

**Annual work programme for grants in 2011 for cooperation with  
industrialised countries and other high-income countries and territories**

The Annual action programme for cooperation with industrialised and other high income countries and territories was adopted by the Commission on 4 May 2011.

The Industrialised Countries Instrument (ICI) promotes cooperation with 17 industrialised and other high-income countries and territories in North America, the Asia-Pacific region and the Gulf region<sup>1</sup>. Based on Article 212 of the Treaty on the Functioning of the European Union,<sup>2</sup> the ICI contributes to fostering the EU's relations with countries and territories which often share similar values, are major political and trading partners, and play an active role in multilateral fora and in global governance.

The action provided for under the aegis of the ICI supports strategic objectives of the EU's external action in relation to industrialised countries, namely: intensifying political cooperation, advancing the EU's economic interests, and enhancing global networking and awareness of the EU.

Specific action will be organised around three main priority areas:

- (1) **Public diplomacy.** The key objectives are to raise the profile of the EU, to promote a better understanding of EU action and positions and to exert a positive influence on how the EU is perceived in partner countries. Accordingly, support is provided to EU Centres, public policy think tanks and research institutes and targeted events are organised in partner countries. In 2011, the focus will be on extending the network of EU Centres (renewal of EU Centres in the US and creation of EU Centres in Hong Kong and Macao) and on further public diplomacy in the US, Canada, and the Gulf region.
- (2) **Business cooperation.** The planned initiatives will contribute to the strategic objective of strengthening the presence of European companies on key markets which are difficult to penetrate. In particular, they should make it easier for European companies, including small and medium-sized enterprises, to gain access to Japanese and Korean markets. In 2011, the 'Gateway to Japan and Korea' programme will continue to provide a range of services to European companies. In parallel, a new version of the Executive Training Programme in Japan and Korea will be launched.
- (3) **People-to-people links.** The main goals are to enhance mutual understanding between cultures, and to facilitate the exchanges of knowledge. The ICI will strengthen

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<sup>1</sup> Australia, Bahrain, Brunei, Canada, Chinese Taipei, Hong-Kong, Japan, Republic of Korea, Kuwait, Macao, New Zealand, Oman, Qatar, Saudi Arabia, Singapore, United Arab Emirates, United States

<sup>2</sup> From 1 December 2009, Article 212 replaces Article 181A of the Treaty.

cooperation in the field of education with the aid of bilateral projects and policy dialogue activities with a number of industrialised countries and by establishing regional Erasmus Mundus partnerships in North America and Asia. In 2011, the ICI will also stimulate civil society dialogue between the EU and partner countries.

In addition, a limited portion of the budget should be kept available for small-scale cooperation activities, and for evaluation of certain programmes.

The legal basis for all the action referred to in this annual action programme is the ICI (Council Regulation (EC) No 1934/2006 of 21 December 2006 establishing a financing instrument for cooperation with industrialised and other high-income countries and territories).

# 1) PUBLIC DIPLOMACY

## 1. OBJECTIVES

The aims of public diplomacy activities are:

- to promote, in the partner countries, a better understanding of EU institutions, policies, positions on global challenges, economic, social and political integration processes, and the corresponding implications for EU external relations;
- to help raise awareness and understanding of EU affairs in the partner countries and to encourage reflection and discussion on the EU's relations with these countries and key areas of current common interest to support EU international policy objectives;
- to exert a positive influence on the way individuals and public and private organisations in the partner countries perceive the EU and to encourage greater involvement by them with the EU to support EU international policy objectives.

The strategy for public diplomacy will rely on fostering debate about EU policies and relations between the EU and the partner countries and on organising various outreach activities.

## 2. PRIORITIES FOR 2011

### 2.1. Strengthening the network of EU Centres

The aim of the EU Centres is to raise awareness and knowledge of the EU in the partner countries by supporting EU-focused studies and research, outreach activities and academic links.

The main objectives of the Centres are:

- to build centres of academic excellence with a view to broadening and deepening the base of European Union studies;
- to develop outreach activities tailored to audiences beyond academic circles in order to raise the profile of the EU, its policies and development and to promote a better understanding and knowledge of the EU as a major player in the global system;
- to contribute to closer academic cooperation between the European Union and the partner countries.

The scope and relative importance of this priority area will be fine-tuned to the circumstances of each partner country.

The following results are expected:

From academic activities: greater availability of EU-focused degrees and courses, more students familiar with EU matters and more research on EU-related subjects.

From outreach activities: better information about the EU and relations between the EU and partner countries for the general public and for specific audiences: government circles, the business community, non-governmental organisations and the media.

In recent years, the network of EU Centres has expanded significantly, with the establishment of EU Centres in Singapore and Taiwan and the opening of additional EU Centres in Canada, Japan and South Korea.

The 2011 annual action programme will focus on the United States and on expanding the EU Centres scheme to Hong Kong and Macao.

