

ANNEX

Annual work programme for 2024 in communication

‘The people of Europe want a Union that stands up for them in a time of great power competition. But also one that protects and stands close to them, as a partner and ally in their daily battles. **And we will listen to their voice.** If it matters to Europeans, it matters to Europe. (...) Once again – this is Europe's moment to answer the call of history.¹’

Part I – General overview: political context

The European Commission’s communication activities fall within its political autonomy as an institution and within its institutional prerogatives². DG Communication’s 2024 work programme focuses on supporting the:

- Commission's priorities, as set out in the political guidelines, the State of the European Union addresses and the Commission work programme for 2024³;
- DG Communication's strategic plan for 2020-2024⁴;
- Communication on the follow-up to the Conference on the Future of Europe: Putting vision into concrete action⁵; and
- Commission's EU’s strategic agenda for 2019-2024⁶ setting out recommendations on communication at the service of citizens and democracy, which remain largely valid to this day.

In recent years, we have successfully navigated through major challenges, including the COVID-19 pandemic, the energy crises, and Russia’s war of aggression against Ukraine. These accomplishments, achieved through collaborative efforts, underline the EU's ability to rise to historical challenges – an ability which will continue to be tested. DG Communication will therefore focus on showcasing what the Commission and the EU can achieve in terms of real benefits for Europe and its citizens and make clear the EU’s role in a complex geopolitical environment. This includes the progress made on the Commission President's agenda for a green, digital, and geopolitical Europe⁷.

¹ 2023 State of the Union address, 13 September 2023.

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

³ COM(2023)638 of 17 October 2023.

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

⁵ COM(2022)404 final of 17 June 2022.

⁶ COM(2019)218 of 30 April 2019.

⁷ The Political Guidelines 2019-2024: A Union that strives for more and President von der Leyen’s three State of the European Union addresses, delivered in the European Parliament on 16 September 2020, 15 September 2021, 14 September 2022 and 13 September 2023 continue to be key reference points for the work of DG Communication. In the same vein, the Commission Presidents' 2024 Political Guidelines will provide a clear steer for DG Communication's work in the second half of 2024.

In the 2023 State of the European Union address, the President emphasised that ‘in the next 300 days we must finish the job that Europeans entrusted us with.’ We will therefore also focus our communication on the work that remains to be done and we will ensure that European citizens continue to support EU policies by listening to them and engaging with them.

DG Communication will focus its efforts on communicating our achievements and on the challenges that lie ahead, with renewed intensity, in the run-up to the 2024 European elections.

Communication will focus on:

- **European Green Deal implementation:** we will highlight not only how it allow us to reach our climate policy goals but also creates opportunities for a robust net-zero industry while ensuring a fair and just transition. Our message will highlight the importance of agriculture and the preservation of the natural world;
- **strengthening our competitiveness and resilience:** we will communicate our commitment to strengthening competitiveness and resilience, both within the EU Single Market and through our Economic security strategy. Our efforts will centre on addressing labour market challenges, promoting skill development, and making it easier to do business in Europe. We will highlight key initiatives like the social partner summit in Val Duchesse, the SMEs package, our forthcoming proposals on reducing reporting burdens, and Mario Draghi's report on the future of EU competitiveness;
- **geopolitical Europe:** our communication will focus on the successful Team Europe approach in engaging with global partners and implementing the Global Gateway strategy and its 2024 priority projects; including through our Economic and Investment Plans for the Neighbourhood and Enlargement regions. We will highlight our commitment to Africa and the development of a new strategic approach to be discussed at the upcoming European Union –African Union Summit;
- **digital and artificial intelligence leadership:** we will communicate the EU's achievements in the digital and artificial intelligence (AI) domains, emphasising our ground-breaking progress in the Digital Services Act, Digital Markets Act, and the Artificial Intelligence Act. Our message will centre on how these developments set global standards for innovation and trustworthiness and contribute effectively to fighting disinformation;
- **migration and asylum:** we will communicate our response to European migration and asylum challenges, highlighting the adoption and implementation of the new Pact. We will also emphasise our efforts to combat people smuggling;
- **Ukraine:** our communication will reaffirm our continued, unwavering solidarity with Ukraine and our commitment to supporting the country's reconstruction by implementing the Ukraine facility. We will closely monitor developments in our Member States and emphasise key issues, such as grain exports and military assistance;
- **EU enlargement:** In commemorating the 20th anniversary of the 2004 enlargement, we will communicate our commitment to replicating past successes as a catalyst for progress; benefits of EU Enlargement (for both sides) should be highlighted and recalled.

- **NextGenerationEU:** we will continue to raise awareness of the EU recovery funding programme (NextGenerationEU);
- **European elections:** we will focus on demonstrating the value of the EU by emphasising democracy and delivering on our promises.

In 2024, our communication efforts will play a key role in informing and engaging with the public on these important priorities. Our efforts will help to ensure that our messages resonate and contribute to a prosperous and sustainable future for Europe. However, in view of emerging priorities, our activities will need to remain agile, flexible, innovative and engaging for citizens, Member States, civil society and stakeholders.

