



EUROPEAN
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ANNEX

to the

COMMISSION DECISION

**concerning the adoption of the 2014 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 2010-2014 presented by President Barroso called for rekindling "a passion for Europe, a new pride and feeling of connection between the EU and its citizens". To achieve this, there is a clear need to communicate with more clarity and strength the political priorities on which the Commission delivers collectively, in line with the Working Methods of the Commission 2010-2014 which stresses that successful external communication is "firmly anchored in the principle of collegiality".

The President's political guidelines also stipulate that:

- 'the dialogue with the citizens and the different actors in civil society, a hallmark of the current Commission, will continue to be of critical importance';
- 'the Commission will redouble its efforts to have a real Commission presence communicating on the ground in the Member States and in the regions, in partnership with the European Parliament, listening to citizens and dealing first hand with their questions and concerns';
- 'this gap (...) can only be closed in full partnership with national and regional authorities'.

The Commission's main political priorities is to deliver on the objectives of the Europe 2020 strategy which have been highlighted by President Barroso in his September 2013 State of the Union address. It also responds to the Interinstitutional Communication Priorities as defined by the Interinstitutional Group on Information (IGI) in June 2012, for 2013/2014:

- Economic recovery
- European Year of Citizens 2013
- European elections

ANALYSIS BY BUDGET LINE

All contracts are service contracts, unless otherwise specified.

1. BUDGET LINE 16 03 01 01 – MULTIMEDIA ACTIONS

1.1. Operations financed from this budget line

Activities carried out within this framework are aimed at developing a European public sphere. They primarily concern the production and broadcast of programmes on EU issues. A number of internal productions and audiovisual sector analyses are also financed under this budget line, which may also cover the evaluation of projects.

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: 18 740 000 euros

Action		Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Partnerships with the EU information channels				
- Euronews	<i>Production and broadcast of programmes on EU affairs and European institutions activities and policies</i>	6 500 000	Ongoing framework partnership agreement	
	<i>Support to EU languages</i>	6 000 000	Ongoing framework partnership agreement	
	<i>Euronews in Arabic 24/7</i>	5 500 000	Ongoing framework partnership agreement	
2. Studies and data in the audiovisual field		90 000	Ongoing contracts	
3. Audiovisual productions and multimedia projects		650 000	Call for tender "Integrated audiovisual production, dissemination and archiving services" – Lot III: Multimedia, dissemination and archiving > 60 000 EUR (x1) Call for tender for the production and dissemination of audiovisual productions and multimedia projects for the Citizens > 60 000 EUR (x1)	Q1 (February 2014) Q3

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

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

1.2.1. Action grants to Euronews

The action grants foreseen for Euronews aim at implementing the multiannual partnership initiated in 2010 with Euronews to ensure on a long term basis the coverage of EU affairs through an EU perspective.

The multiannual framework partnership agreement signed with Euronews in December 2010 is implemented through specific grant agreements.

1.2.1.1. Production and broadcast of programmes on EU affairs and European institutions activities and policies

Informative programmes

Since 2011, DG COMM has signed specific grant agreements to support the production and broadcast of programmes with a special focus on the policies and activities of the EU and its institutions. DG COMM intends to continue its support by concluding a new specific grant agreement in 2014.

As in the previous years, the new action grant will take a simplified form of funding based on the type of item¹ or programme to be broadcast. The unit costs calculated in 2012 for the next two year period will continue to be applied as follows:

Item or programme	Definition	EU contribution Unit cost (in euros per unit)
Original news (Brussels)	Item of maximum 2 minutes produced by Euronews, providing facts on a single story, event or issue, filmed in Brussels, to be included in a programme.	4 970
Original news (Brussels excepted)	Item of maximum 3 minutes produced by Euronews, providing facts on a single story, event or issue filmed in Europe (Brussels excepted), to be included in a programme.	8 166
Post produced news	Item of maximum 2 minutes post-produced in Euronews' headquarters, providing facts on a single story, event or issue, to be included in a programme.	1 702
Interviews	5-10 min interviews with key personalities	11 216
Reporter	5-10 min in-depth magazine analysing the impact of the EU policies on citizens daily life	21 198
Europe Weekly	6-8 min show led by presenter with an in-depth look at the week's top stories.	10 231
Direct live	Live broadcast of key events concerning the EU and its institutions (unit = 30 minutes).	11 063
Close-Up	5-15 min in-depth analysis, including duplex and interviews, dealing with the main story of the political week or an overall European trend which is on the daily news agenda.	14 609
I Talk (new format)	20 min debate with one European personality led by presenter	44 164
U Talk	2 min interactive show based on citizens' questions.	5 096
The Network	8 min debate with well-known personalities led by presenter	19 209