### ***A network of EU Centres of Excellence in the US***

In 2011, a new call for proposals will be published for EU Centres of Excellence in the United States. The ten EU Centres of Excellence funded over the period 2008-2011 have had a good intake and made for deeper and wider understanding of the EU and EU-US relations in prominent universities and their local communities. An effective network of such Centres has also been established, adding to their impact. A new three-year competition for grants to support EU Centres of Excellence in 2011-2014 will therefore be launched. As in the previous calls, additional funding will also be available for one of the Centres to act as a coordinator.

### ***Extending the network of EU Centres to Hong Kong and Macao***

Two distinct schemes will be launched in the Hong Kong and Macao Special Administrative Regions (SAR) in order to raise the profile of the EU, increase understanding of the EU and tighten people-to-people links. Although the objectives and activities fully dovetail with the traditional EU Centre approach, the schemes may be called the 'EU Academic Programme' in Hong Kong and Macao, respectively, due to the special status of these two Special Administrative Regions.

Activities will include measures:

1. to promote greater understanding and raise the profile of the EU, its institutions and its policies by providing information and education about the EU;
2. to enhance the availability of EU-focused degrees and courses;
3. to encourage more students and scholars to undertake research projects on EU-related subjects;
4. to disseminate information and EU views on issues of interest within regional communities;
5. to raise awareness about the political, economic and cultural importance of the relationship between the EU and Hong Kong and Macao, respectively;
6. to conduct research and provide teaching on issues facing the EU and the region, such as regional integration, rule of law, environmental protection, green technologies, social and governance issues, climate change, economic competitiveness and the business environment;
7. to help create a deeper understanding of the cooperation and of the influence of the European Union on Hong Kong and Macao, respectively;
8. to enhance educational networks by means of academic exchange programmes with a view to promoting the EU and raising public awareness of the European Union, including research seminars and thematic workshops to share insights or opinions from academics, civil society, government officials and the private sector.

## **2.2. Developing public diplomacy and outreach activities in the US**

This initiative stems from Chapter IV of the 1995 New Transatlantic Agenda (building bridges across the Atlantic and people-to-people links). In 2011, the new 'Policy Research and Debates' programme will focus on encouraging thinking and discussion about the EU-US relationship. Activities should address a growing transatlantic agenda for globalisation and take a fresh look at existing EU-US and international institutional frameworks. Key issues could include energy security, environment policy, global financial stability, creation of a transatlantic market and EU-US cooperation on addressing regional conflicts, development issues and on justice and home affairs (including counter-terrorism).

In 2011, grants will be provided for a series of events (conferences, workshops and seminars) organised with the aid of a network of think tanks and other public policy research centres on both sides of the Atlantic. Cooperation between US- and EU-based institutions will be encouraged, with US-based institutions taking the lead in submitting applications. The aims are to promote widespread understanding of EU views on important policy issues with a view to influencing US policy towards the EU, to encourage debate about EU-US relations and to develop new ideas for reinvigorating EU-US relations.

The events will focus in particular on future challenges and directions of transatlantic relations. The main results expected from the activities are discussion and debate on key aspects of the bilateral relationship and firm recommendations on how to develop the transatlantic relationship. The budget earmarked for the 'Policy Research and Debates' programme is EUR 1 000 000.

## **2.3 Promoting public diplomacy activities in Canada**

In 2011, public diplomacy activities in Canada will raise awareness of the EU, of its role on the international economic and political scene and of EU policies and views on specific issues, such as climate change, environmental and energy policies, crisis management, justice and home affairs (including counter-terrorism), immigration, air transport and aviation safety, container security, phyto-sanitary and veterinary issues, including consumer protection, regulatory cooperation, agricultural policies, the Arctic dimension, maritime and fisheries policy, doing business in the EU, youth exchanges and cultural diversity. The activities will include conferences, seminars and workshops, publications and other information material, research projects, training programmes, briefing sessions, speaking tours and study visits for decision-makers and opinion-shapers.

EU and Canadian policy-makers at federal and sub-federal levels, research analysts, media and other relevant groups will also be involved in considering the scope for expanding cooperation between the EU and Canada and suggesting ways to take relations forward, in particular by raising awareness of issues on which the EU and Canada are working successfully together, identifying new areas for cooperation or areas where renewed impetus is needed and finding ways to handle issues on which EU and Canadian policies diverge. Activities should be targeted at the academic community, the media, civil society, non-governmental organisations, the business community and government policy-makers and decision-makers.

The call for proposals will be open to think tanks and policy-oriented non-governmental organisations, civil society organisations, educational establishments, not-for-profit business associations, chambers of commerce, trade unions and labour organisations.

The expected results range from discussion and debate on EU-Canada relations to better knowledge of EU affairs and firm recommendations on how to develop EU-Canada relations, as negotiations on an enhanced trade and economic partnership are progressing well and those

on an upgraded Framework Agreement are expected to start in earnest in early 2011, with the aim of concluding both cornerstone agreements by the end of 2011.

