



Brussels, 8.5.2013
C(2013) 2631 final

COMMISSION DECISION

of 8.5.2013

**concerning the adoption of the amended 2013 work programme in the field of
Communication, serving as a financing decision**

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THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union¹ (hereinafter referred to as the 'Financial Regulation'), and in particular Articles 84 and 128 thereof,

Having regard to Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 on the Financial Regulation applicable to the general budget of the European Communities², and in particular Article 56 thereof,

Having regard to Commission Delegated Regulation (EU, Euratom) No 1268/2012 of 29 October 2012 on the rules of application of the Regulation of the European Parliament and of the Council on the financial rules applicable to the general budget of the Union³ (hereinafter referred to as the Rules of Application), and in particular Articles 94 and 188 thereof,

Having regard to Commission Regulation (EC, Euratom) No 2342/2002 of 23 December 2002 laying down detailed rules for the implementation of the Council Regulation (EU, Euratom) No 1605/2002 of 25 June 2002 (hereinafter referred to as the Implementing Rules)⁴,

Whereas:

- (1) Under Article 54(2)(d) of the Financial Regulation, appropriations for one-off actions, or even actions for an indefinite duration, carried out by the Commission by virtue of tasks resulting from its prerogatives at institutional level pursuant to the TFEU and the Euratom Treaty, other than its right of legislative initiative referred to in point (b), and under specific powers directly conferred on it by those Treaties, a list of which is given in the Rules of Application in Article 31, may be implemented without a basic act.

¹ OJ L 298, 26.10.2012, p. 1.

² OJ L 248, 16.9.2002, p.1. Regulation as amended by Regulation (EC, Euratom) No 1995/2006 of 13 December 2006 (OJ L 390, 30.12.2006, p.1)

³ OJ L 362, 31.12.2012, p. 1.

⁴ OJ L 357, 13.12.2002, p.1. Regulation as last amended by Regulation (EC, Euratom) No 478/2007 of 23 April 2007 (OJ L 111, 28.4.2007, p.1)

- (2) Communication is one of the Commission's tasks resulting from its prerogatives at institutional level.
- (3) Under Article 56 of the Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 appropriations will be also managed via indirect centralised management. Evidence of the existence and proper operation of the elements listed in Article 56 of the Regulation (EC, Euratom) No 1605/2002 within the entities to be entrusted with the implementation of the Union budget by indirect management has been obtained.
- (4) Under Article 128 of the Financial Regulation and Article 188 of the Rules of Application, the work programme is prepared by each authorising officer responsible and it is subject to be adopted and published at the start of the year, and the work programme specifies the basic act, the objectives, the schedule of calls for proposals with the indicative amount and the results expected.
- (5) This Decision allocates to the 2013 work programme a total of EUR 106 419 000. These appropriations may also cover interest due for late payment⁵.
- (6) The present decision constitutes a financing decision for the 2013 budget in the sense of Article 84 of the Financial Regulation, Article 94 of the Rules of Application, and Article 22 of the Internal Rules on the implementation of the general budget of the European Union⁶.
- (7) Under Article 190(1)(c) of the Rules of Application, grants may be awarded without a call for proposals in the case of bodies with a de jure or de facto monopoly.
- (8) Under Article 124 of the Financial Regulation, the work programme specifies grants for which the use of lump sums, unit costs and flat-rate financing is permitted.
- (9) The financing decision for the 2013 work programme in the field of Communication has been adopted by Commission Decision C(2012)9486 on 18 December 2012⁷.
- (10) Following the definitive adoption of the European Union's budget for the financial year 2013, a revision of the Annex of the decision C(2012)9486 of 18 December 2012 has now become necessary.

⁵ Budget lines 16 05 01 "Europe for Citizens", 16 05 01 03 "Pilot project – New Narrative on Europe", 16 05 07 02 "European Year of Citizens 2013" and 16 05 09 "Preparatory action – European Civil Society House" are covered by separate financing decisions.

⁶ Commission Decision on the Internal Rules on the implementation of the general budget of the European Union (European Commission section) for the attention of the Commission departments (Decision C(2012)5903 of 11.09.2012).

⁷ Commission Decision of 18.12.2012 concerning the adoption of the 2013 work programme in the field of Communication, serving as a financing decision (C(2012)9486).

HAS DECIDED AS FOLLOWS:

Article 1

The 2013 work programme in the field of Communication, as set out in the Annex, is adopted. It constitutes a financing decision in the meaning of Article 84 of Regulation (EU, Euratom) No 966/2012.

Article 2

The maximum contribution authorised by this Decision for the implementation of the Programme is set at EUR 106 419 000, and shall be financed from the following lines of the General Budget of the European Union for 2013:

- budget line 16.02 02: EUR 28 400 000
- budget line 16.02 03: EUR 5 150 000
- budget line 16.02 04: EUR 5 553 000
- budget line 16.02 07: EUR 1 730 000
- budget line 16.03 01: EUR 14 800 000
- budget line 16.03 02 01: EUR 8 626 000
- budget line 16.03 02 02: EUR 1 300 000
- budget line 16.03 04: EUR 11 100 000
- budget line 16.04 01: EUR 6 600 000
- budget line 16.04 02 01: EUR 16 860 000
- budget line 16.04 04: EUR 2 300 000
- budget line 16.05 02: EUR 4 000 000

These appropriations may also cover interest due for late payment.

Article 3

The management system set up by the entity or entities to be entrusted with the implementation of funds of the European Union complies with the conditions for the delegation of tasks under indirect management. The budget implementation of tasks related to actions can thus be entrusted to this entity or entities.

Article 4

Grants may be awarded without a call for proposals to the bodies with a de jure or de facto monopoly identified in the annexed work programme.

Article 5

Grants may be awarded as lump sums, unit cost and flat-rate financing, in accordance with the conditions and for the amounts set out in the annexed work programme.

Article 6

As the authorising officer, the Director-General of Directorate General Communication shall be responsible for the publication and implementation of this work programme.

Changes to the allocations of each Chapter not exceeding 20% of the maximum contribution authorised by this Decision are not considered to be substantial provided that they do not significantly affect the nature and objective of the work programme. This may include the increase of the maximum contribution authorised by this Decision up to 20%.

The authorising officer responsible may adopt such changes in accordance with the principles of sound financial management and of proportionality.

Done at Brussels, 8.5.2013

For the Commission
Viviane REDING
Vice-President

ANNEX

2013 WORK PROGRAMME IN THE FIELD OF COMMUNICATION

GENERAL OBJECTIVES

The Commission's communication activities fall under its political autonomy as an institution and its institutional prerogatives.

The political guidelines for the Commission 2010-2014 presented by President Barroso stipulate that:

- 'the dialogue with the citizens and the different actors in civil society, a hallmark of the current Commission, will continue to be of critical importance';
- 'the Commission will redouble its efforts to have a real Commission presence communicating on the ground in the Member States and in the regions, in partnership with the European Parliament, listening to citizens and dealing first hand with their questions and concerns';
- 'this gap (...) can only be closed in full partnership with national and regional authorities'.

The Commission Work Programme 2013 contains key initiatives which respond to this challenge and to main political priorities for achieving the objectives of the Europe 2020 strategy which have been highlighted by President Barroso in his September 2012 State of the Union address. It also responds to the Interinstitutional Communication Priorities as defined by the IGI in June 2012, for 2013/2014:

- Economic recovery
- European Year of Citizens 2013
- European elections

DG COMM will target and coordinate the communication effort of the Commission on the Europe 2020 Strategy. DG COMM will in particular assist the other Commission services to take into account, in a better and more coordinated way, the Europe 2020 dimension in their communication activities.