¹ TV programming entity dedicated to a single story or event, which is to be included in a larger production

The above unit costs are the Commission's contribution to the action, which is set at 85.6 % of the eligible costs of each programme or item. Euronews contributes 14.4 % of such cost. These unit costs were calculated by analysing Euronews costs and revenues as recorded in Euronews statutory accounting books, and comply with the non-profit rule for grants.

1.2.1.2. Production and broadcast of Euronews in EU languages 24/7

The Commission intends to continue to support the production and 24/7 broadcast of Euronews services in EU languages, such as Greek and Hungarian. The Greek service is carried on the digital terrestrial platform and satellite in Cyprus. The Commission intends to sign different specific grant agreements with Euronews in the above-mentioned areas on the basis of unit costs. These will be calculated according to the methodology established in the Commission Decision authorising the use of unit costs², adopted in 2013 in conformity with Article 124 of the Financial Regulation.

Alternatively, specific grant agreements could be based on the reimbursement of a percentage of the eligible costs actually incurred, if the conditions to apply unit costs are not met, in line with the provisions of the above mentioned Commission decision of 2013.

In both cases, the Commission may finance up to 95% of the eligible costs.

1.2.1.3. Production and broadcast of Euronews in Arabic 24/7

The Commission intends to continue its long-lasting support to Euronews service in Arabic, which was launched in 2008 following the 2007 resolution of the European Parliament on the reforms in the Arab world³. The grant will take the form of reimbursement on the basis of unit costs, as authorised by the Commission decision of 2013⁴, according to Article 124 of the Financial Regulation.

The Commission may finance up to 95% of the eligible costs.

1.2.1.4. Expected results

The actions described above will help strengthen independent reporting on EU affairs by Euronews and will increase its impact by extending the range of broadcast languages and platforms, as the pace of the analogue switch-off steps up in the EU. It will also help ensure Euronews presence in the world's audiovisual landscape, bringing news from a European perspective.

1.2.2. *Audiovisual productions and multimedia project*

This action concerns essentially the production and dissemination of multimedia and information products for citizens on operations concerning the Union for the purpose of increasing the visibility of the work of the Union institutions, the decisions taken and the stages in the building of Europe.

² Draft Commission Decision authorising the use of unit costs in action grants signed with Euronews, (to be adopted in November)

³ European Parliament resolution of 10 May 2007 on reforms in the Arab world: what strategy should the European Union adopt? (P6_TA(2007)0179)

⁴ Draft Commission Decision authorising the use of unit costs in action grants signed with Euronews, (to be adopted in November)

2. BUDGET LINE 16 03 01 02 – INFORMATION FOR THE MEDIA

2.1. Operations financed from this budget line

The actions covered by this budget line aim to provide the target groups, essentially the media and the press, with tools for better understanding and reporting of current affairs.

In 2014 the main actions will concern:

- intensifying and diversifying audiovisual and multimedia production, for the media and the general public, concentrating mainly on political priorities and improving its dissemination (meaning publication and making available to the public) on various technological platforms;
- implementing a strategy for promoting the above-mentioned productions among people working in this sector in order to enhance their impact. One of the means of achieving this is to participate in audiovisual trade fairs and explore the usefulness of taking part in fairs and festivals open to the general public;
- organising targeted information events and support for journalists based on the Commission's strategic priorities;
- continuing the ongoing work on turning the media library into the Commission's 'audiovisual memory' and a point of access for European citizens, media and Institutions to the European Commission's entire communication production, including images, films and audio recordings.