#### **2.4. Developing Public Diplomacy and Outreach activities in the Gulf region**

This call for proposals will follow up the EU-GCC Cooperation Agreement signed in 1998 and the Joint Action Programme endorsed in June 2010 at the EU-GCC Ministerial Meeting in Luxembourg.

In 2011, the main objectives will be to promote:

- public awareness and understanding among GCC citizens of the EU's institutions, policies and ongoing developments and of its role as a major player on the global political, economic and security scene;
- understanding and debate about EU-GCC relations by involving policy-makers, research analysts, businesses and other economic stakeholders in thinking on how to expand EU-GCC cooperation and to suggest ways to take the relationship forward.

Priority will be given to projects which are clearly in line with the Joint Action Programme and the 14 areas it covers, namely: Economic, financial and monetary cooperation; Investment; Trade cooperation; Energy; Transport; Environment and climate change; Industry; Combating money laundering and terrorist financing; Intellectual property rights; Telecommunications and IT; Higher education and scientific research; Tourism; Culture and mutual understanding; and Antiquities and museums. They should be targeted at, and include participation by, the academic community, the media, the business community, other economic stakeholders, government policy-makers and decision-makers and also the general public.

The call for proposals will be open to think tanks and other policy-oriented non-governmental organisations, educational establishments, not-for-profit business associations and individuals from EU or GCC countries as long as they contribute to its aims.

The desired results are: an overall higher profile for the EU in the GCC region; firm recommendations on how to develop the EU-GCC relationship; and wider and deeper EU-GCC cooperation, especially in the areas set out in the 2010 Joint Action Programme. Project outcomes and recommendations should be disseminated widely to EU and GCC policy-makers, in order to raise awareness of issues on which the EU and GCC are working successfully together and suggest new areas for further cooperation.

### 3. Grant programme

The grant programme will cover the establishment of EU Centres in the US and public diplomacy activities with the US, Canada, the Republic of Korea as well as Hong Kong and Macao.

<b>Subject/Programme component</b>	<b>Indicative amount (EUR)</b>	<b>Maximum rate of co-financing</b>	<b>Procedure</b>	<b>Estimated timetable for launch of procedure</b>
EU Centres of Excellence US	3 120 000	50 to 75%	Call for proposals	2 <sup>nd</sup> quarter of 2011
EU Centre / Academic Programme in Hong Kong	950,000	75%	Call for proposals	3 <sup>rd</sup> quarter of 2011
EU Centre / Academic Programme in Macao	650,000	75%	Call for proposals	3 <sup>rd</sup> quarter of 2011
US Policy Research and Debates	1 000 000	75%	Call for proposals	2 <sup>nd</sup> quarter of 2011
Public diplomacy in Canada	450 000	75%	Call for proposals	2 <sup>nd</sup> quarter of 2011
Developing Public Diplomacy and Outreach activities in the Gulf region	2 100 000	60%	Call for proposals	2 <sup>nd</sup> quarter of 2011

The essential selection and award criteria are set out below.

#### **3.1. Establishment of EU Centres**

The grants will provide support for three to four years of activity.

##### *Essential selection criteria*

- proven previous experience of organising activities of this kind;
- level of specialist knowledge and other expertise and resources related to EU policy and bilateral relations;
- educational and professional qualifications of the person(s) undertaking the project;
- financial and economic capacity of the applicant to perform the tasks and provide the infrastructure necessary for the project;
- evidence that the applicant is able to meet co-financing requirements, with own and/or third-party resources.

##### *Essential award criteria*

- ability to develop projects which will raise the profile of the EU and improve knowledge about the EU and its relationship with the partner countries in the form of activities such as lectures, research, publications, conferences, workshops and media coverage of the events. The emphasis placed on specific aspects will depend on the country/region where the Centre is located;
- capacity to reach and involve target groups beyond academic circles, such as opinion-formers, leaders, business circles, organisations, think-tanks, government, school educators, the media, civil society and NGOs. The emphasis placed on specific target groups will depend on the country/region where the Centre is located;
- quality and relevance of the proposed programme of activities, in particular demonstration of its capacity to make a significant and sustainable impact and to add value to the existing activities of the applicant institution, in particular for applicants that received funding during previous periods;
- proven multidisciplinary approach;
- capacity to act within a network of other domestic academic and research institutions and to coordinate with other EU Centres;
- capacity to build on established international links with academic and research institutions and ensure synergy with other EU initiatives;
- cost-effectiveness in implementing the activities proposed and quality of the organisational and administrative structure and working methods envisaged for delivering, monitoring and reporting on the activities;
- financial sustainability of the project;
- *(for the coordinator of EU Centres of Excellence in the US)*: ability to act as a coordination point at national level for organising networking between Centres.

### ***3.2. Public diplomacy and outreach activities in the US, Canada and the Gulf countries<sup>3</sup>:***

The grants will provide support for between 18 months and two years of activity.

