

ANNEX

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Work programme for 2023 in the field of communication

[‘Members of the Commission will aim to strengthen the links between people and the institutions that serve them, to narrow the gap between expectation and reality and to communicate about what Europe is doing. (...)

External communication is anchored in the principle of collegiality and under the leadership of the President. To be effective, it must be focused on the political and strategic priorities of the College as a whole.]¹

Part I – General overview: Political context

The European Commission’s communication activities fall within its political autonomy as an institution and within its institutional prerogatives².

The 2022 State of the European Union address³ conveyed powerful messages on the need for a strong and united response to the challenges stemming from Russia’s aggression and continued escalation. It pointed to our collective resolve to support Ukraine and protect Europeans from high energy prices, freeing the EU from its dependency on Russian fossil fuels by staying the course on the green transition, while investing in Europe’s future and preserving democracy and rule of law. The 2022 State of the European Union also confirmed the importance of Global Gateway, which is Europe’s positive offer to partner countries in support of their own strategic autonomy.

These strong messages need to be sustained by forceful communication to ensure the continued support of European citizens for our policies and to make clear the EU’s role in a complex geopolitical environment. The Commission’s communication activities must continue to be agile, flexible and innovative in order to be relevant and engaging for citizens, Member States, civil society and other stakeholders, as well as adaptable and responsive to crises.

As a political institution, the European Commission has to navigate the political, social, media and communications environment, in which disinformation has become ever more threatening. This requires

¹ P(2019) 2 of 1 December 2019 - The Working Methods of the European Commission.

² Article 58(2)(d) of Regulation (EU, Euratom) No 1046/2018.

³ The ‘Political Guidelines 2019-2024: A Union that strives for more’ and President von der Leyen’s three State of the European Union addresses, delivered in the European Parliament on 16 September 2020, 15 September 2021 and 14 September 2022 continue to be key reference points for the work of DG Communication. The Political Guidelines emphasised a more inclusive and open approach to communication on the European Union. The first State of the European Union address focused on the different ways in which NextGenerationEU will enable the EU not only to ‘repair and recover for the here and now, but to shape a better way of living for the world of tomorrow’. The second address placed emphasis on strengthening pandemic preparedness, closing the climate finance gap, digital transformation and tech sovereignty, support for the young people of Europe, the EU as a security and defence provider, and the defence of EU values and freedom.

adapting its strategies, messages and services to major developments in the production and consumption of information.

The ability to communicate with an impact requires effective coordination between the various Directorates-General (DGs) of the Commission, as well as with other EU institutions and Member States. It also relies on a differentiated approach tailored to the context, narrative and audience.

DG Communication supports the Commission's political, corporate and interinstitutional communication, ensuring that political and corporate communication messages are aligned. It also shares responsibility for communicating EU priorities and policies with the communication services of other EU institutions (including notably the European Parliament in the run up to the 2024 European elections) and Member States

For 2023, DG Communication is committed to:

- continuing to provide state-of-the-art communication products and services to the President and Commissioners;
- supporting the Commission's political priorities with modern and innovative communication products and services, for example through impactful corporate communication, by continuously improving the Commission's web presence and by being the one stop-shop for communication framework contracts;
- bringing citizens' engagement to the next level and showing that the European Commission is following up on the Conference on the Future of Europe;
- further strengthening interaction with citizens, also through the work of the Representations, the Europe Direct Centres and the Building Europe with Local Councillors project;
- addressing disinformation – particularly, in the context of the Russian war of aggression against Ukraine - as well as monitoring and responding to other growing mis- and disinformation themes such as in climate change, COVID-19 and migration.

DG Communication will also continue to monitor and support efforts by the Commission and beneficiaries of EU funding to enhance the communication and visibility of EU recovery funding (NextGenerationEU). In order to inform the preparations of the next long-term budget (following the 2020-2027 multiannual financial framework), DG Communication will start preparing a Commission-wide evaluation on the approach in place.

Therefore, DG Communication's 2023 work programme focuses on supporting:

- the priorities of the Commission, as specified in the Commission work programme for 2023⁴;
- the strategic plan of the Directorate-General for Communication for 2020-2024⁵;
- the Communication on the follow-up to the Conference on the Future of Europe: *Putting Vision into Concrete Action*; and

⁴ COM(2021) 645 of 19 October 2021.

⁵ This refers to the mission statement of DG Communication as broken down in the objectives of its strategic plan for 2020-2024 and the relevant management plans. Specific objective 1: College and services use country-specific intelligence, Eurobarometer results, media analysis and stakeholders'/citizens' feedback to inform political decision-making; Specific objective 2: College receives strategic advice on communicating the political priorities and on media landscapes in the Member States; Specific objective 3: Corporate communication of the Commission's political priorities is aligned across the Commission's departments; Specific objective 4: Meaningful and tailored messages, focused on the Commission's political priorities, are communicated to citizens, media, multipliers and stakeholders; Specific objective 5: Citizens engage with the EU through face-to-face events and online interactive platforms thus stimulating the sharing of EU values and interest in and ownership of EU topics.

- the contribution to the EU's strategic agenda for 2019-2024⁶, in which the Commission laid down a set of recommendations on communication at the service of citizens and democracy, that remain largely valid to this day.

As domain leader for external communication⁷, DG Communication will continue to help ensure that communication activities are more consistent across the Commission. It will do so in particular through:

- corporate communication campaigns;
- coordinating the Commission's social media presence on central and local accounts;
- leading on a centralised Commission approach to visual communication, and on enforcing the respective visual identity rules for key priorities;
- streamlining communication procurement through centralised framework contracts and continuing and improving its assistance to other DGs, including EU Delegations;
- continuing to ensure the Commission's web presence through Europa; and
- further enhancing the Commission's citizens' engagement activities, on- and offline.

