



EUROPEAN
COMMISSION

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ANNEX 1

ANNEX

to the

COMMISSION DECISION

amending Commission Decision C(2014)9492 on the adoption of the 2015 work programme in the field of Communication, serving as a financing decision

ANNEX

The modifications, together with their budgetary implications, introduced by this Decision are detailed in the present Annex. For any other elements concerning the 2015 work programme in the field of Communication, it is necessary to refer to the Commission Decision C(2014)9492 of 15 December 2014.

The revised text of point 2.2. of the original Annex of Commission Decision C(2014)9492 is the following:

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: 5 200 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Coverage of the EU current affairs	2 536 000	Ongoing contracts	
2. Measurement of media usage of audiovisual materials offered by the European Commission	500 000	Ongoing contracts	
3. Information events for journalists (***)	460 000	Ongoing contracts Call for tender > 60 000 EUR (x 1) for framework contract on the organisation of information events for journalists Call for tender ≤ 60 000 EUR (x 80)	<i>Q1 (x 1)</i> <i>Q1 (x 20), Q2 (x 20), Q3 (x 20), Q4 (x 20)</i>
4. Prix Europa	18 000	Prizes (x 3)	<i>Q2 (x 3)</i>
5. Media library (conservation and availability to the public of audiovisual material) and Web development	909 620	Ongoing contracts Call for tender > 60 000 EUR (x 1) "Travaux laboratoire audio-photo-video-multimédia, fourniture et services annexes" Interinstitutional call for tender (with EP as leading institution) > 60 000 EUR (x 1) "Acquisition de séquences vidéo, de photos et d'illustrations sonores, y inclus les droits d'auteur et les droits voisins qui y sont attachés"	<i>Q3 (x 1)</i> <i>Q1 (x 1)</i>
6. Multimedia dissemination and archiving	656 380	Ongoing contract	

7. Supply of a bi-directional video link and provision of services for ad hoc transmissions of audiovisual material	120 000	Call for tender > 60 000 EUR (x 1)	Q1 (x 1)
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(*) 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.

The revised text of point 3.2. of the original Annex of Commission Decision C(2014)9492 is the following:

3.2. 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: 14 260 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Europe Direct Information Centres	11 900 000	Grants for action under Framework partnership agreements ¹ Call for proposals for additional EDIC	Q2
2. Training, support and coordination of the ED information network (***)	2 160 000	Ongoing contracts Call for tender ≤ 60 000 EUR (x 125)	Q1 (x 35), Q2 (x 35), Q3 (x 20), Q4 (x 35)
3. Mid-term evaluation of EDICs	200 000	Ongoing contract	Q4

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

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

(***) Some of the training, support and coordination is organised locally by the Representations in the Member States.

Point 3.3. is added to the original Annex of Commission Decision C(2014)9492 as follows:

¹ In the cases when EDIC(s) cease operations, EC Representations may decide to launch a regional call for proposals in line with the criteria set under point 3.3 of this document. The objective would be to maintain an equitable geographical coverage.

3.3. Grants

The call for proposals launched in 2012 for the generation of EDICs 2013-2017 resulted in the wide coverage of EDICs in all Member States. To improve the geographical balance in certain regions, regional calls for proposals for the selection of complementary Host Structures for EDICs were launched in 2014 in the following Member States: United Kingdom, France, Germany, Luxembourg, Finland, Netherlands, Bulgaria, Slovenia and Cyprus. Following the same approach, in 2015 another regional call will be published in Austria with selecting one more EDIC (EUR 25,000).

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 and to promote debates.

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 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, legislation, policies, programmes and funding opportunities;
- to promote debates 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 the Centres are equally spread across the EU at national level, and provide adequate representativeness across the EU as a whole.

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 15,000 (standard lump sums) / 12,000 (adapted lump sums - coefficient 80%) per year to a maximum of EUR 25,000 (standard lump sums) / 20,000 (adapted lump sums - coefficient 80%) per year.

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:

Groups	Modules	Actions	Standard lump sum and unit costs (in EUR)	Adapted standard lump sums and unit costs for 2015 (estimated 6 months of operation) (in EUR)	Lump sums and unit costs - coef. 80% (in EUR)	Adapted lump sums and unit costs - coef. 80% for 2015 (estimated 6 months of operation) (in EUR)
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 year. ▪ 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 	14 000	7 000	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. 	10 000	5 000	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 	2 000	1 000	1 600	800

Groups	Modules	Actions	Standard lump sum and unit costs (in EUR)	Adapted standard lump sums and unit costs for 2015 (estimated 6 months of operation) (in EUR)	Lump sums and unit costs - coef. 80% (in EUR)	Adapted lump sums and unit costs - coef. 80% for 2015 (estimated 6 months of operation) (in EUR)
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 	1 000	500	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 	500	500	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 	1 000 ^(*)	1 000 ^(*)	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 	500	500	400	400
	M5c Audiovisual (AV)	<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, ...) 	1 000 ^(*)	1 000 ^(*)	800 ^(*)	800 ^(*)
	and other electronic material	<ul style="list-style-type: none"> ▪ Content focuses on centre's activities and/or on EU related subjects, in particular EU citizens' rights and EU priorities adapted to local/regional 				