In 2024, DG Communication commits to:

- Providing top-tier communication services to the President and Commissioners;
- effectively countering disinformation, including those related to Russia's war of aggression in Ukraine and the conflict in the Middle East, climate change, and migration; and also sharing positive stories of success of EU engagement in these regions / on these topics;
- supporting political priorities through modern and innovative communication products, impactful corporate communication campaigns and better web presence;
- strengthening interaction with citizens and listening to their views by using our Representations, EUROPE DIRECT centres and the Building Europe with local councillors pilot project; the aim is to increase the public's knowledge and awareness of the Commission's activities and its political priorities, to gather opinions and feedback, and to analyse contributions and feed them upstream into the decision-making process.
- encouraging citizens' engagement in activities in partnership with policy DGs and the Secretariat-General;
- closely monitoring the results of our communication to continuously refine our approach and engage the public effectively.

As lead in external communication⁸, DG Communication will continue to ensure that communication activities are more consistent across the Commission. It will do so by:

- steering corporate communication campaigns and actions;
- coordinating the Commission's social media presence on the central and the Representations' or other local accounts;
- leading a centralised Commission approach to visual communication, and enforcing visual identity rules for key priorities;
- streamlining communication procurement through centralised framework contracts and the Dynamic Purchasing System as well as improving assistance to other DGs, including EU Delegations;
- continuing to ensure the Commission's web presence through Europa; and
- improving the Commission's engagement activities with citizens in partnership with policy DGs.

⁸ SEC(2016)170 of 4 April 2016 and C(2019)2329 of 26 March 2019.

If the funds allocated to these or other activities cannot be spent as planned, the flexibility clause provided for in Article 3 of the Decision on the financing of the Directorate-General for Communication's operational activities and on the adoption of the work programme for 2024 gives DG Communication the possibility to move up to 20% of the total work programme amount from one budget line to another to fund communication activities.

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Part II – Grants, prizes and procurement

1. Introduction

Based on the objectives and expected results of the budgetary remarks under Heading 2B ‘Investing in People, Social Cohesion and Values’, Title 07 20 04 in the ‘Draft Budget of the European Union for the financial year 2024’⁹ and the objectives set out in the DG Communications’ 2020-2024 strategic plan¹⁰, the work programme sets out the actions to be financed and the budget breakdown for 2024:

Budget line	Activity	Grants (point 2)	Prizes (point 3)	Procurement (point 4)	TOTAL (in EUR)
07 20 04 02	Executive and corporate communication services			48 334 000	48 334 000
07 20 04 03	Commission Representations	1 200 000	97 000	26 773 000	28 070 000
07 20 04 04	Communication services for citizens	15 648 800		17 419 200	33 068 000
Sub-total		16 848 800	97 000	92 526 200	109 472 000
14 20 04 03	Information policy and strategic communication for external action ¹¹			4 650 000	4 650 000
TOTAL		16 848 800	97 000	97 176 200	114 122 000

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

Funds will be delegated to DG for Digital Services from two of the budget lines mentioned in the table above to be implemented through service contracts and to co-finance corporate IT systems and services. The amounts correspond to 5% of the allocation of each line. As announced in the Commission's Communication on the guidelines on financing of information technology and cybersecurity (IT)¹³, budget line 07 20 04 02 will contribute to the corporate IT budget with EUR 2 416 700 and budget line 07 20 04 04 with EUR 1 653 400.

⁹ COM(2023)300 of 5 July 2023.

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

¹¹ Communication on Corporate communication action in 2024-2027 under the 2021-2027 multiannual financial framework, C(2023)6467 final of 29.09.2023.

¹² See Footnote 2.

¹³ C(2020)6126 of 10 September 2020.

2. Grants

The global budgetary envelope reserved for grants under this 2024 work programme is **EUR 16 848 800**:

	Budget line	Activity	2024
2.1	07 20 04 04	Information centres (EUROPE DIRECT centres)	15 648 800
2.2	07 20 04 03	Communication by Representations	1 200 000
Total			16 848 800

These budget lines also cover the possible evaluation and professionalisation of the communication activities described below.

Communicating with the public is of vital importance for the EU institutions bodies and agencies. It aims to ensure that citizens are informed about and understands EU policies and that they are broadly aware of the EU issues relevant to them. In view of improving the Commission's public communication, DG Communication has been running since 2012, framework contracts for evaluations and evaluation-related studies and services in communication. The current framework contract for 2021 to 2024 will end in December 2024. Therefore, in 2024 DG Communication will launch an interinstitutional call for tenders concerning multiple framework contracts for impact assessments, evaluations and evaluation-related studies and services in communication. The aim is to have the new framework contract in place from 1 January 2025.

2.1 Information centres (EUROPE DIRECT centres)¹⁴ will receive EUR 15 648 800 for 2024

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

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

Objectives

EUROPE DIRECT's mission and objectives are to:

- inform and engage with citizens at local level about EU policies and issues, focusing on overarching priorities, taking into account the local context, and using a wide array of communication channels (direct involvement of citizens, media, social media, etc.);
- relay our corporate communication at local level;

¹⁴ Previously named Europe Direct Information Centres (EDICs).

- contribute to the emergence and mainstreaming of European citizenship and civic education in schools, working with students and teachers and offering appropriate and structured support material;
- monitor local perceptions and detect disinformation by providing feedback to the Representations;
- create regional networks through local partnerships, working with other EU networks in the area as well as local councillors involved in the BELC project to broaden our outreach; and
- complement and support the work of the Representations and the European Parliament Liaison Offices (EPLOs) in the Member States, and to cooperate with other EU institutions and bodies at local and regional level.

Type of applicants targeted by the direct award

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

Implementation

Implemented directly by DG Communication.