As announced by President Barroso in his letter to European Parliament President Schulz, the Commission work programme for 2013, and notably DG COMM work programme, will cover key initiatives such as the European Year of Citizens 2013⁸.

This work programme covers communication activities in Croatia following the country's accession on 1st July 2013.

⁸ Covered by a separate financing decision : Decision No 1093/2012/EU of the European Parliament and of the Council of 21 November 2012 on the European Year of Citizens (2013).

ANALYSIS BY BUDGET LINE

All contracts are service contracts, unless otherwise specified.

1.1. Budget line: 16 02 02 MULTIMEDIA ACTIONS

1.1.1. Operations financed from this budget line

Activities carried out within this framework are aimed at developing a European public sphere. They primarily concern the production and broadcast of programmes on EU issues. A number of internal productions and audiovisual sector evaluations or analyses are also financed under this budget line.

1.1.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be distributed among the different actions and in accordance with the various implementing arrangements described in the table below.

Commitment appropriations: 28 400 000 euros

Action		Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Partnerships with the EU information channels Broadcast				
- Euronews	<i>Production and broadcast of programmes on EU affairs and European institutions activities and policies</i>	4 400 000	Ongoing framework partnership agreement	
	<i>Support to EU languages and carriage on DTT.</i>	8 100 000	Ongoing framework partnership agreement	
	<i>Euronews in Arabic 24/7</i>	5 500 000	Ongoing framework partnership agreement	
2. Radio and Internet networks				
- Radio network 2012-2016		6 100 000	Ongoing contract	
- Internet network ⁹		3 200 000	Call for tender > 60 000 EUR (x1)	Q2 (x1)
3. Studies and data in the audiovisual field		400 000	Ongoing contracts	
4. Audiovisual productions and multimedia projects		700 000	Call for tender > 60 000 EUR(x4) and/or Call of expression of interest (x11 services) Call for tenders < 60 000 EUR (x3)	Q2 (x4) Q2 (x2); Q3 (x1)

(*) The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter

⁹ The on-going contract expires on the 22 December 2013.

1.1.2.1. Action grant to Euronews

The action grants foreseen for Euronews aim at implementing the multiannual partnership initiated in 2010 with Euronews to ensure on a long term basis the coverage of EU affairs through an EU perspective.

Framework

The multiannual framework partnership agreement signed with Euronews in December 2010 is implemented through specific grant agreements.

Union contribution

Production and broadcast of programmes on EU affairs and European institutions activities and policies

– Informative programmes

In 2011 and 2012, DG COMM signed two specific grant agreements to support the production and broadcast of programmes with a special focus on the policies and activities of the EU and its institutions. DG COMM intends to continue its support by concluding a new specific operational grant agreement in 2013.

As in the previous years, the new action grant will take a simplified form of funding based on the type of item¹⁰ or programme to be broadcast. The unit costs applied in 2011-2012 have been revised by external auditors¹¹ as follows:

Item or programme	Definition	EU contribution Unit cost (in euros per unit)
Original news (Brussels)	Item of maximum 2 minutes produced by Euronews, providing facts on a single story, event or issue, filmed in Brussels, to be included in a programme.	4 970
Original news (Brussels excepted)	Item of maximum 3 minutes produced by Euronews, providing facts on a single story, event or issue filmed in Europe (Brussels excepted), to be included in a programme.	8 166
Post produced news	Item of maximum 2 minutes post-produced in Euronews' headquarters, providing facts on a single story, event or issue, to be included in a programme.	1 702
Interviews	5-10 min interviews with key personalities	11 216

¹⁰ TV programming entity dedicated to a single story or event, which is to be included in a larger production

¹¹ When revising the unit costs for 2013-2014, the external auditors took into account costs actually incurred during the 2011-2012 period, the expected inflation rate for 2013-2014, changes in the editorial and technical aspects of the programmes, as agreed with the Commission, and changes in the number of units to be produced within the available budget.

Reporter	5-10 min in-depth magazine analysing the impact of the EU policies on citizens daily life	21 198
Europe Weekly	6-8 min show led by presenter with an in-depth look at the week's top stories.	10 231
Direct live	Live broadcast of key events concerning the EU and its institutions (unit = 30 minutes).	11 063
Close-Up	5-15 min in-depth analysis, including duplex and interviews, dealing with the main story of the political week or an overall European trend which is on the daily news agenda.	14 609
I Talk (new format)	20 min debate with one European personality led by presenter	44 164
U Talk	2 min interactive show based on citizens' questions.	5 096
The Network	8 min debate with well-known personalities led by presenter	19 209

The above unit costs are the Commission's contribution to the action, which is set at 85.6 % of the actual cost of each programme or item. Euronews contributes 14.4 % of such cost. These unit costs have been calculated by analysing Euronews costs and revenues as recorded in Euronews statutory accounting books, and comply with the non-profit rule for grants. The calculation is based on the method used in 2011, proved of limited risk by the external audit, with actual costs exceeding unit costs by 2.5% over the period 2011-2012.

The maximum amount of the Commission's contribution to this action will be 4 400 000 EUR in 2013.

– Magazines

In order to make it possible for all Commission DGs to use the framework partnership agreement with Euronews, DG COMM established standard unit costs for a number of magazines of different duration, available as stand-alone programme or in a series, with or without re-distribution. The Commission DGs will have the possibility to conclude specific grant agreements using the unit cost form of funding.

The following unit costs, already adopted by the Commission in 2011¹², should be used in 2013:

¹² Commission decision adopting the financing decision on the amended work programme in the field of communication for 2011, C(2011)3905 of 06.06.2011 and Commission decision adopting the financing decision on the work programme in the field of communication for 2012, C(2011) 9461 of 20.12.2011

Description of the magazine	Diffusion	Services included	EU contribution Unit cost (in euros per unit)
Magazine 26 minutes shot in 4 countries (Europe or World)	10 times	Design (promotion) and distribution	128 840
		Only design (promotion)	119 059
Magazine 26 minutes post produced from rush of shooting linked to subject	10 times	Design (promotion) and distribution	81 230
		Only design (promotion)	71 685
Series 12 minutes – 24 no/year, shot in 2 countries (4 World with 20 Europe)	15 times	Design (Launch / generic / promotion) and distribution	1 424 964
		Only design (Launch/generic/promotion)	1 258 461
Series 12 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	15 times	Design (Launch / generic / promotion) and distribution	1 349 671
		Only design (Launch/generic/promotion)	1 183 821
Series 12 minutes – 10 no/year, shot in 2 countries (2 World with 8 Europe)	15 times	Design (Launch / generic / promotion) and distribution	634 369
		Only design (Launch/generic/promotion)	537 720
Series 12 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	15 times	Design (Launch / generic / promotion) and distribution	602 843
		Only design (Launch/generic/promotion)	506 569
Series 12 minutes – 6 no/year, shot in 2 countries (1 World with 5 Europe)	15 times	Design (Launch / generic / promotion) and distribution	387 112
		Only design (Launch/generic/promotion)	329 137
Series 12 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	15 times	Design (Launch / generic / promotion) and distribution	368 168
		Only design (Launch/generic/promotion)	310 420
Magazine 12 minutes (including trailer), shot in 2 countries (World)	15 times		56 783

