

## ANNEX

### Work Programme for 2021 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 within its political autonomy as an institution and its institutional prerogatives<sup>2</sup>.

Political communication in recent years has become more demanding and sophisticated, and the multifaceted COVID-19 crisis has added even more complexity to communicating about EU policies in general and the twin transition to a greener and more digital EU.

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. The Commission's communication activities must therefore 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 in giving new impetus to the post-crisis recovery and to European democracy.

Key points of reference for the work of DG Communication over the coming five years are the *Political Guidelines 2019-2024: A Union that strives for more*, as presented to the European Parliament on 16 July 2019, and the President's *State of the Union Address* delivered in the European Parliament on 16 September 2020. The emphasis in the *Political Guidelines* was on a more inclusive and open approach that should apply equally to communication about the European Union. The *State of the Union Address* developed the three strands of protection, stability and opportunity and underlined the different ways NextGenerationEU will enable the EU not only to *'repair and recover for the here and now, but to shape a better way of living for the world of tomorrow'*.

Policy and communication are two sides of the same coin. In its contribution to the EU's new strategic agenda for 2019-2024<sup>3</sup>, the Commission laid down, for the first time, a set of recommendations on communication at the service of citizens and democracy. This provides a solid platform for the future

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<sup>1</sup> P(2019) 2 of 1 December 2019 - The Working Methods of the European Commission.

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

<sup>3</sup> COM(2019) 218 of 30 April 2019.

work of DG Communication in the recovery phase after the COVID-19 crisis, when communicating effectively across a whole continent at a time of increasing fragmentation and disinformation is becoming ever more challenging.

For 2021, DG Communication is committed to increasing engagement and interaction with citizens by:

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

As 2021 is the first year of the new multiannual financial framework 2021-2027 and the NextGenerationEU recovery package, there is a need to communicate the Commission's core messages with even more clarity, focusing on concrete actions that are important for Europeans. DG Communication will continue to disseminate the COVID-19 recovery campaign and stimulate the debate on the Conference on the Future of Europe, tackling new challenges posed by disinformation and working closely with other institutions.

Therefore, the 2021 Work Programme of DG Communication focuses on supporting:

- the main political and strategic priorities identified in the *Political Guidelines*;
- the priorities of the European Commission as specified in the Commission Work Programme 2021 and in the Strategic Plan of the Directorate-General for Communication 2020-2024.

As '*Europe chooses to reach out*'<sup>4</sup>, and as the domain leader for external communication<sup>5</sup>, DG Communication will contribute continuously to achieving further consistency among communication activities across the Commission. It will do so, in particular, through the corporate campaigns, by streamlining the Commission's overall approach to communication procurement, by continuing to centralise communication framework contracts, by transforming the Commission's web presence and through its leading role in the Corporate Communication Steering Committee and the Communication Network.

The COVID-19 pandemic has a real and potential impact on DG Communication's operations, particularly citizens-focused physical events or activities, such as the operation of the Visitors' Centre or the Citizens' Dialogues. If the funds allocated to these or other activities cannot be spent as planned, the flexibility clause provided for in Article 3 of the Decision gives DG Communication the necessary flexibility to shift up to 20% of the total work programme amount from one budget line to another to fund communication activities that are likely to be more effective in the context of the COVID-19 crisis.

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<sup>4</sup> State of the Union Address 2020, 16 September 2020.

<sup>5</sup> SEC (2016)170 of 4 April 2016 and C(2019) 2329 of 26 March 2019.

## Part II – Grants, Prizes and Procurements

### 1. Introduction

Based on the objectives and expected results in the budgetary remarks under Heading 2B ‘Investing in Competitiveness, People and Values’, Title 07 20 04 in the ‘Draft Budget of the European Union for the financial year 2021’<sup>6</sup> and the objectives set out in the Strategic Plan of DG Communication 2021-2024<sup>7</sup>, this work programme contains the actions to be financed and the budget breakdown for 2021 (in EUR):

Budget line	Activity	Grants (point 2)	Prizes (point 3)	Procurement (point 4)	<b>TOTAL</b>
07 20 04 02	Executive and Corporate Communication Services			47 105 200	<b>47 105 200</b>
07 20 04 03	Commission Representations	940 000	85 300	26 330 700	<b>27 356 000</b>
07 20 04 04	Communication Services for Citizens	15 000 000		17 228 600	<b>32 228 600</b>
<b>TOTAL</b>		<b>15 940 000</b>	<b>85 300</b>	<b>90 664 500</b>	<b>106 689 800</b>

**Legal Basis:** The European Commission’s communication activities fall within its political autonomy as an institution and its institutional prerogatives<sup>8</sup>.

