

## ANNEX

### Work Programme for 2020 in the field of Communication

*“Members of the Commission will aim to strengthen the links between people and the institutions that serve them, to narrow the gap between expectation and reality and to communicate about what Europe is doing. (...)*

*Members of the Commission will take part in Citizens’ Dialogues across the Union, notably to prepare the Conference on the Future of Europe. (...)*

*External communication is anchored in the principle of collegiality and under the leadership of the President. To be effective, it must be focused on the political and strategic priorities of the College as a whole.<sup>1</sup>”*

#### **Part I – General Overview - Political context**

The European Commission’s communication activities fall under its political autonomy as an Institution and its institutional prerogatives<sup>2</sup>.

Political communication in recent years has become more demanding and sophisticated. As a political Institution, the European Commission has to navigate the ever-changing media and communications environment, adapting its communication approaches, messages and services to major developments in the consumption and production of information in the digital age. In the coming years, the Commission’s communication activities must become even more agile, flexible and innovative in order to be relevant and engaging for citizens, Member States, civil society and other stakeholders and to support the Commission’s commitment to bring new impetus to European democracy.

A key point of reference for the work of the Directorate-General for Communication over the coming five years are the Political Guidelines for the next European Commission 2019 - 2024 as presented to the European Parliament on 16 July 2019. The emphasis in the guidelines on a more inclusive and open approach should equally apply to the communication about the European Union.

Policy and communication are two sides of the same coin. For the first time ever, the Commission, in its contribution to the Union’s new strategic agenda 2019 - 2024 and discussed at the Sibiu summit of 9 May 2019, laid down a set of recommendations on communication at the service of citizen’s and democracy. This provides a solid platform for the future work of the Directorate-General for Communication when communicating effectively across a whole continent in times of increasing fragmentation and disinformation.

For 2020, the Directorate-General for Communication is committed to continue increasing engagement and interaction with citizens and communicate about what Europe is doing by:

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<sup>1</sup> Main principles of the working methods - A College in which we will all work, decide and deliver together – Brussels 10 September 2019.

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

- continuing to provide state-of-the-art communication products and services to the President and to the Commissioners;
- flanking the Commission's policy deliverables with modern and innovative communication products and services.

2020 being the first year of the new European Commission, there is a need to communicate the European Commission's core messages with even more clarity, focussing on concrete actions that are important for Europeans. The Directorate-General for Communication will continue to stimulate the debate on the Conference on the Future of Europe and to tackle new challenges posed by disinformation and to work closely with other institutions.

Thus, the 2020 Work Programme of the Directorate-General for Communication focuses on supporting:

- the main political and strategic priorities identified in the Political Guidelines for the next European Commission 2019 - 2024;
- the priorities of the European Commission as specified in the Commission Work Programme for 2020.

As domain leader for external communication<sup>3</sup>, the Directorate-General for Communication will continuously contribute to further coherence of communication activities across the European Commission, notably through the corporate campaigns, the streamlining of the overall Commission approach to communication procurement and the continuation of the centralisation of communication framework contracts, the transformation of the European Commission's web presence, as well as via its leading role in the Corporate Communication Steering Committee and in the Communication Network.

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<sup>3</sup> SEC (2016)170 of 4 April 2016 and C(2019) 2329 of 26 March 2019.

## Part II – Grants, Prizes and Procurements

### 1. Introduction

On the basis of the objectives and expected results detailed under the budgetary remarks for title 16 “Communication” budget lines in the “Draft Budget of the European Union for the financial year 2020”<sup>4</sup>, this Work Programme contains the actions to be financed and the budget breakdown for the year 2020.

**Legal Basis:** The European Commission’s communication activities fall under its political autonomy as an Institution and its institutional prerogatives.<sup>5</sup>

On the basis of the objectives set out in the Directorate-General for Communication Strategic Plan 2016 -2020<sup>6</sup>, this Work Programme contains the actions to be financed and the budget breakdown for year 2020 as follows (EUR):