Magazine 12 minutes (including trailer), shot in 1 country (World)	15 times		53 659
Magazine 12 minutes (including trailer), shot in 2 countries (Europe)	15 times		50 598
Magazine 12 minutes (including trailer), shot in 1 country (Europe)	15 times		47 495
Series 8 minutes – 24 no/year, shot in 2 countries (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	1 190 067
		Only design (Launch/generic/promotion)	1 024 537
Series 8 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	1 119 549
		Only design (Launch/generic/promotion)	954 838
Series 8 minutes – 10 no/year, shot in 2 countries (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	536 322
		Only design (Launch/generic/promotion)	440 228
Series 8 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	506 664
		Only design (Launch/generic/promotion)	411 043
Series 8 minutes – 6 no/year, shot in 2 countries (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	328 208
		Only design (Launch/generic/promotion)	270 571
Series 8 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	310 426
		Only design (Launch/generic/promotion)	253 075
Magazine 8 minutes (including trailer), shot in 2 countries (World)	20 times		47 144
Magazine 8 minutes (including trailer), shot in 1 country (World)	20 times		44 021
Magazine 8 minutes (including trailer), shot in 2 countries (Europe)	20 times		40 836
Magazine 8 minutes (including trailer), shot in 1 country (Europe)	20 times		37 980

Series 6 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	888 173
		Only design (Launch/generic/promotion)	723 421
Series 6 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	409 805
		Only design (Launch/generic/promotion)	314 159
Series 6 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	252 590
		Only design (Launch/generic/promotion)	195 224
Magazine 6 minutes (including trailer), shot in 1 country (World)	20 times		33 221
Magazine 6 minutes (including trailer), shot in 1 country (Europe)	20 times		28 569
Series 4 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	770 186
		Only design (Launch/generic/promotion)	603 103
Series 4 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	361 077
		Only design (Launch/generic/promotion)	264 081
Series 4 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	223 525
		Only design (Launch/generic/promotion)	165 348
Magazine 4 minutes (including trailer), shot in 1 country (World)	20 times		27 939
Magazine 4 minutes (including trailer), shot in 1 country (Europe)	20 times		23 596
Series 3 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	671 984
		Only design (Launch/generic/promotion)	503 960
Series 3 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	320 416

		Only design (Launch/generic/promotion)	222 870
Series 3 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	199 149
		Only design (Launch/generic/promotion)	140 645
Magazine 3 minutes (including trailer), shot in 1 country (World)	20 times		23 763
Magazine 3 minutes (including trailer), shot in 1 country (Europe)	20 times		19 444

The above unit costs are the Commission's contribution to the action, which is set at maximum 95% of the actual cost of each programme. The co-financing rate varies according to the total broadcast time of each magazine. These unit costs have been calculated by analysing Euronews costs and revenues as recorded in Euronews statutory accounting books, and comply with the non-profit rule for grants.

Production and broadcast of Euronews in EU languages 24/7 – including support to DTT carriage

The Commission intends to finance the production and broadcast 24/7 of the new services of Euronews in Greek and Hungarian, and to support the continuation of Euronews in Portuguese as it was already the case in 2012. The Greek service is carried on the digital terrestrial platform in Cyprus.

Up to 8.1 million EUR, the Commission intends to sign different specific grant agreements with Euronews in the above-mentioned areas on the basis of the reimbursement of a percentage of the actual eligible costs. The Commission may reimburse up to 95% of the eligible costs.

Production and broadcast of Euronews in Arabic 24/7

The Commission intends to continue its long-lasting support to Euronews service in Arabic in the form of an action grant based on unit cost financing. This support responds to the 2007 resolution of the European Parliament on the reforms in the Arab world¹³. The monthly unit cost was set at 404 814 EUR in 2012¹⁴.

Expected results

The actions described above will help strengthen independent reporting on EU affairs by Euronews and will increase its impact by extending the range of broadcast languages and platforms, as the pace of the analogue switch-off steps up in the EU. It

¹³ European Parliament resolution of 10 May 2007 on reforms in the Arab world: what strategy should the European Union adopt? (P6_TA(2007)0179)

¹⁴ If the unit cost has to be revised in 2013, the revision will be done in accordance with the Article 124 of the Financial Regulation.

will also help ensure Euronews presence in the world's audiovisual landscape, bringing news from a European perspective.

1.2. Budget line: 16 02 03
INFORMATION FOR THE MEDIA

1.2.1. Operations financed from this budget line

The actions covered by this budget line aim to provide the target groups, essentially the media and the press, with tools for better understanding and reporting of current affairs.

In 2013 the main actions will concern:

- intensifying and diversifying audiovisual production, concentrating mainly on political priorities and improving its dissemination (meaning publication and making available to the public) on various technological platforms;
- implementing a strategy for promoting the above-mentioned productions among people working in this sector in order to enhance their impact. One of the means of achieving this is to participate in audiovisual trade fairs and explore the usefulness of taking part in fairs and festivals open to the general public;
- organising targeted information events for journalists based on the Commission's strategic priorities (including mid-term evaluation of these events);
- continuing the ongoing work on turning the media library into the Commission's 'audiovisual memory' and a point of access for European citizens, media and Institutions to the European Commission's entire communication production, including images, films and audio recordings.

1.2.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be distributed among the different actions and in accordance with the various implementing arrangements described in the table below.

Commitment appropriations: 5 150 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Coverage of the EU current affairs and Measurement of media usage of audiovisual materials offered by the European Commission	2 400 000	Ongoing contracts Call for tender > 60 000 EUR (x 5) : - Framework contract for photo coverage for news coverage worldwide - Framework contract with 2 thematic lots (or 2 calls for tenders): - symbolic photos production - thematic photos production - Framework contract for video news coverage - Africa (x1 call for tender > 60 000 EUR) - Worldwide (x 1 call for tenders > 60 000 EUR with 4 lots based on geographical regions) - Study on the future of EbS (Call for tender < 60 000 EUR) Call for tender < 60 000 EUR (x10)	Q2 (x1), Q3 (x2) Q2 (x1) Q3 (x1) Q2 (x1) Q3 (x10)
2. Information events for journalists	720 000	Ongoing contracts Call for tender < 60 000 EUR (x18)(***) Call for tender > 60 000 EUR (x1)	Q2 1(x8); Q3 (x10) Q3 (x1)
3. Meetings with Media	582 000	Ongoing contracts	
4. Prix Europa	18 000	Prizes (x3)	Q2 (x3)
5. Media library (conservation and availability to the public of audiovisual material) and Web development Acquisition of stock photos	1 430 000	Ongoing contracts Call for tender > 60 000 (x1): - Translation, subtitling and voice-over: value 2 000 000 EUR over 4 years. Call for tender < 60 000 EUR for the purchase of photos for different uses by all EC services	Q2 (x1) Q2 (x1)

(*) The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter

(***) Some of the information events for journalists are organised locally by the Representations in the Member States.

1.2.2.1. Prizes

Objectives

Organisation or participation in trade fairs, festivals, etc. with prize-giving as their central event.

Potential beneficiaries

The target groups include media professionals.

Exclusion criteria

Relevant exclusion criteria as defined by Articles 106 (1), 107, 108 and 109 of the Financial Regulation will be applied. Particular attention must be provided to ensure that no conflicts of interest between competition winners and jury members exist.

Criteria for awarding prizes

In accordance with Article 138 of the Financial Regulation, the rules of each contest will determine the award criteria, the amount of the prize and the payment arrangements within the framework of the following general conditions and criteria:

- European origin or theme of the work;
- relevance and general interest of the project (in particular as regards the objectives set and the target group);
- European dimension and added value of the project;
- expected multiplier effect (impact beyond the target group);
- reinforcement of European identity or increase in awareness of European integration and European policies.

Level of Union contribution

Prizes to a maximum value of EUR 10 000 per prize¹⁵.

Expected results

Promotion and stimulation of a European identity or the work and thought processes involved in European integration or in European policies.

