 2026.

8. Project documentation

Applicants to any of the four Thematic Windows, independently from the specific Thematic Windows, LOTs, or financial threshold they are applying to, shall provide the following documentation:

Form 1	Project Proposal (Word)
Form 2	Project Budget (Excel)
Form 3	Activity, Communication, and Visibility Plan (Word)
Form 4	Administrative Identification Form (signed, PDF)
Form 5	Financial Identification Form (signed, PDF)
Form 6	Declaration of Eligibility for Lead Applicant and Partner (signed, PDF)
Form 7	Partnership Statement (signed, PDF)

- Forms are provided in the [LINK](#) to this Open Call for Proposals and their format should not be altered.
- Handwritten form submissions will not be accepted.
- Each Project Proposal must contain the complete set of the required documentation. Referencing a different application instead of submitting the complete set of the required documentation to other proposals shall not be accepted as a valid process and the incomplete submission of project proposals shall be excluded from the further evaluation process.

9. How to submit the Proposals

Documentation for this Open Call for Proposals in English is available for download at the following link:

[APPLICATION](#)

Applications with the required documentation (Forms 1-7) must be submitted in **English language**.

Applications must be submitted electronically, no later than **16 February 2026** by **17:00 (CET)** to the **following email address**:

cc4wbs.tirana@aics.gov.it

With email subject consisting of the Lead Applicant's name and the number of the Call for proposals /Sub-sector (Section 4).

Example: Lead applicant's name_CC4WBSOR004/2025_subsector1

Please note:

- Applicants will receive an email confirming the receipt of their application.
- Applications received after the deadline will not be considered.

- Applications must be sent as an email, containing seven (7) mandatory forms as ‘attachments’, that should not exceed **35 MB** and **should not be shared through We Transfer, One Drive, Google Drive, or similar platforms**.
- Applications received in any other form other than as described above will not be considered.
- **Last-minute submissions are strongly discouraged, due to the potential technical glitches.**
- **If the application is not received on time, applicants must prove with email outbox that the file has been submitted prior to 17:00 (CET) on 16 February 2026.** In case applicants fail to submit proof, their application will be rejected.

10. Number of Project Proposals & Grants per Applicant

Applicants can submit only one Proposal under this Open Call for Proposals – whether in the capacity of a Lead applicant or a partner.

11. Evaluation of Proposals

The evaluation of the submitted Proposals is conducted in a two step-process:

1. ADMINISTRATIVE CHECK

An administrative check will be performed in accordance with the table below. The Proposal is considered approved for technical evaluation if the administrative requirements are met according to the Administrative Check List below. **Failure to pass the administrative check**, i.e. failure to obtaining the value ‘YES’ in all columns as per the below table, will result in the automatic rejection of the Proposal, and will not be submitted for the Technical Evaluation.

ADMINISTRATIVE CHECK LIST		
Compliance with administrative criteria:	YES	NO
1. Application submitted within the deadline		
2. Application fulfils the partnership (eliminary) criteria		
3. Filled out project proposal form provided in the requested format (Form 1)		
4. Filled out Project Budget Form provided in the requested format (Form 2 A or 2 B)		
5. Filled out Activity and Visibility Plan provided in the requested format (Form 3)		
6. Filled out Administrative Identification Form provided in the requested format (Form 4)		
7. Filled out Financial Identification Form provided in the requested format (Form 5)		
8. Declaration of Eligibility provided in the requested format (Form 6)		
9. Partnership Statement provided in the requested format (Form 7)		
10. The proposal is within the required project duration (1-5 months)		

The applications will also be rejected if:

- The organisers of the Open Call for Proposals were provided with false information;

→ The Lead Applicant and/or Partner(s) attempted to obtain confidential information or influence the Evaluation Committee.

2. TECHNICAL EVALUATION

The technical evaluation of applications will be done in accordance with the criteria set out in the evaluation table below.

Scoring system:

Evaluation criteria are divided into sections and sub-sections. **Every section must be scored between 1 and 5 as follows: 1 = very poor; 2 = poor; 3 = average; 4 = good; 5 = very good.** Each Evaluation Committee member signs his/her own individual evaluation table, and all members jointly sign a summary evaluation table for each project proposal. The ranking of project proposals is made in such a way that the first-ranked project proposal is the one with the highest total score, followed by the project that comes in next with its total score and all the way to the lowest total score.