Budget line	Activity	Grants (point 2)	Prizes (point 3)	Procurement (point 4)	<b>TOTAL</b>
16 03 01 02	Information for the media and audiovisual productions			6,418,000	<b>6,418,000</b>
16 03 01 03	Information Outlets	12,600,000		3,500,000	<b>16,100,000</b>
16 03 01 04	Communication of the Commission's Representations, Citizens' Dialogues and Partnership Actions	1,320,000	100,000	20,905,000	<b>22,325,000</b>
16 03 01 05	European Public Space			1,246,000	<b>1,246,000</b>
16 03 02 01	Visits to the Commission			4,200,000	<b>4,200,000</b>
16 03 02 02	Operation of Radio and Television studios and Audiovisual Equipment			5,600,000	<b>5,600,000</b>
16 03 02 03	Online and Written Information and Communication Tools			22,100,000	<b>22,100,000</b>
16 03 02 04	General Report and other Publications			2,160,000	<b>2,160,000</b>
16 03 02 05	Public Opinion Analysis			7,000,000	<b>7,000,000</b>
<b>TOTAL</b>		<b>13,920,000</b>	<b>100,000</b>	<b>73,129,000</b>	<b>87,149,000</b>

<sup>4</sup> COM(2019)400 of 5 June 2019.

<sup>5</sup> See footnote 2.

<sup>6</sup> This refers to the mission statement of the Directorate-General for Communication as broken down in the objectives of its Strategic Plan 2016 - 2020 and respective Management Plans. Specific Objective 1: Providing intelligence to the College, Cabinets and Services. High quality country specific information and analysis are fed into College decision-making process. Specific Objective 2: Ensuring coherence in communication. All relevant communication services contribute to a coherent and effective corporate communication of the European Commission's political priorities. Specific Objective 3: Engaging with Citizens. A simple, clear, understandable message focused on the European Commission's political priorities is communicated to citizens, media, multipliers and stakeholders.

## 2. Grants

The global budgetary envelope for grants under this Work Programme amounts to **EUR 13,920,000**:

Budget line	Activity	Available appropriations (EUR)
16 03 01 03	Information Outlets	12,600,000
16 03 01 04	Communication of the Commission's Representations, Citizens' Dialogues and Partnership Actions	1,320,000

### 2.1 Budget line 16 03 01 03 – Information outlets EUR 12,600,000

#### Europe Direct Information Centres - current generation (2018 -2020)

##### *Description, objectives pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. The Europe Direct Information Centres contribute to the European Commission's communication about the European Union and, in particular, about the European Commission's political priorities, with the objective of engaging with citizens at local and regional level.

The Europe Direct Information Centres mission and objectives are:

- (1) to complement and support the work of the European Commission Representations and European Parliament Liaison Offices in the Member States and to cooperate with other European Union institutions and bodies at local and regional level;
- (2) to cooperate with other European Union information and assistance networks;
- (3) to build a sustainable networking environment, engaging the public in European topics;
- (4) to provide basic information on the European Union and its policies to the public;
- (5) to organise events and outreach activities using various communication tools to reach and engage citizens at local and regional level either directly or through relevant multipliers and stakeholders;
- (6) to actively support Citizens' Dialogues by interacting with local and regional media and providing feedback on citizens' views and reactions, thereby contributing to the debate on the Conference on the Future of Europe.

##### *Type of applicants*

In 2017, through a call for proposals, the European Commission Representations in the Member States selected the partners (such as public bodies and private bodies with public missions) hosting the individual centres and signed a Framework Partnership Agreement with them for the years 2018-2020<sup>7</sup>.

##### *Implementation*

Implemented directly by the Directorate-General for Communication through existing framework partnership agreements.

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<sup>7</sup> The Europe Direct Information Centres' grant implementing procedures, including criteria and rate of co-financing, are stipulated in the Commission Decision C(2017)8516 of 18 December 2017 concerning the adoption of the 2018 Work Programme in the field of Communication, serving as financing decision.

In view of the activities to be carried out in 2020, during the fourth quarter of 2019, each European Commission Representation will invite the partners to submit an annual communication plan for the year to come. After approving the communication plan, a Specific Grant Agreement will be signed covering the actions for 2020.

The annual action grant per centre, in the form of a lump sum, ranges from a minimum of EUR 20,000 per year to a maximum of EUR 40,000 per year in the countries with a 100% coefficient applied to the lump sum<sup>8</sup>.

### **Call for proposals for a new generation of Europe Direct Information Centres<sup>9</sup> for the period 2021-2025**

The essential elements of the call for proposals are provided below. Within this framework, further details will be defined in a decision by the responsible authorising officer<sup>10</sup>. The new generation of Europe Direct Information Centres is being revisited following lessons learnt and the forthcoming strategy as defined in the Political Guidelines for the next European Commission 2019-2024, so as to serve at best the incoming new political cycle.