Award procedure

Presentation of prizes directly to the winners designated by the jury.

Approximate timetable

Launch of the contest: April 2013

Award ceremony and award decision: October / November 2013

¹⁵ Prizes in kind, if given, will have a symbolic nature

1.3. Budget line: 16 02 04
OPERATION OF RADIO AND TELEVISION STUDIOS AND AUDIOVISUAL EQUIPMENT

1.3.1. Operations financed from this budget line

The actions carried out in this area aim in essence to safeguard the operation of the Commission's audiovisual installations and the leasing of the satellite to provide television stations with images and information on the activities of the European Union.

They concern in particular:

- continuing to provide assistance for TV teams that have to film at the Commission from time to time and for groups of professional visitors;
- leasing the satellite transmission capacities required to provide the service;
- purchasing audiovisual equipment and supplies for the radio and TV studios.

1.3.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be divided among the different actions above mentioned and will be mobilised exclusively through contracts.

Commitment appropriations: 5 553 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Operation of radio and television studios and audiovisual equipment	4 549 645	Ongoing contracts	
2. Renewal of service contract "Satellite"	584 189	Ongoing contract	
3. Renewal of framework service Contract for permanent link between BERL and Luxembourg	79 258	Ongoing contract	
4. Purchase of audio-photo-video equipment	339 908	Ongoing contract	

(*) The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

1.4. Budget line: 16 02 07
PILOT PROJECT – SHARE EUROPE ONLINE

1.4.1. Operations financed from this budget line

The pilot project Share Europe Online, implemented jointly by the European Parliament and the Commission, aims at improving the way the EU Institutions engage with citizens on social media by stepping up the on-line presence of European Parliament Information Offices and Commission Representations in Member States, making their communication more targeted, coordinated and adapted to the specificities of national social media landscapes. It also aims to address the

current deficit in institutional communication on social networks in local languages. Through the project, the two Institutions seek directions for sustainable improvement in their communication strategy on social media, from a qualitative and cost-efficiency perspective.

In its second year of implementation, the project will build on the results of the actions already launched, i.e. an EU-wide mapping of the social media landscape and the introduction of dedicated social media community managers in the 17 Information Offices and Representations which jointly operate a European Public Space, to provide expert support and build capacity for improved and sustained activity in this field. In 2013, the intention is to extend progressively the pilot project to all Member States.

The extension of the project will involve setting up a new contractual framework which will determine the possibilities in terms of geographical amplitude and duration.

1.4.2. *Mobilisation of available appropriations and implementing arrangements*

Available appropriations will be used in order to provide the Information Offices and Representations with social media-related expertise, strategy and technical support via public procurement.

Commitment appropriations: 1 730 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable(**)
Pilot Project - Share Europe online	1 730 000	Call for tender > 60 000 (2x) or DG COMM Digital communications framework contract	Q2 1 (x1), Q3 (x1)
		Call for tender < 60 000 (1x)	Q3

(*) The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

1.5. Budget line: 16 03 01 INFORMATION OUTLETS

1.5.1. *Operations financed from this budget line*

The actions carried out under this heading cover the following areas:

EUROPE DIRECT information centres

In providing information to citizens about EU policies and initiatives which have an impact on their daily life and in responding to questions by citizens on their EU rights, the Commission relies on a network of around 500 Europe Direct Information Centres (EDICs) that provide decentralised local information, having particular

regard for specific social, cultural, political and economic aspects at local level¹⁶. The second term of the Europe Direct network ended in December 2012. A Commission decision, anticipating the adoption of the work programme for 2013 regarding grants for financing the host structures of the Europe Direct Information Centres for the period 2013-2017, has been adopted on 21 June 2012 (C(2012)4158)¹⁷. A call for proposals was launched in 2012 in order to set up the third generation of EDICs for five years (2013-2017).

In order to support the EDICs and develop synergies with other Commission information networks, DG COMM's information networks and centres benefit from coordination and support services financed by DG COMM. These services involve in particular training seminars, promotional activities, information services and the provision of documentation (both in HQ and REPS). The contracts of these services expires end of 2013. A call for tenders with different lots to cover all above mentioned activities will be published in 2013 and the contract will be signed in 2014.

1.5.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be distributed among the different actions and in accordance with the various implementing arrangements described in the table below.

As regards grants for action awarded to structures hosting Europe Direct Information Centres, the implementing procedures (criteria, approximate timetable) are stipulated in the Commission Decision concerning the anticipated adoption of the Work Programme in the field of communication for 2013, regarding grants for financing the host structures of the Europe Direct Information Centres across the European Union for the period 2013-2017.

¹⁶ EU Citizenship report 2010 - Dismantling the obstacles to EU citizens' rights COM(2010) 603 final, 27.10.2010

¹⁷ Commission decision C(2012) 4158 of 21 June 2012 concerning the anticipated adoption of the work programme in the field of communication for 2013 regarding grants for financing the host structures of the EUROPE DIRECT information centres across the European Union for the term 2013 2017

Commitment appropriations: 14 800 000 euros

Breakdown	Budget (in euros)	Method of implementation	Approximate timetable (*)
1. Europe Direct Information Centres	12 400 000	- Grant agreements for an action (see Commission Decision C(2012) 4158 of 21 June 2012 which sets out the implementation procedure: the criteria and indicative timetable) - A call for proposals for the selection of Host Structures for the EDICs on Croatia will be launched (after the ratification of the accession treaty)	Q1 Q2
2. Training, support and coordination of the ED information network	2 400 000	Ongoing framework contracts	Q1 and Q4
		Call for tender ≥ 60 000 EUR (x3) (***)	Q2

(*) The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

(***) The procedure should be finalised in 2014

1.5.2.1. Grants

A call for proposals for the selection of Host Structures for the EDICs on Croatia will be launched (after the ratification of the accession treaty)

Subject matter and scope

The Europe Direct Information Centres (EDICs) network is one of the main tools of the European Union to inform European citizens about the EU, and in particular about the rights of EU citizens and the EU's priorities (notably the Europe 2020 Growth Strategy) and to promote participatory citizenship at local and regional level.

Tasks of the information centres set up by the host structures

The centres are an outreach point for all the EU institutions and cooperate with other active information partners. They complement and support the work of the European Commission Representations and European Parliament Information Offices (EPIO) at local and regional level. The Europe Direct Information Centres network is managed by the Commission.

The centres' mission is two-fold:

- to inform European citizens at local and regional level. They are a key partner of the "one-stop-shop" concept as a first entry point to the European Union for citizens, providing information about the EU, referring them to Your Europe or to

specialised information sources and signposting to other services and networks. They give information, advice, assistance and answers to questions about the EU, and in particular about the rights of EU citizens, the EU's priorities (notably the Europe 2020 Growth Strategy), legislation, policies, programmes and funding opportunities.

- to promote participatory citizenship through various communication tools (website, social media, publications, etc.) and by interacting with local and regional stakeholders, multipliers and media. They stimulate debate through the organisation of conferences and events and channel citizens' feedback to the EU.

Geographical coverage

The aim of the call for proposals is to ensure that the EDICs are in close proximity to all EU citizens. Therefore the selection of the host structures should ensure that not only are the Centres equally spread across the EU at national level, but also provide adequate representativeness across the EU as a whole.

The number of grants awarded will be subject to budget availability and the number of submitted proposals eligible for funding.

Conditions for financial support to the host structures

The action grant for the host structure per centre, in form of lump sums, shall range from a minimum of EUR 12 000 per year to a maximum of EUR 20 000 per year¹⁸.