2.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 5 080 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Coverage of the EU current affairs and measurement of media usage of audiovisual materials offered by the European Commission	2 572 000	Ongoing contracts Call for tender "Integrated audiovisual production, dissemination and archiving services" – Lot IV: Webstreaming and hosting > 60 000 EUR (x1)	Q1 (February 2014)
2. Measurement of media usage of audiovisual materials offered by the European Commission	500 000	Ongoing contract	
3. Information events for journalists (***)	450 000	Ongoing contracts Call for tender > 60 000 EUR (x 1) Call for tenders ≤ 60 000 EUR (x 10)	Q2 (x 1), Q2 (x 5), Q3(x 5)
4. Prix	18 000	Prizes (radio, TV and Online Projects) (x 3)	Q2 (x3)

5. Media library (conservation and availability to the public of audiovisual material) and Web development	1 540 000	<p>Ongoing contracts</p> <p>Call for tender "Integrated audiovisual production, dissemination and archiving services" – Lot III: Multimedia, dissemination and archiving > 60 000 EUR (x1)</p> <p>Interinstitutional call for tender (with EP as leading insitution)</p> <ul style="list-style-type: none"> - Lot I: Purchase of video footage > 60 000 EUR (x1) - Lot II: Purchase of historical, thematical and news photos > 60 000 EUR (x1) - Lot III: purchase of microstock photos > 60 000 EUR (x1) - Lot IV: Purchase of stock music > 60 000 EUR (x1) 	<p><i>Q1 (February 2014)</i></p> <p><i>Q1 (January 2014)</i></p>
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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.

2.2.1. Prizes

Objectives

Organisation or participation in trade fairs, festivals, etc. with prize-giving as their central event.

Potential beneficiaries

The target groups include media professionals.

Exclusion criteria

Relevant exclusion criteria as defined by Articles 106 (1), 107, 108 and 109 of the Financial Regulation will be applied. Particular attention must be provided to ensure that no conflicts of interest between competition winners and jury members exist.

Criteria for awarding prizes

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

- European origin or theme of the work;
- Relevance and general interest of the project (in particular as regards the objectives set and the target group);
- European dimension and added value of the project;
- Expected multiplier effect (impact beyond the target group);
- Reinforcement of European identity or increase in awareness of European integration and European policies.

Level of Union contribution

Prizes to a maximum value of EUR 10 000 per prize⁵.

Expected results

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

Approximate timetable

Launch of the contest: April 2014

Award ceremony and award decision: October / November 2014

3. BUDGET LINE 16 03 01 03 – INFORMATION OUTLETS

3.1. Operations financed from this budget line

The actions carried out under this heading cover the following areas: Europe Direct Information Centres.

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 Europe Direct Information Centres (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.

In order to support the EDICs and develop synergies with other Commission information networks, DG COMM's information networks and centres benefit from coordination and support services financed by DG COMM. These services involve in particular training seminars, promotional activities, information services and the provision of documentation (both in HQ and REPS). The contracts of these services expires end of 2013. A call for tenders with different lots to cover all above mentioned activities was published in 2013 and the contract will be signed in 2014.

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.

As regards grants for action awarded to structures hosting Europe Direct Information Centres, the implementing procedures (criteria, approximate timetable) 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).

Commitment appropriations: 14 230 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Europe Direct Information Centres	11 900 000	Grant agreements for an action (see Commission Decision C(2012) 4158 of 21 June 2012 which sets out the implementation procedure: the criteria and indicative timetable)	Q1

⁵ Prizes in kind, if given, will have a symbolic nature

2. Training, support and coordination of the ED information network	2 330 000	Ongoing framework contracts (40 purchase orders or specific contracts)	
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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.

4. BUDGET LINE 16 03 01 04 – COMMUNICATION OF THE COMMISSION’S REPRESENTATIONS AND PARTNERSHIP ACTIONS

4.1. 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 28 Representations.

In 2014, these activities will focus on the political priorities to be laid down in the Commission's 2014 work programme.

Within this framework, the Representations will develop a wide range of activities and communication tools tailored to local audiences, from debates and conferences for opinion leaders and multipliers to citizens dialogues and 'edutainment' events (competitions, etc.) for the general public or specific target groups and manage the information centres for the general public in the Commission Representations. Particular attention will be given to obtain from stakeholders regular feedback on communication actions developed by Representations.

It is encouraged that whenever possible these communication operations 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 parliament, representatives of national, regional or local authorities Commissioners and media professionals or opinion formers is also welcome.