#### *Essential selection criteria*

- proven previous experience of organising activities of this kind;
- in-depth knowledge of public policy issues relevant to the proposal and, where appropriate, of EU policies and of the relationship between the EU and the partner country;
- educational and professional qualifications of the person(s) undertaking the project;
- financial and economic capacity of the applicant to perform the tasks involved in the project;
- evidence that the applicant is able to meet co-financing requirements, with own and/or third-party resources.

#### *Essential award criteria*

- quality of the activity proposed;
- cost-effectiveness in implementing the activity proposed and capacity to mobilise resources to supplement the Commission's grant;

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<sup>3</sup> Saudi Arabia, United Arab Emirates, Qatar, Bahrain, Kuwait, Oman.



- expected impact of the proposed event(s) in terms of promoting greater knowledge and understanding of the European Union and/or of relations between the EU and the partner countries and, where appropriate, of formulating recommendations for taking forward the relationship between the EU and the partner countries;
- dissemination of results, publicity and multiplier effect of the action;
- value added by the proposed activities, particularly in the form of a broad-based impact across the partner countries and a higher profile for the EU.

## **2) ECONOMIC PARTNERSHIP AND BUSINESS COOPERATION**

### **1. OBJECTIVES**

The activities in the areas of economic partnership and business cooperation should strengthen the presence of European companies on markets which, for structural reasons, are difficult to penetrate. In 2011, the business cooperation activities should focus on Japan and Korea to support wider action, such as conclusion of a Free Trade Agreement with the Republic of Korea and the dialogue with Japan on regulatory reform.

The specific objectives as regards Japan and South Korea are:

- to facilitate access for European companies in sectors which are difficult to penetrate, in particular the highly regulated technological sectors;
- to strengthen the European business networks in Japan and Korea;
- to build a pool of European executives who are able to communicate in Japanese/Korean and who have both inside knowledge and experience of the Japanese/Korean way of doing business, so that they can operate successfully on these markets.

### **2. PRIORITIES FOR 2011**

#### **2.1. Launching the new Executive Training Programme**

The Japan/Korea Executive Training Programme (ETP) is a human resources development programme targeted at European managers who want to do business with Japan and Korea. This programme was introduced in 1979 and has about 1 000 alumni. The ETP is a 12-month intensive programme of language training, business administration courses and lectures on society and culture, plus an internship in a Korean or Japanese company. This training has to be part of a business development strategy, and applications must be supported by the employer (sponsoring company). The expected results are:

- a greater knowledge of the Japanese/Korean languages and business cultures, enabling ETP graduates to perform in a Japanese/Korean business environment;
- an increase in exports/investment by the European sponsoring companies;
- an increase in the pool of European executives and a greater European business presence in Japan/Korea.

The last ETP cycle ended in March 2010. Forty-five participants completed it (9 for Korea and 36 for Japan). A wide range of sectors were represented, from agriculture to manufacturing industries and services. The size of the sponsoring companies varied considerably, from small family companies and start-ups to global players in electronics, the automobile industry, financial services and luxury goods.

In 2010, an external evaluation of the ETP confirmed its relevance and effectiveness for European companies and suggested some improvements to the structure of the programme. In the light of this evaluation, the Commission has reviewed the format of the programme to

make it more attractive to business executives. The new programme will consist of a short socio-economic module in Europe, followed by a ten-month immersion in Japan or Korea. In May 2010, a tender procedure was launched for a new series of three ETP cycles.

The award procedure was completed in January 2011. The promotion campaign for the upcoming training cycle will start in June 2011, with the objective of recruiting 60 high-profile participants (45 for Japan and 15 for Korea). The training itself should begin in September 2012. The participants should receive a scholarship to contribute to their living and transport costs during the programme. The amount will be adjusted to reflect the cost of living in Japan and Korea.

### 3. Grant programme

The grant programme will cover the scholarship given to participants in the ETP, subject to a maximum number of 60 participants. This grant will take the form of a lump sum, as foreseen in Article 108a of the Financial Regulation. Each participant should receive a maximum amount (€26 400 for the participants going to Japan and €24 000 for the participants going to Korea) to cover part of the costs (accommodation, travel, insurance...) linked to participation in the programme. Payment of the scholarship will be conditional upon attendance and performance.

Subject/programme component	Indicative amount (€)	Maximum rate of co-financing	Procedure	Estimated timetable for launching the procedure
ETP scholarships for Japan	1 188 000	See explanation below	Call for proposals	4th quarter of 2011
In reserve: ETP scholarships for Korea	360 000	See explanation below	Call for proposals	4th quarter of 2011

Evidence of external co-financing will be waived for this scholarship, as permitted by Articles 172 and 181 of Commission Regulation 2342/2002 laying down detailed rules for the implementation of the Financial Regulation. The amount of the lump sum has been evaluated by the relevant authorising officer based on the Intermediate Evaluation of the Executive Training Programme in Japan and Korea finalised in February 2010.