The lump sum system is based on a modular approach as follows:

- applicants may select the modules accordingly to their action plan;
- module 1 (option a or b) of group I (“Basic information services”) is mandatory;
- selecting at least one module of group II (“Communication products”) and at least one module of group III (“Events”) is mandatory;
- modules 5a, 5c, 6, in group II and 7a, 7b and 7c in group III may be selected several times by the applicants up to the maximum limit of the grant.

The description of the modules and the minimum requirements to obtain the lump sums are summarised in the table below:

¹⁸ In 2013 given that the EDICs in Croatia will start the activity on July the action grant will range from a minimum EUR 6 000 per year to a maximum of EUR 10 000 per year

Groups	Modules	Actions	Lump sum and unit costs (in EUR)	Adapted lump sums and unit costs for 2013 ¹⁹
I. Basic information services	M1a	<ul style="list-style-type: none"> ▪ Centre open minimum 20 hours/ week; Centre may be closed up to a maximum of 6 weeks per year²⁰. ▪ Outside the opening hours: message on telephone answering machine and out of office reply in e-mail both indicating opening hours and alternative services such as the Europe Direct Contact Centre (EDCC) and Your Europe for online information. ▪ Adequate signposting, premises and facilities. ▪ Providing information services ▪ Signposting of questions outside of centre's remit to appropriate EC network or EDCC. ▪ Assistance to the EC Representation and EP Information Office locally. ▪ Dedicated webpage with basic minimum information about the centre ▪ Participation in coordination/ training meetings (incl. Annual General Meeting) organised by the Commission (Headquarters and Representations) ▪ Monthly reporting on activities including feedback about key concerns of citizens and local/regional media coverage; ad hoc feedback upon request of the EC Representation ▪ Production of an annual evaluation/ impact assessment of at least 50% of the activities 	11 200	5 600
	M1b	<ul style="list-style-type: none"> ▪ Idem as M1a except that the minimum opening hours are reduced from 20 hours to 8 hours per week. 	8 000	4 000
	M2	<ul style="list-style-type: none"> ▪ Website publicizing the centre's activities and EU related topics, in particular EU citizens' rights and EU priorities adapted 	1 600	800

¹⁹ In 2013 given that the EDICs in Croatia will start the activity on July the Lump sum for modules M1a; M1b; M2 and M3 has to be adapted.

²⁰ 3 weeks for the 2013 (Action Plan from 1/6 to 31/12).

Groups	Modules	Actions	Lump sum and unit costs (in EUR)	Adapted lump sums and unit costs for 2013 ¹⁹
II. Communication products		<ul style="list-style-type: none"> to local/regional audience ▪ Links to other EU websites (Europa, EDCC, other EC networks, EC Representation, EP Information Offices , ...) ▪ Updated several times weekly 		
	M3 Social Media	<ul style="list-style-type: none"> ▪ Management of social media (Facebook, twitter, blogs, ..) ▪ Updated several times weekly ▪ Continuous interaction with users ▪ Content focuses on centre's activities and/or on EU related topics, in particular EU citizens' rights and EU priorities adapted to local/regional audience 	800	400
	M4 E-Newsletter	<ul style="list-style-type: none"> ▪ Production of an electronic newsletter ▪ Content focuses on centre's activities and on EU related topics, in particular EU citizens' rights and EU priorities adapted to local/regional audience (simple copies of existing EU articles/material will not be accepted) ▪ Published at least 6 times a year ▪ Dispatched to at least 100 contacts 	400	400
	M5a Publications	<ul style="list-style-type: none"> ▪ Publication of minimum 10 pages ▪ Minimum 500 copies ▪ Content focuses on centre's activities and/or on EU related topics , in particular EU citizens' rights and EU priorities adapted to local/regional audience ▪ Should be complementary to already existing material produced by the EU institutions ▪ On-line version of the publication to be published on the centre's website 	800 ^(*)	800 ^(*)
	M5b Promotional material	<ul style="list-style-type: none"> ▪ Production of minimum 200 items (notebooks, bags, mouse pads, games, USB keys ...), as environmentally friendly as possible 	400	400
	M5c Audiovisual (AV) and other electronic material	<ul style="list-style-type: none"> ▪ Creation and production of a video clip, e-book, interactive game or audio material on various support (CDs, DVDs, USB keys, ...) ▪ Content focuses on centre's activities and/or on EU related subjects, in particular EU citizens' rights and EU 	800 ^(*)	800 ^(*)

Groups	Modules	Actions	Lump sum and unit costs (in EUR)	Adapted lump sums and unit costs for 2013 ¹⁹
		<p>priorities adapted to local/regional audience</p> <ul style="list-style-type: none"> ▪ Content should be complementary to existing AV and electronic material produced by the EU institutions (copies of existing AV or other electronic material will not be accepted) ▪ Uploaded on the centre's website and on an open video sharing website 		
	M6 Local media	<ul style="list-style-type: none"> ▪ Publications – preferably on a regular basis - in local/regional independent media (websites of local/regional authorities are not considered as "media") ▪ Might be articles published in printed and/or on-line media, participation in TV/ radio programmes ▪ Content focuses on the centre's activities and/or on EU related topics, in particular EU citizens' rights and EU priorities targeted to local/regional audience ▪ No articles advertising/covering exclusively an event organised by a centre (these should be covered by modules 7a, 7b and 7c) ▪ At least 10 publications 	800 ^(*)	800 ^(*)
III. Events	M7a Participation in events	<ul style="list-style-type: none"> ▪ Active participation in events organised by a third party (exhibition, fair, seminar, ...) ▪ Participation of the centre should focus on EU related topics, in particular EU citizens' rights and/or EU priorities targeted to local/regional audience ▪ Involving in total a minimum of 200 participants ▪ Minimum 3 hours of activity (not simple presence) is requested for an event 	400 ^(*)	400 ^(*)
	M7b Organisation of events for specific audiences	<ul style="list-style-type: none"> ▪ Organisation of conferences, debates, presentations ▪ Event should focus on EU related topics, in particular EU citizens' rights and/or EU priorities targeted to local/regional audience. ▪ Minimum 4 events which should target in total minimum 100 people. ▪ Minimum 1 hour of activity is requested for each event 	800 ^(*)	800 ^(*)

Groups	Modules	Actions	Lump sum and unit costs (in EUR)	Adapted lump sums and unit costs for 2013 ¹⁹
	M7c Organisation of events for broad audiences	<ul style="list-style-type: none"> ▪ Organisation of an event (open day, 9th of May, ..) ▪ Event should focus on EU related topics, in particular EU citizens' rights and/or EU priorities targeted to local/regional audience. ▪ Minimum 200 participants at the event ▪ Minimum 3 hours of activity is requested for an event 	1 600 ^(*)	1600 ^(*)
(*) The module can be implemented more than once. In that case the lump sum must be multiplied by the number of times the module will be executed				

The grant shall be awarded, in accordance with the Financial Regulation, on the basis of the action plan submitted by the host structure for a specific year.

For the sake of the stability of the network and the continuity of its information and communication activities, the action grant award shall be covered by a multi-annual framework agreement of five years, to be implemented through specific annual agreements.

In the context of the framework agreements to be signed with host structures, other DGs and Services can launch specific calls for proposals among selected partners and conclude specific agreements using, where appropriate, the same modules and lump sums to finance communication activities. These calls will be managed by the respective DG, under its budget and in agreement with DG COMM.

Implementation

The direct centralised management method will be applied.

Call for proposals (tentative scheduling)

Call for proposals will be launched to select the host structures for the EDICs in Croatia for the period 2013-2017.

- Envisaged publication date: second quarter 2013
- Awarding of grants: second semester 2013

Criteria

Potential beneficiaries

Public or private bodies with a public-service mission that have already developed solid skills in communicating with the public.