DG Communication will exercise this domain leadership through the Corporate Communication Steering Committee, the Communication Network, the Europa Forum and Europa Cross-editorial Board, the Network against Disinformation and the various communities of practice in the field of communication⁸.

Furthermore, in 2023, the right of consent procedure, where DGs have to submit their plans for communication actions with a budget of more than one million euro, will be reinforced through increased scrutiny of DGs' plans, and by closely following campaigns that are especially politically sensitive.

DG Communication will also feed into interservice consultations on the communication aspects related to key policy initiatives, to uphold the core tenet of communication and policy being two sides of the same coin.

The ongoing war and its consequences, as well as the health crisis will inevitably still have an impact on DG Communication's operations in the coming years, particularly on events or activities, such as the operation of the Visitors' Centre, citizens' engagement events and the activities of the Representations.

If the funds allocated to these or other activities cannot be spent as planned, despite developments in digital communication, the flexibility clause provided for in Article 3 of the Decision gives DG Communication the possibility to shift up to 20% of the total work programme amount from one budget line to another to fund communication activities.

⁶ COM(2019) 218 of 30 April 2019.

⁷ SEC(2016) 170 of 4 April 2016 and C(2019) 2329 of 26 March 2019.

⁸ Currently there are communities of practice on social media; pen masters; visual communication; audiovisual production; project management; governance and guidelines; webmasters and web design; communication procurement; and disinformation network. Two new communities of practice on monitoring and evaluation and on media and public relations are being launched in 2022/2023.

Part II – Grants, prizes and procurement

1. Introduction

Based on the objectives and expected results in the budgetary remarks under Heading 2B ‘Investing in Competitiveness, People and Values’, Title 07 20 04 in the ‘Draft Budget of the European Union for the financial year 2023’⁹ and the objectives set out in the strategic plan of DG Communication for 2020-2024¹⁰, this work programme sets out the actions to be financed and the budget breakdown for 2023 (in EUR):

Budget line	Activity	Grants (point 2)	Prizes (point 3)	Procurement (point 4)	TOTAL
07 20 04 02	Executive and corporate communication services			47 916 000	47 916 000
07 20 04 03	Commission Representations	1 300 000	68 500	26 457 500	27 826 000
07 20 04 04	Communication services for citizens	15 648 800		17 134 200	32 783 000
Sub-total		16 948 800	68 500	91 706 500	108 723 800
14 20 04 03	Information policy and strategic communication for external action ¹¹			2 710 000	2 710 000
TOTAL		16 948 800	68 500	94 217 700	111 235 000

Legal basis: The European Commission’s communication activities fall within its political autonomy as an institution and within its institutional prerogatives¹².

Funds will be delegated to the Directorate-General for Informatics from two of the budget lines mentioned in the above table, to be implemented through service contracts, to co-finance corporate IT systems and services. The amounts correspond to 5% of the allocation of the line: Specifically, budget line 07 20 04 02 will contribute to the corporate IT budget with EUR 2 395 800 and budget line 07 20 04 04 with EUR 1 639 150, as per the *Communication to the Commission on the Guidelines on Financing of Information Technology and Cybersecurity (IT)* (C(2020) 6126 of 10 September 2020).

⁹ COM(2022) 400 of 7 June 2022.

¹⁰ This refers to the mission statement of DG Communication as broken down in the objectives of its strategic plan for 2020-2024 and the relevant management plans. See footnote 5.

¹¹ Communication on Corporate communication action in 2021-2023 under the 2021-2027 multiannual financial framework, C(2020)9390 of 18 December 2020.

¹² See footnote 2.

2. Grants

The total budget for grants under this work programme is **EUR 16 948 800**:

	Budget line	Activity	Available appropriations (EUR)
2.1	07 20 04 04	Information centres (EUROPE DIRECT centres)	15 648 800
2.2	07 20 04 03	Communication of Representations	1 300 000
TOTAL			16 948 800

2.1 Information centres (EUROPE DIRECT centres)¹³ **EUR 15 648 800**

Description of the activities to be funded by the specific grant(s) awarded under the framework partnership agreements following a request to submit proposal for the annual communication plan, objectives pursued and expected results

EUROPE DIRECT remains a key instrument for the EU to reach out to citizens at regional and local level, in synergy with other EU outreach networks and other channels such as the network of local councillors currently being set up through the ‘Building Europe with Local Councillors’ pilot project (BELC).

This budget line also covers the possible evaluation and professionalisation of the communication activities described below.

Objectives

EUROPE DIRECT’s mission and objectives are:

- to inform and engage with citizens at local level about EU policies and issues, focusing on overarching priorities - taking into account the local context, and using a wide array of communication channels (direct involvement of citizens, media, social media, etc.);
- to relay our corporate communication at local level;
- to contribute in a structured way, to the emergence and mainstreaming of European citizenship and civic education in schools, working with students and teachers and offering appropriate and structured support material;
- to monitor local perceptions and detect instances of disinformation by providing feedback to the Representations;
- to create regional networks via local partnerships, working with other EU networks in the area as well as local councillors involved in the BELC project, so as to broaden our outreach; and
- to complement and support the work of the Representations and the European Parliament Liaison Offices (EPLOs) in the Member States and to cooperate with other EU institutions and bodies at local and regional level.

¹³ Previously named Europe Direct Information Centres (EDICs).