Given the difference in the cost of living between Japan and Korea, the proposal is to grant a scholarship of EUR 2 200 per month to participants in Japan and of EUR 2 000 to participants in Korea. This scholarship is not sufficient to cover the full costs linked to the programme; the sponsoring company will be required to top it up. The support provided by the sponsoring company is one of the selection and award criteria for the ETP and is assessed by the authorising officer when deciding whether to award the grant.

#### *Essential selection criteria*

- European citizenship;
- adequate academic training and professional experience;
- excellent command of English;
- must not have participated in previous rounds of the ETP;
- the sponsoring company must be EU-based/owned, have its global headquarters in the EU, have a European identity and produce goods or provide services of EU origin;
- the sponsoring company must be of sufficient size;
- the sponsoring company must give a commitment to maintain the employment link and contribute to the living expenses of the participant during the entire programme.

#### *Essential award criteria*

- quality of the applicant's academic qualifications, professional experience and international exposure;
- future role of the applicant in the company after the ETP;
- compatibility of the applicant's personality with the requirements of the programme;
- quality of the sponsoring company's business plans for Japan or Korea;
- support provided by the sponsoring company to the applicant.

### **3) PEOPLE-TO-PEOPLE LINKS (EDUCATION COOPERATION AND DIALOGUES)**

#### **1. OBJECTIVES**

The general objectives of people-to-people links are to enhance mutual understanding between the peoples of the EU and the partner countries, including a broader knowledge of their languages, cultures and institutions. Furthermore, cooperation in the field of education should be mutually beneficial for the quality of education and training in the European Union and in the partner countries.

#### **Specific objectives for cooperation in the field of education**

- To support cooperation between higher education and training institutions with a view to promoting joint study programmes and mobility;
- To foster the mobility of students and doctoral candidates between the European Union and the partner countries by promoting transparency, mutual recognition of qualifications and periods of study, research and training and, where appropriate, portability of credits;
- To support the mobility of academic and administrative staff with a view to improving mutual understanding of, and expertise in, issues relevant to relations between the European Union and the partner countries;
- To exchange best practice, to review policy developments and challenges in the field of education and to promote building and sharing of knowledge on horizontal issues of common interest for the European Union and the partner countries;
- To promote bilateral cooperation, i.e. measures decided jointly with partner countries, for which each party provides comparable levels of funding, such as joint consortia projects and policy dialogue;
- To develop a distinctive value for promotion of multilateral region-to-region cooperation on education.

#### **Specific objectives of dialogues**

- To promote exchanges of information and dissemination of expertise between political, economic and social partners, together with other civil society and non-state players;
- To test new ideas with different players and provide feedback to the Commission.

Dialogues with civil society will promote a better understanding of the EU's position on global challenges and of its economic, social and political integration processes among opinion-formers, decision- and policy-makers, business circles and professional associations, trade unions, consumer associations, environmental groups, political parties, the media, academics and other multipliers.

## **2. PRIORITIES FOR 2011**

### **2.1 Promoting bilateral cooperation with Australia, New Zealand, Korea and Japan**

Bilateral cooperation with Australia, New Zealand, Japan and Korea in the field of education aims to promote mutual understanding between the people of the European Union and the partner countries and to improve the quality of European education and training by stimulating balanced partnerships between higher education and training institutions in Europe and in the partner countries. This action builds upon the experience gained from the long-standing bilateral cooperation with the US and Canada. It is designed, funded and managed jointly with the authorities of the partner countries. This makes it possible to establish genuine cooperation with partner countries that provide comparable levels of funding to the benefit of relations with those countries.

As regards cooperation financed under the ICI, 28 bilateral projects were selected over the period 2007-2010: 14 with Australia, 9 with South Korea, 4 with Japan and 1 with New Zealand.

In 2011, the Education, Audiovisual and Culture Executive Agency will launch a new call for proposals with a view to selecting six to eight projects with a total budget of EUR 2.30 million. Each cooperation project should involve at least three higher education and/or training institutions from at least three different EU Member States and two higher education and/or training institutions in the partner country. For projects with the aim of awarding joint or double degrees, the minimum number of EU institutions is two from at least two different EU Member States.

These projects should preferably reflect the key themes of the bilateral relationships with each partner country.

The activities should focus on structured exchanges of students and on developing joint or shared curricula (combining existing modules, developing innovative curricula, applying new teaching methods, etc.), joint study programmes (including the possibility of awarding joint or double degrees) and structured exchanges of students, faculty members, trainers and administrators. The partnerships should provide a framework for outward mobility of students, trainees and scholars. In principle, each institution in the consortium is expected to send out an equal number of students. The activities may also include teaching assignments at a partner institution, teacher exchanges and development and dissemination of new methods in higher education and in vocational education and training (including use of information and communication technologies, e-learning and open and distance learning).