Important:

If the total sum in Section 1 is less than 10 points, the project will be excluded from the rest of the evaluation process, as it is estimated that Lead Applicant and Partner(s) lack the minimum capacity for quality implementation of the proposed project.

If the total sum in Section 2 is less than 18 points, the project will be excluded from the rest of the evaluation process, as this assessment implies that, although the Lead Applicant and Partner(s) meet the financial and operational capacities, the project idea itself is not relevant or in line with the defined priorities of the Open Call for Proposals and lacks sufficient impact on the needs of the target community or group.

Technical Evaluation Chart

Criterion	Maximum score	Points
1. Financial and operational capacity	20	
1.1 Do the Lead Applicant and Partner(s) have experience and capacity for project management ?	5	
1.2 Do the Lead Applicant and Partner(s) have sufficient professional and technical capacity ? (Specific knowledge in the relevant field including qualified staff)	5	
1.3 Have the Lead Applicant and Partner(s) already implemented projects of similar financial value?	5	
1.4 Do the Lead Applicant and Partner(s) have sufficient operational systems in place for disbursement of funds, reporting, and internal control procedures?	5	
2. Relevance	30	
2.1 To what extent does the proposal respond to the chosen Thematic sub-sector defined in the Open Call for Proposals?	10	
2.2 Does the Project Proposal provide clear explanations of the co-branding or coordinated marketing need?	5	
2.3 To what extent is gender equality and/or female entrepreneurship addressed in the Project Proposal?	5	

2.4 Is the project aiming to help regional cooperation in the target WBs IPA Beneficiaries or between Western Balkans and the EU?	5	
3. Methodology	20	
3.1 Do the proposed activities correspond to the overall goal of presenting the coordinated marketing and/or co-branding?	10	
3.3 Are measures to mitigate risks in place?	10	
4. Sustainability	15	
4.2 Does the project have the potential to be replicated or scaled up? (Including a possibility of its application to scale up impacts of activities)	10	
4.3 Are the expected results of the proposed activities sustainable ? (Do involved parties clearly state a way of sustaining the project's achievements even after the project's completion?)	5	
5. Budget and Cost-Effectiveness	15	
5.1 Is the ratio between estimated costs and expected results satisfactory?	5	
5.2 Are the proposed costs necessary to implement the project?	5	
5.3 Budget: - Is the budget clear and does it include a narrative description? - Have the principles been met whereby administrative expenditures (human resources and overhead expenditures) do not exceed 25% of the total budget?	5	
Maximum total score	100	

THE EVALUATION COMMITTEE WILL NOT CONSIDER PROJECT PROPOSALS IF:

→ The **project duration** is not in line with Section 7 (1-6 months);

12. Further information about the Open Call for Proposals

Open door information session about the application process for the Open Call for Proposals with potential applicants will be held online. Time of this event will be shared on **social media** of the Culture and Creativity for the Western Balkans Project (Facebook, Instagram, X).

For further information and clarification, potential applicants may send their questions concerning the Open Call for Proposals via the [link](#).

Answers to the received questions will be provided **publicly** each Monday during the whole period of the Open Call for Proposals. The publicly provided answers will be available via the [link](#).

Timetable for further information and clarification:

Deadline for requesting clarifications:	Friday, 6 February 2026
Last publication of Questions and Answers	Monday, 9 February 2026

13. Notice of Decision

All applicants will be notified in writing of the decision regarding their project proposal status **within 60 days** from the deadline for submission of applications.



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The results will be published on the Project's [Action Page](#) and Organisers' [webpage](#).

14. Steps following the decision on Grant Award

Signing of contract

Following the decision on grant award prior to contract signing, the designated Contractor⁹ may request the Lead Applicant to introduce changes to the project proposal, including budget adjustments to comply with the Contractor's rules and procedures and with the recommendations of the Evaluation Committee, including the currency of the contract, realistic cost estimates, and availability of funds. After the evaluation of project proposals, the Lead Applicant and the Partner(s) may be asked to provide original documents for review together with the due diligence procedure as requested by the respective Contractor. Upon satisfactory completion of the due diligence procedure, the contract with the designated Contractor can be signed.