In 2021, as a result of a call for proposals to select partners to run EUROPE DIRECT centres for 2021-2025¹⁵, the Representations signed a framework partnership agreement for 4 years and 8 months (1 May 2021 to 31 December 2025) with the selected partners. Each year the Representations sign a specific grant agreement with these partners following an invitation to submit proposals and the subsequent evaluation of the said proposals, for which they receive an annual grant to implement their annual communication plans (provided they are successful).

2.2 Communication of Representations will amount to EUR 1 200 000 for 2024

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

Description, objectives pursued and expected results

In 2024, these activities will focus on the Commission's priorities, as set out in the Political Guidelines 2019-2024: A Union that strives for more and the 2024 Commission work programme. In the run-up to the 2024 European elections, communication will focus on what the EU delivers in terms of real benefits for Europe and Europeans alike. The aim is to increase the public's knowledge and awareness of the Commission's activities and its political priorities, to gather opinions and feedback, and to analyse contributions and feed them upstream into the decision-making process. These activities will help build a more positive image of the EU among citizens, including young people and fight against disinformation.

The activities should help to forge closer links between the public and the EU, particularly by informing citizens about the roles and activities of the various EU institutions, and by contributing to increasing their engagement with the EU. Regional, local and civil society partners, including members of the Committee of the Regions and the European Economic and Social Committee and members of the Building Europe with local councillors network will also help to forge closer links with the public.

¹⁵ In line with DG Communication's 2021 work programme C(2020)8492 dated 7 December 2020.

Types of applicants

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

Implementation

Implemented directly by DG Communication.

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

Description, objectives pursued and expected results

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

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

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

Types of applicants targeted by the direct award

Description of the activities to be funded by the specific grant(s) directly awarded under (a) framework partnership(s)], as well as of the objectives pursued and the expected results.

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

Implementation

The initiative has been implemented directly by DG Communication through a multiannual framework partnership agreement without a call for proposals and through specific action grants in 2023. The grant is awarded following an invitation to submit a proposal to ProDemos, the House of Democracy and Rule of Law in the Netherlands, which was created by a ministerial decision of the Dutch government in 2008. It is a body specifically tasked with performing activities that require unique competencies and rights. It is the sole organisation tasked by the Dutch government with a national programme of visits from schools

to the national institutions. The exception referred to in Article 195(f) of the Financial Regulation applies. The justification for the direct award must also be included in the award decision.

3. Prizes

The global budgetary envelope reserved for contests under this 2024 work programme is **EUR 97 000**:

Budget line	Activity	2024
07 20 04 03	Communication of Representations	97 000

This budget line also covers the possible evaluation and professionalisation of the communication activities described below¹⁶.

Description, objectives pursued and expected results

In 2024, these activities will focus on the Commission's priorities as set out in the Political Guidelines 2019-2024: A Union that strives for more and the respective Commission work programmes while addressing key deliverables of the President's State of the Union address and reflecting the key priorities of the incoming Commission. It will cover competitions to promote or stimulate reflection on European integration or EU policies, and is addressed in particular to schools and journalists. The activities will follow the guidance issued by the Corporate Communication Steering Committee (CCSC)¹⁷.

Types of participants targeted by the contest

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

Implementation

Implemented directly by DG Communication.

4. Procurement

The budget reserved for procurement contracts in the 2024 work programme is **EUR 97 176 200**.

Budget line	Activity	2024
07 20 04 02	Executive and corporate communication services	48 334 000
07 20 04 03	Commission Representations	26 773 000
07 20 04 04	Communication services for citizens	17 419 200
Sub-total		92 526 200
14 20 04 03	Information policy and strategic communication for external action	4 650 000
TOTAL		97 176 200

¹⁶ As explained under point 2, DG Communication will launch in 2024 a call for tenders concerning multiple framework contracts for impact assessments, evaluations and evaluation-related studies and services in communication.

¹⁷ Note on the follow-up actions for a more coherent approach for the next generations of EC prizes [Ares\(2023\)6690409](#).

These budget lines also cover the possible evaluation and professionalisation of the communication activities described below¹⁸.

4.1 Budget line 07 20 04 02 ‘Executive and corporate communication services’ allocates EUR 48 334 000 to 2024

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

DG Communication’s corporate communication products and services support the Commission’s external communication and reflect the DGs role as leader in external communication. As leader, DG Communication ensures that the messages of all Commission communication services are aligned to achieve consistent and effective corporate communication on the political priorities. This leads to better coordination and strategic planning, clearer corporate messages and narratives aligned with the political messages, a distinctive visual branding and economies of scale, which contributes to a better image for the Commission and the EU.

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

In 2024, these activities will focus on the Commission’s priorities as set out in the Political Guidelines 2019-2024: A Union that strives for more and the respective Commission work programmes while addressing key deliverables of the President’s State of the Union address and reflecting the key priorities of the incoming Commission. This includes policy initiatives linked to the EU’s response to Russia’s invasion of Ukraine, REPowerEU, the implementation of NextGenerationEU, the roll-out of Global Gateway and the follow-up to the President’s State of the Union address.

Activities supporting citizens’ engagement¹⁹, including the organisation of a new European Citizens’ Panel on Energy Efficiency as well as online debates on the new Citizens’ Engagement Platform that will be part of the revamped ‘Have Your Say’ portal.

Climate and biodiversity mainstreaming contribution - description of how the action(s) included in this work programme contribute to climate and biodiversity mainstreaming, in qualitative and quantitative ways

¹⁸ As explained under point 2, DG Communication will launch in 2024 a call for tenders concerning multiple framework contracts for impact assessments, evaluations and evaluation-related studies and services in communication.