Type of applicants

Depending on the Representation, the eligible applicants hosting the individual centres include public bodies, private bodies with a public mission, federations/associations of local authorities, non-profit organisations, social partners, educational or training establishments, etc.

Implementation

Implemented directly by DG Communication.

In 2021, as a result of a call for proposals to select partners to run EUROPE DIRECT centres for the period 2021-2025¹⁴, the Representations signed a framework partnership agreement for 4 years and 8 months (1 May 2021 to 31 December 2025) with the selected partners. Each year the Representations sign a specific grant agreement with these partners following an invitation to submit proposals and the subsequent evaluation of the proposals, for which they receive an annual grant for the implementation of their annual communication plans (provided they are successful) .

2.2 Communication of Representations EUR 1 300 000

2.2.1 Calls for proposals for citizens' engagement, events and awareness raising

Description, objectives pursued and expected results

In 2023, these activities will focus on the Commission's priorities, as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the 2023 Commission work programme, and on the Communication on the follow-up to the Conference on the Future of Europe: '*Putting Vision into Concrete Action*'.

The aim is to increase the public's knowledge and awareness of the Commission's activities and its political priorities, to gather opinions and feedback, and to analyse contributions and feed them upstream into the decision-making process. These activities will help to build a more positive image of the EU among citizens, including young people.

The activities should help to forge closer links between the general public and the EU, particularly by informing citizens about the roles and activities of the various EU institutions, and by contributing to increasing citizens' engagement with the EU, also with the help of regional and local and civil society partners.

This budget line also covers the possible evaluation and professionalisation of the communication activities described below.

Types of applicants

Civil society groups, public authorities and other organisations at national, regional and local level with their own legal personality, registered in an EU country.

Implementation

Implemented directly by DG Communication.

¹⁴ In accordance with DG Communication's 2020 work programme C(2020)8492 dated 7 December 2020.

2.2.2 Fostering awareness about the values of European democracy and the rule of law

Description, objectives pursued and expected results

The objective of this activity is to increase pupils'/students' understanding of European democracy, how it functions and how it interacts with national decision-making, by emphasising the EU dimension in policymaking.

2.2.2.1 Framework partnership agreement with the House of Democracy and Rule of Law (ProDemos)

This partnership agreement with the House of Democracy and Rule of Law (ProDemos) in the Netherlands aims to increase awareness about the values of European democracy and the rule of law, and to promote debate and political participation among young people. It will allow students to learn how the EU's decision-making process works and how it is connected to the national process.

Types of applicant

Created by a ministerial decision of the Dutch government in 2008, the House of Democracy and Rule of Law (ProDemos) in the Netherlands opened its doors in 2011. Its objective is to increase knowledge about the principles of democracy and the rule of law, to improve understanding of how democracy works at national level and in the European context. It further aims to promote active political participation by a broader section of society, by targeting pupils/students and young adults. It is the only body tasked by the Dutch government with organising a national programme of visits from schools to the national institutions. It also has a high degree of technical competence and specialisation in the sense of Article 195(f) of the Financial Regulation, having built up specific expertise in developing modern techniques to explain how democracy works. The framework partnership agreement creates a unique space encompassing the local, national and European levels of political debate and decision-making, which could be used as an example in other Member States.

Implementation

Implemented directly by DG Communication via a multiannual framework partnership agreement without a call for proposals and through specific action grants. The grant is awarded following an invitation to submit a proposal to ProDemos, the House of Democracy and Rule of Law in the Netherlands, which was created by a ministerial decision of the Dutch government in 2008. It is a body specifically tasked with the performance of the activities that require unique competencies and rights. It is the sole organisation tasked by the Dutch government with a national programme of visits from schools to the national institutions. The exception of Article 195(f) of the Financial Regulation applies. The justification of the direct award shall be provided also in the award decision.

3. Prizes

The total budget for contests under this work programme is **EUR 68 500**.

Budget line	Activity	Available appropriations (EUR)
07 20 04 03	Communication of Representations	68 500

Description, objectives pursued and expected results

In 2023, these activities will focus on the Commission’s priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the 2023 Commission work programme. It will cover competitions to promote or stimulate reflection on European integration or EU policies and is addressed in particular to schools and journalists.

This budget line also covers the possible evaluation and professionalisation of the communication activities described below.

Types of participants targeted by the contest

The target group consists mainly of ordinary members of the public, particularly students, journalists and influencers, and possibly civil society organisations (non-governmental organisations, associations, etc.).

Implementation

Implemented directly by DG Communication.

4. Procurement

The total budget reserved for procurement contracts in 2023 is **EUR 94 416 500:**

Budget line	Activity	Available appropriations (EUR)
07 20 04 02	Executive and corporate communication services	47 916 000
07 20 04 03	Commission Representations	26 457 500
07 20 04 04	Communication services for citizens	17 134 200
Sub-total		91 507 700
14 20 04 03	Information policy and strategic communication for external action	2 710 000
TOTAL		94 217 700

4.1 Budget Line 07 20 04 02 ‘Executive and corporate communication services’ EUR 47 916 000

DG Communication’s executive services are provided to the President and the College of Commissioners to support communication by the President, the College, the Spokesperson’s Service and the Commission’s senior management. These services include political and economic intelligence and media advice, and providing high-quality country-specific information and analysis from a variety of sources to underpin the Commission’s decision-making process. This leads to better-informed EU policymaking for citizens.

