



EUROPEAN
COMMISSION

Brussels, 17.12.2015
C(2015) 9059 final

ANNEX 1

ANNEX

to the

COMMISSION DECISION

**concerning the adoption of the 2016 work programme in the field of Communication,
serving as a financing decision**

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GENERAL OBJECTIVES

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

The Political Guidelines for the Commission "*A New Start for Europe: Agenda for Jobs, Growth, Fairness and Democratic Change*" presented by President Jean-Claude Juncker on 15 July 2014 to the European Parliament describe various ways of "bringing the European Union closer to citizens".

Starting from the factual assessment that "in many countries, trust in the European project is at a historic low", President Jean-Claude Juncker stated as his "key task to rebuild bridges in Europe after the crises. To restore European citizens' confidence. (...) And to strengthen democratic legitimacy on the basis of the Community method."

Moreover, the President included in the mission letters to the Members of the Commission the importance of being "in dialogues with citizens, by presenting and communicating the Commission's common agenda, listening to ideas and engaging with stakeholders."

To this end, there is a distinct need to communicate the Commission's core messages with more clarity and strength, focussing on the political priorities on which the Commission delivers collectively and addressing European citizens at large. This was re-confirmed in the President's State of the Union Address on 9 September 2015, in which the President underlined that "(...) we will fail in our efforts to prosper if we do not learn a hard lesson: we have not yet convinced the people of Europe and the world that our Union is not just here to survive, but can also thrive and prosper."

Thus, DG Communications' 2016 work programme is focussing particularly on the support of the main political priorities identified in the Political Guidelines as well as in the Commission Work Programme for 2016.

ANALYSIS BY BUDGET LINE

All contracts are service contracts, unless otherwise specified.

1. BUDGET LINE 16 03 01 02 – INFORMATION FOR THE MEDIA AND AUDIOVISUAL PRODUCTIONS

1.1. Operations financed from this budget line

The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2016.¹ They aim to provide the target groups, essentially the media and the press, with tools for better understanding and reporting of current European Union affairs, and increase the visibility of the policies and activities of the Union. In 2016, these activities will focus on the Commission's priorities as set out in the Political Guidelines. This budget line also covers the evaluation of activities.²

In 2016 the main actions will concern:

- production of video news (live and recorded coverage, edited news) mainly intended for use by the media, available on the interinstitutional Europe by Satellite (EbS) distribution platform via a dedicated satellite TV channel and online;
- photo coverage of news and activities of the European Commission, intended for dissemination by physical and electronic means, and available for media and general public on the Audiovisual Portal;
- intensifying and diversifying audiovisual and multimedia production, for the general public, as well as improving its dissemination through the Commission's Audiovisual Portal and on various technological platforms, including on social media;
- organising the central repository of the Commission's audiovisual production (the Audiovisual Portal) as single point of distribution and continuing the work on preservation, digitisation and documentation of the media library in order to give access to citizens to the entire audiovisual collection, including photos, videos, films and audio recordings;
- organising targeted information events and support for journalists;
- providing support to the European Broadcasting Festival 'Prix Europa', which awards the best European Television, Radio and Online productions each year with the aim of publicising them throughout Europe and supporting their continental distribution and use. It calls on all media professionals and their commitment to quality to compete against each other with their best productions.³ The prizes will be awarded to a maximum value of 6 000 EUR per prize.

¹ This refers to the communication service mission of DG COMM as elaborated in Management Plan 2015.

² A new Call for Tender ≥ 135 000 EUR concerning the evaluation of communication activities will be launched in Q2 of 2016. The Framework Contract is expected to be signed by December 2016.