#### *Description, objectives pursued and expected results*

The Europe Direct Information Centres' network, together and in synergy with other European Union's outreach networks, will remain the fundamental instrument for the Union to reach out beyond and below the national level.

#### *Objectives*

The Europe Direct Information Centres mission and objectives are:

- (1) to inform and engage with citizens at the local level about European Union's policies and issues, taking into account the local context, and using a wide array of communication channels (direct involvement of citizens, media, social media etc.);
- (2) to convey corporate communication contents on the ground, as defined by the Directorate-General for Communication and the Representations of the European Commission in the Member States, adapting them to the local context;
- (3) to contribute in a structured way, and to the extent possible, to the emergence and mainstreaming of the European dimension of citizenship and civic education in schools, working with students and teachers and offering appropriate and structured support material;
- (4) to monitor local perceptions and detect instances of disinformation by providing feedback;
- (5) to create regional networks via local partnerships, working with other European Union's networks in the area, to ensure a coverage of the whole territory of the European Union and a wide outreach;

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<sup>8</sup> There are four categories of countries with different coefficients applied to lump sums: 120% for Denmark, United Kingdom, Ireland, Sweden, Finland, Luxembourg; 100% for Netherlands, Belgium, France, Austria, Italy, Germany; 95% for Spain, Cyprus, Greece, Portugal, Malta, Slovenia, Estonia; 75% for Latvia, Slovakia, Croatia, Czechia, Lithuania, Hungary, Poland, Romania, Bulgaria.

<sup>9</sup> Currently the reflection is ongoing for a possible change of name of the network.

<sup>10</sup> As per Article 181 of Financial Regulation, the use of lump sums shall be authorised by a decision of the responsible authorising officer.

- (6) to complement and support the work of the Representations of the European Commission in the Member States and the European Parliament Liaison Offices in the Member States and to cooperate with other European Union institutions and bodies at local and regional level.

*Type of applicants*

Applicants targeted by the call for proposals are public bodies such as municipalities or other levels of local/regional authorities; federations/associations of local authorities; non-profit civil society organisations; private bodies with public mission, social partners, schools and educational authorities.

*Implementation*

Implemented directly by the Directorate-General for Communication.

In the first quarter of 2020 the Directorate-General for Communication, via the Representations of the European Commission in the Member States, will publish a call for proposals in view of selecting prospective host structures for the purpose of setting up a Europe Direct Information Centre. As a result of the call, the Representations of the European Commission will sign a five year Framework Partnership Agreement (1 January 2021 – 31 December 2025) with the selected host structures and a one year Specific Grant Agreement for the year 2021.

For years 2022 – 2025, in the fourth quarter of year n-1, the Directorate-General for Communication, via the Representations of the European Commission in the Member States, will invite the host structures to submit an annual communication plan for year n. After approving the plan, a Specific Grant Agreement will be signed for year n.

**2.2 Budget line 16 03 01 04 - Grants for Communication of the Commission's Representations, Citizens' Dialogues and Partnership Actions EUR 1,320,000**

**Calls for proposals for public debates, events and awareness-raising**

*Description, objectives pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. The objective is to increase the public's knowledge and awareness of the European Commission's activities and its political priorities, to gather opinions/feedback and analyse contributions for feeding them upstream into the decision-making process.

The activities supported should contribute to forging closer links between citizens and the European Union, in particular by providing opportunities to increase knowledge of the European Union institutions' roles and activities in the policy areas covered by the Political Guidelines for the next European Commission 2019-2024 and by promoting debate in the context of the Conference on the Future of Europe.

*Type of applicants*

Civil society groups and other organisations at national, regional and local level with their own legal personality, registered in one of the countries of the European Union. In the case of Germany, only the Office of the Minister for European Union Affairs or regional i.e Länder governments or government bodies (acting on behalf of the Office of the Minister and having their own legal personality), would be eligible.

#### *Implementation*

Implemented directly by the Directorate-General for Communication via call for proposals.