Funds will be delegated to the Directorate-General for Informatics from two of the budget lines mentioned in the above table, to be implemented through service contracts. Specifically, budget line 07 20 04 02 will contribute to the corporate IT budget with EUR 2 355 200 and budget line 07 20 04 04 with EUR 1 611 430, as per the *Communication to the Commission on the Guidelines on Financing of Information Technology and Cybersecurity (IT)* (C(2020) 6126 of 10 September 2020).

<sup>6</sup> COM(2020)250/3 of 24 June 2020.

<sup>7</sup> This refers to the mission statement of DG Communication as broken down in the objectives of its Strategic Plan 2021-2024 and the relevant management plans. Specific objective 1: College and services use country-specific intelligence, Eurobarometer results, media analysis and stakeholders’/citizens’ feedback to inform political decision-making; Specific objective 2: College receives strategic advice on communicating the political priorities and on media landscapes in the Member States; Specific objective 3: Corporate communication of the Commission’s political priorities is aligned across the Commission’s departments; Specific objective 4: Meaningful and tailored messages, focused on the Commission’s political priorities, are communicated to citizens, media, multipliers and stakeholders; Specific objective 5: Citizens engage with the EU through face-to-face events and online interactive platforms, such as the Conference on the Future of Europe, thus stimulating the sharing of EU values and interest in and ownership of EU topics.

<sup>8</sup> See footnote 2.

## 2. Grants

The global budgetary envelope for grants under this work programme is **EUR 15 940 000**:

	<b>Budget line</b>	<b>Activity</b>	<b>Available appropriations (EUR)</b>
2.1	07 20 04 04	Information Centres	15 000 000
2.2	07 20 04 03	Communication of Representations	940 000

### 2.1 Information Centres EUR 15 000 000

Initially, the current generation of Europe Direct Information Centres (EDICs) was scheduled to end operations on 31 December 2020<sup>9</sup>. However, the call for proposals published in 2020, which aimed to recruit the new generation of centres, was delayed due to the COVID-19 pandemic. The 2018-2020 generation of EDICs was therefore extended until 30 April 2021 and the 2020 specific grant agreements were prolonged accordingly.

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

#### 2.1.1 EUROPE DIRECT generation<sup>10</sup> 2021-2025

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

EUROPE DIRECT, together and in synergy with other EU outreach networks, remains the fundamental instrument for the EU to reach out to citizens at regional and local level.

In 2021, EUROPE DIRECT's activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2021.

##### *Objectives*

EUROPE DIRECT's mission and objectives are:

- (1) to inform and engage with citizens at local level about EU 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 at ground level, as defined by DG Communication and the Representations of the European Commission in the Member States ('Representations'), adapting them to the local context;

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<sup>9</sup> Europe Direct Information Centres' grant implementing procedures, including the criteria and rate of co-financing, are stipulated in the Commission Decision C(2017)8516 final of 18 December 2017 concerning the adoption of the 2018 Work Programme in the field of Communication, which serves as the financing decision.

<sup>10</sup> The name 'Europe Direct Information Centres' will change with the next generation of information centres in 2021 to EUROPE DIRECT.

- (3) to contribute in a structured way, and to the extent possible, to the emergence and mainstreaming of European citizenship and civic education in schools, working with students and teachers and offering appropriate and structured support material;
- (4) to monitor local perceptions and detect instances of disinformation by providing feedback via the Representations;
- (5) to create regional networks via local partnerships, working with other EU networks in the area, to ensure coverage of the whole territory of the EU and wide outreach;
- (6) to complement and support the work of the Representations and the European Parliament Liaison Offices (EPLOs) in the Member States and to cooperate with other EU institutions and bodies at local and regional level.