DG Communication’s corporate communication products and services support the Commission’s external communication and reflect the DG’s role as domain leader in external communication. As domain leader, DG Communication ensures that the messages of all Commission communication services are aligned in order to achieve consistent and effective corporate communication on the political priorities. This leads to better coordination and strategic planning, clearer corporate messages and

narratives aligned with the political messages, a distinctive visual branding and economies of scale, thus contributing to a better image for the Commission and the EU.

The procurement activities under this budget line cover, among other things, social media expenditure, audiovisual productions, online multimedia and written information, and corporate communication tools relating to the EU. The aim is to provide citizens with access to general, relevant and specific information on the work of the EU institutions and on EU policies and decisions.

In 2023, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the 2023 Commission work programme, notably policy initiatives linked to the EU response to Russia's invasion of Ukraine, REPowerEU, the implementation of NextGenerationEU, roll-out of Global Gateway and the follow-up to the President's State of the Union address.

This budget line also covers the possible evaluation and professionalisation of the communication activities described below.

Activities supporting citizens' engagement, including the follow-up to the Conference on the Future of Europe, are also covered.

Description of the main activities covered under budget line 07 20 04 02

4.1.1 Europa web communication

Description, objective pursued and expected results

In 2023, the main activities relating to the websites hosted on the Europa web domain are:

- operation, structure, design, functions and editorial tasks relating to the political content of the Commission's websites (e.g. College, priorities, news) and the interinstitutional EU website, and support for developing and maintaining the websites of Representations and other Commission departments;
- providing ad hoc support for the creation and maintenance of websites supporting priority political initiatives including the new online hub for all the Commission's citizens engagement activities;
- improving and enforcing governance of the Europa web domain, including monitoring the performance and compliance of websites with applicable rules and standards (e.g. data protection, web accessibility);
- operation, further development and servicing of the corporate web publication system, including the Europa web publishing platform, and web tools.

The expected results will help to increase the consistency, relevance and cost-effectiveness of the Commission's web presence.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.).

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General (DGs), notably DIGIT and DGT.

4.1.2 Eurobarometer and data analytics

Description, objective pursued and expected results

In 2023, the main activities consist of:

- Eurobarometer: analysing trends in public opinion by conducting Eurobarometer surveys in the Member States and, when relevant, in candidate countries and/or in other countries. This includes generic or ad hoc surveys on the Commission's political priorities - on specific themes and/or for specific target groups, as well as qualitative studies. Synergies are systematically sought through annual programming with other DGs and coordination with the European Parliament/other contracting authorities. In addition, the interinstitutional website will be further enhanced, and work will continue on developing a searchable database on Eurobarometer surveys.
- measures to improve DG Communication's data analytics capacity in order to fight disinformation and the spread of fake news.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including new framework contracts for Eurobarometer surveys. Memoranda of understanding have been concluded for technical assistance from other DGs.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.1.3 Television studios and Europe by Satellite

Description, objective pursued and expected results

In 2023, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the 2023 Commission work programme, taking into account the changing political and geopolitical context. The procurement activities under this budget line aim to:

- ensure the operation of the Commission's audiovisual installations;
- lease the satellite which provides television stations with images and information on the activities of the EU (Europe by Satellite) to disseminate this information to the media and the general public.

The activities carried out in this area are the following:

- operating the audiovisual installations in the Berlaymont building in Brussels¹⁵ to provide audiovisual services, including the production of news, videos and statements, and to assist television and radio teams when filming/recording on the Commission's premises;
- maintaining, repairing and upgrading the audiovisual service's technical infrastructure;

¹⁵ Two television studios (one new studio was created in 2022) and one radio studio, a master control room and editing and graphic suites.

- ad hoc purchasing of audiovisual equipment and supplies for the radio and television studios;
- transmitting Europe by Satellite, including leasing of bandwidth; and
- producing audiovisual programmes and video clips for social media and live streaming to corporate and VIP social media accounts (YouTube, Facebook, Twitter, LinkedIn and Instagram).

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including new framework contracts for operating and maintaining the radio and television studios, audiovisual production and the purchase of audio-photo-video equipment and associated services.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.1.4 News coverage, audiovisual media library and audiovisual production

Description, objective pursued and expected results

In 2023, the main activities are:

- (1) Video news
 - producing Commission-centred video news (live and recorded coverage, edited news), mainly intended for use by the media.
- (2) Photographs
 - producing Commission-centred photo news and thematic photos illustrating the political priorities;
 - photo coverage of the Commission's diplomatic/ceremonial activities;
 - decorating Commissioners' offices and Commission public spaces with archive photos.
- (3) Audiovisual and multimedia
 - intensifying and diversifying audiovisual and multimedia production for the general public, adapted to the requirements of social media platforms (e.g. relevant video format for each platform, live streaming of key events, ensuring subtitling and sign language interpretation for all major productions so that they can be reused by the Representations and shared by viewers in their own language);
 - improving dissemination of audiovisual and multimedia products through the satellite TV channels Europe by Satellite and Europe by Satellite+, the Audiovisual Portal and various technological platforms, including social media. Paid promotion can be used for flagship events and dissemination can be reinforced by buying space on the European Broadcasting Union's satellite and internet platforms.
- (4) Journalists
 - organising information events, visits to the Commission studios and providing audiovisual content and technical support for journalists.
- (5) Making the entire audiovisual collection, including photos, videos, films, podcasts and audio recordings, accessible to the public – via the media or directly to the public or through the new Publications Office (OP)'s Legal Deposit