³ For more information about the prize, see <http://prixeuropa.eu>

1.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 6 003 500 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
1. Audiovisual productions and multimedia projects	210 970	Ongoing contracts Call for tender < 135 000 EUR (x 5)	Q1 (x 1), Q2 (x 2), Q3 (x 1), Q4 (x 1)
2. Coverage of the EU current affairs	2 760 160	Ongoing contracts	
3. Measurement of media usage of audiovisual materials offered by the European Commission	499 840	Ongoing contracts Call for tender ≥ 135 000 EUR (x 1)	Q2 (x 1)
4. Information events for journalists (***)	470 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 1) framework contract for the provision of media relations and outreach services Call for tender < 135 000 EUR (x 90)	Q1 (x 1) Q1 (x 25), Q2 (x 25), Q3 (x 20), Q4 (x 20)
5. Prix Europa	18 000	Prizes (x 3)	Q2 (x 3)
6. Media library (conservation and availability to the public of audiovisual material) and Web development	892 930	Ongoing contracts	
7. Multimedia dissemination and archiving	1 109 000	Ongoing contracts	
8. Supply of a bi-directional video link and provision of services for ad hoc transmissions of audiovisual material	27 600	Ongoing contracts	

9. Transcripts of statements and speeches	15 000	Ongoing contracts Call for tender < 135 000 EUR (x 1)	Q4 (x 1)
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(*) The estimated number of contracts is given in brackets.

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

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

2. BUDGET LINE 16 03 01 03 – INFORMATION OUTLETS

2.1. Operations financed from this budget line

2.1.1. Europe Direct Information Centres

The actions carried out under this heading cover the following areas: Europe Direct Information Centres (EDICs). The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2016.⁴ This budget line also covers possibly an evaluation of the activities.⁵ In providing information to citizens about EU policies and initiatives which have an impact on their daily life and in responding to questions by citizens on their EU rights, the Commission relies on a network of around 500 EDICs that provide decentralised local information, having particular regard for specific social, cultural, political and economic aspects at local level. They also provide regular feedback on communication actions.

The host structures of Information Centres are selected via calls for proposals. The Representations of the European Commission sign a Framework Partnership Agreement with the selected EDIC host structures. In the fourth quarter of the year n-1 the Commission invites the host structures to submit an annual action programme. After approving the action programme, a Specific Agreement is signed for the year n. The annual action grant for the host structure per centre, in form of lump sums, ranges from a minimum of 15 000 EUR (standard lump sums) / 12 000 (adapted lump sums - coefficient 80 %⁶) per year to a maximum of 25 000 EUR (standard lump sums) / 20 000 (adapted lump sums - coefficient 80 %) per year.

The EDIC grants implementing procedures including criteria and rate of co-financing are stipulated in the “Commission Decision concerning the anticipated adoption of the Annual Work Programme in the field of communication for 2013 regarding grants for financing the host structures of the Europe Direct Information Centres across the European Union for the period 2013-2017” (C(2012)4158).

Based on this Decision a call for proposals for the 2013-2017 generation of EDICs launched by the DG Communication through its Representations in the 28 Member States resulted in the wide coverage of EDICs in all Member States.

⁴ This refers to the communication and executive service mission of DG COMM as elaborated in Management Plan 2015.

⁵ See footnote 2.

⁶ An adapted lump sum (80 % of the standard lump sum) is applied in countries where the price level is less than 80 % of the average EU price level: Bulgaria, Croatia, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Malta, Poland, Romania, Slovakia.

To further improve the geographical coverage in nine of the Member States, the EC Representations in those Member States launched an additional call for proposals in 2014 and in 2015. Based on the calls a number of host structures of information centres were selected.

2.1.2. *Training, support and coordination of the Europe Direct information network*

In order to support the EDICs and develop synergies with other Commission information networks, DG Communication's information networks and centres benefit from coordination and support services financed by DG Communication. These services involve in particular training seminars, promotional activities, information services and the provision of documentation. The objective of the training seminars is to increase the network members' knowledge of EU policies and institutions and to keep EDICs up to date on latest developments. Once a year, an Annual General Meeting with all EDICs is organised in an EU Member State. These are events with a focus on interactive exchange, innovative ideas and networking.