### **Framework Partnership Agreement with the House of Democracy and Rule of Law (ProDemos)**

#### *Description, objectives pursued and expected results*

The objective is to increase the school students' understanding of the European democracy, its functioning and interaction with the national decision-making level, by creating a specific European Union's space in the House of Democracy and Rule of Law (ProDemos) in The Netherlands, there students can experience how the European Union's decision-making process works and how it is connected to the national decision making process. This will contribute to increase awareness about the values of the European democracy and the principle of rule of law and to promote debate and political participation among the young public, in the broader context of the Conference on the Future of Europe.

#### *Type of applicants*

Created by 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 with the objective to increase the knowledge of the principles of democracy and rule of law, improve the understanding of how democracy works at national level and in the European context, and promote active political participation of wider layers of society, by targeting school students and young adults. The body is the only one tasked by the Dutch government with a national programme of visits from schools to the national institutions and has a high degree of technical competence and specialisation in the sense of Article 195(f) of the Financial Regulation, having built over the years specific expertise in developing modern techniques to explain how democracy works. The Framework Partnership Agreement will create 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*

Implemented directly by the Directorate-General for Communication via a multiannual Framework Partnership Agreement without a call for proposals and action grants.

### **3. Prizes**

The global budgetary envelope for contests under this Work Programme amounts to **EUR 100,000**:

#### **3.1 Budget line 16 03 01 04 Communication of the Commission's Representations, Citizens' Dialogues and Partnership Actions: EUR 100,000**

#### *Description, objectives pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. Organisation or participation in events based on competitions to promote and stimulate the works and reflections with a focus on European integration or on European policies.

*Type of participants targeted by the contest*

The target group consists mainly of natural persons, in particular students and journalists, and possibly civil society organisations (non-governmental organisations, associations, etc.).

*Implementation*

Implemented directly by the Directorate-General for Communication.

**4. Procurement**

The global budgetary envelope reserved for procurement contracts in 2020 amount to **EUR 73,129,000:**

<b>Budget line</b>	<b>Activity</b>	<b>Available appropriations (EUR)</b>
16 03 01 02	Information for the media and audiovisual productions	6,418,000
16 03 01 03	Information outlets	3,500,000
16 03 01 04	Communication of the Commission's Representations, Citizens' Dialogues and Partnership Actions	20,905,000
16 03 01 05	European Public Space	1,246,000
16 03 02 01	Visits to the Commission	4,200,000
16 03 02 02	Operation of Radio and Television studios and Audiovisual Equipment	5,600,000
16 03 02 03	Online and Written Information and Communication Tools	22,100,000
16 03 02 04	General Report and other Publications	2,160,000
16 03 02 05	Public Opinion Analysis	7,000,000

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 understand EU policies and that, in general, they are aware of the European Union issues relevant to them. In view of improving the performance of the Commission public communication, the Directorate-General for Communication has been running since 2012, framework contracts for evaluations and evaluation-related studies and services in the field of communication. The current framework contract (2017-2020) will reach its end in December 2020, so the Directorate-General for Communication will launch in the year 2020, an interinstitutional call for tenders concerning Multiple Framework Contracts for impact assessments, evaluations and evaluation-related studies and services in the field of communication, in view of having the new framework contract in force from 1 January 2021.

Moreover, the Directorate-General for Communication as domain leader, is offering the necessary procurement tools for all the communication needs throughout the European Commission by delivering



the 'new generation' communication framework contracts such as for corporate communication events or for media outreach, etc.

#### **4.1 BUDGET LINE 16 03 01 02 – Information for the media and audiovisual productions: EUR 6,418,000**

##### *Description, objective pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. In 2020 the main activities are:

- (1) Video news
  - Production of European Commission-centred video news (live and recorded coverage, edited news), mainly intended for use by the media.
- (2) Photographs
  - Production of:
    - European Commission-centred photo news and thematic photos illustrating the political priorities;
    - photos about the diplomatic/ceremonial activities of the European Commission;
    - decoration of Commissioners' office and public spaces with photos.
- (3) Audiovisual and multimedia
  - Intensifying and diversifying audiovisual and multimedia production for the general public.
  - Improving its dissemination through:
    - Satellite TV channels EbS and EbS+;
    - the Audiovisual Portal;
    - various technological platforms, including social media.
- (4) Journalists
  - Organising information events, visits to the Commission studios and providing audiovisual content and technical support for journalists.
- (5) Making audiovisual resources accessible to the public
  - consolidating the central repository of the European Commission's audiovisual production as part of the Commission's 'synergies and efficiencies' approach<sup>11</sup>;
  - organising the Audiovisual Portal as the single point of distribution;
  - continuing the work on preserving, digitising and documenting the media library.