- consolidating the central deposit of the Commission’s audiovisual production as part of the Commission’s ‘Synergies and Efficiencies’ approach¹⁶;
 - organising the Audiovisual Portal as the single point of distribution;
 - making all Commission’s podcasts available as audio files on the Commission’s Portal (becoming by the end of 2022 the single hosting platform for all Commission’s podcasts, ensuring full compliance with European General Data Protection Regulation (GDPR) and Intellectual Property Rights (IPR) rules. DG Communication will also offer advice to DGs wishing to produce and distribute podcasts, under one centralised Commission account; and
 - continuing the work on preserving, digitising and documenting the media library.
- (6) News coverage
- video and photo news coverage of EU current affairs, and production of stock shots, info clips and thematic and symbolic photos.
- (7) Audiovisual media library coverage and production
- audiovisual archiving, audiovisual copyright checks, distribution and web development;
 - streaming, transcoding, hosting and content delivery;
 - measuring the use of audiovisual material produced by the European institutions;
 - managing the audiovisual library and the audiovisual central deposit;
 - translating metadata;
 - optimising accessibility for video/audio/multimedia content;
 - managing the digital and technical services; and
 - audiovisual production, subtitling and purchase of photos.
- (8) Audiovisual expertise shared with other departments
- coordinating the network of audiovisual correspondents to share good practice and trends, in line with its domain leadership, and co-organising coordination meetings on Euronews, together with the DG for Communications Networks, Content and Technology; and
 - supporting DGs and Agencies by managing the corporate audiovisual framework contract.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including new framework contracts for audiovisual productions and multimedia projects, photo news coverage and video news coverage, the media library (conservation and public availability of audiovisual materials), and measuring the impact of audiovisual tools.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.1.5 Media monitoring and media analysis

Description, objective pursued and expected results

In 2023, the main activities are:

- media monitoring to provide continuous feedback on the media coverage of the Commission and the EU in all Member States (and selected non-EU countries) on issues of European interest and on major

¹⁶ See footnote 6.

international and national policies and political developments, as well as real-time information/alerts on major world news;

- ensuring that copyright licences are put in place to allow the use of media monitoring products by Commission staff;
- quantitative and qualitative media analysis on the media impact of the Commission's priority policies and role in Member States and beyond, covering all media types (print press, online media, audiovisual media and social media). Results of media analyses are provided to the College and to senior management in different types of reports and summaries; and
- monitoring of mis- and disinformation.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including a new framework contract for media monitoring.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.1.6 Subscriptions

Description, objective pursued and expected results

In 2023, the main activity is to:

- provide access to online information sources such as press agencies and (aggregated) news providers to Commission staff, to complement the media monitoring services and/or cover specific needs.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for subscriptions.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.1.7 Graphic design and support to communication

Description, objective pursued and expected results

In 2023, the main activities are:

- providing graphic design services relating to the Commission's priorities and taking into account global developments and challenges, such as Russia's war of aggression against Ukraine, EU measures to boost crisis preparedness (e.g. REPowerEU), Global Gateway, EU and Team Europe actions to ensure global food security, etc., to increase the impact of communication and make content more appealing and more accessible to a diverse audience, by:
 - developing visual concepts, graphic guidelines and producing communication kits for external communication campaigns;

- expanding the scope of the Global Gateway visual style to enable its correct use by all concerned DGs, Services and Team Europe actors;
- creating infographics, data visualisation and informative content explaining the Commission’s policy initiatives, actions and impact;
- producing animated and interactive content for social media;
- laying out publications, leaflets and factsheets;
- developing audiovisual content adapted to the requirements of social media platforms and audiences’ preferences;
- scheduling and validating external communication actions involving the Berlaymont building, including banners and building illuminations, providing advice and guidance to DGs, and handling production, installation and contracting of initiatives launched by DG Communication;
- advising internal and external stakeholders on implementing the Commission’s visual identity guidelines and using the EU emblem in visual communication, and covering the licence cost of the Commission’s official typeface (EC Square);
- providing support and advice to DGs, Services, and Team Europe actors on the correct implementation of the Global Gateway visual style;
- coordinating and professionalising the Commission’s graphic design network;
- providing support and advice to DGs on the correct use of the EU emblem under the new multiannual financial framework and NextGenerationEU communication visibility rules and guidelines; and
- strategic planning, coordination and implementation of political communication on Commission priorities and priority initiatives, as well as in the field of crisis communication.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, interinstitutional framework contracts based on shared needs with other EU institutions and bodies, such as media buying and planning, etc.); including contracts concluded with individual experts.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.1.8 Social media

Description, objective pursued and expected results

In 2023, the main activities involve developing social media strategies and managing the Commission’s central and local corporate social media platforms, by:

- social media editorial planning to ensure alignment with the Commission’s priorities; strategic planning, coordination and implementation of political communication on Commission priorities and priority initiatives, as well as in the field of crisis communication: political priorities and top-line messages, taking into account the key global developments, such as the EU response to Russia’s invasion of Ukraine, EU measures for preparedness (e.g. REPowerEU), global food security, etc.;
- regularly publishing new and engaging content on the Commission’s central social media accounts on all relevant platforms;
- supporting the President’s activities with social media content;

- engaging with various audiences, as appropriate, through community management and community building (linking up with the activities of the Representations), including to prevent and fight disinformation;
- further improving the monitoring and quality of data analysis of communication, trends and specific topics of interest on social media platforms, drawing on analytical tools used by the Commission;
- providing live social media alerts around key political moments (e.g. G7 summit, European Council, major policy announcements);
- supporting the Commission’s social media network;
- implementing innovative projects to match the evolution of social media platforms and investigating emerging platforms and content;
- implementing a cost-effective influencer programme to increase the outreach of the Commission’s social media activities;
- developing suitable audiovisual content for social media platforms, such as reels; and
- supporting corporate communication campaigns, in particular NextGenerationEU and REPowerEU, Global Gateway, including media buying activities.