¹⁹ In line with COM(2022) 404 final on the follow up to the Conference on the Future of Europe “Putting Vision into Concrete Action”

- In 2024, DG Communication will continue to communicate on implementing the European Green Deal as a necessity to protect our planet but also as an opportunity to preserve our future prosperity, with strong net-zero industry but also fair and just transition.
- We will continue to track and counter misleading narratives on climate change through a dedicated sub-group of its Commission-wide network against disinformation.
- In 2024 a campaign will be dedicated to fighting harmful narratives on climate topics led by DG Climate Action.
- The Commission's social media team supports a wide array of communication actions promoting climate and biodiversity with climate topics featuring in around 16% of the posts published on central social media accounts.
- The Commission's graphic design sector supports a broad range of communication actions promoting climate and biodiversity by providing visual materials on the topic to the Cabinets, the Spokesperson Service and the DGs.
- The Commission's audiovisual service supports a broad range of communication actions promoting climate and biodiversity (both on and offline) by providing audiovisual material on the topic to the Cabinets, the Spokesperson Service and the DGs.
- These audiovisual productions include explanatory videoclips, teasers for legislative packages, news coverage of press-conferences and events on climate and biodiversity, as well as the production of video stockshots and illustration photos put at the disposal of media wishing to report on the topic.
- Being the single repository for the Commission saves resources and energy, by avoiding multiplication of copies in different servers. All external communication materials on climate and biodiversity are available in the AV Portal.
- DG Communication also contributes to climate and biodiversity preservation by prioritising energy efficiency. This is achieved by selecting cloud providers and IT solutions that use green energy sources or demonstrate a commitment to considering environmental impacts when making technology choices.

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

4.1.1 Europa web communication

Description, objective pursued and expected results

For 2024, the main activities relating to the websites hosted on the Europa web domain are:

- support political web communication by providing state of the art content and editorial support for the Commission's websites (e.g. College, priorities, news) and the interinstitutional EU website;
- support the development and maintenance of the websites of Representations and other Commission departments;
- ad hoc creation of content and maintenance of websites, supporting priority political initiatives and communication, including the new entry website for all the Commission's citizens engagement activities;
- improve and enforce the governance of the Europa web domain, including monitoring the performance and compliance of websites with the relevant rules and standards (e.g. data protection, web accessibility);
- operate and improve the corporate tools supporting the web presence, including the Europa web publishing platform and web tools;

- design and implement a web accessibility action plan for the Commission.

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

Types of contracts

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

Implementation

Implemented directly by DG Communication and, where relevant, through co-delegations with other DGs, notably DG Informatics and DG Translation²⁰.

4.1.2 Eurobarometer and data analytics

Description, objective pursued and expected results

In 2024, the main activities include:

- In line with the political priorities of the Commission, the Eurobarometer contributes to analysing European public policies (impact and evaluation) and a better understanding of European public opinion. This is particularly important when it comes to the EU's response to Russia's war of aggression against Ukraine and its consequences, solidarity with Ukraine and the Ukrainian people, energy security, but also, more broadly, in terms of geopolitical developments, economic security, green and digital transitions, migration and asylum, democracy and the rule of law etc.
- Eurobarometer surveys are conducted as regular surveys and analyse trends in public opinion in the Member States and, when relevant, in candidate countries and/or in other countries. This includes generic or ad hoc surveys linked to the Commission's political priorities - on specific themes and/or for specific target groups, as well as qualitative studies. These insights, combined with the other monitoring and listening tools, provide key information to the political leadership and feed into important decisions on implementing the EU priorities. DG Communication will continue conduct the flagship 'Standard Eurobarometer' surveys focusing on the Commission's long-term trends and headline priorities as well as ad hoc surveys to monitor emerging priorities. DG Communication will also continue to closely work other DGs using the Eurobarometer framework contracts to ensure that the public opinion data collected is consistent and of high-quality.
- This activity also includes measures to improve DG Communication's data analytics capacity in order to fight mis- and disinformation and the spread of fake news (including climate change denial).

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), framework contracts for Eurobarometer surveys, including a new one for flash EB surveys

²⁰ For all co-delegations, see "COMMISSION DECISION amending Decision C(2022) 9304 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 procedure ongoing: PE/2023/8417 - ISC/2023/10531; adoption expected on 15 December).

(tentative 2025). Memoranda of understanding have been concluded with other institutions and Commission departments (e.g. European Parliament, DG Informatics, Joint Research Centre).

Implementation

Implemented by DG Communication.

4.1.3 Television studios and Europe by Satellite

Description, objective pursued and expected results

In 2024, these activities will focus on the Commission's priorities as set out in the Political Guidelines 2019-2024: A Union that strives for more and the respective Commission work programmes while addressing key deliverables of the President's State of the Union address and reflecting the key priorities of the incoming Commission taking into account the changing political and geopolitical context. The procurement activities under this budget line aim to:

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

The activities carried out are:

- operating the audiovisual installations in the Berlaymont building in Brussels²¹ to provide audiovisual services, including the production of news, videos and statements, and to assist television and radio teams when filming/recording on the Commission's premises;
- maintaining, repairing and upgrading the audiovisual service's technical infrastructure;
- purchasing audiovisual equipment and supplies for the radio and television studios when needed;
- transmitting Europe by Satellite, including leasing of bandwidth; and
- producing audiovisual programmes and video clips for social media and live streaming to corporate and VIP social media accounts (YouTube, Facebook, Twitter, LinkedIn and Instagram).