#### *Types of applicants*

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

#### *Implementation*

Implemented directly by DG Communication.

On 30 June 2020, the European Commission, via its Representations, launched a call for proposals to select partners to run EUROPE DIRECT for the period 2021-2025, in accordance with DG Communication's 2020 work programme.

In the first quarter of 2021, the Representations will sign a five-year framework partnership agreement (1 May 2021 to 31 December 2025) with the selected host structures and a specific grant agreement for 2021<sup>11</sup>. For the period 2022-2025, in the fourth quarter of year n-1, DG Communication, via the Representations, 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 Communication of Representations EUR 940 000**

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

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

In 2021, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2021. The objective of these activities is to increase the public's knowledge and awareness of the Commission's activities and its political priorities, to gather opinions and feedback, and to analyse contributions and feed them upstream into the decision-making process.

The activities should help to forge closer links between citizens and the EU, particularly by informing citizens about EU institutions' roles and activities in the policy areas covered by the *Political Guidelines 2019-2024: A Union that strives for more* and by promoting debate in the context of the Conference on the Future of Europe.

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<sup>11</sup> The annual communication plan for 2021 was part of the proposal submitted in response to the call.

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

#### *Types of applicants*

Civil society groups and other organisations at national, regional and local level with their own legal personality, registered in an EU country. In the case of Germany, only the Office of the Minister for European Union Affairs or regional (i.e. *Länder*<sup>12</sup>) 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 DG Communication via calls for proposals.

### **2.2.2 Framework partnership agreement with the House of Democracy and Rule of Law (ProDemos)**

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

The objective of this activity is to increase pupils'/students' understanding of European democracy, how it functions and how it interacts with national decision-making, by creating a specific EU space in the House of Democracy and Rule of Law (ProDemos) in The Netherlands. There, students can experience how the EU's decision-making process works and how it is connected to the national process. This will help to increase awareness about the values of European democracy and the rule of law and to promote debate and political participation among young people, in the broader context of the Conference on the Future of Europe.

#### *Types of applicants*

Created by a ministerial decision of the Dutch government in 2008, the House of Democracy and Rule of Law (ProDemos) in The Netherlands opened its doors in 2011. Its objective is to increase knowledge about the principles of democracy and the rule of law, to improve understanding of how democracy works at national level and in the European context, and to promote active political participation by a broader section of society, by targeting pupils/students and young adults. It is the only body tasked by the Dutch government with organising a national programme of visits from schools to the national institutions. It also has a high degree of technical competence and specialisation in the sense of Article 195(f) of the Financial Regulation, having built up specific expertise in developing modern techniques to explain how democracy works. The framework partnership agreement 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*

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<sup>12</sup> Germany is a Federal State and the German *Länder* have a profound knowledge of local structures in their region. Therefore they can easily reach their citizens and also facilitate the access to mayors and other communal structures and regional multipliers. Furthermore, education is not a federal competence but the German *Länder* are responsible for education issues in Germany. Thus all activities in this area (teachers, schools etc.) need to be carried out in partnership with them.

Implemented directly by DG 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 is **EUR 85 300**:

Budget line	Activity	Available appropriations (EUR)
07 20 04 03	Communication of Representations	85 300

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

In 2021, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2021. It will cover organisation of, or participation in, events based on competitions to promote or stimulate reflection on European integration or European policies.

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

#### *Types of participants targeted by the contest*

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

#### *Implementation*

Implemented directly by DG Communication.

### 4. Procurement

The global budgetary envelope reserved for procurement contracts in 2021 is **EUR 90 664 500**:

Budget line	Activity	Available appropriations (EUR)
07 20 04 02	Executive and Corporate Communication Services	47 105 200
07 20 04 03	Commission Representations	26 330 700
07 20 04 04	Communication Services for Citizens	17 228 600
<b>TOTAL</b>		<b>90 664 500</b>

#### **4.1 Budget Line 07 20 04 02 Executive and Corporate Communication Services EUR 47 105 200**

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

The corporate communication products and services support of DG Communication are provided to the Commission's external communication and reflect the DG's role as domain leader in external communication. As domain leader, DG Communication ensures coherence in the Commission's messaging by aligning all Commission communication services to achieve consistent and effective corporate communication on the political priorities. This leads to clearer corporate messages and narratives and distinctive visual branding and economies of scale, thus contributing to a better image for the Commission and the EU.

