

ANNEX

The Annex to Decision C(2020) 8492 of 7 December 2020 is amended as follows:

(1) In Title **4. Procurement** the table is replaced by the following:

The modifications in the global budgetary envelope reserved for procurement contracts in 2021 is **EUR 96 829 500**:

Budget line	Activity	Available appropriations (EUR)
07 20 04 02	Executive and Corporate Communication Services	47 105 200
07 20 04 03	Commission Representations	26 330 700
07 20 04 04	Communication Services for Citizens	17 228 600
07 20 01 00	Pilot project 072109	2 000 000
07 20 01 00	Pilot project 072114	800 000
14 20 04 03	Information policy and strategic communication for external action	3 365 000
TOTAL		96 829 500

Legal basis:

- Pilot project within the meaning of Article 58(2), point (a) of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012 (OJ L 193, 30.7.2018, p. 1).

(2) A new point 4.4 is added:

‘4.4 Budget Line 07 20 01 00 Pilot project EUR 2 000 000

Description of the main activities covered under Pilot project 07 21 09

4.4.1 Pilot project — Temporary citizens’ assemblies: transforming societal consensus into a way of acting and establishing best practices to engage citizens more in EU public life

Description, objective pursued and expected results

EU institutions, and the Commission in particular, have long been involved in efforts to reach out to Europeans and develop a more dynamic European public space. Against this background, citizens’

assemblies with randomly selected participants who represent diversity in society are increasingly seen as a way to reach out to those who are more far removed from public affairs. Based on deliberative methods, these assemblies have also been particularly helpful in addressing complex policy problems and establishing a process that triggers citizens' collective intelligence and collective recommendations.

In the light of the Conference on the Future of Europe, the official positions of the three EU institutions involved have pointed to the relevance of that format to organise the citizens' strand of the Conference and ensure quality recommendations, leading to more visible and precise follow-up. The pilot project could therefore offer the possibility to experiment further with EU-wide citizens' assemblies in order to tackle policy issues and deliver collective recommendations during the Conference.

Preparation of the Conference activities at EU level envisages designing a methodology for pan-European citizens' panels¹. In 2021, the Commission plans to organise several concurrent panels in the second to fourth quarter (end of week; some on the same weekends). The panels could be held before the Conference's plenary sessions so that citizens' delegations can attend and report back to them. These plans, the number of panels and their exact format will depend on decisions to be reached by the governing bodies of the Conference. Given the COVID-19 pandemic, citizens' panels will have to adapt to restrictions on travel and face-to-face meetings, and could take place at the beginning online or in a hybrid format (with a few people participating face-to-face and a larger number participating online).

The suggested implementation of the pilot project will consist of a final round of panel meetings (online, hybrid or face-to-face meetings) to be organised through a specific service contract. The pilot project budget could be directed to funding the deliberative methodology and to organising the final meetings of the EU-level citizens' panels in order to build consensus and formulate collective recommendations. Moreover, the funding could be used for an accompanying evaluation of the citizens' panels to assess the effectiveness of the applied methodology.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including framework contracts for communication actions run by DG Communication Headquarters and linked to the Commission's political guidelines.

Implementation

Implemented directly by DG Communication.²

(3) A new point 4.5 is added:

‘4.5 Budget Line 07 20 01 00 Pilot project EUR 800 000

Description of the main activities covered under Pilot project 07 21 14

4.5.1 Pilot project — Building Europe with local entities

Description, objective pursued and expected results

¹ Working hypothesis: five panels of 150-200 participants, meeting three to four times for 2 days, based on five criteria (geographical origin, living in urban/rural area, age, gender and socio-economic background).

Strengthening EU democracy means strengthening not only the transnational dimension, notably through the European Parliament and citizens' engagement at EU level, but also 'Europeanising' all levels of democracy in the Member States. In particular the local level, which usually benefits from a higher level of trust thanks to its proximity to citizens, including in rural areas, is a choice intermediary for relaying communication and organising accessible events to get citizens to participate.

In all Member States, efforts have been made to include the local entities in communication strategies on EU issues or to encourage citizens to take part in debates in a more or less formalised structure. Triggering and anchoring more of these initiatives by applying a specific focus and funding therefore seems wholly appropriate.

The aim should also be to promote cooperation among local correspondents at national level and also, if possible, at EU level. The Conference on the Future of Europe will be an opportune moment to foster this initiative, as its aim is to reach a diverse range of citizens. Relying on local councillors and their local environment will be very pertinent in order to encourage people to participate in the EU debate.

In 2021, the pilot project could be implemented by:

- helping organise events on the ground by or with local councillors;
- promoting cooperation among local councillors. This could be done both at national and EU level;
- promoting synergies with other existing initiatives, notably other networks.

The project could help spread best practice in the EU by identifying and highlighting engaged municipalities/local councillors.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including framework contracts for communication actions run by DG Communication Headquarters and linked to the Commission's political guidelines.

Implementation

Implemented directly by DG Communication.?

(4) A new point 4.6 is added:

'4.6 Budget line 14 20 04 03 'Information policy and strategic communication for external action' EUR 3 365 000

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

4.6.1 Corporate Communication

Description, objective pursued and expected results

The actions cover contributions from the common foreign and security policy, external relations, international cooperation and partnerships, European neighbourhood policy, enlargement, conflict prevention and humanitarian policies/programmes to the 2021 corporate communication actions, 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 affect their lives directly, the overall aim is to show the added value of EU support in different areas of people's lives.

In 2021 in particular, the Directorate-General for Communication ('DG Communication') will demonstrate that the Commission is working hard to deliver results on its strategic political priorities, with a number of concrete initiatives. The focus will be on the NextGenerationEU recovery package – to lead Europe out of the coronavirus crisis and address its impact on the economy. In 2021, this new recovery instrument will enable Member States and their economies to get support in various fields, including the external dimension of EU policies. The NextGenerationEU campaign will create the branding and overarching messages for other supporting campaigns that will follow.

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 the integrated campaigns, outreach and events.

Implementation

Implemented directly by DG Communication.?