

Mediterranean cultural network to promote creativity in the arts, crafts and design for communities' regeneration in historical cities

MEDNETA STEERING COMMITTEE

TUNIS, 15 Dec 2014

Financing Issues and Website Metrics

medneta
2014
2015



Cross Border Cooperation



Project funded by the
EUROPEAN UNION



**ENPI
CBCMED**
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



**REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA**

This project is implemented by the
National Technical University of Athens – NTUA.

The views expressed in this publication do not
necessarily reflect the views of the European Commission.

Main content of the presentation

- Payment request and further financing in 2015
- Website Metrics



Payment request and further financing in 2015 ..

Project Financing

- According to Article 4 of the Grand Agreement (special conditions) of the Project, the payments are structured as follows:

Project Financing	
1st Installment of pre-financing (2014)	778.025,42
Forecast further installment of pre-financing (2015)	830.273,85
Forecast final payment (2016)	178.699,85
JMA total eligible cost of the Project	1.786.999,12
Total eligible cost of the Project	1.985.553,39

Payment request and further financing in 2015 ..

Project Financing

- The ANNEX's II article 15.1 state that any “deposit” beyond the original (already defrayed) is based on the needs of the Vector for each 12-month period of the implementation of the Project with the following conditions:
*“Further pre-financing may **only be given if the part of the expenditure actually incurred which is financed by the JMA (by applying the percentage set out in Article 3.2 of the Special Conditions) stands at 70% at least of the previous payment (and at 100% of any previous payments) as supported by the corresponding interim report”***
- In practical terms, this means that for the last period **the Consortium** may acquire the 90% of the total budgeted amount of the second and last period to a maximum of 830.273,24 EUR if at least 70% of the previous deposit is absorbed. If less than 70% of the previous deposit is absorbed, the following deposit will be reduced as per the difference between the 70% and the actual absorbed amount of the previous deposit.

Payment request and further financing in 2015 ..

An **example** from ENPI CBC MED technical seminar in Athens (26/07/2014)

Method to calculate further pre-financing installments to be indicated in Annex V: Example (assuming ENPI share 90% total costs) – [p. 9]

- **First pre-financing received (ENPI): 200.000 €**
- **Reported amount (total costs): 160.000 €**
- **ENPI share of reported amount: $160.000 \text{ €} \times 90\% = 144.000 \text{ €}$ (72% First pre-financing received);**
- **CASH status (ENPI): $200.000 \text{ €} - 144.000 \text{ €} = 56.000 \text{ €}$ (ENPI share still available at project level);**
- **Forecast following 12 months indicated in the interim: 400.000 €**
- **ENPI share of the forecast: $400.000 \text{ €} \times 90\% = 360.000 \text{ €}$**
- **Maximum amount of pre-financing: $360.000 \text{ €} \times 80\% = 288.000 \text{ €}$**
- **Amount of further pre-financing to be requested in annex V = $288.000 \text{ €} - 56.000 \text{ €} = 232.000 \text{ €}$**
- **YOU CAN ASK MAXIMUM 232.000 € as further pre-financing!**

Payment request and further financing in 2015 ..

An **example** from ENPI CBC MED technical seminar in Athens (26/07/2014)

Method to calculate further pre-financing installments: **EXAMPLE** (assuming ENPI share 90% total costs) Certified amount and cash statusy – [p. 11]

According to the submitted interim report:

- First pre-financing received (ENPI): 200.000 €
- Reported amount (total costs): 160.000 €
- ENPI share of reported amount: $160.000 \text{ €} \times 90\% = 144.000 \text{ €}$ (72% First pre-financing received);

After JMA evaluation:

- Not eligible expenditures determined by JMA: 10.000 € (for example)
- Certified amount: 150.000 € (=160.000 € reported – 10.000 € not eligible)
- ENPI share of certified amount: $150.000 \text{ €} \times 90\% = 135.000 \text{ €}$
- CASH status (ENPI): $200.000 \text{ €} - 135.000 \text{ €} = 65.000 \text{ €}$ (ENPI share still available at project level);

Payment request and further financing in 2015 ..

An **example** from ENPI CBC MED technical seminar in Athens (26/07/2014)

Method to calculate further pre-financing installments: EXAMPLE (assuming ENPI share 90% total costs) Forecast admissible and the further pre-financing to be given to the Beneficiary – [p. 12]

- Forecast following 12 months indicated in the interim: 400.000 €
- Forecast following 12 months indicated in the interim: 400.000 €
- ENPI share of the forecast: $400.000 \text{ €} \times 90\% = 360.000 \text{ €}$
- Maximum amount of pre-financing: $360.000 \text{ €} \times 80\% = 288.000 \text{ €}$
- Amount of further pre-financing to be given = $288.000 \text{ €} - 65.000 \text{ €} = 223.000 \text{ €}$
- **YOU WILL RECEIVE 223.000 € and NOT 232.000 € as further pre-financing!**