The procurement activities under this budget line cover, among other things, social media expenditure, audiovisual productions, online multimedia and written information and communication tools relating to the EU. The aim of these activities is to give all citizens the possibility to have access to general, relevant and specific information on the work of the EU institutions and on EU decisions.

In 2021, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2021, notably policy initiatives linked to the recovery package.

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

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

### **4.1.1 Europa website**

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

In 2021, the main activities relating to the Europa website are:

- operation, structure, design, functions and editorial tasks relating to the political content of the Commission's websites (e.g. College, priorities, news) and the interinstitutional EU website, and support for developing and maintaining the websites of Representations and other Commission departments;
- operation, further development and servicing of the corporate web publication system, including the Europa Web Content Management System, and web tools.

The expected results will help to increase the consistency, relevance and cost effectiveness of the Commission's web presence. Work in 2021 will concentrate on further improving and enforcing web governance and on cooperation with all Commission Directorates-General and executive agencies to align their websites with the corporate web publishing rules, and on standardising related IT solutions.

#### *Types of contracts*



Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for the Europa website, integrated campaigns, outreach and events.

#### *Implementation*

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

### **4.1.2 Eurobarometer and data analytics**

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

In 2021 the main activities consist of:

- 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. This includes generic or ad hoc studies addressing specific themes, and/or specific target groups, as well as qualitative surveys. Synergies are systematically sought through annual programming with other Directorates-General and coordination with the European Parliament;
- measures to improve DG Communication's data analytics capacity in order to fight disinformation and the spread of fake news.

#### *Types of contracts*

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for Eurobarometer. Service level agreements have been concluded for technical assistance from other Directorates-General.

#### *Implementation*

Implemented directly by DG Communication, and, where relevant, through co-delegation with the Directorate-General for Informatics and the service level agreement concluded with the Joint Research Centre.

### **4.1.3 Television Studios and Europe by Satellite**

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

In 2021, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2021. The procurement activities under this budget line aim to:

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

The activities carried out in this area are the following:

- operating the audiovisual installations in the Berlaymont building in Brussels<sup>13</sup> to provide audiovisual services, including the production of news, videos and statements, and to assist television and radio teams when filming/recording on the Commission’s premises;
- maintaining, repairing and upgrading the audiovisual services’ technical infrastructure;
- ad hoc purchasing of audiovisual equipment and supplies for the radio and television studios;
- transmitting Europe by Satellite, including leasing of bandwidth;
- producing audiovisual programmes and video clips for social media and live streaming to corporate social media accounts (YouTube, Facebook, Twitter/Periscope, Instagram and LinkedIn).

#### *Types of contracts*

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

#### *Implementation*

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

### **4.1.4 News Coverage, Audiovisual Media Library and Audiovisual Production**

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

In 2021, the main activities are:

- (1) Video news
  - producing European Commission-centred video news (live and recorded coverage, edited news), mainly intended for use by the media.
- (2) Photographs
  - producing European Commission-centred photo news and thematic photos illustrating the political priorities;
  - photos of the Commission’s diplomatic/ceremonial activities;
  - decorating Commissioners’ offices and public spaces with photos.
- (3) Audiovisual and multimedia
  - intensifying and diversifying audiovisual and multimedia production for the general public;
  - improving dissemination of audiovisual and multimedia products through the satellite TV channels Europe by Satellite and Europe by Satellite+, the Audiovisual Portal and various technological platforms, including social media.
- (4) Journalists
  - organising information events, visits to the Commission studios and providing audiovisual content and technical support for journalists.
- (5) Making the entire audiovisual collection, including photos, videos, films and audio recordings, accessible to the public – via the media or directly to the public

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

- consolidating the central repository of the European Commission’s audiovisual production as part of the Commission’s ‘synergies and efficiencies’ approach<sup>14</sup>;
  - organising the Audiovisual Portal as the single point of distribution;
  - continuing the work on preserving, digitising and documenting the media library.
- (6) News coverage
- video and photo news coverage of EU current affairs, and production of stockshots, info clips and thematic and symbolic photos.
- (7) Audiovisual media library coverage and production
- audiovisual archiving, distribution and web development;
  - streaming, transcoding, hosting and content delivery;
  - measuring the use of audiovisual material produced by the European institutions;
  - managing the Audiovisual Library and the central repository;
  - translating metadata;
  - managing the digital and technical services;
  - audiovisual production, sub-titling and purchase of photos.