2.2. **Mobilisation of available appropriations and implementing arrangements**

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

Commitment appropriations: 14 600 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
1. Europe Direct Information Centres	12 184 000	Grants for action under Framework partnership agreements ⁷	
2. Training, support and coordination of the Europe Direct information network (***)	2 416 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 8) Call for tender < 135 000 EUR (x 140)	<i>Q1 (x 3), Q2 (x 3), Q3 (x 1), Q4 (x 1)</i> <i>Q1 (x 35), Q2 (x 35), Q3 (x 35), Q4 (x 35)</i>

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

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

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

3. **BUDGET LINE 16 03 01 04 – COMMUNICATION OF THE COMMISSION'S REPRESENTATIONS, CITIZENS' DIALOGUES AND PARTNERSHIP ACTIONS**

3.1. **Operations financed from this budget line**

The appropriations under this budget line are intended to implement and assess a communication policy that is decentralised via the Representations in the Member States. The actions covered by this budget line are related to Specific Objective 1 as

⁷ In the cases when EDIC(s) cease operations, EC Representations may decide to launch a regional call for proposals in line with the criteria set in Commission Decision C(2012)4158. The objective would be to maintain an equitable geographical coverage.

indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2016.⁸

This budget line also covers possible evaluation(s) of the activities.⁹

In 2016, these activities will focus on the political priorities as set out in Political Guidelines for the Commission and in the Commission Work Programme for 2016.

Within this framework, the Representations will develop a wide range of activities and communication tools, including social media, tailored to local audiences, from debates and conferences for opinion leaders and multipliers to Citizens' Dialogues for the general public and manage the information centres for the general public located in the Commission Representations.

Citizens' Dialogues will remain an important tool for engaging with citizens where Members of the Commission debate European issues with citizens to which members of the European Parliament and the Committee of Regions and/or national, regional or local politicians are invited. As outlined in the policy report on this new instrument of direct political communication¹⁰, the Citizens' Dialogues were established in order to "give Europe a face" and allow citizens to discuss and better understand the political responsibility for decisions which have a great impact on their lives in particular in the context of crisis recovery.

They are planned and organised in close synchronisation with the Commission's Political Priorities. They inform citizens about major EU initiatives and allow Commissioners to get feedback.

The Citizens' Dialogues are a contribution to re-building the trust of citizens into the EU (which has improved from 31 % to 40 %)¹¹ and to addressing the feeling that the voice of European citizens is not heard.¹² Since the start of the new series of Citizens' Dialogues in January 2015, 81 % of the participants in the Dialogues feel that these events help to improve their knowledge about the EU issues.

It is encouraged that whenever possible these communication actions are organised in partnership with the European Parliament and/or the Member States in order to create synergies between the means of each partner and to coordinate their information and communication activities on the European Union. Moreover, the involvement of members of national Parliaments, representatives of national, regional or local authorities and media professionals is also welcome.

The main aim of the activities financed from this budget line is to communicate messages relating to the Political Guidelines of the Commission. The appropriations also cover expenditure on promotional support material, studies, evaluations, meetings of experts and expert technical and administrative assistance not involving

⁸ This refers to the communication service mission of DG COMM as elaborated in Management Plan 2015.

⁹ See footnote 2.

¹⁰ COM(2014)173 of 24 March 2014, "Citizens' Dialogues as a Contribution to Developing a European Public Space".

¹¹ Standard EB 83 (July 2015), p. 6: "The trust of citizens into the EU is 40 %". Standard EB 77 (May 2012): "The trust of citizens into the EU is 31 % ".

¹² Standard EB 83 (July 2015), p. 14 shows that 50 % of Europeans feel that their voice is not heard compared to 42 % who say that it is. This represents also an improvement since the Standard EB 77 of May 2012 when 64 % of respondents said that their voice does not count and only 31 % were of the different opinion.

public authority tasks outsourced by the Commission under ad hoc service contracts including expenses related to the organisation of Citizens' Dialogues.