Documents pertaining to the administration of the grant in support of the contract with the designated Contractor will be collected in accordance with the respective Contractor's rules and regulations. In case of possible conflicts of interpretation, the disposition of the contracts will prevail.

The Lead Applicant shall be obliged to then sign the Partnership Agreement with the Partner(s).

Disbursement of funds, transfer schedule, the mode of transfer, currency of the contract as well as other mutual rights and obligations, will be regulated by the Contract.

As part of the due diligence procedure, the following documents are required, either in the original language or translated in English, to be available for review by the Contractor. If the Lead Applicant or the Partner fails to provide any of the below documents, the application risks to be disqualified. The Contractor reserves the right to request the original documentation (in hard copy).

- 1 Valid legal entity's registration form** (applicable for the Lead Applicant and Partner(s)). Please note that the Lead Applicant and Partner(s) must be established prior to 1 January 2024.
- 2 Statute** (for Organisations) or other document confirming the mandate of the organisation (for Institutions), applicable for the Lead Applicant and Partner(s).
- 3 Balance sheet and income statement** for 2024 certified by a chartered accountant or authorised person, or equivalent (financial statements), if applicable, for the Lead Applicant and Partner(s).
In case of public entities, equivalent financial reports and certificates are accepted. Please note that these reports need to be signed and stamped by an authorised person within the entity/organisation.
- 4 Certificate from relevant tax authority** that the legal entity (Lead Applicant and Partner(s)) has paid all due taxes in accordance with the local legislation. This certificate should be issued in 2024. In case of public entities, equivalent financial reports and certificates are accepted. Please note that these reports need to be signed and stamped by an authorised person within the entity/organisation.

⁹ Designated Contractor is one of the Organizers of this Open Call for Proposals.

Reporting on implementation of project activities and financing of justified costs

The Lead Applicant is responsible to fully implement the project for which it has been granted the funds in accordance with the established budget.

Monitoring project implementation

In order to ensure that funds are indeed used as earmarked, monitoring activities for the control of their use may be implemented by the Contractor. The modality and timing of monitoring activities is at the discretion of the contractor.

Visibility

Successful applicants will be instructed to follow **'EU visibility guidelines for external actions'** as all communication and visibility activities implemented under the framework of the CC4WBs programme will seek to ensure synergy with the EU Communication Strategy.

15. Privacy Notice

UNESCO (The United Nations Education, Scientific and Cultural Organization) and AICS (Italian Agency for Development Cooperation) are joint controllers of the information that you provide for the purpose of processing your application and administration of your involvement in the EU-funded programme **'Culture and Creativity for the Western Balkans'**. UNESCO and AICS comply with their applicable data protection regulations and rules that meet internationally accepted standards. The legal basis for processing your information is agreement with Terms and Conditions of application/Who can apply – section II above. Your personal information will be shared among the Organisers of this Open Call for Proposals, i.e. the British Council, UNESCO and AICS, and the following organisations for the purpose of project implementation:

- EU Commission, as Contracting Authority, for monitoring and reporting purposes https://european-union.europa.eu/privacy-policy_en
- partners' corporate accounts for Microsoft MS365 Products will be used for communication and collaboration <https://privacy.microsoft.com/en-us/privacystatement>
- training and service providers supporting the programme delivery (names of organisations to be confirmed).

In order to achieve the necessary purposes outlined above, your personal information will be securely transferred and/or stored in the following locations: WB IPA Beneficiaries, EU Member States. We will keep your information for a period of 7 years after the programme closure if your application has been successful, and 5 years if your application has been unsuccessful.

You have the right to ask for a copy of the information we hold on you, and the right to ask us to correct any inaccuracies in that information. If you have concerns about how we have used your personal information, you also have the right to complain to a privacy regulator.

For further detailed information about your rights, how to raise a complaint and how we process personal information, it is strongly advised to applicants to refer to the Privacy sections before submitting the application, as per the links below:

- UNESCO at [UNESCO's Principles on Personal Data Protection and Privacy | UNESCO](#)
- AICS at [AICS's Personal data protection webpage](#)