#### *Types of contracts and scope*

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for: audiovisual productions and multimedia projects; information events for journalists; the media library (conservation and public availability of audiovisual materials); and for measuring the impact of audiovisual productions.

#### *Implementation*

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

### **4.1.5 Media monitoring and media analysis**

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

In 2021, the main activities are:

- media monitoring that provides continuous feedback on media coverage of the Commission and the EU in all Member States (and selected non-EU countries) on issues of European interest and on major aspects of national policies or political developments, as well as real-time information on major world news;
- ensuring that copyright licences are put in place to allow internal use of media monitoring products by all Commission staff;
- quantitative and qualitative media analysis on the media impact of the Commission’s priority policies in Member States, covering all media types (print press, online media, audiovisual media and social media). The results of this media analysis work are provided to the College and to senior management in different types of reports and summaries.

#### *Types of contracts*

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<sup>14</sup> See footnote 5.

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

#### *Implementation*

Implemented directly by DG Communication, and where relevant through co-delegation with the Directorate-General for Informatics and the Joint Research Centre.

### **4.1.6 Subscriptions**

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

In 2021, the main activity is to:

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

#### *Types of contracts*

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

#### *Implementation*

Implemented directly by DG Communication, and where relevant through co-delegation with the Directorate-General for Informatics, and the Legal Service.

### **4.1.7 Support to communication (including graphic design)**

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

In 2021, the main activities are:

- providing graphic design services relating to the Commission's priorities, to increase the impact of communication and make content more appealing and more accessible to a diverse audience, by:
  - developing visual concepts, graphic guidelines and producing communication kits for external communication campaigns;
  - creating infographics, data visualisation and didactic content explaining the Commission's policy initiatives, actions and impact;
  - producing animated and interactive content for social media;
  - laying out publications, leaflets and factsheets.
- managing the use of the Berlaymont building for external communication actions, including production, installation and upcycling of Berlaymont banners, and building illuminations;
- advising internal and external stakeholders on implementing the Commission's visual identity guidelines and using the EU emblem in visual communication, and covering the licence cost of the Commission's official typeface (EC Square);
- coordinating and professionalising the Commission's graphic design network.

In addition, DG Communication will create a web presence, take part in EU events and develop dashboards for the corporate campaigns on a green and digital recovery. This activity will also include communication actions (including web presence) against disinformation.

#### *Types of contracts*

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

#### *Implementation*

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

### **4.1.8 Social Media**

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

In 2021, the main activities are:

Developing social media strategies and managing the Commission's central and local corporate social media platforms, by:

- publishing, and by drawing on analytical tools used by the Commission;
- monitoring and data analysis of communication on social media platforms;
- supporting the Commission's social media network;
- implementing innovative projects to match the evolution of social media platforms;
- supporting corporate communication campaigns, including media buying activities.

#### *Types of contracts*

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for websites/social media accounts, local social media, outreach and public relations.

#### *Implementation*

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

### **4.2 Budget Line 07 20 04 03 Commission Representations EUR 26 330 700**

The activities of DG Communication include communication products and services that are directly addressed to citizens in all Member States. They are designed to inform and engage with citizens, communicating through simple, clear and understandable messages, either via a mix of channels and media (traditional and new) or directly with citizens, and stimulating face-to-face exchanges and engagement. These activities help citizens to access up-to-date and user-friendly information on EU policies and values. They contribute to citizens' increased awareness and understanding of European affairs, in turn stimulating them to engage directly with the 'faces of the Commission', be it locally, nationally or Europe-wide.