Groups	Modules	Actions	Standard lump sum and unit costs (in EUR)	Adapted standard lump sums and unit costs for 2015 (estimated 6 months of operation) (in EUR)	Lump sums and unit costs - coef. 80% (in EUR)	Adapted lump sums and unit costs - coef. 80% for 2015 (estimated 6 months of operation) (in EUR)
		<p>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 	1 000 ^(*)	1 000 ^(*)	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 	500 ^(*)	500 ^(*)	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 	1 000	1 000	800	800

Groups	Modules	Actions	Standard lump sum and unit costs (in EUR)	Adapted standard lump sums and unit costs for 2015 (estimated 6 months of operation) (in EUR)	Lump sums and unit costs - coef. 80% (in EUR)	Adapted lump sums and unit costs - coef. 80% for 2015 (estimated 6 months of operation) (in EUR)
	M7c Organisati on 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 	2 000 ^(*)	2 000 ^(*)	1 600 ^(*)	1 600 ^(*)
(*) 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 for these additional EDICs shall be covered by a multi-annual framework agreement of two 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 management method will be applied.

Call for proposals (tentative scheduling)

- Envisaged publication date: Second quarter 2015
- Awarding of grants: Third quarter 2015

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 EU Member States indicated in the first paragraph of the point 1.5.2.1. where the call will be published;
- 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.

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 two 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 accessible to the public including people with disabilities. If the latter requirement is not met at the time of submission of the proposals, applicants must explain how they will comply with it by the start date of the action.

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, 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.

The following sentence is added as second paragraph to point 4.1. to the original Annex of Commission Decision C(2014)9492:

This budget line also covers possible evaluation(s) of the activities.

The revised text of points 4.2., 4.2.1., 4.2.1.1., 4.2.1.2. and 4.2.2. of the original Annex of Commission Decision C(2014)9492 is the following:

4.2. 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: 11 794 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Communication of the Commission Representation	11 494 000	Ongoing contracts Call for tender > 60 000 EUR (x 14) Call for tender ≤ 60 000 EUR (x 820) Calls for proposals: - European debates and events (x 7) - Communication actions linked to the Political Guidelines (x 3) Prizes (x 6)	 <i>Q1 (x 5), Q2 (x 2), Q3 (x 2), Q4 (x 2)</i> <i>Q1 (x 200), Q2 (x 250), Q3 (x 170), Q4 (x 200)</i> <i>Q1 (x 4), Q3 (x 2), Q4 (x 1)</i> <i>Q2 (x 3)</i> <i>Q1 (x 1), Q2 (x 1), Q3(x 2), Q4 (x 2)</i>
2. Communication actions linked to the Political Guidelines – Headquarters	300 000	Ongoing contracts Call for tender > 60 000 EUR (x 1) for Framework Contract on information and communication	 <i>Q1 (x 1)</i>

		campaigns	
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(*) 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 60 000 EUR, local communication actions are characterised by a large number of local events for which expenditure is lower, sometimes much lower, than the threshold of 60 000 EUR. The estimated number of contracts is given in brackets.

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

4.2.1. Grants

4.2.1.1. Grants relating to European debates and events

Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations of the European Commission. The estimated duration of the activities may not exceed 12 months. It is planned to launch 7 calls for proposals out of which 1 with a maximum envelope of EUR 300,000, 2 with a maximum envelope of EUR 200,000 each, 2 with a maximum envelope of EUR 130,000 each and 2 with a maximum envelope of EUR 50,000 each).

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 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

- The relevance of the project and its expected results to the objectives of the call;
- The effectiveness and rationality of the proposed methodology and organisation (including the timetable and monitoring);
- The impact and dissemination of the results envisaged as well as the extent to which the EU involvement in the project or activity will be publicised;
- The proposed budget & cost-effectiveness of the project paying due consideration to the quality of the project.

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 in the areas covered by the Political Guidelines.

Approximate timetable

Envisaged publication dates: First quarter 2015 (4 calls for proposals), third quarter 2015 (2 calls for proposals), fourth quarter 2015 (1 call for proposals)

Awarding of grants: Second, third or fourth quarter 2015 (7 calls for proposals)

4.2.1.2. Grants relating to communication actions linked to the political priorities

Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations of the European Commission. The estimated duration of the activities may not exceed one year. It is planned to launch 3 calls for proposals out of which 1 with a maximum envelope of EUR 300,000, 1 with a maximum envelope of EUR 250,000 and 1 with a maximum envelope of EUR 100,000).

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

- The relevance of the project and its expected results to the objectives of the call;
- The effectiveness and rationality of the proposed methodology and organisation (including the timetable and monitoring);

- The impact and dissemination of the results envisaged as well as the extent to which the EU involvement in the project or activity will be publicised;
- The proposed budget & cost-effectiveness of the project paying due consideration to the quality of the project.