The expected result is to give – via the media or directly to the public – access to the entire audiovisual collection, including photos, videos, films and audio recordings.

This budget line also covers possible evaluation(s) and professionalisation of these communication activities.

##### *Types of contracts*

Service contracts (including study, technical assistance, evaluation, survey, IT, communication services, etc.) and new calls for tender including new framework contracts for: audiovisual productions

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<sup>11</sup> See footnote 3.

and multimedia projects; information events for journalists; media library (conservation and availability to the public of audiovisual material) and for measuring the impact of audiovisual productions.

#### *Implementation*

Implemented directly by the Directorate-General for Communication.

### **4.2 Budget Line 16 03 01 03 – Information Outlets: EUR 3,500,000**

#### *Description, objective pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. These procurement activities cover the training and support for the three networks under the umbrella of the Europe Direct Network<sup>12</sup>:

- Europe Direct Information Centres (EDICs);
- European Documentation Centres (EDCs);
- Team Europe (TE).

To increase the network members' knowledge of European Union policies and to keep the networks up to date, in particular on the European Commission's political priorities, the Directorate-General for Communication provides training seminars, promotional activities, information services and information material.

This budget line also covers possible evaluation(s) and professionalisation of these communication activities.

#### *Types of contracts*

Service contracts (including study, technical assistance, evaluation, survey, IT, communication services, etc.).

#### *Implementation*

Implemented directly by the Directorate-General for Communication.

### **4.3 Budget Line 16 03 01 04 - Communication of the Commission's Representations, Citizens' Dialogues and Partnership Actions: EUR 20,905,000**

#### *Description, objective pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. The procurement activities under this budget line are intended to implement decentralised communication actions via the Representations of the European Commission in the Member States.

Within this framework, each Representation of the European Commission will develop a country strategy for 2020 defining a wide range of activities and communication tools tailored to national and

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<sup>12</sup> As per Commission Decision C(2017)8516 of 18 December 2017.

local audiences. The 2020 country strategies will be based on the Political Guidelines for the next European Commission 2019 – 2024 and the recommendations on communication at the service of citizens and democracy that the Commission laid down to the Union’s new strategic agenda. In line with these recommendations, the various communication actions are organised in partnership with the European Parliament and/or with the Member States as well as with the Committee of the Regions and with the European Economic and Social Committee. This creates or reinforces synergies and helps coordinating information and communication activities on the European Union. In addition to the communication activities, the European Commission Representations will continue their liaison activities with stakeholders to discuss the European Commission agenda and priorities and gather political and economic intelligence. These activities contribute to strengthening country specific knowledge provided by the European Commission Representations to the Headquarters, where feedback is then complemented with further analysis before being fed upstream to the political decision-making process.

Citizens' Dialogues and other formats of citizens’ engagement are proven tools of central importance for reaching out to citizens and strengthen their feeling of being heard. They will remain so throughout 2020. The Dialogues are closely synchronised with the Political Guidelines for the next European Commission 2019-2024, the European Commission's political priorities and its political calendar. Citizens' Dialogues, apart from informing citizens and offering a platform for debate about major European initiatives, they also allow Members of the European Commission or senior officials, including the European Commission Heads of Representation, to (1) listen to citizens and (2) harvest their feedback notably by providing input to the Conference on the Future of Europe.

This budget line also covers possible evaluation(s) and professionalisation of these communication activities.

#### *Types of contracts*

Service contracts (including study, technical assistance, evaluation, survey, IT, communication services, etc.) and new calls for tender, including new framework contracts for: communication of the European Commission Representations; communication actions linked to the Political Guidelines – Headquarters.

#### *Implementation*

Implemented directly by the Directorate-General for Communication, where relevant through a co-delegation with the Directorate-General for Budget and the Directorate-General for Informatics.

### **4.4 Budget Line 16 03 01 05 – European Public Space: EUR 1,246,000**

#### *Description, objective pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. In 2020, the procurement activities under this budget line are intended to cover specifically the management of "European Public Spaces" in the Houses of the European Union in the Member States, in order to host public events.