Eligibility criteria

The following eligibility criteria must be met:

- the applicant organisation must be legally constituted and registered in one of the 27 EU Member States or in Croatia,
- the applicant organisation must be a proven public sector body or private law body with a public service mission,
- the proposal must comply with the aim of the call, must be based on the modules and lump sums included in the call, comply with mandatory modules and not exceed the maximum of the grant allowed.

Exclusion criteria

Applicants shall be excluded from participation to the call if:

- they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations,
- they or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*,
- they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify,
- they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the action is to be implemented,
- they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Union's financial interests,
- following a procurement procedure or grant award procedure financed by the budget of the Union, they have been declared to be in serious breach of contract for failure to comply with their obligations.

Action grants may not be awarded to applicants who, during the call procedure:

- are subject to a conflict of interest,
- are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation to the grant procedure or fail to supply this information.

Selection criteria

a) Financial capacity

Applicants must prove they have sufficient and stable financial resources to enable them to host the centre(s) throughout the whole five year period.

b) Operational capacity

Applicants must demonstrate their operational ability to host the centre and to adapt its mission to the EU's policy developments and priorities. In particular, they must have:

- at least two years' proven experience in communicating with the public preferably on issues relevant to EU policies,
- human resources whose competencies and qualifications include good communication skills (orally and written), project management, sound knowledge of European affairs and proficiency in at least one of the EU's working languages (English, French and German),
- technological and physical infrastructure allowing for successful implementation of the action, with due regard to location and accessibility of premises (premises must be barrier-free. If not the applicant must explain how they will comply with this requirement).

Award criteria

The award criteria, which will be given a weighting in the call for proposals, shall be as follows:

- Relevance of the prospective host structure's proposal,
- Profile, potential outreach and impact of the centre in the region,
- Quality of the basic information services, communication products and events,
- Consistency and adequacy of resources allocated to the implementation of the foreseen activities

Geographical balance

Proposals will be ranked in order of merit, on the basis of the award criteria. In order to ensure a geographically equitable spread of centres, the scores of proposals with the same geographical coverage will be compared against each other and only the better or best ones will be deemed eligible for award. Assessment of the proposal's geographical coverage will be based on the location of the prospective centre providing the basic information services and the outreach of the communication and awareness-raising activities proposed by the applicant.

Preference will be given to centres located where there is no EC Representation or EP Information Office.

Results Expected

The grants are intended to support the work of the EDICs. The host structures to be selected shall set up and manage the centres with the aim of providing a local and regional service that:

- enables citizens of the EU to obtain information, advice, assistance and answers to questions about the EU, and in particular about the rights of EU citizens, the EU's priorities (notably the Europe 2020 Growth strategy), legislation, policies, programmes, and funding opportunities,
- contributes to stimulating debate and awareness amongst citizens on EU issues, achievements and goals while at the same time channelling feedback from citizens to the EU,
- enables the EU to have a valid partner at local and regional level for its initiatives, campaigns and actions throughout the Member State,
- allows the EU to improve the dissemination of specific information tailored to local and regional needs and characteristics.

**1.6. Budget line: 16 03 02 01
COMMUNICATION OF THE COMMISSION REPRESENTATIONS**

1.6.1. Operations financed from this budget line

The appropriations under this budget line are intended to implement and assess a communication policy that is decentralised via the Representations. As of 1 July 2013, this policy will cover also the activities of the Representation in Croatia.

In 2013, these activities will focus on the political priorities to be laid down in the Commission's 2013 work programme.

Within this framework, the Representations will develop a wide range of activities and communication tools tailored to local audiences.

The appropriations also cover the re-payment of travel and related expenses of persons invited to follow the work of the Commission.

- Organisation of European events
Local communication activities will be carried out by the Representations in the Member States. In 2013, as in 2012, they will take a multitude of forms, from conferences for opinion-formers to ‘edutainment’ events (competitions etc.) for the general public.
- The main aim of these activities will be to deliver messages relating to the political priorities.
- Organisation of seminars and conferences
These are debates, such as Citizen’s Dialogue, which are intended for the general public, with the involvement of members of parliament, representatives of national, regional or local authorities, Commissioners and media professionals or opinion formers, to discuss topical European issues.
- Organisation of activities for direct communication with specific target groups
The Representations regularly organise meetings with the media or with specific target groups on particular themes reflecting contemporary issues, and also visits for small groups, etc.
- Promotional material

1.6.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be distributed among the different actions and in accordance with the various implementing arrangements described in the table below.

Commitment appropriations: 8 626 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. European debates and events	7 126 000	Call for tender ≤ 60 000 EUR (x150) Call for tender > 60 000 EUR(x5) Calls for proposals (x6) Prizes (x5) Ongoing contracts	Q1 (x30); Q2 (x70); Q3 (x35) ; Q4 (x15) Q2 (x3);Q3 (x2) Q2 (x6) Q2 (x5)
2. Seminars and conferences organised by the Representations	1 500 000	Call for tender ≤ 60 000 EUR (x105) Call for tender > 60 000 EUR(x2) Ongoing contracts	Q1 (x14); Q2 (x30); Q3 (x47); Q4 (x14) Q2 (x2)

(*) The Representations take part in numerous events in order to enhance the European Union’s profile. Although some public contracts are of a value of more than EUR 60 000, local communication actions are characterised by a large number of local events for which expenditure is lower, sometimes much lower, than the threshold of EUR 60 000. The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

1.6.2.1. Grants

Organisation of calls for proposals

Calls for proposals will be launched by the Representations of the European Commission. The estimated duration of the activities may not exceed 12 months.

Objectives

To capitalise on special events and national or regional initiatives involving civil society players and opinion-formers so as to increase the general public's knowledge of the Commission's activities, in particular in the context of the political priorities.

Eligibility criteria

Civil society organisations proactive on European issues.

Selection criteria

Applicants will have to demonstrate that they have the financial, technical and operational capacity to complete the project, and stable and sufficient sources of funding to keep up the activity throughout the implementation and/or funding period. They must also provide evidence that their professional skills, qualifications and/or experience are relevant to the proposed project.

Criteria for awarding grants

- Relevance and general interest of the project (in particular as regards the objectives set and the target group).
- European dimension and added value of the project.
- Expected multiplier effect (impact beyond the target group).
- Visibility given to the project (promotion/publicity).
- Consistency of the overall design of the project with the political priorities.
- Quality of the work programme and working method.

Level of Union contribution

The level of the grant will be a maximum of 80% of the eligible costs for each action.

Expected results

The projects selected should contribute to forging closer links between citizens and the institutions of the European Union, in particular through better knowledge of the Union's role and activities.

Approximate timetable

Envisaged publication dates: first quarter 2013 (x6)

Awarding of grants: second or third quarter 2013 (x6)

1.6.2.2. Prizes

Objectives

Organisation or participation in events based on competitions.

Potential beneficiaries

The target group consists mainly of natural persons, and possibly civil society organisations (NGOs, associations, etc.).

Exclusion criteria

Relevant exclusion criteria as defined by Articles 106 (1), 107, 108 and 109 of the Financial Regulation will be applied. Particular attention must be provided to ensure that no conflicts of interest between competition winners and jury members exist.

Criteria for awarding prizes

In accordance with Article 138 of the Financial Regulation, the rules of each contest will determine the award criteria, the amount of the prize and the payment arrangements, within the framework of the following conditions:

- knowledge of European affairs;
- relevance and general interest of the project (in particular as regards the objectives set and the target group);
- European dimension and added value of the project;
- expected multiplier effect (impact beyond the target group);
- increase in awareness of European integration and European policies.