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 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.

Approximate timetable

Envisaged publication dates: First semester 2015 (3 calls for proposals)

Awarding of grants: Third quarter 2015 (3 calls for proposals)

4.2.2. 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:

- relevance and general interest of the works presented or the project (in particular as regards the objectives set and the target group);
- European dimension and added value of the works presented or the project;
- expected multiplier effect (impact beyond the target group or audience reached by a given media programme or article);
- Quality of the works presented.

Level of Union contribution

Prizes up to a maximum value of EUR 12,000 per prize².

Expected results

² Prizes in kind, if given, will have a symbolic nature.

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

Approximate timetable:

Launch of the contests: First and second quarter 2015 (1 and 5 prizes respectively)

Awarding of prizes: Second and fourth quarter 2015 (1 and 5 prizes respectively)

The revised text of point 5.2. of the original Annex of Commission Decision C(2014)9492 is the following:

5.2. 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: 1 246 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
European Public Spaces	1 246 000	Ongoing contracts Call for tender ≤ 60 000 EUR (x 150)	<i>Q1 (x 20), Q2 (x 55), Q3 (x 35), Q4 (x 40)</i>

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

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

The following sentence is added as second paragraph to point 6.1. to the original Annex of Commission Decision C(2014)9492:

This budget line also covers possibly an evaluation of the activities.

The revised text of point 6.2. of the original Annex of Commission Decision C(2014)9492 is the following:

6.2. 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: 3 650 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Visits to the Commission	2 500 000	Ongoing contracts	

2. Logistical services (hotels, restaurants, local transport)	1 000 000	Call for tender > 60 000 EUR (x 1)	Q2 (x 1)
3. External evaluation of Visitors' Centre	150 000	Call for tender > 60 000 EUR (x 1)	Q2 (x 1)

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

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

The revised text of point 7.2. of the original Annex of Commission Decision C(2014)9492 is the following:

7.2. 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: 5 560 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Operation of radio and television studios and audiovisual equipment	3 234 576	Ongoing contracts	
2. Provision of technical infrastructure for the radio and television studios	1 061 607	Ongoing contracts	
3. Provision of a technical infrastructure for the transmission of TV services via satellite, including an upgrade to high definition (HD) broadcast standards	853 445	Ongoing contract	
4. Purchase of audio-photo-video equipment and associated services	410 372	Ongoing contracts Call for tender > 60 000 EUR (x 1) for Interinstitutional Framework contract	Q1 (x 1)

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

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

The revised text of first bullet point of point 8.1. of the original Annex of Commission Decision C(2014)9492 is the following:

- Operation and development of the Europe Direct Contact Centre (EDCC), which can be accessed free of charge by any member of the public and provides information in response to any question concerning the EU. The higher volumes observed in 2013 have increased further in 2014 by another 22% due inter-alia to the on-going re-centralisation of the information tasks

transferred from other DGs and services to DG Communication. A call for tenders for the operation of the Contact Centre will be launched in 2015.

The revised text of point 8.2. of the original Annex of Commission Decision C(2014)9492 is the following:

8.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 21 340 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. EUROPE DIRECT contact centre	6 184 720	Ongoing contracts Call for tender >60 000 EUR (x 1)	Q1 (x 1)
2. EUROPA website	10 035 280	Ongoing contracts	
3. Websites/social media accounts and electronic and Paper publications and newsletters of the Representations	4 600 000	Call for tender ≤ 60 000 EUR (x 180) (***) Call for tenders > 60.000 EUR (x 6) Ongoing contracts	Q1 (x 40), Q2 (x 50), Q3 (x 45), Q4 (x 45) Q1 (x 2), Q2 (x 2), Q3 (x 2)
4. Press Releases Database and other online communication information systems	520 000	Ongoing contracts	

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

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

(***) Each of the 28 Commission Representations in the Member States has its own website in the national languages. The 28 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.

The following sentence is added as second paragraph to point 10.1. to the original Annex of Commission Decision C(2014)9492:

This budget line also covers possibly an evaluation of the activities.

The points 11., 11.1. and 11.2. are added to the original Annex of Commission Decision C(2014)9492 as follows:

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

11.1. 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 and the Commission are jointly implementing the preparatory action Share Europe Online.

Centred around the on-line presence of the EU local offices in Member States, 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 European Parliament Information Offices and Commission Representations 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 all the way through 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 local offices, who have received training by the community managers and have become themselves digital mentors. During the 2nd Preparatory Action phase the intention is to stimulate the social media activity of the local offices through the provision of financial and technical support so as to maintain the current momentum and further expand their presence and visibility on the national landscapes. Efforts will be made to improve the focus and reach of the communication, in particular around the political priorities.

11.2. 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: 1 000 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable(**)
Preparatory action - Share Europe online	1 000 000	Call for tender > 60 000 (1x) or ongoing framework contract	Q2

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

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