

APPROVED BY
Order No. VI-12(1.IE) of the
Chairperson of the Lithuanian Council for Culture
of 6 May 2022

DESCRIPTION OF THE SELECTION OF DESIGNERS

CHAPTER I GENERAL PROVISIONS

1. The Description of the Selection of Designers (hereinafter referred to as the ‘Description’) sets out the requirements for persons applying for a designer grant to improve their skills while developing and implementing new design solutions in enterprises, as well as the amount of grants, the duration of payment, the submission and evaluation of applications, awarding of grants, payment thereof, and reporting.

2. Grants shall be paid to designers from the funds allocated to the Lithuanian Council for Culture (hereinafter referred to as the ‘Council’) for the implementation of the project “Incentives for novice designers to develop and implement new design solutions” (hereinafter referred to as the ‘Project’) within the framework of the Operational Programme for the European Union Funds’ Investments in 2014–2020, Priority 13 “Fostering crisis repair in the context of the COVID-19 pandemic and preparing a green, digital and resilient recovery of the economy”, Measure No. 13.1.I.- LVPA-V-308 “Incentives for Designers: Design Wings” (hereinafter referred to as the ‘Measure’).

3. For the purposes of this Description, the following definitions shall apply:

3.1. **Designer** – a novice designer (who has graduated no earlier than in 2018) selected in accordance with the procedure set out in this Description, who will provide services for the development and implementation of a design solution(s) in a micro, small and medium-sized enterprise (hereinafter referred to as ‘SME’) under a grant agreement;

3.2. **Design solution** – the result of a creative activity that adds new characteristics to a product made, a service or a business process provided by an enterprise;

3.3. **Development and implementation of a design solution** – improvement of the enterprise’s performance (product, service development, provision or business process organisation) through design – the creation of a new design for a product, service or business process or the replacement of an existing design for a product, service or business process with a new design, involving two stages: stage 1 (development of a design solution), which includes design research, development of a design concept idea and its detailing, creation of a layout, visualisation or sketch; stage 2 (implementation of a design solution), which includes testing the implementation of design, production of prototype(s);

3.4. **Design research** – research of customer needs and/or surveys of users, respondents, based on creative thinking methodology, in order to develop a design idea, terms of reference and/or to ensure the novelty of the design solution for a product or service;

3.5. **Product** – a manufactured physical or digital object that is capable of being acquired by an entity by the right of ownership that may be transferred to another entity in a market transaction;

3.6. **Product design** – the representation of the whole or part of a product expressed in lines, contours, colours, shape, texture and/or material;

3.7. **Innovation** – as defined in the Law on Technology and Innovation of the Republic of Lithuania;

3.8. **Micro, small and medium-sized enterprise (SME)** – as defined in the Law on Small and Medium-Sized Business Development of the Republic of Lithuania;

3.9. **Mentor** – a person selected in accordance with the procedure set out in the Description of the Selection of Mentors approved by the Chairperson of the Lithuanian Council for Culture, who will carry out the selection of designers and the evaluation of applications submitted by SMEs, and will provide consultations to designers and SMEs developing and implementing design solutions;

3.10. **Organisational innovation** – introducing a new organisational approach to an organisation’s activities (by creating jobs or developing external relations, etc.);

3.11. **Application** – a document in the form prescribed by the Chairperson of the Council, with the required annexes, submitted by the applicant to the Council for the purpose of being awarded a grant;

3.12. **Applicant** – a legal entity submitting an application to the Council for non-financial support for

the implementation of a project;

3.13. **Service** – a remunerated activity and/or its result by which the concrete needs of a consumer are offered to be met or are being met;

3.14. **Service design** – a set of tools, including a new service provision scheme, based on the experience and needs of customers (consumers), which helps those customers (consumers) to enjoy the full service and the business to deliver the service more efficiently. Service design does not include interior (exterior) design, e-shop or website design;

3.15. **Product outcome** – a product and/or a service and/or a business process;