The Representations and the regional offices act as the official representatives of the Commission in the Member States and serve the interests of the whole institution and the EU by connecting with national, regional and local authorities, media and stakeholders, and citizens in general. They support not only the President but the entire College, as well as the Commission's senior officials, by contributing to the preparation, conduct and follow-up of formal or informal visits to the Member States. Moreover, they provide the Commission with in-depth, accurate and timely analysis and reporting on, among other things, political, economic and communication-related issues. Representations also gather information on local communication sensitivities and implement communication actions tailored to countries' specificities and local needs. These actions will become more important as the NextGenerationEU recovery plan and the projects that it supports are implemented.

This budget line aims to fund general information and communication/engagement activities addressed to citizens in all Member States, mainly through the Representations and the Europa Experience installations, and covers possible evaluation(s) and professionalisation of these communication activities.

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

### **4.2.1 Communication of Representations**

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

In 2021, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2021. The procurement activities under this budget line aim to implement decentralised communication actions via the Representations.

Within this framework, each Representation develops a country strategy for 2021, defining a wide range of activities and communication tools tailored to national and local audiences and adapted to the circumstances brought about by the COVID-19 pandemic. The 2021 country strategies will be based on the *Political Guidelines 2019-2024: A Union that strives for more*, while also addressing key deliverables of the President's *State of the Union Address*. The NextGenerationEU instrument, together with the European Green Deal and making Europe fit for the digital age, will continue to dominate the Representations' communication efforts in 2021.

In line with the recommendations on communication at the service of citizens and democracy laid down by the Commission in the EU's new strategic agenda, various communication actions are organised in partnership with the European Parliament (including Europa Experience installations) and/or with the Member States, the Committee of the Regions and the European Economic and Social Committee. This creates or strengthens synergies and helps coordinate information and communication activities about the EU.

In addition to such communication activities, Representations will continue to liaise with stakeholders to discuss the Commission's agenda and priorities and to gather political and economic intelligence. These activities help to strengthen country-specific knowledge provided by the Representations to Headquarters, where feedback is then complemented with further analysis before being fed upstream to the political decision-making process.

### *Types of contracts*

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

### *Implementation*

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

## **4.2.2 Websites and other publications**

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

The procurement within this activity covers Representations' online multimedia and written information and communication tools relating to the EU. The aim is to give all citizens the possibility to have access to general, relevant and specific information on the work of the EU institutions and on EU decisions.

Activities carried out include:

- operation, structure, design, functions and editorial tasks related to the political content of the Commission's websites (e.g. College, priorities, news) and of the interinstitutional EU website, and support for developing and maintaining the Representations' websites;
- developing local social media strategies and management of the Commission's central and local corporate social media platforms;
- supporting the Commission's social media network and the Representations;
- implementing innovative projects to match the evolution of social media platforms;
- paid promotion;
- cooperating with contractors for local campaigns;
- raising awareness about the fight against disinformation;
- training;
- tools to create/edit social media products;
- online press releases, speeches, memos, etc. (Press Releases Database and other online communication information systems);
- Representations' publications (online and paper).

### *Types of contracts*

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for the Representations' websites, electronic and paper publications and newsletters.

### *Implementation*

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

## **4.2.3 Local outreach cooperation Representations/EPLOs**

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

In 2021, the local outreach activities under this budget line are intended to cover joint communication projects by the European Commission Representations and the European Parliament Liaison Offices (EPLOs) in the Member States, under the ‘Houses of the European Union’ brand.

As a general principle and with the aim of maximising effectiveness, EPLOs and Representations will strive – under the general strategic guidance of Headquarters – for consistent messaging and coordinated communication through complementary and mutually reinforcing channels, tools and networks.

In order to modernise the previous ‘European Public Spaces’ (EPS), the new concept will stimulate cooperation in terms of outreach through the jointly agreed political and communication priorities of both institutions. Based on a mutually agreed annual work plan, a number of communication activities will be funded in all Member States. The current EPS concept, located in joint premises in 17 Member States, will be gradually phased out.

### *Types of contracts*

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

### *Implementation*

Implemented directly by DG Communication.