In addition to the communication efforts the Representations, especially their political teams and Economic Semester Officers, will continue their liaison activities targeted at stakeholders to discuss the Commission agenda and priorities and gather intelligence for strengthening country knowledge to feed to headquarters.

3.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 14 745 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
1. Communication of the Commission Representation	13 270 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 16) Call for tender < 135 000 EUR (x 900) Calls for proposals (x 14) Prizes (x 8)	<i>Q1 (x 6), Q2 (x 4), Q3 (x 3), Q4 (x 3)</i> <i>Q1 (x 250), Q2 (x 250), Q3 (x 200), Q4 (x 200)</i> <i>Q1 (x 3), Q2 (x 5), Q3 (x 4), Q4 (x 2)</i> <i>Q2 (x 2), Q3 (x 4), Q4 (x 2)</i>
2. Communication actions linked to the Political Guidelines – Headquarters	355 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 2): - Provision of media planning, purchase of advertising space and related services; - Provision of consultancy, market research and related services	<i>Q1 (x 1), Q2 (x 1)</i>
3. Citizens' Dialogues	500 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 1) for the provision of services related to the organisation of corporate communication events	<i>Q2 (x 1)</i>
4. Evaluation of Communication Actions designed by communication agencies of the Representations	250 000	Ongoing contract	
5. Small scale evaluations	100 000	Ongoing contract	
6. Communication actions dedicated to DG BUDG	270 000	Ongoing contracts	

		Call for tender < 135 000 EUR (x 20)	Q2 (x 5), Q3 (x10), Q4 (x 5)
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(*) The Representations take part in numerous events in order to enhance the European Union's profile. Although some public contracts are of a value of more than 134 000 EUR, local communication actions are characterised by a large number of local events for which expenditure is lower, sometimes much lower, than the threshold of 134 000 EUR. The estimated number of contracts is given in brackets.

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

3.2.1. Grants

Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations of the European Commission. The estimated duration of the activities may not exceed 12 months. It is planned to launch 14 calls for proposals out of which 2 with a maximum envelope of 300 000 EUR (Q3 (x 1) and Q4 (x 1)), 2 with a maximum envelope of 250 000 EUR each (Q3(x 2)), 2 with a maximum envelope of 200 000 EUR each (Q1 (x 1) and Q2 (x 1)) and 2 with a maximum envelope of 150 000 EUR each (Q2 (x 2)), 3 with a maximum envelope of 100 000 EUR each (Q2 (x 2) and Q3 (x 1)), and 3 with a maximum envelope of 50 000 EUR each (Q1 (x 2) and Q4 (x 1)).

Objectives

To provide financial support for national, regional or local initiatives involving civil society groups and opinion-formers so as to increase the general public's knowledge of the Commission's activities in the context of the political priorities, gather opinions and analyse contributions which could be used as input for decision-makers.;

Eligibility criteria

Civil society groups and other organisations with their own legal personality, registered in one of the countries of the EU and independent of the public authorities.

Selection criteria

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

Criteria for awarding grants

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

Level of Union contribution

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

Expected results

The projects selected should contribute to forging closer links between citizens and the European Union, in particular through better knowledge of the institutions' roles and activities in the areas covered by the Political Guidelines.

Approximate timetable

Envisaged publication dates: First quarter 2016 (3 calls for proposals), second quarter (5 calls for proposals), third quarter 2016 (4 calls for proposals), fourth quarter 2016 (2 calls for proposals)

Awarding of grants: Second, third or fourth quarter 2016 (14 calls for proposals)

3.2.2. Prizes

Objectives

Organisation or participation in events based on competitions.

Potential beneficiaries

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

Exclusion criteria

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

Criteria for awarding prizes

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

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

Level of Union contribution

Prizes up to a maximum value of 12 000 EUR per prize¹³.

Expected results

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

¹³ Prizes in kind, if given, will have a symbolic nature.

Approximate timetable:

Launch of the contests: First, second and third quarter 2016 (3, 3 and 2 prizes respectively).