Types of contracts

Service contracts mainly drawing on existing framework contracts, which address the needs of DG Communication Headquarters and Representations, including new framework contracts for local social media and outreach.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.2 Budget Line 07 20 04 03 ‘Commission Representations’ EUR 26 457 500

The Representations in the capitals and the regional offices act as the eyes, ears and voice of the Commission in the Member States. They serve the interests of the whole institution and the EU, by connecting with national, regional and local authorities, media and stakeholders, and citizens in general. They support the President and the entire College, as well as the Commission’s senior officials, by contributing to the preparation, conduct and follow-up of formal or informal visits to the Member States. Moreover, they provide the Commission with in-depth, accurate and timely analysis and reporting on, among other things, key political, economic and communication-related issues.

Representations also provide feedback on national and local communication sensitivities and implement communication actions tailored to countries’ specific characteristics and local needs. These actions include communication about NextGenerationEU, projects and reforms covered by national recovery and resilience plans, the EU response to Russia’s invasion of Ukraine, REPowerEU and support provided under the multiannual financial framework, in particular actions contributing to the Global Gateway priorities.

This budget line funds general information and communication/engagement activities addressed to citizens in all Member States, mainly through the Representations and the Europa Experience centres¹⁷,

¹⁷ Europa Experiences are interactive centres designed to introduce visitors to the EU through exhibitions which combine innovative design and multimedia stations. The Europa Experience concept was developed through the Berlin and Helsinki projects, which aimed to

and covers the possible evaluation and professionalisation of these communication activities. Activities supporting citizens' engagement in the follow-up to the Conference on the Future of Europe are also covered.

Description of the main activities covered under budget line 07 20 04 03

4.2.1 Communication of Representations.

Description, objective pursued and expected results

The procurement activities under this budget line aim to implement decentralised communication actions via the Representations.

In 2023, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the 2023 Commission work programme, while also addressing key deliverables of the President's State of the Union address.

The EU's response to the Russian war of aggression against Ukraine, the economic recovery from the COVID-19 pandemic, NextGenerationEU and its corporate communication campaign, Global Gateway and the twin green and digital transitions, citizens' engagement to foster democratic resilience as a follow-up to the Conference on the Future of Europe, preparing and mobilising for the 2024 European Elections and the fight against disinformation will feature strongly in the Representations' communication efforts in 2023.

With these priorities in mind, each Representation will develop a country strategy for 2023 setting out a wide range of activities and corporate communication tools tailored to national and local audiences.

The Representations will step up their efforts to fight disinformation at national and local level, taking into account specific local characteristics. Aside from disseminating even more efficiently the centrally-developed political messages and communication assets, a closer engagement with local actors is necessary. This should involve enhanced cooperation with think tanks, fact-checkers and other NGOs, journalists and actors in the political domain. Representations will develop tailor-made, easy-to-use materials and narratives for these actors, placing a special emphasis on emotional messages to which citizens can relate.

To this effect, the Representations will prepare local engagement plans, identifying locally-adapted and relevant messages, local actors - including those who can act as third party endorsers, as well as possibilities of high-level media appearances by local actors and Commission representatives. The engagement plans should pay special attention to the involvement of locally-available actors committed to fighting disinformation, such as relevant NGOs and regional hubs of international fact-checker organisations such as the European Digital Media Observatory (EDMO).

In line with the recommendations on communication at the service of citizens and democracy laid down by the Commission in the EU's strategic agenda for 2020-2024¹⁸, various communication actions are being organised in partnership with the European Parliament (including for the celebration of Europe

incorporate the Commission's key communication priorities and actors, while also offering a unique insight into the EU as a whole. In 2019, the European Parliament Bureau endorsed the strategy of setting up interactive Europa Experience centres in all Member States by 2024. In addition to the Europa Experiences already in place in Brussels, Strasbourg, Berlin, Copenhagen, Helsinki, Ljubljana, Paris, Rome, Stockholm and Tallinn, the European Parliament plans to open seven new Europa Experiences in 2023 and 11 in 2024.

¹⁸ COM(2019) 218 of 30 April 2019.

Day) and/or with the Member States, the Committee of the Regions (e.g. the ‘Building Europe with Local Councillors’ pilot project) and the European Economic and Social Committee. This creates or strengthens synergies and helps coordinate information and communication activities about the EU.

In addition, Representations will continue to discuss the Commission’s agenda and priorities with multiple stakeholders to gather political and economic intelligence. This will help strengthen the country-specific knowledge that the Representations provide to Headquarters, which is then complemented by further analysis before being fed upstream into the political decision-making process.

Procurement under this budget line also covers Representations’ online, multimedia and written information and communication tools relating to the EU. The aim is to provide citizens with access to general, relevant and specific information on the work of EU institutions and on EU decisions.

Activities include:

- organising outreach events and actions aimed at the general public and stakeholders;
- operating and managing editorial tasks related to the content of the Representations’ websites;
- developing local social media strategies and managing the Representations’ corporate social media accounts including community management;
- innovative projects to keep up with developments on social media platforms, in close contact with the central team, such as a wider variety of content formats (reels, Instagram filters) and new ways of using social media (working with influencers);
- developing social listening and enhancing the digital skills of staff in Representations;
- social media tools, training and paid promotion;
- services for national or local campaigns;
- monitoring and responding to mis- and disinformation (e.g. contributions to Fighting the Fallacies report) as well as raising awareness about the EU’s fight against disinformation;
- online press releases, speeches, Q&As, etc. (Press Releases database and other online communication information systems); and
- Representations’ publications (online and paper).