The European Commission will manage the logistical arrangements for the “European Public Spaces” for the benefit of both institutions, European Parliament and European Commission. This includes

operational costs and the organisation of contracted services in the 17 European capitals concerned: Athens, Berlin, Bucharest, Budapest, Copenhagen, Dublin, Helsinki, Lisbon, Madrid, Nicosia, Prague, Riga, Rome, Stockholm, Tallinn, The Hague and Vienna.

This budget line also covers possible evaluation(s) and professionalisation of these communication activities.

#### *Type of contracts*

Service contracts (including study, technical assistance, evaluation, survey, IT, communication services, etc.) and new calls for tender, including new framework contracts for “European Public Spaces”.

#### *Implementation*

Implemented directly by the Directorate-General for Communication.

### **4.5 Budget Line 16 03 02 01 – Visits to the Commission: EUR 4,200,000**

#### *Description, objective pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. In 2020, the procurement activities under this budget line are intended to cover the cost of organising visits to the European Commission, including administrative expenditure related to the visits and general information activities.

The Visitors’ Centre is a key communication tool, giving its visitors an insight into the work and functioning of the European Commission as the political executive of the European Union, as well as explaining European Union policies and European Commission priorities.

Visits are organised around the new political agenda and priorities of the European Commission, as announced in the Political Guidelines for the next European Commission 2019-2024. The Visitors’ Centre receives an important number of high-profile groups and key multipliers and offers them three types of visits (general information visits; specific information visits; tailored information visits).

Since the Visitors’ Centre currently receives visitors only in groups and upon prior registration, the Directorate-General for Communication will open a new centre called Experience Europe, which will be open to the general public. The new Experience Europe will open in 2020 and this budget line will cover its set up costs, including fit-out works, and its technological and running costs, for example, equipment for the communication content, technological and content creation and upgrades, content adaptation and support services amongst others.

This budget line also covers possible evaluation(s), professionalisation of the activities and upgrades of the Visitors' Centre structures/services and the new information centre (Experience Europe).

#### *Type of contracts*

Service contracts (including study, technical assistance, evaluation, survey, IT, communication services, etc.) and new call for tender, including new/existing framework contracts for logistical services (hotels, restaurants, local transport, etc.).

### *Implementation*

Implemented directly by the Directorate-General for Communication and where relevant through a co-delegation with the Office for Infrastructure and Logistics in Brussels.

#### **4.6 Budget Line 16 03 02 02 – Operation of Radio and Television studios and Audiovisual Equipment: EUR 5,600,000**

##### *Description, objective pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. The procurement activities under this budget line aim to:

- ensure the operation of the European Commission's audiovisual installations;
- lease the satellite which provides television stations with images and information on the activities of the European Union (Europe by Satellite) in order to ensure the dissemination of information concerning the European Union to the media and to the general public.

The activities carried out in this area are the following:

- operating of the audiovisual installations in the Berlaymont building in Brussels<sup>13</sup> to provide audiovisual services, for example, production of news, videos, statements and assistance to television and radio teams when filming/recording at the European Commission premises;
- ensuring maintenance, repair works and upgrades of the technical infrastructure of the audiovisual services;
- ad-hoc purchasing of audiovisual equipment and supplies for the radio and television studios;
- transmitting services of Europe by Satellite including leasing of bandwidth;
- production of audiovisual programmes and video clips for the social media and live streaming to corporate social media accounts (YouTube, Facebook, Twitter/Periscope, Instagram, and LinkedIn).

This budget line may also cover possible evaluation(s) and professionalisation of these communication activities.

##### *Type of contracts*

Service contracts (including study, technical assistance, evaluation, survey, IT, communication services, etc.) and new calls for tender including new framework contracts for operation and maintenance of radio and television studios and audiovisual production and the purchase of audio-photo-video equipment and associated services.

### *Implementation*

Implemented directly by the Directorate-General for Communication.

#### **4.7 Budget Line 16 03 02 03 – Online and Written Information and Communication Tools: EUR 22,100,000**

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<sup>13</sup> Two television studios and one radio studio, master control room, editing and graphic suites.

### *Description, objective pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. The procurement activities under this budget line cover online multimedia and written information and communication tools concerning the European Union. The aim of these activities is to provide all citizens with the possibility to have access, to general, relevant and specific information, on the work of the European Union institutions and on European Union decisions.

