

Marketing Strategy for Micro & Small Enterprises

The guide is intended to provide a quick overview of the key implementation requirements of a project. The full requirements of the scheme are detailed in the Guidance Notes available on <https://fondi.eu/>

Practical Implementation Guide

Project Completion is defined as the date by when the Beneficiary ensures that:

- The report has been procured and delivered
- All expenditure incurred, invoiced and fully paid
- Claim for Reimbursement submitted

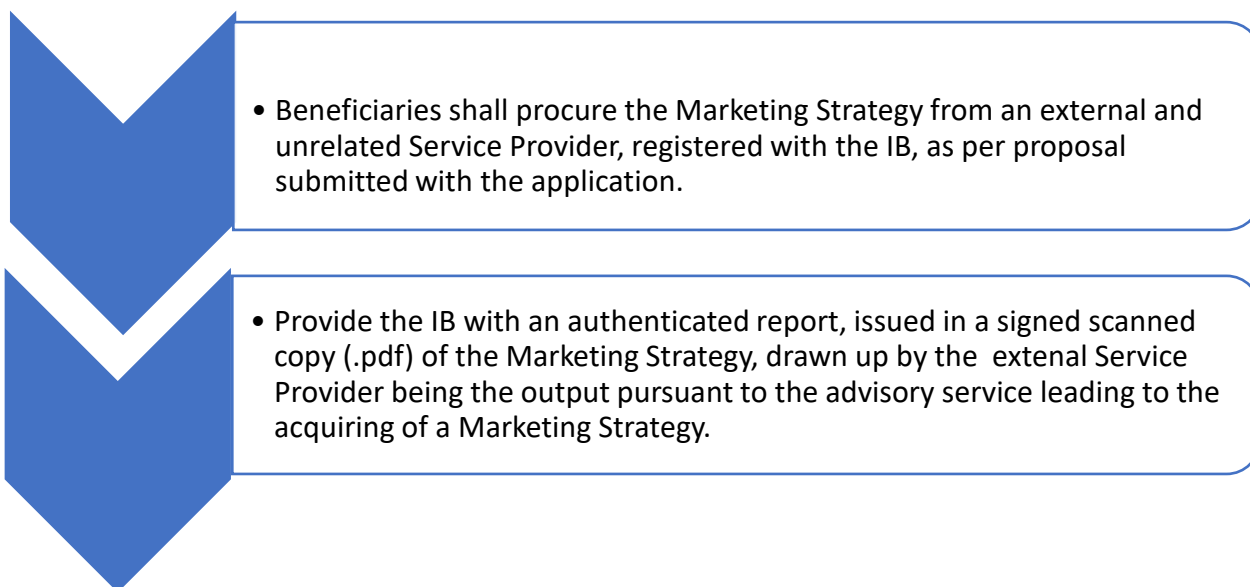
Any expenditure incurred, invoiced or paid after the project completion will be considered as ineligible.

Extensions may be granted, upon a justified request and shown progress.

Extensions may be requested via email prior to the end date for a minimum block of 6 months, marks permitting, with the following conditions:

- A deduction of 1% on the original Grant Amount awarded per each block of 6 months shall be applied, even if an extension covering a period of over 24 months is requested.
- For the first extension equivalent to one block of 6 months, no deduction shall apply.
- For extensions that go beyond 36 months, programme and scheme permitting, a deduction of 2% of the original Grant amount shall apply for each block of 6 months.
- If the request for an extension is requested after the end date has elapsed, an additional penalty of 5% on the original Grant amount shall apply. This 5% shall be applied over and above any deductions per each block of 6 months and regardless of whether it is the first request or not.

Reimbursement requests are expected to be submitted to the IB **within 3 calendar months** from the end date of the operation as identified in the Grant Agreement and/or approval for extensions. Failure to submit the claim within such period shall incur a **deduction of 0.5% of the original Grant amount awarded for every month**, or part thereof, that the beneficiary doesn't submit the claim.



Publicity

As a beneficiary of EU funds, you are responsible for ensuring proper visibility of the interventions assisted through this Grant Scheme. The final reports developed through assistance under the Business Reports for SMEs Grant Scheme shall include as a front page of the report the Declaration Form by the consultancy Service Provider and acknowledging the assistance from the Scheme through ERDF part-financing and include the visibility requirement in line with in line with Section II *‘Transparency of implementation of the Funds and communication on programmes’* Article 50 and Annex IX of The Common Provision Regulation (EU) No. 2021/1060.

Visibility measures shall be included in the declaration of unrelation by the service provider.

Beneficiaries shall include a reference in the Executive Summary that the report is being funded under the *Marketing Strategy for SMEs* scheme part-financed by the European Union.

Claim for Reimbursement

Beneficiaries may present a claim/s for reimbursement upon completion of the project or upon completion of any identified targets identified in the Application Form and as accepted in the Grant Agreement.

Part 1 – 1st Claim

The 1st claim for reimbursement will include 80% of the eligible expenditure.



A claim for reimbursement accompanied by a signed scanned copy (.pdf) of the Marketing Strategy.

Part 1- 2nd Claim

The 2nd claim for reimbursement will include 20% of the eligible expenditure.



Receipt of claim for reimbursement accompanied by evidence that the Action Plan for the Upcoming Year of the Marketing Strategy has been implemented.

The 1st claim should be accompanied by the following documents:

- Claim for Reimbursement
- Checklist Annex to Claim for Reimbursement
- A scanned Signed copy (.pdf) of the *Marketing Strategy* including the signed and dated Declaration of Unrelation Form by Service Provider (*This Declaration shall be an integral part of the deliverable by being included as the cover page of document*)
- Copy of Invoice
- Confirmation of Purchase
- Copy of Fiscal Receipt (*where a tax invoice is not provided*)
- Copy of Proof of Payment (*Copy of bank transfer payment/bank cheque encashment image*)
- Copy of Bank Statement identifying the transaction/s **Certified by a Certified Public Accountant**
- Beneficiary Financial Identification Form
- Supplier Detail Form (*in those cases where bank account details of supplier are not included in the invoice*)
- Copy of Separate Ledger Account or Record showing full details of expenditure (*as per Section 7.2 of the Guidance Notes*)
- Compliance Certificate/s issued by the Malta Tax and Customs Administration (MTCA) covering Income Tax, VAT and Final Settlement and of Social Security Contributions Compliance Certificates issued not earlier than one month from the date when respective claim for reimbursement is presented to the IB.
- Statement signed by the **Authorised Representative** specifying that:
 - (i) The expenditure to implement the action was actually incurred by the Undertaking and was not reimbursed or may be recoverable through other sources
 - (ii) The expenditure satisfies the conditions that are outlined in the Grant Agreement
 - (iii) The output in the form of a report is completed within the duration of the operation period being the timelines outlined in the Grant Agreement
 - (iv) The Beneficiary has ensured that any rules governing accumulation of aid have been respected.

The IB may request further documentation where and as necessary and the reimbursement request will only be processed once the IB is satisfied that the reimbursement criteria have been met.

The 2nd Claim for Part 2 shall be accompanied by:

- Claim for Reimbursement
- Evidence that the *Action Plan for the Upcoming Year* of the Marketing Strategy has been implemented.