3.16. **Solutions (activities) implementing the principles of a digital economy** – actions planned in a SME's product making or service provision process using digital technologies or solutions (5G, IoT systems, artificial intelligence, robotics technology, virtual or augmented reality, cloud computing, 3D printing, operational production management systems, digital engineering solutions, integration solutions, integrated digitisation technologies, workplace digitisation solutions, etc.) that result in at least one of the following changes: the production of the SME product, the product itself, the service, the provision of the service or the business process or part thereof is moved from a physical to a digital or virtual environment, or the services or processes or part thereof are carried out remotely;

3.17. **Business process** – a new or improved SME business process created through digital or circular economy solutions, including implementation of organisational or business model innovations (platforms for the production of products or dissemination of services in the cultural and creative industries, etc.);

3.18. **Business model innovation** – the development and implementation of new, unique organisational concepts, including mission statements that support financial viability, with the main objective of finding new sources of income by improving the value of the product and its delivery to customers (consumers);

3.19. **Solutions (activities) implementing the principles of a circular economy** – actions planned in a SME's product making or service provision process that result in at least one of the following changes: reduced waste generation; avoided waste generation; reused waste; reduced emissions; reduced use of resources; created or improved opportunities for refurbishment of the product made by the SME; created or improved opportunities for repair of the product made by the SME; created or improved opportunities for recycling of the product made by the SME. The circular economy aims to minimise waste and resource use through advanced product design, product reuse and repair, recycling, sustainable consumption and innovative business models.

4. Persons with a higher university or higher college bachelor's or master's qualification degree in design or equivalent education, obtained no earlier than in 2018, shall be eligible for the grants.

5. The main function of the designer to whom the grant has been awarded shall be to develop and implement new design solutions in SMEs, which are oriented towards the implementation of the digital and/or circular economy principles, thus increasing the added value, supply and competitive advantage of the products made and/or services provided by SMEs, and contributing to the transformation of SMEs' activities towards digital and/or circular economy activities.

6. New design solutions may be developed and implemented or only developed in the following design categories:

6.1. Product design (objects): industrial design; fashion, clothing, costume, textile design; furniture and interior design; transport design; food design;

6.2. Communication design (images, messages): graphic communication design; visual communication design; graphic design; packaging design; typeface design; branding design; advertising design; publishing design;

6.3. Process, service and interface design (experiences): strategic design; conceptual design; performative design; design research; social design; service design; multimedia design and User Experience (UX) design; User Interface (UI) design.

7. The designer who has been awarded the grant will develop and implement new design solutions in one or two SMEs during different periods: Q3–Q4 2022 and/or Q1–Q2 2023. The duration of the development and implementation of new design solutions in one SME is 5 months.

8. Designers (including those on the reserve list) will also participate in training funded by the Council's Project, where they will gain valuable knowledge to be applied in the development and implementation of new design solutions in SMEs.

9. Designers cannot develop and implement new design solutions in SMEs with which they have an employment contract at the time of application.

CHAPTER II AMOUNT AND DURATION OF PAYMENT OF THE GRANT

10. The amount of the grant shall be EUR 2000/month (the grant includes the purchase of working tools for the designers to work in enterprises, which are necessary to develop and implement new design solutions in SMEs).

11. As for the duration of payment of the grant, it shall be awarded for a period of up to 10 months, depending on whether the designer develops and implements new design solutions in one or two SMEs during different periods, as provided for in Point 7 of the Description. The grant shall be paid to the designer on a monthly basis and only for the period during which the designer develops and implements new design solutions in the SME.

12. The grant shall not be paid for participation in training as defined in Point 8 of the Description.

CHAPTER III PREPARATION OF APPLICATIONS AND THE PROCEDURE FOR THE SUBMISSION OF APPLICATIONS

13. Applications for grants in a form prescribed by the Chairperson of the Council (hereinafter referred to as the 'application' or 'applications') shall be accepted following the call on the Council's website at www.ltkt.lt.

