



EUROPEAN
COMMISSION

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ANNEX 1

ANNEX

to the

COMMISSION DECISION

amending Commission Decision C(2015)9059 concerning the adoption of the 2016 work programme in the field of Communication, serving as a financing decision

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The modifications, together with their budgetary implications, introduced by this Decision are detailed in the present Annex. For any other elements concerning the 2016 work programme in the field of Communication, it is necessary to refer to the Commission Decision C(2015)9059 of 17 December 2015.

The points 10., 10.1. and 10.2. are added to the original Annex of Commission Decision C(2015)9059 as follows:

10. BUDGET LINE 16 03 77 05 – PREPARATORY ACTION "SHARE EUROPE ONLINE"

10.1. Operations financed from this budget line

Responding to the need to adapt the communication policies of the EU Institutions to the realities of internet and social media, the European Parliament (EP) and the European Commission (EC) are jointly implementing the Preparatory Action Share Europe Online.

Centred around the on-line presence of the European Parliament Information Offices and the Commission Representations in Member States (hereafter EP and EC local offices) Share Europe Online aims at improving the way the two institutions engage with citizens on social media by making their communication more interactive, targeted and adapted to local concerns as well as to the specificities of national social media landscapes. It also aims to address the deficit in institutional communication on social networks in local languages. Share Europe Online has been running successfully as a Pilot Project since early 2013 when dedicated social media community managers were deployed to the EP and EC local offices in 17 Member States to assist, advise and train local staff. In view of the positive first results the scheme was extended EU-wide in November 2013 and continued throughout 2014.

During the first Preparatory Action period ending January 2015, the external community management scheme was gradually phased out. The management of the social media communication is since then in the hands of designated members of staff of the EP and EC local offices, who have received training by the community managers and have become themselves digital mentors. In line with the recommendations of an external evaluation of the Pilot Project completed in 2015, the actions financed by the budget of the 2nd year of the Preparatory Action had the objective of keeping up the momentum by reinforcing the central steer and support to the EP and the EC local offices, and providing training and relevant tools. In addition, the greater part of the budget was mobilised to implement joint digital communication projects by the EP and EC local offices as a way to continue innovating and develop replicable best practices. These projects will come to fruition during the course of 2016 and will be subject to ongoing monitoring and evaluation.

The intention with the 3rd and final Preparatory Action budget is to continue with the current two-way approach consisting of:

- Centrally managed support activities, such as day-to-day editorial coordination and technical support, training, provision of relevant social media tools and resources (incl. evaluation methodologies, analysis of social media landscapes, promotion services and equipment);
- Stimulating local initiative through funding of innovative projects and harvesting of ensuing experiences.

The overall objective is to continue expanding the presence of the EP and EC local offices on the national social media landscapes, in a constantly evolving environment. Particular attention will be given to making the use of social media communication more strategic, supporting the political priorities of the two institutions.

10.2. MOBILISATION OF AVAILABLE APPROPRIATIONS AND IMPLEMENTING ARRANGEMENTS

Available appropriations will be used in order to provide the EP and EC local offices with social media-related expertise, advice, technical support and relevant resources via public procurement. Part of the budget may be implemented in a decentralised way via the Representations to fund local communication activities on social media, also through public procurement.

Commitment appropriations: 500 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
Preparatory action - Share Europe online	500 000	Calls for tender ≤ 135.000 EUR (x 15) Ongoing framework contract	Q2-Q3 (15)

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

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