Types of contracts

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

Implementation

Implemented by DG Communication.

4.1.4 News coverage, audiovisual media library and audiovisual production

Description, objective pursued and expected results

In 2024, the main activities are:

- (1) Video and photo news coverage

²¹ Two television studios (one new studio was created in 2022) and one radio studio, a master control room and editing and graphic suites.

- producing Commission-centred video and photo news, mainly intended for use by TV media and on social media;
 - producing thematic videos and photos illustrating current affairs, emphasising the Commission's political priorities;
 - producing illustrative images in 2024 specifically intended to accompany communication actions on the Commission's delivery record, the European elections and the appointment of the new Commission.
- (2) Video production
- increasing and diversifying video production for the public, adapted to the requirements of social media platforms and to new communication trends;
 - producing videos in 2024 on the new Commission for several different platforms and channels, introducing the new Commissioners.
- (3) Dissemination and promotion
- organising information events, visits to the Commission studios and providing audiovisual content and technical support to journalists;
 - improving dissemination of audiovisual and multimedia products through the satellite TV channels Europe by Satellite and Europe by Satellite+, the Audiovisual Portal and various technological platforms, including social media. Paid promotion can be used for flagship events and dissemination can be boosted by buying space on the European Broadcasting Union's satellite and internet platforms.
- (4) Audiovisual media library and portal
- consolidating the central deposit of the Commission's audiovisual production as part of the Commission's 'synergies and efficiencies' approach;
 - organising the Audiovisual Portal as the single point of distribution;
 - making all Commission's podcasts available as audio files on the Commission's Portal;
 - continuing the work on preserving, digitising and documenting the media library;
 - audiovisual archiving, audiovisual copyright checks, distribution and web development;
 - streaming, transcoding, hosting and content delivery;
 - measuring the use of audiovisual material produced by the European institutions;
 - managing the audiovisual library and the audiovisual central deposit;
 - translating metadata;
 - optimising accessibility for video/audio/multimedia content;
 - managing the digital and technical services;
 - managing audiovisual production, subtitling and purchase of photos.
- (5) Audiovisual expertise shared with other departments
- coordinating the network of audiovisual correspondents to share good practice and trends, in line with its leadership role;
 - supporting DGs and agencies by managing the corporate audiovisual framework contracts.

Specific attention will be given to ensuring a more impactful positive audiovisual communication around the political priorities, the key achievements of the mandate of this Commission, the presentation of the new Commission, media literacy and the dangers of mis- and disinformation.

Types of contracts

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

Implementation

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

4.1.5 Media monitoring and media analysis

Description, objective pursued and expected results

In 2024, the main activities are:

- providing media monitoring to ensure continuous feedback on the media coverage of the Commission and the EU in all Member States (and selected non-EU countries) on issues of European interest and on major international and national policies and political developments, as well as real-time information/alerts on major world news;
- ensuring that copyright licences are put in place to allow the use of media monitoring products by Commission staff;
- providing quantitative and qualitative media analysis on the media impact of the Commission's political priorities and role in Member States and beyond, covering all media types (print press, online media, audiovisual media). Results of media analyses are provided to the College and to senior management in different types of reports and summaries;
- detecting and following up on media narratives linked to the main political priorities, focusing on the 2024 European elections.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), framework contracts for media monitoring; a new framework contract for media analysis (tentative 2024-2025). Memoranda of understanding have been concluded with other institutions and Commission departments (e.g. DG Informatics, Joint Research Centre).

Implementation

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

4.1.6 Subscriptions

Description, objective pursued and expected results

In 2024, the main activity is:

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

Types of contracts

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

Implementation

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

4.1.7 Graphic design and support to communication

Description, objective pursued and expected results

In 2024, the main activities are:

- graphic design for Commission's priorities (e.g. Russia's war of aggression against Ukraine, crisis preparedness, and the Global Gateway, etc.);
- developing visual concepts, infographics and interactive content while constantly developing and updating it to emerging trends;
- organising external communication actions involving buildings;
- advising on visual identity and use of the EU emblem;
- providing support and advice to DGs on the correct use of the EU emblem under the new multiannual financial framework and the NextGenerationEU communication visibility rules and guidelines;
- providing support and advice to DGs and Team Europe actors on the correct implementation of the Global Gateway branding guidelines;
- coordinating the Commission's graphic design network;
- exploring artificial intelligence for graphic design;
- leading strategic political communication on Commission priorities and crisis communication.

Types of contracts

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

Implementation

Implemented directly by DG Communication and, where relevant, through co-delegations with other DGs (BUDG, OP, PMO).

4.1.8 Social media

Description, objective pursued and expected results

In 2024, the main activities involve developing social media strategies and managing the Commission's central and local corporate social media platforms by:

- leading social media planning for Commission priorities, including crisis communication;
- focusing on the European elections in 2024 and on the benefits the EU delivers for EU citizens;

- creating and sharing content on Commission's central social media accounts;
- supporting the President's and the College's social media activities;
- engaging with various audiences and fighting disinformation through community management and community building (linking up with the activities of the Representations);
- monitoring and fact-checking harmful narratives;
- promoting social media literacy and planning for the potential impact of artificial intelligence; improving data analysis on social media trends;
- adapting to the evolving social media environment;
- providing live social media alerts for key political events (e.g. G7, G20 summit, Community of Practice (COP) summits, European Council meetings, major policy announcements);
- supporting the Commission's social media network;
- exploring emerging platforms and content also in view of developments in artificial intelligence;
- implementing an influencer programme to increase the outreach of the Commission's social media activities and building a community;
- developing suitable audiovisual content for social media platforms, such as reels and other new formats;
- supporting corporate communication campaigns (e.g. NextGenerationEU, REPowerEU, Global Gateway, Green Deal Industrial strategy);
- working with non-traditional multipliers.