14. The call shall specify:

14.1. the time limit for the submission of applications;

14.2. the method of the submission of applications;

14.3. the name, surname, telephone number and e-mail address of the Council's employee who is responsible for the call;

14.4. other relevant information, including information on the main functions of designers, the amount of the designer grant and duration of payment, a link to the Description, the application form as well as other forms and relevant documents.

15. The Description foresees a single call for applications. The call is planned to be published in Q2 2022, during which 15 designers are to be selected for inclusion in the main list of designers and additional 5 designers are to be selected for inclusion in the reserve list of designers. If after the closing date of the call the required number of designers has not been selected or if the selected designers are not able to provide the services during the period(s) specified in Point 7 of the Description, the Council reserves the right to publish a further call for applications for the selection of designers, but no later than by the time limit specified in Point 25 of the Description of the Measure.

16. The time limit for the submission of applications shall be 20 working days from the date of publication of the call.

17. The following persons shall not be eligible to submit applications:

17.1. persons employed as designers under an employment contract at the time of application;

17.2. persons studying in higher education institutions – for the activities forming part of their study programmes.

18. Applications shall be submitted to the Council by the closing date indicated in the call via the application module. Applications submitted after the closing date or by any means other than those indicated in the call shall not be accepted and the applicant shall be notified thereof no later than within 5 working days from the date of the decision passed by the Chairperson of the Council.

19. The application must be accompanied by documents supporting the applicant's educational qualifications, the curriculum vitae (CV) and the description of creative activities indicating the results of the previous creative activities (if any).

20. In order to ensure transparency in the evaluation of the applications and equal treatment of the applicants, no corrections, revisions, additions of applications or submission of additional documents on the initiative of the applicants after the closing date for the submission of applications shall be allowed.

CHAPTER IV EVALUATION OF APPLICATIONS

21. The applications submitted to the Council shall be evaluated in three stages:
 - 21.1. the evaluation of administrative compliance;
 - 21.2. individual expert assessment by mentors;
 - 21.3. final proposals by the Mentor Panel on the award of grants to the selected designers.
22. The evaluation of administrative compliance shall be carried out by the administrative staff of the Council.
23. The purpose of the evaluation of administrative compliance shall be:
 - 23.1. to register the application submitted;
 - 23.2. to identify whether the application has been submitted in compliance with the administrative requirements specified in the Description and the call.
24. The evaluation of administrative compliance shall be carried out in accordance with the procedure established by the Council no later than within 10 working days after the closing date for the submission of applications specified in the call. Other time limits for the evaluation of administrative compliance may be set by the decision of the Council, followed by posting a relevant notice on the Council's website.
25. During the evaluation of the application, the Council may request the applicant to provide missing information and/or documents, and the applicant shall be obliged to provide this information and/or documents within the time limit set by the Council. Failure to provide the required documents within the time limit set by the Council shall result in the rejection of the application.
26. If the application is determined as meeting all the requirements for the evaluation of administrative compliance, it shall be forwarded to mentors for evaluation.
27. The work of mentors shall be organised in accordance with the Rules of Procedure for the Work of the Mentors approved by the Chairperson of the Council.
28. The applications shall be scored on a scale of 0 to 100 points based on the following criteria:
 - 28.1. justification of the applicant's readiness to participate in the Project activities (0–60);
 - 28.2. justification of coherence between the design category referred to in Point 6 of the Description and the applicant's knowledge and/or skills (0–40).
29. The detailed rules for scoring are set out in Annex 1 to the Description.
30. Having individually evaluated all the applications submitted to the mentors against the criterion set out in Point 4 of the Description, having aggregated the scores of the applications against the criteria set out in Point 28 of the Description and having averaged them separately for each application, the lists of the applications in the order of the scores obtained shall be compiled for each of the design categories referred to in Point 6 of the Description, indicating the applicants and the total score for each of the application.
31. Having evaluated compliance of the applications with the criteria referred to in Point 28 of the Description and having assessed the arguments for changing the mentors' individual scores, the members of the Mentor Panel shall make the final proposals for compiling the main and reserve lists of designers and for the award of grants to the selected fifteen (15) designers. The final proposals of the Mentor Panel (lists of the designers proposed for selection, the total score of each application and the consolidated comments of the Mentor Panel) shall be documented in the minutes of the meeting of the Mentor Panel. In the event of equal scores, priority shall be given to the applications with the higher scores according to the first evaluation criterion. If such applications with equal scores according to all evaluation criteria have been evaluated equally, then the applications shall be ranked in the order of the time of receipt thereof (the earliest application is ranked first).