Activities carried out under this heading include:

- operation and development of the Europe Direct Contact Centre, which provides free of charge, general multilingual information services about European Union matters;
- operation, structure, design, functions and editorial tasks of the political content of the European Commission websites (e.g. College, priorities, news) and of the interinstitutional European Union website, as well as support for development and maintenance of the websites of the Representations of the European Commission;
- operation, further development and servicing of the corporate web publication system, including the Europa Web Content Management System, web tools, web analytics and search engine functionalities;
- further optimisation of the European Commission's web presence to increase its coherence, relevance and cost effectiveness. Work in 2020 will concentrate on the further improvement and enforcement of the web governance and on cooperation with all Directorates-General of the European Commission and Executive Agencies to align their websites with the corporate web publishing rules, as well as on standardisation of the related IT solutions;
- development of social media strategies and the management of central and local corporate social media platforms of the European Commission:
  - publishing and analytical tools used by the European Commission;
  - monitoring and data analysis of communication on social media platforms;
  - support to the European Commission's Social Media Network and the Representations of the European Commission;
  - implementation of innovative projects to match the social media platforms' evolution.
- online press releases, speeches, memos, etc. (Press Releases Database and other online communication information systems);
- publications of the Representation of the European Commission (online and paper);
- support to the exchange of best practices and knowledge transfer by financing visits of digital communication experts and practitioners and other professionalisation measures;
- cover information campaigns for facilitating access to sources of information, especially for the operation of the Europe Direct Contact Centre.

This budget line also covers possible evaluation(s) and professionalisation of these communication activities.

### *Type of contracts*

Service contracts (including study, technical assistance, evaluation, survey, IT, communication services, etc.), and new calls for tender, including new framework contracts for: Europe Direct Contact Centre; websites / social media accounts and electronic and paper publications and newsletters of the European Commission Representations; local social media.

### *Implementation*

Implemented directly by the Directorate-General for Communication, and where relevant through co-delegation with the Directorate-General for Informatics, the Directorate-General for Translation and the Publications Office.

## **4.8 Budget Line 16 03 02 04 – General Report and other Publications: EUR 2,160,000**

### *Description, objective pursued and expected results*

In 2020, the activities financed through this budget line will focus on presenting the European Commission's priorities, as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. The procurement activities under this budget line will cover expenditure for the production, dissemination and promotion of publications and online materials for citizens that explain what the European Union is, what it does, what its current priorities are, and how they positively affects people's lives.

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 European Union. The budget line also finances the regular updating of European Union maps, which are made available for use by all Directorates-General of the European Commission.

All publications and online materials produced are relevant for reaching out to a wide variety of target audiences, across all age groups, in all Member States and beyond.

This budget line also covers feedback and testing activities to further improving the quality of the publications and online materials produced, as well as possible studies.

This budget line also covers possible evaluation(s) and professionalisation of these communication activities.

### *Type of contracts*

Service contracts (including study, technical assistance, evaluation, survey, IT, communication services, etc.) and new calls for tender, including new framework contracts for publications on matters of topical importance such as the General Report.

### *Implementation*

Implemented directly by the Directorate-General for Communication and where relevant through co-delegation with the Publications Office and the Directorate-General for Translation.

## **4.9 Budget Line 16 03 02 05 – Public Opinion Analysis: EUR 7,000,000**

### *Description, objective pursued and expected results*

In 2020, these activities will focus on the European Commission's priorities as set out in the Political Guidelines for the next European Commission 2019-2024 and the Commission Work Programme 2020. The procurement activities under this budget line are intended to cover the analysis of trends in public opinion via Eurobarometer surveys carried out in the Member States and, when relevant, in candidate countries and/or in other countries. They cover generic or ad hoc studies addressing specific themes, and/or specific target groups, as well as qualitative surveys. Synergies are systematically

sought through an annual programming with other Directorates-General as well as through coordination with the European Parliament.

Quantitative and qualitative media analysis on the media impact of the European Commission priority policies in Member States, covering all media types (print press, online media, audio visual media and social media), will also be carried out under this budget line. The results of this media analysis work are provided to the College and to senior management in different types of reports and summaries.

This budget line also covers possible evaluation(s) and professionalisation of these communication activities.

*Type of contracts*

Service Contracts (including study, technical assistance, evaluation, survey, IT, communication services, etc.) and new calls for tender, including new framework contracts for Eurobarometer and media analysis.

*Implementation*

Implemented directly by the Directorate-General for Communication.