Awarding of prizes: Second, third and fourth quarter 2016 (2, 4 and 2 prizes respectively).

4. BUDGET LINE 16 03 01 05 – EUROPEAN PUBLIC SPACES

4.1. Operations financed from this budget line

This appropriation is intended to cover specifically the management of "European Public Spaces" (EPS) in the Europe Houses in order to host public events. The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2016.¹⁴ This appropriation also covers possibly an evaluation of the activities.¹⁵ The Commission will manage the logistical arrangements for the EPS for the benefit of both institutions (Parliament and Commission), including operational costs and the organisation of contracted services in the European capitals concerned: Prague, Copenhagen, Berlin, Tallinn, Dublin, Madrid, Rome, Riga, Budapest, The Hague, Vienna, Lisbon, Bucharest, Helsinki, Stockholm, London, Nicosia and Athens.

4.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 1 246 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
European Public Spaces	1 246 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 5) Call for tender < 135 000 EUR (x 150)	<i>Q2 (x 2), Q3 (x 2), Q4 (x 1)</i> <i>Q1 (x 20), Q2 (x 55), Q3 (x 35), Q4 (x 40)</i>

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

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

5. BUDGET LINE 16 03 02 01 – VISITS TO THE COMMISSION

5.1. Operations financed from this budget line

This appropriation is intended to cover the cost of organising visits to the Commission, including administrative expenditure related to the visits. The actions covered by this budget line are related to Specific Objective 1 as indicated in the

¹⁴ This refers to the communication service mission of DG COMM as elaborated in Management Plan 2015.

¹⁵ See footnote 2.

Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2016.¹⁶

This budget line also covers possibly an evaluation of the activities.¹⁷

The Visitors' Centre is a key communication tool, giving its visitors an insight into the work and functioning of the Commission as the executive of the EU, while explaining EU policies and main priorities. It is also a tool to communicate the overarching messages of the activities of the Commission.

As part of DG Communication, the Visitors' Centre works closely with all other parts of the Directorate General, in particular the Spokesperson's service and the Representations. In addition it works with other Directorates-General and Services of the Commission as well as the Permanent Representations of the Member States to the EU in ensuring the best possible presentations to the groups of visitors. A number of visits are organised regularly around the political agenda and priorities of the Commission, as for example the European Semester and the ten priorities of the Juncker Commission.

Through this approach, the Visitors' Centre receives an important number of high-profile groups and key multipliers, such as members of national and regional Parliaments, government representatives and journalists at national, regional and local level as well as senior representatives of civil society and academia. The Visitors' Centre offers three types of visits to visiting groups of 15 or more people, aged 15 and over financed by this budget line:

- **General Information Visits:** Aimed at people with little or no previous knowledge of the EU including secondary school groups. This consists of a presentation on the role of the European Commission within the EU (in the language of the group where possible) followed by a question and answer session. Duration: 90 minutes.
- **Specific Information Visits:** Aimed at undergraduate students and specific interest groups. This consists of an introduction on the role of the European Commission as the political executive of the EU, followed by a presentation on a specific EU policy of direct interest to the group. Duration: three hours.
- **Tailored Information Visits:** Aimed at journalists, national and local government representatives, business associations, professional groups from the public and private sector, trade unions, academics including post graduate and research students. This consists of a programme which is specially tailored to the interests of the group and can start with an introduction on the role of the European Commission as the political executive of the EU followed by several presentations on specific EU policies given by Commission officials dealing with the issues involved. Duration: from half a day to 1.5 days. This type of visit aimed at high profile groups and key multipliers represents a priority for the Visitors' Centre.

¹⁶ This refers to the communication service mission of DG COMM as elaborated in Management Plan 2015.

¹⁷ See footnote 2.