CHAPTER V AWARDING GRANTS

32. Grants can only be awarded to designers whose applications score at least 60 points. If the mentors' evaluation of the application results in a score of less than 60, the application shall be rejected.
33. The decision on 15 (fifteen) designers to be included in the main list and the award of grants to them, and on 5 (five) designers to be included in the reserve list shall be passed by the Chairperson of the Council no later than within 60 working days from the closing date for the submission of applications, taking into account the final proposals of the Mentor Panel. This time limit may be extended by up to 10

working days by the decision of the Chairperson of the Council, followed by posting relevant information on the Council's website.

34. Before passing a decision, the Chairperson of the Council shall become acquainted with the final proposals submitted by the Mentor Panel and shall pass a decision whereby the Chairperson:

34.1. approves of the final proposals (conclusions) of the Mentor Panel;

34.2. passes another decision recommended in the final proposals (conclusions) of the Mentor Panel.

35. The Chairperson of the Council may only pass a decision different from that recommended in the final proposals (conclusions) of the Mentor Panel after hearing the opinion of the Mentor Panel.

36. Information on the decision of the Chairperson of the Council on compiling of the lists of selected designers (main and reserve) and the award of grants to the designers on the main list, as well as the results of the evaluation of the applications (the scores awarded shall be rounded off to the nearest hundredth of a point) shall be made available on the Council's website at www.ltkk.lt no later than within 3 working days from the date of passing the decisions, indicating the applicants' names and surnames, the overall scores and the amount of funds awarded and/or the duration of awarded grants (the number of months) as approved by the Council.

37. The personal data provided (applicants' names and surnames) shall be made publicly available by the Council, being the data controller, in order to ensure the principles of transparency and the public interest in the award of grants. The above personal data shall be publicly available for a period of 3 years.

CHAPTER VI PAYMENT OF GRANTS AND REPORTING

38. The person to whom a grant is awarded by a decision of the Chairperson of the Council shall, within 20 working days from the date of passing of the decision of the Chairperson of the Council on the award of the grant, sign two copies of a bilateral agreement (the agreement is signed between the Council and the designer who will develop and implement design solutions in the SME) duly completed in a form prescribed by the Chairperson of the Council and three copies of a trilateral agreement (the agreement is signed between the Council, the SME and the designer who will develop and implement design solutions in the SME) duly completed in a form prescribed by the Chairperson of the Council.

39. If the applicant fails to submit a duly completed and signed agreement to the Council by the time limit set out in Point 38 of the Description, no grant shall be awarded.

40. The grant shall be paid monthly to the payment account of the beneficiary specified in the agreement. Grants shall be paid according to the time limits set out in the bilateral agreement.

41. The grant shall be terminated if the beneficiary:

41.1. dies;

41.2. informs the Council that, for objective reasons, he/she is no longer able to carry out the activities for which the grant has been awarded;

41.3. has submitted false data (documents) for the grant;

41.4. does not carry out the activities for which the grant has been awarded or does not use the grant awarded for its intended purpose.

42. In the cases referred to in Points 41.3–41.4 of the Description, the beneficiary must repay to the Council the full amount of the grant received up to the date of termination of grant payment. If the grant is not repaid, it shall be recovered in accordance with the procedure established by legislation. In the case referred to in Point 41.2 of the Description, the Council shall take the decision on repayment of the grant, having considered the reasons for the cessation of activities.