Types of contracts

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

Implementation

Implemented by DG Communication.

4.2 Budget line 07 20 04 03 'Commission Representations' allocating EUR 28 070 000 for 2024

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

This budget line funds general information and communication/engagement activities addressed to citizens in all Member States, mainly through the Representations and covers the possible evaluation and professionalisation of these communication activities.

In view of improving the performance of the Commission public communication, the DG Communication has been running since 2012, framework contracts for evaluations and evaluation-related studies and services in communication. The current framework contract (2021-2024) will end in December 2024. Therefore, in 2024 DG Communication will launch an interinstitutional call for tenders

concerning multiple framework contracts for impact assessments, evaluations and evaluation-related studies and services in communication, in order to have the new framework contract in place from 1 January 2025.

Climate and biodiversity mainstreaming contribution - description of how the action(s) included in this work programme contribute to climate and biodiversity mainstreaming, in qualitative and quantitative ways.

- Communication on the Green Deal is a key priority for the Representations since it is the main priority of the Commission in the run-up to the elections.
- All planned actions follow the guidelines on organising sustainable meetings and events at the Commission, which was approved by the EMAS Steering Committee on 30 July 2018.

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

4.2.1 Communication by the Representations

Description, objective pursued and expected results

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

In 2024, the Representation's communication efforts will centre on delivering and implementing its key priorities. This includes the green and digital transformation, recovery through the Recovery and resilience plans, collaboration with the European Parliament ahead of the 2024 European elections, solidarity with Ukraine, and engaging with citizens through initiatives, such as the European citizens' panels and the 'Have Your Say' platform. The 20th anniversary of EU membership²² will also be a focus. Representations will support corporate communication campaigns and tailor their activities to local audiences based on the Commission's priorities.

There will be a strong emphasis on digital communication, combating misinformation and disinformation with newly recruited community managers. Representations will engage more closely with local actors, including think tanks, fact-checkers, NGOs, journalists, members of the 'Building Europe with local councillors' pilot project and political figures.

Representations will work with the European Parliament, Member States, the Committee of the Regions, and the European Economic and Social Committee to improve information and communication activities in a coordinated way. They will also engage with stakeholders to gather political and economic intelligence.

This budget line will cover various communication activities, such as organising outreach events, managing website content, developing local social media strategies, using innovative projects for social media, enhancing digital skills, and monitoring and countering misinformation.

²² Cyprus, Czechia, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia and Slovenia.

The Commission's communication will focus on showcasing the real benefits delivered by Europe in addressing past challenges, such as the COVID-19 pandemic and the fallout from the Russian invasion of Ukraine. It will also emphasise the work that remains to be done, including implementing the European Green Deal, strengthening economic and social aspects, advancing on digital and artificial intelligence, engaging globally through the Team Europe approach, addressing migration and asylum challenges, supporting Ukraine, and enlargement.

The forthcoming European elections offer an opportunity for communication, but also pose a challenge due to potential misinformation and manipulation. Effective and swift communication as well as highlighting meaningful achievements will be crucial in this context.

These priorities will be reflected in the Representations' country strategies, setting out a wide range of activities tailored to national and local audiences.

Procurement under this budget line also covers the Representations' online, multimedia and written information and communication tools relating to the EU. The aim is to provide citizens with access to the relevant general and thematic information on the work of EU institutions and on EU decisions. All activities will be carried out in close cooperation with Headquarters.

Activities include:

- organising outreach events for the public and stakeholders (online and in person);
- supporting corporate communication campaigns (e.g. NextGenerationEU, REPowerEU, Global Gateway, Green Deal Industrial strategy);
- citizens' engagement activities;
- managing editorial tasks related to Representations' websites;
- developing local social media strategies and managing corporate social media accounts, including community management;
- introducing innovative projects to adapt to social media platform developments (e.g. using various content formats, working with influencers, leveraging artificial intelligence tools);
- using social media tools for training and paid promotion;
- carrying out local communication campaigns;
- monitoring and responding to misinformation and disinformation as well as raising awareness about the EU's efforts to combat disinformation;
- drafting and disseminating online content;
- developing and disseminating Representations' online publications;
- support communication about the progress in the enlargement agenda and of individual candidates around milestone events.

Types of contracts

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

Implementation

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

4.2.2 Local outreach and cooperation between Representations and EPLOs

Description, objective pursued and expected results

Joint communication projects by the Representations and the European Parliament Liaison Offices (EPLOs) in the Member States will focus on increasing awareness of the European project, in particular EU achievements and values. The Europa Experience centres²³, where they are up and running will play a crucial role in this cooperation.

The European elections in 2024 will be the essence of cooperation at the national level. The Representations will support the European Parliament in delivering election-related communications and the ‘go to vote’ campaign and help to boost cooperation with national authorities, opinion leaders, Commission communication networks and other key stakeholders. Messaging will be consistent with the Commission’s communication priorities and the projects will complement corporate campaigns.

A specific budget for joint communication projects by the EPLOs and the Representations will stimulate cooperation on outreach, based on jointly agreed political and communication priorities as well as joint work plans. In addition to the existing Europa Experience exhibitions, the European Parliament plans to cover all Member States by 2025, making it an increasingly important area of cooperation between EPLOs and Representations.