5.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 3 800 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
1. Visits to the Commission	3 400 000	Ongoing contracts	
2. External speakers	400 000	Call for tender \geq 135 000 EUR (x 1)	Q1 (x 1)

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

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

6. BUDGET LINE 16 03 02 02 – OPERATION OF RADIO AND TELEVISION STUDIOS AND AUDIOVISUAL EQUIPMENT

6.1. Operations financed from this budget line

The actions carried out in this area aim in essence to ensure the operation of the Commission's audiovisual installations and the leasing of the satellite to provide television stations with images and information on the activities of the European Union (Europe by Satellite), in order to ensure the dissemination of all information concerning the Union to the media and the general public. The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2016.¹⁸ This budget line also covers possibly an evaluation of the activities.¹⁹

The actions carried out in this area concern in particular:

- operating the audiovisual installations in the Berlaymont building (TV and radio studios, master control room, etc.);
- providing assistance to TV and radio teams that request to film/record at the Commission premises and for groups of professional visitors;
- maintenance, repair work and upgrade of the technical infrastructure of the audiovisual services;
- purchasing audiovisual equipment and supplies for the radio and TV studios;
- leasing satellite transmission services for Europe by Satellite, and leasing of bandwidth.

6.2. Mobilisation of available appropriations and implementing arrangements

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

¹⁸ This refers to the corporate and executive service mission of DG COMM as elaborated in Management Plan 2015.

¹⁹ See footnote 2.

Commitment appropriations: 5 560 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
1. Operation of radio and television studios and audiovisual equipment	3 240 320	Ongoing contracts	
2. Provision of technical infrastructure for the radio and television studios	1 061 600	Ongoing contracts	
3. Provision of a technical infrastructure for the transmission of TV services via satellite	854 450	Ongoing contracts Call for tender \geq 135 000 EUR (x 1) for the provision of technical infrastructure for satellite transmission (EbS and EbS+)	<i>Q3 (x 1)</i>
4. Study on the transmission of TV services via satellite	60 000	Call for tender < 135 000 EUR (x 1)	<i>Q1 (x 1)</i>
5. Purchase of audio-photo-video equipment and associated services	338 630	Ongoing contracts	
6. Study on optimisation of archiving of AV files	5 000	Call for tender < 135 000 (x 1)	<i>Q1 (x 1)</i>

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

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

7. BUDGET LINE 16 03 02 03 – ONLINE AND WRITTEN INFORMATION AND COMMUNICATION TOOLS

7.1. Operations financed from this budget line

This appropriation is intended to cover online multimedia and written information and communication tools concerning the European Union, for the purpose of providing all citizens with general information on the work of the Union institutions, the decisions taken and the stages in the building of Europe. This appropriation also covers an evaluation of the activities.²⁰ The actions covered by this budget line are related to Specific Objective 1 and Specific Objective 2 as indicated in the Statement

²⁰ See footnote 2.

on Financial Intervention of the Communication Policy Area of Draft Budget 2016.²¹ Actions carried out under this heading comprise:

- Operation and development of the Europe Direct Contact Centre (EDCC), which can be accessed free of charge by any member of the public and which provides a general multilingual information service about EU matters in response to any question concerning the EU. A call for tenders for the operation of the EDCC was launched in 2015, resulting in a change-over of contractor to be implemented as from February 2016.
- Operation, structure, design, functions and editorial tasks of the corporate content of the Commission website (e.g. College, priorities, news) and of the inter-institutional europa.eu website, for which DG Communication is responsible. This also includes support for development and maintenance of the Representations' websites.
- Implementation of the Digital Transformation programme. Digital Transformation will continue to take centre stage as a corporate programme in 2016, involving all Directorates-General and Executive Agencies. The programme builds on the political priorities of the Institution, and aims at creating a coherent, relevant and cost-effective online presence for the entire Commission, where content will be organised in a user-centred way, according to themes rather than mirroring the internal organisation. The new web presence will be "mobile first" and integrated with social media. The building and investment phase of the programme will continue in 2016. The old web pages will start to be replaced as the 2015 test version goes live with further enriched content. The new web presence will be operated with a new open source web content management system and an improved version of the Commission's web analytics and search engine functionalities. Specific online content not affected by transformation will also be migrated to the new content management system by the end of 2016.
- Development of social media strategies and management of the corporate social media platforms of the Commission, including support to the Commission's Social Media Network and the Representations. Monitoring and analysis of social media communication and data.
- Online press releases, speeches, memos, etc. (Press Releases Database and other online communication information systems).