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.2.2 Local outreach and cooperation between Representations and EPLOs

Description, objective pursued and expected results

In 2023, joint communication projects by the Representations and the European Parliament Liaison Offices (EPLOs) in the Member States will focus on increasing awareness on the European project, and EU achievements and values ahead of the 2024 European elections. Messages will be consistent with the Commission’s communication priorities and projects will complement corporate campaigns.

A specific budget for joint communication projects by EPLOs and Representations will stimulate cooperation on outreach, based on jointly agreed political and communication priorities as well as joint work plans. In addition to existing Europa Experience exhibitions in Brussels, Strasbourg, Berlin, Copenhagen, Helsinki, Ljubljana, Paris, Rome, Stockholm and Tallinn, the European Parliament plans to open seven new Europa Experiences in 2023 and 11 in 2024, making it an increasingly important area of cooperation between EPLOs and Representations.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including new framework contracts and building contracts.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.2.3 Networks and local outreach

Description, objective pursued and expected results

These procurement activities cover training and support for the following networks operating under Europe Direct:

- EUROPE DIRECT centres¹⁹;
- European Documentation Centres; and
- Team EUROPE DIRECT network of conference speakers²⁰.

To increase network members' knowledge of EU policies and to keep the networks up to date, particularly on the Commission's political priorities, DG Communication provides training seminars, promotional activities, information services and material.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.).

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.2.4 Information for journalists

Description, objective pursued and expected results

These procurement activities cover the organisation of information events, visits to EU institutions and bodies, Commission studios, audiovisual content and technical support for journalists, information for journalists, press briefings and newsletters.

¹⁹ Previously named Europe Direct Information Centres (EDICs).

²⁰ Previously named Team Europe.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.).

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.3 Budget Line 07 20 04 04 ‘Communication services for citizens’ EUR 17 134 200

DG Communication’s products and services are designed to inform and engage with the general public by passing simple, clear and understandable messages. They help citizens to access up-to-date and user-friendly information on EU policies and values, and help increase their awareness and understanding of European affairs so that they are more likely to engage directly with the Commission, either online or in person.

This budget line is intended to fund general information and corporate communication/engagement activities for citizens in all Member States. The costs of these activities, including their possible evaluation and professionalisation, are mainly incurred by DG Communication.

Activities supporting citizens’ engagement, including the follow-up to the Conference on the Future of Europe, are also covered.

Description of the main activities covered under budget line 07 20 04 04

4.3.1 Networks – management and support

Description, objective pursued and expected results

These procurement activities cover training and support for the three networks operating under Europe Direct²¹ and promote cooperation between all EU outreach networks as well as:

- EUROPE DIRECT centres;
- European Documentation Centres; and
- Team EUROPE DIRECT network of conference speakers²².

To increase network members’ knowledge of EU policies and to keep the networks up to date, particularly on the Commission’s political priorities, DG Communication provides training seminars, promotional activities, information services and material.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.).

²¹ As per Commission Decision C(2017)8516 of 18 December 2017.

²² The strengthening of the EUROPE DIRECT network is particularly relevant and timely in view of the European elections, which are to be held in spring 2024.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.3.2 Information services for citizens

Description, objective pursued and expected results

The procurement activities under this budget line cover the operation and development of the Europe Direct Contact Centre (EDCC), which provides free-of-charge, general, multilingual, information services on EU matters. As in 2022, the EDCC will continue to provide information also in Ukrainian and Russian.

The aim of these activities is to provide citizens with access to general, relevant and specific information on the work of the EU institutions and on EU decisions.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including specific contracts based on the existing framework contracts for the EDCC.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.3.3 Citizens' engagement

Description, objective pursued and expected results

Procurement activities under this budget line aim to fund physical and digital means of engaging with citizens, including Citizens' Panels. These will be (co-)owned by DG Communication as the leader for citizens' engagement and the DGs in charge of the policies. DG Communication will also create a one-stop-shop/hub for online citizens' participation and engagement. This new European space for Citizens' Panels and online engagement should improve participatory processes, by making use of the multilingual digital platform set up for the conference and adding new functionalities. Contracts will be drawn up to enable these new participatory formats.

A corporate guidebook for citizens' engagement, as well as a 'toolbox' of contracts that can be used by the various DGs, will be developed jointly by DG Communication and the Joint Research Centres' Deliberative Democracy Centre, with the help of an interservice group on citizens' engagement.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including new framework contracts for communication actions run by the Commission, linked to its Political Guidelines.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.3.4 Visitors' Centre

Description, objective pursued and expected results

The Visitors' Centre in Brussels has a key communication function, giving visitors insight into the work of the Commission in its role as the EU's political executive, and explaining EU policies.

Visits are organised around the Commission's priorities. The Visitors' Centre receives many high-profile groups and key multipliers, and offers them three types of visit (general information visits, specific information visits and tailored information visits)²³. The modernisation project will target hard-to-reach audiences and make the centre more attractive to younger audiences by rolling out interactive digital tools.

The Visitors' Centre's premises was substantially renovated in 2021-2022, with *New European Bauhaus* inspired visit facilities, which partially opened in September 2022.

As the Visitors' Centre currently only receives visitors in groups and upon prior registration, in February 2022, DG Communication opened a new digital exhibition in Brussels called Experience Europe, which is accessible to the general public.