The main aim of these activities will be to deliver messages relating to political priorities and corporate communication themes, including the 2014 EP elections.

The appropriations also cover expenditure on promotional material, studies, evaluations, meetings of experts and expert technical and administrative assistance not involving public authority tasks outsourced by the Commission under ad hoc service contracts as well as the repayment of travel and related expenses of persons invited to follow the work of the Commission.

4.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 10 730 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Communication of the Commission Representation and partnership actions	10 430 000	Call for tender ≤ 60 000 EUR (x285) Call for tender > 60 000 EUR (x13) Calls for proposals : - European debates and events (10 calls for proposals) - Communication actions linked to the political priorities (3 calls for proposals) Prizes (x6) Ongoing contracts Call for tender for the Framework Contract for "Media Consultancy Services" (Representation in Madrid): - Lot I - Technical assistance for events and campaigns (> 60.000 EUR) (x1) - Lot II - Audiovisual consultancy services (> 60.000 EUR) (x1)	Q1 (x 50), Q2 (x 110), Q3(x 90), Q4 (x 35) Q2 (x 8), Q3(x 5) Q2 (x 10) Q2 (x 3) Q2 (x 6) Q1
2. Communication actions linked to the political priorities – Headquarters	300 000	Call for tender ≤ 60 000 EUR (x 5) Ongoing contracts	Q1 (x 1), Q2 (x 2), Q3(x 1), Q4 (x 1)

(*) The Representations take part in numerous events in order to enhance the European Union's profile. Although some public contracts are of a value of more than 60 000 EUR, local communication actions are characterised by a large number of local events for which expenditure is lower, sometimes much lower, than the threshold of 60 000 EUR. The estimated number of contracts is given in brackets.

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

4.2.1. Grants

4.2.1.1. Grants relating to European debates and events

Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations of the European Commission. The estimated duration of the activities may not exceed 12 months. It is planned to launch 10 calls for proposals out of which 4 with a total envelope of 150.000 € each, 3 with a total envelope of 100.000 € each and 3 with a total envelope of 50.000 each).

Objectives

To capitalise on special events and national or regional initiatives involving civil society players and opinion-formers so as to increase the general public's knowledge of the Commission's activities, in particular in the context of the political priorities.

Eligibility criteria

Civil society organisations proactive on European issues.

Selection criteria

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

Criteria for awarding grants

- Relevance and general interest of the project (in particular as regards the objectives set and the target group).
- European dimension and added value of the project.
- Expected multiplier effect (impact beyond the target group).
- Visibility given to the project (promotion/publicity).
- Consistency of the overall design of the project with the political priorities.
- Quality of the work programme and working method.

Level of Union contribution

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

Expected results

The projects selected should contribute to forging closer links between citizens and the institutions of the European Union, in particular through better knowledge of the Union's role and activities.

Approximate timetable

Envisaged publication dates: first quarter 2014 (10 calls for proposals)

Awarding of grants: second or third quarter 2014 (10 calls for proposals)

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

Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations of the European Commission. The estimated duration of the activities may not exceed one year. It is planned to launch 3 calls for proposals out of which 1 with a total envelope of 350.000 €, 1 with a total envelope of 150.000 € and 1 with a total envelope of 70.000).

Objectives of the calls for proposals

a) To provide financial support for local initiatives in order to:

- encourage public participation, particularly participation by women and young people, in the debates on Europe, especially on those issues set as political priorities;
- gather their opinions on an extensive, high-quality basis;
- analyse contributions from the general public which could be used as input for decision-makers.

b) To provide financial support for local initiatives aimed at communicating about Europe with young people.

Eligibility criteria

- a) Non-profit organisations with their own legal personality, registered in one of the countries of the EU and independent of the public authorities.
- b) Owners and managers of websites aimed at young people and frequently visited by the target group.

Selection criteria

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

Criteria for awarding grants

Eligible projects will be evaluated on the basis of:

- a)
 - the consistency of the overall design of the project with the objectives of the calls for proposals;
 - the quality of the work programme and working method;
 - the dynamics of the networking and establishment of cooperative partnerships;
 - the ability of the project to mobilise citizens;
 - the likely multiplier effect, as calculated on the basis of the measures proposed to give visibility to the project and its results;
 - the system of information feedback to European decision-makers;
 - the mechanism for evaluation of the objectives pursued by the project.
- b)
 - the relevance and general interest of the project (in particular as regards the objectives set and the target group);
 - the project's European dimension and added value;
 - the expected multiplier effect;
 - the visibility given to the project (promotion/publicity);
 - the quality of the work programme and working method.