Types of contracts

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

Implementation

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

4.2.3 Networks and local outreach

Description, objective pursued and expected results

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

- EUROPE DIRECT centres²⁴;
- European Documentation centres; and
- Team EUROPE DIRECT network of conference speakers²⁵.

²³ Europa Experiences, hosted by the EPLOs, are interactive centres designed to introduce visitors to the EU through exhibitions which combine innovative design and multimedia stations. In 2019, the European Parliament Bureau endorsed the strategy of setting up interactive Europa Experience centres in all Member States by 2024. So far, there are Europa Experiences already in place in Brussels, Strasbourg, Berlin, Copenhagen, Helsinki, Ljubljana, Paris, Rome, Stockholm and Tallinn.

²⁴ Previously named Europe Direct Information Centres (EDICs).

²⁵ Previously named Team Europe.

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

Types of contracts

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

Implementation

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

4.2.4 Information for journalists

Description, objective pursued and expected results

These procurement activities cover the organisation of information events, visits to the EU institutions and bodies, Commission studios, audiovisual content and technical support for journalists, information for journalists, press briefings and newsletters. It will also include briefings and information kits for the 2024 European elections and will continue efforts to support or provide training sessions or seminars on the functioning of the EU, on important policy initiatives included in the Commission's work programme and activities to combat disinformation. Efforts will be made to work in partnerships with national authorities, stakeholders or civil society organisations in a specific country context.

Types of contracts

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

Implementation

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

4.3 Budget line 07 20 04 04 'Communication services for citizens' allocating EUR 33 068 000 for 2024

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

This budget line is intended to fund general information and corporate communication and citizens' engagement activities in all Member States including their possible evaluation and professionalisation,²⁶

²⁶ See point 4.2, 4th paragraph.

Climate and biodiversity mainstreaming contribution - description of how the action(s) included in this work programme contribute to climate and biodiversity mainstreaming, in qualitative and quantitative ways.

- For the climate mainstreaming contribution, DG Communication provides a wide variety of support to the networks through a major shift to online services. For example, webinars, meetings or surveys.
- For the climate mainstreaming contribution, some of the EUROPE DIRECT centres moved part of their activities online.
- When choosing transport arrangements, Representatives and visitors are invited to consider greener modes of transport when they are a cost efficient option.
- DG Communication continues to promote paperless publications in line with the corporate objectives to reduce its environmental impact.

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

4.3.1 Networks – management and support

Description, objective pursued and expected results

These procurement activities cover training and support for the three networks operating under Europe Direct²⁷ and promote cooperation between all [EU outreach networks](#):

- EUROPE DIRECT centres;
- European Documentation centres; and
- Team EUROPE DIRECT network of conference speakers²⁸.

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

Types of contracts

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

Implementation

Implemented by DG Communication.

4.3.2 Information services for citizens

Description, objective pursued and expected results

The procurement activities under this budget line cover the operation and development of the Europe Direct Contact Centres (EDCC), which provides free-of-charge, general, multilingual information

²⁷ Commission Decision C(2017)8516 of 18 December 2017.

²⁸ The strengthening of Team EUROPE DIRECT network through financial support for their speaking/moderating at events is particularly relevant and timely in view of the European elections, which will be held in spring 2024.

services on EU matters. As in 2022 and 2023, the EDCC will continue to provide information also in Ukrainian and Russian.

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

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.), including specific contracts based on the existing framework contracts for the EDCC and the renewal of the current framework contract in mid-2025.

Implementation

Implemented by DG Communication.

4.3.3 Citizens' engagement

Description, objective pursued and expected results

Under this budget line, procurement activities are directed at financing both physical and digital methods of engaging with citizens, including European citizens' panels. These initiatives will be jointly overseen by DG Communication, which will lead on citizen engagement and the relevant DGs responsible for policy matters. Furthermore, DG Communication will manage, together with the Secretariat-General, the Have Your Say webpage, which is an online one-stop-shop for the citizens to participate and engage with the Commission.

The contracts to boost citizen's participation and facilitate processes to support these innovative participatory formats will be established through a new Dynamic Purchase System (DPS), at the disposal of all DGs and departments.

DG Communication, as the leader for citizens' engagement has developed together with the Joint Research Centre's Deliberative Democracy Centre, with assistance from an interservice group focused on citizens' engagement, a corporate guidebook on citizens' engagement.

Types of contracts

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

Implementation

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

4.3.4 Visitors' centre

Description, objective pursued and expected results

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

Visits are organised around the Commission's political priorities. The Visitors' Centre receives many high-profile groups and key multipliers and offers them three types of visits (general information visits, specific information visits and tailored information visits)²⁹. The modernisation project inspired by the principles of the New European Bauhaus targets hard-to-reach audiences and makes the centre more attractive to younger audiences by rolling out interactive digital tools.

DG Communication opened a new digital permanent exhibition in Brussels called Experience Europe, which is accessible to the public. Visitors can find out about the Commission's core work, policies and political priorities, as well as the EU values in an engaging and interactive environment.

In 2024, procurement under this budget line is intended to cover the cost of organising physical and virtual visits to the Commission. This includes the Visitors' Centre in Brussels, visits and general outreach activities linked to the Experience Europe information centre in Brussels (14, Rond-Point Schuman), and to the Europa Experiences already set up in the Member States³⁰ as well as those that are planned to open in other EU capitals in 2024-2025³¹.