In addition to bilateral projects, policy dialogue with the partner countries will be developed and further deepened. This dialogue will address strategic issues related to education and training systems and relevant policies initiatives and tools pursued in the EU and developed in the partner countries. Themes for policy dialogue will be decided jointly with the relevant partner country. A budget of EUR 100 000 is earmarked for this activity.

## **2.2. Erasmus Mundus partnerships with industrialised and other high-income countries and territories**

The new Erasmus Mundus programme was adopted on 16 December 2008.<sup>4</sup> It includes three areas of action:

- Action 1: Erasmus Mundus joint programmes (Master's and doctoral programmes) of outstanding academic quality, including a scholarship scheme;
- Action 2: Erasmus Mundus partnerships between European and third-country higher education institutions as a basis for structured cooperation, exchange and mobility at all levels of higher education, including a scholarship scheme;
- Action 3: Promotion of European higher education through measures enhancing the attractiveness of Europe as an educational destination and a centre of excellence at world level.

Actions 1 and 3 are financed by a specific budget line for education. Action 2 is financed by various external action instruments, including the Industrialised Countries Instrument. An overall indicative budget of EUR 20 million has been earmarked for partnerships with industrialised countries and other high-income countries and territories for the period 2009-2013.

The main objectives of the 'Erasmus Mundus partnerships' with industrialised countries are to enhance the quality of European higher education and promote understanding between peoples. These partnerships must involve at least five higher education institutions from three different European countries. Their aim is to foster exchanges of students at different levels of higher education and of academics and faculty staff for periods of variable length. Mobility is intended to ensure that European nationals spend time in third countries and that third-country nationals spend time in European countries. The partnerships must have built-in mechanisms for recognising periods of study and research undertaken in partner institutions. They should lead to further partnership activities, such as double degrees, joint curricula and transfers of best practice.

The content of these Erasmus Mundus partnerships has to be tailored to the advanced academic systems in industrialised countries and high-income countries/territories, which are often at the forefront of investment in higher education and research.

The limited budget available for partnerships with industrialised countries means that the focus has to be on well-defined priorities and high-quality projects. The existence of bilateral projects with the US, Canada, Australia, New Zealand, Korea and Japan also calls for a complementary approach for developing regional projects with North America, the Pacific and East Asia.

Therefore, Erasmus Mundus partnerships focus on cooperation on a regional basis (i.e. between EU countries and at least two partner countries in a given geographical area).

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<sup>4</sup> Decision No 1298/2008/EC of the European Parliament and of the Council establishing the Erasmus Mundus 2009-2013 action programme for the enhancement of quality in higher education and the promotion of intercultural understanding through cooperation with third countries (published on 19 December 2008 in OJ L 340, p. 83).

These partnerships are intended to foster mobility amongst Master’s students, doctoral and post-doctoral candidates and academic and administrative staff in higher education institutions (‘faculty members’). In the six countries where there are already bilateral projects open to Master’s students (the US, Canada, Australia, New Zealand, Japan and the Republic of Korea), the partnerships should focus on doctoral and post-doctoral candidates and faculty members.

These projects should be in line with the growing role of the European Union in the economic and political spheres and should reflect the key themes of the EU’s relationship with its industrialised partners.

To this end, the proposal is to encourage projects in the fields of economics and business administration, law and political science, science and technology and also in the cross-cutting area of regional integration.

In December 2010, a new call for proposals was launched with a total budget of EUR 6.3 million. The call for proposals is divided into four lots — lot 1 ‘North America’, lot 2 ‘East Asia and Pacific’, lot 3 ‘South-East Asia’ and lot 4 ‘Gulf’.

For 2011, there are plans to launch one regional lot for Asia-Pacific with a total budget of EUR 1.2 million, covering Australia, New Zealand, Japan and the Republic of Korea.

The allocation of funding is summarised below:

Lot	Partner countries	Priority activities supported	Budget (EUR)
Asia-Pacific	Australia, New Zealand Japan and Republic of Korea	Exchanges of doctoral and post-doctoral candidates, and faculty members	1,2 M€

The main activities will be:

- Funding for multilateral regional projects. Partnerships bringing together at least five higher education institutions from at least three EU countries, plus a minimum of three higher education institutions from at least two countries or territories in each region. The call for proposals will define the geographical scope of each lot and the minimum and maximum numbers of partners from each region. These points will be defined in the light of the potential for regional cooperation on higher education, with a view to generating a sufficient number of quality applications.
- Funding for mobility grants for students/doctoral/post-doctoral candidates and faculty members. The calls for proposals will lay down the rules on eligibility. In general, the projects should strike a balance between the outward mobility of European participants and the inward mobility of students/doctoral candidates/faculty members from the partner countries. The rules on inward and outward mobility will be defined in each regional lot.



- Projects contracted via grant agreements and with a duration of several years (including an inception phase, project implementation and a closure period).
- Arrangements should be made for recognising the period of study/research abroad.
- All areas of education can be covered, but proposals in the following fields will be encouraged in particular: economics and business administration, law and political science, science and technology, and regional integration.