Level of Union contribution

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

Expected results

The projects selected must contribute, through increased dialogue, to closer links between citizens and the institutions of the European Union, in particular through better knowledge of the Union's role and activities.

Approximate timetable

Envisaged publication dates: first semester 2014 (3 calls for proposals)

Awarding of grants: third quarter 2014 (3 calls for proposals)

4.2.2. Prizes

Objectives

Organisation or participation in events based on competitions.

Potential beneficiaries

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

Exclusion criteria

Relevant exclusion criteria as defined by Articles 106 (1), 107, 108 and 109 of the Financial Regulation will be applied. Particular attention must be provided to ensure that no conflicts of interest between competition winners and jury members exist.

Criteria for awarding prizes

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

- knowledge of European affairs;
- relevance and general interest of the project (in particular as regards the objectives set and the target group);
- European dimension and added value of the project;
- expected multiplier effect (impact beyond the target group);
- increase in awareness of European integration and European policies.

Level of Union contribution

Prizes to a maximum value of EUR 10 000 per prize⁶ with the exception of Salvador de Madariaga price (Representation in Madrid) for which the maximum value of the price is EUR 35 000.

Expected results

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

Approximate timetable:

Launch of the contests: second quarter 2014 (6 prizes)

Awarding of prizes: fourth quarter 2014 (6 prizes)

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

5.1. 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 Commission will manage the logistical arrangements for the EPS for the benefit of

⁶ Prizes in kind, if given, will have a symbolic nature.

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.

5.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 1 246 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
European Public Spaces	1 246 000	Call for tender ≤ 60 000 EUR (x56)	Q1 (x 8), Q2 (x 17), Q3(x 22), Q4 (x 9)
		Call for tenders > 60 000 EUR (x 2)	Q2 (x 2)
		Ongoing contracts	

(*) 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 01 – VISITS TO THE COMMISSION

6.1. 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 Visitors' Centre is an integral part and key instrument of the communication strategy of the Commission and provides an opportunity for citizens, including high-profile groups and key multipliers to visit the Commission in Brussels. It aims at giving its visitors an insight into the work and functioning of the Commission and explaining its policies and programmes, tailored to their interests.

Three categories of visits will be financed by this budget line:

- **General Information Visits** : organised in response to spontaneous requests submitted by groups of at least 15 participants; aimed at people with little or no previous knowledge of the EU including high school groups; comprises of a general talk 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, lasts 90 minutes.
- **Specific Information Visits**: aimed at undergraduate students and specific interest groups; comprises of an introduction on the role of the European Commission within the EU, followed by a presentation on a specific EU policy of direct interest to the group; lasts 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; comprises of a programme which is specially tailored to the interests of the group and can consist of an introduction on the role of the European Commission within the EU followed by up to four presentations on

specific EU policies given by Commission officials dealing with the issues involved; lasts either half a day or one full day.

The Visitors' Centre works in close collaboration with other DG COMM services, such as Spokespersons' Service and the Representations and Regional Offices in the Member States as well as with other Directorates-General. It also collaborates with the visitors' centres and services of other European institutions and Advisory Bodies in Brussels.

6.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 3 600 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Visits to the Commission	3 150 000	Ongoing contracts	
2. Hosting service	450 000	Framework contract (12 purchase orders)	1 purchase order per month

(*) 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 02 – OPERATION OF RADIO AND TELEVISION STUDIOS AND AUDIOVISUAL EQUIPEMENT

7.1. Operations financed from this budget line

The actions carried out in this area aim in essence to safeguard 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, in order to ensure the dissemination of all information concerning the Union to the media and the general public.

They concern in particular:

- continuing to provide assistance for TV teams that have to film at the Commission from time to time and for groups of professional visitors;
- leasing the satellite transmission capacities required to provide the service;
- purchasing audiovisual equipment and supplies for the radio and TV studios.