Level of Union contribution

Prizes to a maximum value of EUR 10 000 per prize²¹.

Expected results

Promotion and stimulation of the work and thought processes involved in European integration or in European policies.

Award procedure

Giving of prizes directly to the winners designated by the jury.

Approximate timetable:

²¹ Prizes in kind, if given, will have a symbolic nature.

Launch of the contests: second quarter 2013 (x5)

Awarding of prizes: fourth quarter 2013 (x5)

1.7. Budget line: 16 03 02 02
EUROPEAN PUBLIC SPACES

1.7.1. Operations financed from this budget line

This appropriation is intended to cover specifically the management of "European Public Spaces" (EPS) in the Europe Houses in order to host public events. The Commission will manage the logistical arrangements for the EPS for the benefit of both institutions (Parliament and Commission), including operational costs and the organisation of contracted services in the European capitals concerned: Prague, Copenhagen, Berlin, Tallinn, Dublin, Madrid, Rome, Riga, Budapest, The Hague, Vienna, Lisbon, Bucharest, Helsinki, Stockholm, London and Nicosia.

Mobilisation of available appropriations and implementing arrangements

The available appropriations will be distributed among the different EPS and in accordance with the various implementing arrangements described in the table below.

Commitment appropriations: 1 300 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
European Public Spaces	1 300 000	Call for tender ≤ 60 000 €(x56) Call for tender > 60 000 €(x2) Ongoing contracts	Q1 (x8); Q2 (x 17); Q3 (x22), Q4 (x9) Q2 (x2)

(*) The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

1.8. Budget line: 16 03 04
COMMUNICATING EUROPE IN PARTNERSHIP

1.8.1. Operations financed from this budget line

The actions financed from this budget line correspond to the policy declaration of 22 October 2008 signed by the European Parliament, the Council and the Commission. Their priority aim is to implement, in an inter-institutional framework, the political priorities agreed between the institutions, principally through the general use of management partnerships in all the Member States concerned.

These communication activities will also include a series of thematic events linked to the political priorities adopted, organised either on the initiative of the Representations to develop debate with citizens at a local level, or on the initiative of DG COMM to develop activities of general European interest, such as new projects for schools.

The appropriations also cover the re-payment of travel and related expenses of persons invited to follow the work of the Commission.

1.8.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be distributed among the different measures and in accordance with the various implementing arrangements described in the table below.

Commitment appropriations: 11 100 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Communication actions linked to the political priorities - Representations	2 700 000	Call for tender ≤ 60 000 EUR (x60)	Q1 (x6), Q2 (x19), Q3 (x25); Q4 (x10)
		Call for tender > 60 000 EUR (x6)	Q1 (x1); Q2 (x1), Q3 (x4)
		Call for proposals (3)	Q2 (x3)
2. Communication actions linked to the political priorities - Headquarters	100 000	Call for tender > 60 000 EUR(x2) Ongoing contracts	Q2 (x1), Q3 (x1)
3. Management partnerships	8 200 000		
4. Horizontal evaluation on MP	100 000	Call for tender > 60 000 EUR(x1)	Q2 (x1)

(*) The Representations take part in numerous communication activities in order to enhance the European Union's profile. Although some public contracts are of a value of more than EUR 60 000, the activities in the Member States are characterised by a large number of local events for which expenditure is lower, sometimes much lower, than the threshold of EUR 60 000.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

1.8.2.1. Provision of funds for grants and contracts in the context of *management partnerships* with public authorities in the Member States

Part of the expenditure charged to this budget line results from the implementation of management partnerships with national or regional public authorities. Within each partnership a communication plan is agreed jointly between the Member State, the European Parliament and the Commission.

These partnerships are managed centrally and indirectly, in accordance with Articles 54 and 56 of the Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 and Articles 35, 38, 39 and 41 of its Implementing Rules. The Commission established the legal framework for this delegation of its implementing powers in Decision C(2004)4841 of 15 December 2004²². The exercise is led by a coordination team representing the public authorities responsible for information on subjects of

²² Commission Decision C(2004) 4841 of 15 December 2004 establishing the legal framework for the management partnership and co-financing agreements with the Member States concerning information and communication actions such as the priority information actions under PRINCE and operational 'Press and communication' appropriations.

European interest, the European Parliament and the Commission. The actions are implemented by an intermediate body proposed by the Member State and approved by the Commission²³. The intermediate body is linked to the Commission by a delegation agreement, with a maximum duration of four years, and by fund-provision agreements, the duration and maximum amount of which are determined in the light of the actions to be carried out. The bodies to which budget implementation tasks are delegated, and which have signed agreements on the provision of EU funding, meet the criteria set out in Article 56(1) of the Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002.

DG COMM would like to privilege the development of this tool in 2013 in proposing the signature of such a delegation agreement to all interested Member States. The indicative amounts for each management partnership currently foreseen in 2013 are given in the table below.

Member State	Indicative amount (in euros)
Belgium	350 000
Germany	1 000 000
Estonia	250 000
Greece	350 000
Spain	600 000
France	850 000
Italy	850 000
Latvia	250 000
Lithuania	250 000
Hungary	350 000
Malta	250 000
Austria	350 000
Poland	600 000
Portugal	500 000
Slovenia	350 000
Slovakia	350 000
Finland	350 000
Sweden	350 000
TOTAL	8 200 000

²³ The bodies delegated to manage Community public funds are chosen after assessment of the criteria set out in Article 56(1) of the Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002, in accordance with Decision C(2004) 4841. These delegated bodies are designated by the Commission in a separate written procedure.

Objectives

To make the resources of the European institutions and their national partners available for a concerted strategy designed to provide the public with consistent, appropriate information on the role of the European Union and its achievements, drawing on the experience and using the special information channels of the public authorities at national, regional or local level.

Potential beneficiaries of the funding

The contractors and grant beneficiaries selected by the intermediate body following appropriate award procedures.

Criteria for selecting the actions to be carried out (coordination team) and criteria for awarding grants (intermediate body)

- Relevance and general interest of the project (in particular as regards the objectives set and the target group).
- European dimension and added value of the project.
- Expected multiplier effect (impact beyond the target group).
- Visibility given to the project (promotion/publicity).

Criteria for awarding the contracts (intermediate body)

- Either the lowest price;
- or the economically most advantageous bid (best ratio between cost and quality).

Level of Union contribution

Actions carried out by the intermediate body as part of indirect centralised management will be financed by the Union appropriations made available to it.

- Contracts will be financed in full.
- Co-funding for grants will vary, depending on the agreements which the intermediate body has signed with the beneficiaries, on the basis of the instructions received from the coordination team. These grants will not generate any profit for the beneficiaries and will adhere to the principle of non-retroactivity for the recognition of eligible costs.

Expected results

The projects selected should contribute to better public awareness of the EU's role and action. Use of the management partnership should make it possible in particular to reconcile the target group's expectations and its awareness.

1.8.2.2. Grants

Organisation of calls for proposals

Calls for proposals will be launched by the Representations in the Member States. The estimated duration of the activities may not exceed one year.

Objectives of the calls for proposals

- a) To provide financial support for local initiatives in order to:
 - encourage public participation, particularly participation by women and young people, in the debates on Europe, especially on those issues set as political priorities;
 - gather their opinions on an extensive, high-quality basis;
 - analyse contributions from the general public which could be used as input for decision-makers.
- b) To provide financial support for local initiatives aimed at communicating about Europe with young people.

Eligibility criteria

- a) Non-profit organisations with their own legal personality, registered in one of the countries of the EU and independent of the public authorities.
- b) Owners and managers of websites aimed at young people and frequently visited by the target group.