To lend impetus to these new Erasmus Mundus partnerships and to inform potential partner universities about opportunities for cooperation with European universities, information events could be organised in the partner countries. The Delegations of the European Union in the partner countries will help to disseminate information and promote the new Erasmus Mundus programme. A budget of EUR 58 838 is earmarked for this purpose.

### **2.3. Reinforcing civil society dialogues on key issues of common interest**

The 2011 annual action programme will continue to provide financial support for dialogue with and between stakeholders in areas of strategic importance for cooperation with the partner country concerned, such as business, consumer affairs, education, culture, development, the environment, energy, transport, employment, social policy, equal opportunities, the media, including the audiovisual sector, etc. Action to promote training, exchanges of information and sharing of best practice in the area of regulatory cooperation (such as an exchange programme for regulators) will also be eligible.

Activities will include conferences, seminars, workshops, studies and publications and may also cover development of special visitors' programmes focused on specific target groups (e.g. media professionals, regulators, social partners and other experts). This budget should mainly provide financial support for organising seminars and conferences between EU stakeholders and representatives of the partner countries. This would be covered by public procurement contracts for studies, travel of experts, meeting facilities, catering, interpretation, etc. The related financing will typically top up the main funding under sector-specific budget lines.

The 2010 annual action programme covered the launch of civil society dialogues with Korea and Japan.

In 2011, a small budget of EUR 100 000 has been earmarked for dialogues with Japan, Korea, Australia and New Zealand, for example in the fields of sustainable development and social dialogue.

### 3. Grant programme

The grant programme will support both regional Erasmus Mundus partnerships with industrialised countries and bilateral education cooperation projects with Australia, New Zealand, Japan and the Republic of Korea.

<b>Subject/Programme component</b>	<b>Indicative amount (EUR)</b>	<b>Maximum rate of co-financing</b>	<b>Procedure</b>	<b>Estimated timetable for launching the procedure</b>
Bilateral projects with Australia, New Zealand, Japan and Korea	2 300 000	Flat-rate financing and lump sums	Calls for proposals	4th quarter of 2011
Erasmus Mundus partnerships with ICI countries	1 200 000	Flat-rate financing and lump sums	Call for proposals	4th quarter of 2011

#### *3.1. Bilateral projects with Australia, New Zealand, Japan and Korea*

The projects will be supported by multi-annual grants. So far, the duration of curriculum development and exchange projects has been three years, with the possibility of extending them by one year. In the case of projects leading to joint/double degrees, funding will be provided for four years, with the possibility of a one-year extension. As regards the maximum amounts of flat rates and lump-sum payments, the following provisions will apply:

A maximum lump sum of EUR 7 500 per year should be paid to eligible higher education or training institutions to cover organisational and administrative costs for the entire duration of the partnership.

The maximum flat rate paid to eligible students will be EUR 1 000 per month of mobility, plus a maximum of EUR 1 500 for travel.

The maximum flat rate paid to eligible faculty members will be EUR 1 000 per week of mobility, plus a maximum of EUR 1 500 for travel.

#### *Essential selection criteria*

The essential selection criteria will be:

- operational capacity of the beneficiary;
- financial capacity of the beneficiary.

#### *Essential award criteria*

The bilateral partnerships will be selected by a competitive process based on assessment of the:

- Significance of the project to the relationship between the European Union and the partner countries;
- Contribution to educational quality and excellence;
- Quality of project implementation.

### ***3.2. Erasmus Mundus partnerships for industrialised countries***

The multi-annual grants will provide support for projects for up to 48 months. They will be open to universities and other higher education institutions in EU Member States and in the countries/territories covered by the Industrialised Countries Instrument.

A lump sum of EUR 10000 should be paid to eligible higher education institutions for organisational and administrative costs for the entire duration of the partnership.

The maximum flat rate paid to eligible Master's students will be EUR 1000 per month of mobility.

The maximum flat rate paid to eligible doctorate candidates will be EUR 1500 per month of mobility.

The maximum flat rate paid to eligible post-doctorate candidates will be EUR 1800 per month of mobility.

The maximum flat rate paid to eligible faculty members will be EUR 1000 per week of mobility.

In addition to these amounts, a contribution may be made to insurance costs (about EUR 75 per month) and travel costs (depending on distance and on the category of the beneficiary and subject to a maximum of EUR 3500).

#### *Essential selection criteria*

The essential selection criteria will be:

- operational capacity of the applicant;
- financial capacity of the applicant.

#### *Essential award criteria*

The Erasmus Mundus partnerships will be selected by a competitive process based on assessment of the:

- relevance of the project to the relationship between the European Union and the partner countries;
- contribution to educational quality and excellence;
- quality of project implementation.

### ***3.3. Civil society dialogues with Japan, Korea Australia, and New Zealand on sustainable development***

The grants will provide support for two years of activity.