This appropriation is also intended to:

- support the exchange of best practices and knowledge transfer by financing visits of digital communication experts and practitioners;
- cover information campaigns for facilitating access to these sources of information, especially for the operation of the EDCC.

7.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 23 450 000 EUR

²¹ This refers to the corporate, communication and executive service mission of DG COMM as elaborated in Management Plan 2015.

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
1. Europe Direct Contact Centre	6 220 000	Ongoing contracts	
2. EUROPA website	12 090 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 1) for the provision of services in support of digital communication	Q3 (x 1)
3. Websites/social media accounts and electronic and paper publications and newsletters of the Representations	4 620 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 9) Call for tender < 135 000 EUR (x 180) (***)	Q1 (x 2), Q2 (x 3), Q3 (x 3), Q4 (x 1) Q1 (x 40), Q2 (x 50), Q3 (x 45), Q4 (x 45)
4. Press Releases Database and other online communication information systems	520 000	Ongoing DG DIGIT framework contracts	

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

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

(***) Each of the 28 Commission Representations in the Member States has its own website in the national languages. The 28 Representations and the 9 Antennas offer the public electronic publications on European themes of interest and concern to the countries in question. These circumstances explain the number of contracts of less than 135 000 EUR.

8. BUDGET LINE 16 03 02 04 – GENERAL REPORT AND OTHER PUBLICATIONS

8.1. Operations financed from this budget line

This appropriation is intended to cover expenditure on the production, on whatever media, of publications on major topical issues linked to the activities of the Commission and the work of the European Union. The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2016.²² It also covers the publications envisaged by the Treaties and other institutional or reference publications, such as the General Report on the activities of the European Union. These publications are aimed amongst others at young people, the teaching profession, opinion leaders and the general public. This appropriation also covers the possibility for an evaluation of the activities.²³

²² This refers to the communication service mission of DG COMM as elaborated in Management Plan 2015.

²³ See footnote 2.

8.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 2 160 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
Publications on matters of topical importance including the General Report	2 160 000	Ongoing contracts Call for tender < 135 000 EUR (x 1)	Q2 (x 1)

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

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

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

9. BUDGET LINE 16 03 02 05 – PUBLIC OPINION ANALYSIS

9.1. Operations financed from this budget line

Appropriations under this line are intended to cover the analysis of trends in public opinion via Eurobarometer surveys carried out in the 28 Member States and the candidate countries. They cover generic or ad hoc studies addressing specific themes and/or specific target groups, as well as quality analysis. The actions covered by this budget line are related to Specific Objective 3 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2016.²⁴

This budget line also covers possibly an evaluation of the activities.²⁵

Quantitative and qualitative media analysis on the media impact of Commission priority policies in EU Member States covering all media types (print press, online media, audio visual media and social media) will be carried out. The results will be presented to senior staff in different types of reports and summaries.

9.2. Mobilisation of available appropriations and implementing arrangements

The various actions are implemented by way of contract procedures.

Commitment appropriations: 6 640 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Approximate timetable (**)
1. Eurobarometer	5 090 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 1)	Q3 (x 1)
2. Qualitative Media Monitoring Analysis	1 300 000	Ongoing contracts Call for tender < 135 000	Q3 (x 1), Q4 (x 1)

²⁴ This refers to the communication and executive service mission of DG COMM as elaborated in Management Plan 2015.

²⁵ See footnote 2.

		EUR (x 2)	
3. Evaluation of Eurobarometer	250 000	Ongoing contract	

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

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