Selection criteria

Applicants will have to demonstrate that they have the financial, technical and operational capacity to complete the project and stable and sufficient sources of funding to keep up the activity throughout the implementation and/or funding period and participate in the founding of the action. They must also provide evidence that their professional skills, qualifications and/or experience are relevant to the proposed project.

Criteria for awarding grants

Eligible projects will be evaluated on the basis of:

- a)
 - the consistency of the overall design of the project with the objectives of the calls for proposals;
 - the quality of the work programme and working method;
 - the dynamics of the networking and establishment of cooperative partnerships;

- the ability of the project to mobilise citizens;
- the likely multiplier effect, as calculated on the basis of the measures proposed to give visibility to the project and its results;
- the system of information feedback to European decision-makers;
- the mechanism for evaluation of the objectives pursued by the project.

b)

- the relevance and general interest of the project (in particular as regards the objectives set and the target group);
- the project's European dimension and added value;
- the expected multiplier effect;
- the visibility given to the project (promotion/publicity);
- the quality of the work programme and working method.

Level of Union contribution

The level of the grant will be a maximum of 80% of the eligible costs for each action.

Expected results

a) The projects selected must contribute, through increased dialogue, to closer links between citizens and the institutions of the European Union, in particular through better knowledge of the Union's role and activities.

b) The projects selected must contribute to forging closer links between young people and the institutions of the European Union, in particular through better knowledge of the Union's role and activities.

Approximate timetable

Envisaged publication dates: first semester 2013 (x3)

Awarding of grants: third quarter 2013 (x3)

**1.9. Budget line: 16 04 01
PUBLIC OPINION ANALYSIS**

1.9.1. Operations financed from this budget line

Appropriations under this line are intended to cover the analysis of trends in public opinion via Eurobarometer surveys carried out in the 27 Member States and the candidate countries. They cover not only generic or ad hoc studies addressing

specific themes and/or specific target groups, but also quality analyses. Ad hoc surveys are also carried out at local level on the initiative of the Representations.

Quantitative and qualitative media analysis will be carried out of the media impact of Commission priority policies in selected EU member states covering all media types (print press, online media, audio visual media and social media). The results will be presented to senior staff in monthly reports and flash reports.

1.9.2. *Mobilisation of available appropriations and implementing arrangements*

The various actions are implemented by way of contract procedures.

Commitment appropriations: 6 600 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Eurobarometer	5 000 000	Ongoing contracts Call for tender > 60 000 EUR (x1)	Q3 (x1)
2. Qualitative Media Monitoring Analysis	1 600 000	Ongoing contracts	

(*) The estimated number of contracts in brackets refers to surveys and studies organised either centrally or by the 27 Commission Representations in the Member States.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

1.10. Budget line: 16 04 02 01 ON-LINE AND WRITTEN INFORMATION AND COMMUNICATION TOOLS

1.10.1. *Operations financed from this budget line*

Actions carried out under this heading comprise:

- operation and development of the Europe Direct contact centre, which can be accessed free of charge by any member of the public and provides information in response to any question concerning the EU. A call for tender for the external evaluation of the Contact Centre should be launched in 2013.
- operation, structure, design, functions and editorial tasks of the Commission part and EU part of the EUROPA website, for which DG COMM is responsible, including managing the respective web pages of the Commission President and the Member of the Commission responsible for communication and other priority or topical sites, and support for the Representations' websites. The implementation of the web rationalisation project aimed at reorganising and enhancing the Commission's web presence will take centre stage in 2013. Social media is also playing an ever-increasing role in the digital landscape.
- development and operation of the Representations' websites and their electronic publications.

1.10.2. Mobilisation of available appropriations and implementing arrangements

The appropriations available will be divided between the various actions shown in the table below.

Commitment appropriations: 16 860 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. EUROPE DIRECT contact centre	4 500 000	Ongoing contract Call for tender for the external evaluation > 60.000 €	Q3
2. EUROPA website	6 450 000	Ongoing contracts Call for tender > 60 000 EUR (x3) (***)	Q2 1 (x1); Q3 (x2)
3. Websites and electronic and Paper publications and newsletters of the Representations	5 410 000	Call for tender ≤ 60 000 EUR (x62) ²⁴ Call for tender > 60 000 EUR(x5) Ongoing contracts	Q1 (x 9); Q2 (x16); Q3 (x20), Q4 (x7) Q2 (x2); Q3 (x3)
4. Rapid	500 000	Ongoing contracts	

(*) The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

(***) (i) Corporate Web Content Management System (CWCMS) version 4 (ii) Web Analytics (iii) Corporate Social Media Monitoring Tool

1.11. Budget line: 16 04 04 WRITTEN PUBLICATIONS FOR GENERAL USE

1.11.1. Operations financed from this budget line

This appropriation is intended to cover expenditure on the production, on whatever media, of publications on major topical issues linked to the activities of the Commission and the work of the European Union. It also covers the publications envisaged by the Treaties and other institutional or reference publications. These publications are aimed at the teaching profession, opinion leaders and the general public.

1.11.2. Mobilisation of available appropriations and implementing arrangements

The appropriations available will be used for the production and dissemination of these publications.

²⁴ Each of the 27 Commission Representations in the Member States has its own website in the national languages. The 27 Representations and the 9 Antennas offer the public electronic publications on European themes of interest and concern to the countries in question. These circumstances explain the number of contracts of less than 60 000 EUR.

Commitment appropriations: 2 300 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Written publications of general interest including the General Report	2 300 000	Ongoing contracts	

(*) The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

The planned expenditure will be effected through the existing framework contracts, in particular those concluded by the Publications Office.

1.12. Budget line: 16 05

02

VISITS TO THE COMMISSION

1.12.1. Operations financed from this budget line

The Visitors' Centre is an integral part and key instrument of the communication strategy of the Commission and provides an opportunity for citizens, including high-profile groups and key multipliers to visit the Commission in Brussels. It aims at giving its visitors an insight into the work and functioning of the Commission and explaining its policies and programmes, tailored to their interests.

Three categories of visits will be financed by this budget line:

- **General Information Visits** : organised in response to spontaneous requests submitted by groups of at least 15 participants; aimed at people with little or no previous knowledge of the EU including high school groups; comprises of a general talk on the EU (in the language of the group where possible) followed by a question and answer session, lasts 90 minutes.
- **Specific Information Visits**: aimed at undergraduate students and specific interest groups; comprises of an introduction on the role of the EU Institutions, followed by a presentation on a specific EU policy of direct interest to the group; lasts three hours.
- **Tailored Information Visits** : aimed at journalists, national and local government representatives, business associations, professional groups from the public and private sector, trade unions, academics including post graduate and research students; comprises of a programme which is specially tailored to the interests of the group and can consist of an introduction to the EU followed by up to four presentations on specific EU policies given by Commission officials dealing with the issues involved; lasts either half a day or one full day.

The Visitors' Centre works in close collaboration with other DG COMM services, such as Spokespersons' Service and the Representations and Regional Offices in the Member States as well as with other Directorates-General. It also collaborates with the visitors' centres and services of other European institutions and Advisory Bodies in Brussels.

1.12.2. *Mobilisation of available appropriations and implementing arrangements*

The available appropriations will be used for full implementation of the different visit programmes, covering where appropriate, costs related to travel, accommodation, meals, refreshments, local transport and external speakers fees.

Commitment appropriations: 4 000 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Visits to the Commission	3 750 000	Ongoing contract (5)	
2. Equipment for Visitors' Centre	250 000	Ongoing contract	Q2

(*) The estimated number of contracts is given in brackets.

(**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.