7.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 5 324 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Operation of radio and television studios and audiovisual equipment	3 588 821	Ongoing contracts Call for tender "Integrated audiovisual production, dissemination and archiving services" – Lot I: Audiovisual coverage, editing and transmission of EU news, including production of non-news material for the general public (> 60 000 EUR) (x1)	Q1 (February 2014)
2. Provision of technical infrastructure for the radio and television studios	1 000 000	Ongoing contract Call for tender "Integrated audiovisual production, dissemination and archiving services" – Lot II: Supply of an audiovisual production infrastructure and associated services (> 60 000 EUR) (x1)	Q1 (February 2014)
3. Provision of a technical infrastructure for the transmission of TV services via satellite	584 189	Ongoing contract Call for tender for high-definition transmissions (> 60 000 EUR) (x1)	Q1
4. Service contract for the provision of a permanent video bi-directional link between Brussels and Luxemburg"	79 258	Ongoing contract	
5. Purchase of audio-photo-video equipment	71 732	Ongoing contract	

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

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

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

8.1. 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.

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 provides information in response to any question concerning the EU. The

higher volumes observed in 2013 should increase further in 2014 due to the on-going re-centralisation of the information tasks transferred from other DGs and services to DG COMM.

- Operation, structure, design, functions and editorial tasks of the Commission part and EU part of the EUROPA website, for which DG COMM is responsible, including managing the respective web pages of the Commission President and the Member of the Commission responsible for communication and other priority or topical sites, and support for the Representations' websites. The implementation of the web rationalisation project aimed at reorganising and enhancing the Commission's online presence. Launched in 2013, it will continue to take centre stage in 2014. The objective is to restructure the Europa site to make it more coherent, cost effective and focused on user needs, to optimise online content for mobile devices and to professionalise the use of other online channels like social media platforms, as they play an ever-increasing role in the digital landscape. This includes accompanying the DGs across the Commission in their web rationalisation efforts and providing training/coaching actions for various groups of stakeholders.
- Development and operation of the Representations' websites and their electronic publications.
- Online presse releases, speeches, memos, etc. (RAPID).

This appropriation is also intended to:

- Support the exchange of best practices, knowledge transfer and professionalization 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 Europe Direct Contact Centre, the general multilingual information service about EU matters.

8.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 18 180 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. EUROPE DIRECT contact centre	5 887 000	Ongoing contracts	
2. EUROPA website	7 265 000	Call for tender > 60 000 EUR (***) (1)	Q2 (x1)

3. Websites and electronic and Paper publications and newsletters of the Representations	4 518 000	Call for tender ≤ 60 000 EUR (x 62) (****) Call for tenders > 60 000 EUR (x 5) Ongoing contracts Call for tender for the Framework Contract for "Media Consultancy Services" (Representation in Madrid): - Lot II - Audiovisual consultancy services (> 60.000 EUR) (x1) - Lot III - On-line communication consultancy services (> 60.000 EUR) (x1)	Q1 (x 10), Q2 (x 25), Q3(x 20), Q4 (x 7) Q2 (x 2), Q3(x 3) Q1
4. Rapid	510 000	Ongoing contracts	

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

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

(***) Corporate Web Content Management System (CWCMS) version 4

(****) Each of the 28 Commission Representations in the Member States has its own website in the national languages. The 28 Representations and the 9 Antennas offer the public electronic publications on European themes of interest and concern to the countries in question. These circumstances explain the number of contracts of less than 60 000 EUR

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

9.1. 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. It also covers the publications envisaged by the Treaties and other institutional or reference publications, such as the General report. These publications are aimed amongst others at young people, the teaching profession, opinion leaders and the general public.

9.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 2 200 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
Publications on matters of topical importance including the General Report	2 200 000	Ongoing contracts	

(*) 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.

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

10.1. 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 not only generic or ad hoc studies addressing specific themes and/or specific target groups, but also quality analyses. Ad hoc surveys are also carried out at local level on the initiative of the Representations.

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.

10.2. Mobilisation of available appropriations and implementing arrangements

The various actions are implemented by way of contract procedures.

Commitment appropriations: 6 300 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Eurobarometer	5 000 000	Ongoing contracts only	
2. Qualitative Media Monitoring Analysis	1 300 000	Ongoing contracts	

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

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