#### *Essential selection criteria*

- proven previous experience of organising activities of this kind;
- in-depth knowledge of the dialogue between the EU and Japan, Korea, Australia and New Zealand;
- educational and professional qualifications of the person(s) undertaking the project;
- financial and economic capacity of the applicant to perform the tasks involved in this project;
- evidence of co-financing capacity, with own and third-party resources.

#### *Essential award criteria*

- quality of the activity proposed;
- expected impact of the proposed event/activity, in terms of value-added input to the relationship between the EU and the partner country;
- cost-effectiveness in implementing the activity proposed and capacity to mobilise resources to supplement the grant from the Commission.

#### 4) SMALL-SCALE COOPERATION ACTIVITIES, EVALUATION AND AUDIT

##### 1. OBJECTIVES AND ACTIVITIES FOR 2011

Small-scale cooperation activities are designed to underpin the broader political, economic, social and people-to-people cooperation and the dialogue between the EU and the partner countries.

These small-scale cooperation activities typically include conferences, workshops or seminars about issues of common interest to the European Union and partner countries. These events could potentially cover a wide range of themes (e.g. the environment, energy, science and technology, transport, economic cooperation, statistics, etc.).

Most of these activities are implemented in the form of public procurement contracts.

However, some small scale projects could be implemented under grant agreements.

European support would most frequently take the form of direct contributions towards the costs (for example, covering travel and accommodation expenses for participants). However, activities financed under the ICI should not duplicate activities under other EU-financed programmes (although they may complement them, particularly when there is a specific budget line/programme for them).

As regards evaluation and audit activities, two external evaluations were launched in 2009, one on the Executive Training Programme, the other on the EU Centres. This means that flagship programmes which have been in operation for more than three years have been evaluated (ETP) or are in the process of being evaluated (EU Centres). It is too early to evaluate the new Gateway programme, which started in 2009. Therefore, no new external evaluation or audit activity is scheduled in 2011.

A non-exhaustive list of small-scale cooperation activities is provided below.

***For the US and Canada:*** Conferences, workshops, seminars or expert meetings could be held. These could cover a wide range of themes (aviation, the environment, energy, transport, development, health, etc.) to support the Transatlantic Agenda and follow up the statements emerging from the summits with the US and Canada.

As the pilot projects on transatlantic methods for handling global challenges should be completed in the course of 2011, the proposal is to reserve a budget for the external evaluation of them.

***Japan:*** Studies, conferences and seminars with different stakeholders could be organised on the future of the EU-Japan relationship as part of the follow-up to the Action Plan for EU-Japan Cooperation (adopted in 2001). These activities would normally take the form of public procurement. However, some might take the form of grants, especially in the case of co-funding by the Japanese government. The possibility of grants, including direct grants to the Japanese government if it holds a monopoly over organising such activities, will be kept in reserve.

***Korea:*** The completion of the negotiations on the free trade agreement and of the new Framework Agreement between the EU and the Republic of Korea in 2009 highlights the ever closer relationship between the EU and Korea. In 2011, conferences could be held on these bilateral instruments, with the participation of government officials, members of parliament, representatives of industry and academics. In addition, targeted research could be undertaken on different aspects of the free trade agreement and of the Framework Agreement. The conferences and studies would normally be funded by small procurement contracts. However, the possibility of grants, including direct grants to the Korean government if it has a monopoly for the organisation of such activities, is kept in reserve.

***Australia and New Zealand:*** Both countries have expressed an interest for upgrading their relationship with the European Union. Some studies and conferences might be needed to explore different themes and options for a furthering of our relationship with these countries. There could also be further actions in the fields covered by the Partnership Framework with Australia and by the Joint Declaration on Relations and Cooperation with New Zealand. Some of these actions may have a regional dimension, for example in the context of projects to promote peace, security and stability in the Asia-Pacific region.

Some of these actions may be financed jointly by the EU and the governments of Australia and New Zealand. The possibility of grants, including direct grants to the Australian or New Zealand government if they have a monopoly for the organisation of such activities, is kept in reserve.

## 2. Grant programme

<b>Subject/Programme component</b>	<b>Indicative amount (EUR)</b>	<b>Maximum rate of co-financing</b>	<b>Procedure</b>	<b>Estimated timetable for launch of procedure</b>
<i>[in reserve] Studies, conferences and small scale events with Japan, Korea, Australia and New Zealand</i>	250 000	75%	<i>Call for proposals or direct grant to the government of the partner countries.</i>	<i>4<sup>th</sup> quarter of 2011</i>

### *Essential selection criteria*

- proven experience of organising events;
- professional qualifications of the person(s) undertaking the project, as demonstrated by their curriculum vitae;
- financial and economic capacity of the applicant to perform the tasks involved in the project.

### *Essential award criteria*

- quality of the activity proposed;
- cost-effectiveness of the activity proposed and capacity to mobilise resources to supplement the grant from the Commission