In 2023, procurement under this budget line is intended to cover the cost of organising physical and virtual visits to the Commission. This includes the Visitors' Centre in Brussels, visits and general outreach activities linked to the Experience Europe information centre in Brussels (14, Rond-Point Schuman) and to the Europa Experiences already set up in the Member States²⁴ as well as those that are planned to open in other EU capitals in 2023.

This budget line will also cover operational and running costs, such as management of the equipment providing communication content, technological and content creation and upgrades, content adaptation, support and maintenance services. The development of the new communication stations and content, accompanied by new physical, virtual and hybrid visit formats and a promotional campaign will continue.

The budget line covers the costs of modernising the Visitors' Centre, including putting in place a new communication concept and design for the centre and new virtual visit formats and tools.

Types of contracts

Service contracts (including studies, technical and floor staff assistance, evaluations, surveys, IT, communication services, etc.), including new framework contracts for logistical services (hotels, restaurants, local transport, etc.).

²³ 1. General information visit – 90 minutes. A presentation on the role of the European Commission within the EU followed by a question and answer session. Aimed at people, such as secondary students, with little or no previous knowledge about the EU.

2. Specific information visit – 2½ hours. An introduction on the role of the European Commission within the EU, followed by a presentation on a specific EU policy of direct interest to the group. Aimed at undergraduate students and specific interest groups.

3. Tailored visit – Up to 1½ days. A programme specifically tailored to the interests of the group with an introduction to the role of the European Commission within the EU, followed by up to four presentations on specific EU policies, given by Commission officials dealing with those issues. Aimed at journalists, national, regional and local parliaments and governments, business associations, public and private-sector professionals, trade unions, academics, including postgraduate and research students.

²⁴ Berlin, Ljubljana, Helsinki, Copenhagen, Tallinn, Paris, Rome and Stockholm.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.3.5 Publications and General Report

Description, objective pursued and expected results

Procurement activities will cover expenditure for the production, dissemination and promotion of online and offline publications and communication materials for people of all age groups, with a particular focus on 5-18-year-olds, explaining what the European Union is, what it does, what its political priorities are, and how people benefit from it.

The publications financed through this budget line include publications envisaged in the Treaties and other institutional or reference publications, such as the General Report on the activities of the EU. The budget line also finances the regular updating of EU maps, which are made available for use by all Commission DGs.

All online and offline publications and communication materials, including the interinstitutional and multilingual Learning Corner website, are suitable for a wide variety of audiences and age groups, in Member States and beyond. Accessibility requirements are taken into account when compiling and disseminating materials.

This budget line also covers feedback and testing activities to further improve the quality of publications and online materials, as well as any necessary studies.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including new contracts for publications on matters of topical importance, such as the Commission's political priorities, or publications required by the Treaties, such as the General Report.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.

4.4 Budget line 14 20 04 03 'Information policy and strategic communication for external action' EUR 2 710 000

Description of the main activities covered under budget line 14 20 04 03

4.4.1 Corporate communication

Description, objective pursued and expected results

This budget line covers contributions from other departments to the 2023 corporate communication actions (common foreign and security policy, external relations, international cooperation and partnerships, European neighbourhood policy, enlargement, conflict prevention and humanitarian

policies/programmes) as specified in the Communication on corporate communication action in 2021-2023 under the 2021-2027 multiannual financial framework (C(2020) 9390 of 18 December 2020).

As corporate communication is the Commission's main tool for reaching out to Europeans and informing them about policies that directly affect their lives, the overall aim is to show the added value of EU support in different areas of people's lives. It is also important to highlight the EU's efforts and substantial support for neighbouring countries that are in partnership with the European Union, including candidate countries and potential candidates for EU membership. This is now even more important in view of the impact of the Russian war of aggression against Ukraine.

In 2023, the NextGenerationEU campaign will continue to inform people about the EU's efforts on the recovery from the global COVID-19 crisis, both from a public health and an economic perspective. The campaign will also explain the EU's leading role in the fight against the climate emergency, and continue to provide information about the 2050 zero-carbon objective, the Green Deal and related environmental policies of European and worldwide concern, for example in the area of biodiversity. In 2023, the campaign will focus on projects funded through the economic recovery programme and on their concrete benefits for local communities.

In 2023, Global Gateway will be promoted as the EU's contribution to narrowing the global investment gap accompanying the twin green and digital transitions beyond European borders and boosting competitiveness as well as the security of global supply chains. The focus will be on our joint investment in a shared future, illustrating the EU's long-term commitment to strong, principled and prosperous relationships with partner countries and regions.

Russia's war of aggression against Ukraine has highlighted the need for energy independence from Russia, non-reliance on fossil fuels and the decarbonisation of our economy, through energy efficiency and renewable energy sources. On 20 September 2022, the Commission launched the corporate communication campaign *You are EU* that addresses the general public, and family households in particular, with a mix of media channels such as radio, billboards, websites and social media. In 2023, corporate communication campaigns will continue to respond to the evolving geopolitical situation. The threat of energy shortages across the continent highlights the need to communicate with citizens about ways to overcome any potential fuel crisis.

DG Communication will continue to produce and disseminate content calling for responsible and socially-desirable actions, particularly individual actions to reduce our carbon footprint, in line with the slogan 'think globally, act locally.' As in previous years, the NextGenerationEU campaign will disseminate its messages both inside and outside the EU, using digital channels as well as traditional media, such as television.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including new framework contracts for the integrated campaigns, outreach and events, media buying, creativity and strategy services, and thematic communication actions.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other DGs.