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

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

Types of contracts

Service contracts (including studies, technical and floor staff assistance, evaluations, surveys, IT, communication services, logistical services such as hotels, restaurants, local transport, etc., as well as preventive and evolutive maintenance of the communication stations, etc.).

Implementation

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

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

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

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

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

31 Under reserve of confirmation by European Parliament, are planned to open in 2024 Prague, Dublin, Luxembourg, in 2025

Bratislava and in 2026 Madrid and Bucharest.

4.3.5 Publications and the General report

Description, objective pursued and expected results

Procurement activities will cover spending for the production, dissemination and promotion of online and offline publications and communication materials targeting all age groups, focusing on 5-18-year-olds, explaining what the EU is, what it does, what its political priorities are, and how Europeans benefit from it.

The publications financed through this budget line include publications envisaged in the Treaties and other institutional or reference publications, such as the General report on the activities of the EU. The budget line also finances the regular updating of EU maps, which are made available for use by all DGs. The 2023 General report will be published in March 2024 and will cover the last full year of the current mandate. In view of the 2024 European elections, outreach and dissemination activities around the General report will be increased, which will contribute to communicating the achievements of the current Commission.

All online and offline publications and communication materials, including the interinstitutional and multilingual Learning corner website, are suitable for a wide variety of audiences and age groups, in Member States and beyond. Accessibility requirements are taken into account when compiling and sharing materials. They underpin the activities of DG Communication, its Representations, the Europe Direct and Documentation Centres and many other Commission departments. They are made available in 24 languages and partly in Russian and Ukrainian. To this effect, DG Communication also manages the Learning corner and the Top publications website.

To scale up the move to paperless communication materials and further improve the quality of our outreach, the DG Communication needs to invest in developing more sophisticated digital products.

As such, DG Communication will intensify its work on promoting media and digital literacy and raising awareness of mis- and disinformation, especially among younger people.

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

Types of contracts

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

Implementation

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

4.4 Budget line 14 20 04 03 'Information policy and strategic communication for external action' allocating EUR 4 650 000 for 2024

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

4.4.1 Corporate communication

Description, objective pursued and expected results

This budget line covers contributions from other departments to the 2024 corporate communication actions (common foreign and security policy, external relations, international cooperation and partnerships, European Neighbourhood policy, enlargement, conflict prevention and humanitarian policies/programmes) as specified in the Communication on corporate communication action in 2024-2027 under the 2021-2027 multiannual financial framework³².

As corporate communication is the Commission's main tool for reaching out to Europeans and informing them about EU policies that directly affect their lives, the overall aim is to show the added value of EU support in different areas of people's lives. It is important to highlight the EU's efforts and substantial support for neighbouring countries that are in partnership with the EU, including candidate countries and potential candidates for EU membership and the partners covered under the European Neighbourhood policy. This is now even more important in view of the impact of Russia's war of aggression against Ukraine. It is also important to highlight to EU citizens the extensive work of the EU with partner countries across the world to tackle global challenges such as climate change, poverty, conflict, and migration – work which benefits both our partners and the EU itself.

An important part of corporate communication will be to further step up the Commission's response to disinformation, which is becoming increasingly weaponised in the battle of narratives that prevail in times of crisis. More work is needed on convincing, factual and positive communication and to ensure timely responses, including the production of messages and content conveyed through the right communication channels.

Corporate communication serves the Commission's major political priorities and policy goals. Global Gateway is the core policy priority of the Commission's international cooperation with partner countries. It boosts smart, clean and secure connectivity in the digital, transport and energy sectors and strengthens education, research and health systems. Both the COVID-19 pandemic and Russia's war of aggression on Ukraine have led to an acceleration in the green and digital transitions – and both transformations will ultimately strengthen the EU's resilience in the future. The Commission works towards making Europe the home of clean tech and industrial innovation on the road to the net-zero age.

Corporate communication focuses on the major current interlinked policy priorities. The NextGenEU campaign accompany the NextGenerationEU recovery plan over its lifetime to communicate its activities and results. The You are EU campaign – in response to the energy crisis created by Russia - focuses on EU actions taken to end the EU's dependence on (Russian) fossil fuels and stresses the EU's fundamental democratic values. The Economic and Investment Plans in the neighbouring countries and Global Gateway are key policy priorities in the international cooperation which also benefits for EU citizens, especially as regards connectivity of digital, transport and energy networks.

Additional thematic priorities will depend on future events, including the outcome of the European elections in 2024. While not pre-empting the political guidelines or initiatives of the next Commission, it is safe to say that economic recovery and the clean tech transition will continue to be central policy objectives over the next communication cycle.

³² COM(2023)6467 final of 29.09.2023.

In this context, DG Communication will continue to produce and share content calling for responsible and socially-desirable actions, particularly individual actions to reduce our carbon footprint, in line with the slogan ‘think globally, act locally.’

As in previous years, corporate communication will enable us to share our messages both inside and outside the EU, using digital channels as well as traditional media, such as television and eventually participating in physical meetings and events such as exhibitions (e.g., Expo Osaka 2025).

Climate and biodiversity mainstreaming contribution - description of how the action(s) included in this work programme contribute to climate and biodiversity mainstreaming, in qualitative and quantitative ways.

- All of the Commission’s major communication actions – NextGenEU, You are EU, and the joint communication with UEFA on the European Green Deal – focus on the objective of carbon neutrality.

Types of contracts

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

This also covers the possible evaluation and professionalisation of the communication activities³³.

Implementation

Implemented by DG Communication.

³³ See point 4.2, 4th paragraph.