Payment request and further financing in 2015

- Since the absorption of the deposit varies between the Partners, consider as implicit the percentages allocation of the second MEDNETA funding round accordingly.
- In addition it is fair that the allocation of the Second Funding to the Partners has to be calculated:

“as a combination of the participation percentage in the project and the absorption rate of each partner”

Website Metrics 2014

➤ Key figures: Referred period 09/02/2014 – 11/12/2014

KEY METRICS OF THE WEBSITE	
Referred period: 09/02/2014 – 11/12/2014	
Visits:	2517
Unique Users:	1262
Page views:	9326
Pages per visit:	3.71
Average session time:	04.43
Bounce Rate: %	41.76%
New Session:	50.14%

Website Metrics 2014

➤ Countries of origin of visitors:

	Country	Sessions	% Sessions
1.	Greece	997	39.61%
2.	Tunisia	287	11.40%
3.	Italy	279	11.08%
4.	Lebanon	196	7.79%
5.	Brazil	170	6.75%
6.	Spain	141	5.60%
7.	Palestine	138	5.48%
8.	France	54	2.15%
9.	United States	31	1.23%
10.	Belgium	19	0.75%

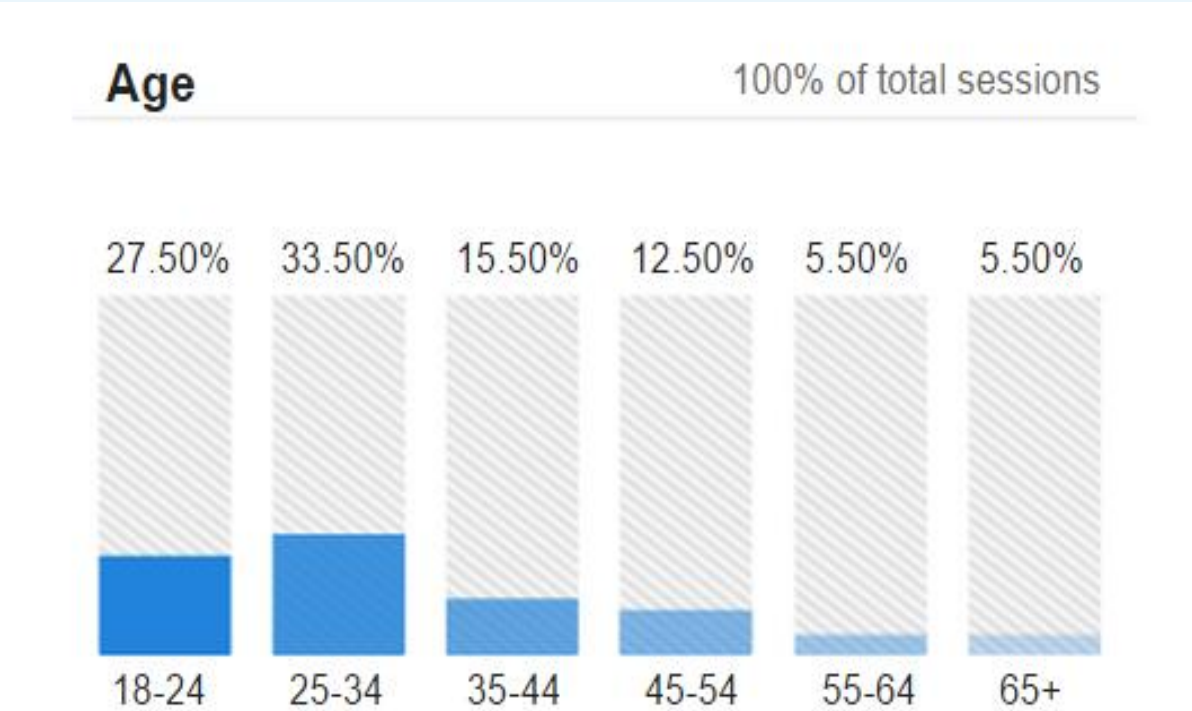
Website Metrics 2014

➤ Most visited website pages (sections):

A/A	Sections	Page views	% Page views
1.	/ site	3,259	34.95%
2.	/events	1,277	13.69%
3.	/project-overview	1,143	12.26%
4.	/methodology	595	6.38%
5.	/partnership	535	5.74%
6.	/management-structure	241	2.58%
7.	/partners-area	216	2.32%
8.	/med-forum	196	2.10%
9.	/media-center	190	2.04%
10.	/web-gis-platform	189	2.03%

Website Metrics 2014

➤ Visits per Age:



Website Metrics 2014

➤ Visitors sources:

	2,517 % of Total: 100.00% (2,517)
1. Direct	958 (38.06%)
2. Organic Search	870 (34.56%)
3. Referral	502 (19.94%)
4. Social	187 (7.43%)

Thank you for your attention