43. For each month, the beneficiary must submit to the Council, no later than by the 10th day of the following month, a completed report on the activities in the form prescribed by the Chairperson of the Council (hereinafter referred to as the 'report').

44. The report shall be sent to the Council by post (the date indicated on the postal stamp shall be valid), delivered in person or emailed to dizainosparnai@ltk.lt (certified by an electronic signature or otherwise ensuring the authenticity and integrity of the report), or by any other means acceptable to the Council and the Beneficiary.

CHAPTER VII
PROVISION OF INFORMATION AND DATA PROTECTION

45. Applicants and beneficiaries shall not be provided with individual application evaluations by mentors; however, upon their written request, the Council shall provide the average score given by the mentors who evaluated their application against each of the evaluation criteria referred to in Point 28 of the Description, as well as the consolidated comments of the Mentor Panel.

46. Information other than that referred to in Point 45 of the Description shall be provided to persons in accordance with the procedure established in the Law on the Right to Obtain Information and Data Reuse of the Republic of Lithuania.

47. The personal data (name, surname, residence address, e-mail address, telephone number and other contact details) provided in the application form shall be processed by the Council, being the data controller, for the purpose of awarding grants to designers; for the purpose of obtaining the necessary expert conclusions for the Council's decision-making process; and for the purpose of document management. The processing of personal data shall be carried out in the public interest and for the fulfilment of the legal requirements applicable to the Council, in accordance with Article 6(1)(c) and (e) of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

CHAPTER VIII
FINAL PROVISIONS

48. The decisions approved by the Chairperson of the Council may be appealed against in accordance with the procedure and within the time limits established by the Law on Public Administration of the Republic of Lithuania.

DESCRIPTION OF THE SCORING CRITERIA FOR THE EVALUATION OF APPLICANTS

1. Criteria for the evaluation of applicants and descriptions of their scores:

1.1. Justification of the applicant's readiness to participate in the Project activities (0–60):

Description of the evaluation criterion	Possible score to be awarded in assessing compliance with the evaluation criterion	Guidance for evaluators
The Project application substantiates how the applicant can contribute to the development and implementation of new design solutions to be developed and implemented in SMEs, which are oriented towards the implementation of the digital and/or circular economy principles, thus increasing the added value, supply and competitive advantage of the products made and/or services provided by SMEs, and contributing to the transformation of SMEs' activities towards digital and/or circular economy activities.	60	Compliance with the evaluation criterion shall be given 60 points, if the activity, applicant fully complies with the description of the evaluation criterion.
	45	Compliance with the evaluation criterion shall be given 45 points, if compliance of the activity, applicant with the description of the evaluation criterion is above average.
	30	Compliance with the evaluation criterion shall be given 30 points, if compliance of the activity, applicant with the description of the evaluation criterion is average.
	15	Compliance with the evaluation criterion shall be given 15 points, if compliance of the activity, applicant with the description of the evaluation criterion is below average.
	0	Compliance with the evaluation criterion shall be given 0 points, if the activity, applicant does not comply with the description of the evaluation criterion.

1.2. Justification of coherence between the design category referred to in Point 6 of the Description and the applicant's knowledge and/or skills (0–40):

Description of the evaluation criterion	Possible score to be awarded in assessing compliance with the evaluation criterion	Guidance for evaluators
The Project application justifies coherence between the design category chosen in the application (see Point 6 of the Description) and the applicant's knowledge and/or skills.	40	Compliance with the evaluation criterion shall be given 40 points, if the activity, applicant fully complies with the description of the evaluation criterion.
	30	Compliance with the evaluation criterion shall be given 30 points, if compliance of the activity, applicant with the description of the evaluation criterion is above average.
	20	Compliance with the evaluation criterion shall be given 20 points, if compliance of the activity, applicant with the description of the evaluation criterion is average.

	10	Compliance with the evaluation criterion shall be given 10 points, if compliance of the activity, applicant with the description of the evaluation criterion is below average.
	0	Compliance with the evaluation criterion shall be given 0 points, if the activity, applicant does not comply with the description of the evaluation criterion.