## **4.2.4 Local Support activities in the Representations**

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

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

- Europe Direct Information Centres (EDICs) - changing name to EUROPE DIRECT as of 1 May 2021;
- European Documentation Centres (EDCs);
- a strengthened Team Europe network (TE).

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

These activities also cover the development of social media strategies and management of the Commission’s central and local corporate social media platforms, by:

- publishing, and by drawing on analytical tools used by the Commission;
- monitoring and data analysis of communication on social media platforms;
- supporting the Commission’s social media network and the Representations;
- implementing innovative projects to match the evolution of social media platforms;
- supporting the exchange of best practices and knowledge transfer by financing visits of digital communication experts and practitioners and other professionalisation measures.



#### *Types of contracts*

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for local social media in the Representations.

#### *Implementation*

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

### **4.2.5 Information for journalists**

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

These procurement activities cover the organisation of information events, visits to the Commission studios and providing audiovisual content and technical support for journalists.

#### *Types of contracts*

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

#### *Implementation*

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

## **4.3 Budget Line 07 20 04 04 Communication services for citizens EUR 17 228 600**

The products and services of DG Communication inform and engage with citizens through simple, clear and understandable messages. This helps citizens to access up-to-date and user-friendly information on EU policies and values. It contributes to citizens' increased awareness and understanding of European affairs, in turn stimulating them to engage directly with the 'faces of the Commission', be it locally, nationally or Europe-wide.

This appropriation is intended to fund general information and communication/engagement activities addressed to citizens in all Member States, the costs of which are mainly incurred by DG Communication Headquarters, and covers possible evaluation(s) and professionalisation of these activities.

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

#### **4.3.1 Networks – management and support**

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

These procurement activities cover training and support for the three networks under the umbrella of Europe Direct<sup>15</sup> and promote regional networks of networks between other EU outreach networks and the following:

- Europe Direct Information Centres - changing name to EUROPE DIRECT as of 1 May 2021;
- European Documentation Centres;
- a strengthened Team Europe network<sup>16</sup>.

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

#### *Types of contracts*

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

#### *Implementation*

Implemented directly by DG Communication.

### **4.3.2 Information Services**

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

The procurement activities under this budget line cover the operation and development of the Europe Direct Contact Centre, which provides free-of-charge, general multilingual information services on EU matters.

The aim of these activities is to give all citizens the possibility to have access to general, relevant and specific information on the work of the EU institutions and on EU decisions.

#### *Types of contracts*

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

#### *Implementation*

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

### **4.3.3 Citizen's Dialogues**

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

The procurement activities under this budget line aim to fund physical and digital Citizens' Dialogues and other formats for engaging with citizens; these are proven tools of central importance for reaching

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<sup>15</sup> As per Commission Decision C(2017)8516 of 18 December 2017.

<sup>16</sup> The strengthening of the Team Europe network is particularly relevant and timely in view of the decentralised engagement events that will take place in the framework of the Conference on the Future of Europe.

out to citizens and strengthen their feeling of being heard. In the context of the COVID-19 pandemic, the development of digital and online Dialogues that was necessary in 2020 will be enhanced to enable Commissioners and senior officials to engage fully with EU citizens.

Dialogues will remain essential throughout 2021, particularly in the context of the Conference on the Future of Europe, and are closely synchronised with the *Political Guidelines 2019-2024: A Union that strives for more*, the European Commission's political priorities and its political calendar. Citizens' Dialogues, apart from informing citizens and offering a platform to debate major European initiatives, also allow Commissioners or senior officials, including the Commission's Heads of Representation, to listen to citizens and harvest their feedback, providing input to the Conference on the Future of Europe.

#### *Types of contracts*

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for communication actions run by Headquarters and linked to the *Political Guidelines*.

#### *Implementation*

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

### **4.3.4 Visitors' Centre**

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

In 2021, procurement under this activity is intended to cover the cost of organising physical and virtual visits to the Commission. This includes administrative expenditure on visits and general outreach activities linked to the Experience Europe information centre at Rond Point Schuman 14 in Brussels and Europa Experiences in the capitals of five Member States (Berlin, Ljubljana, Helsinki, Copenhagen and Tallinn).

The Visitors' Centre is a key communication tool, giving its visitors an insight into the work and functioning of the Commission as the EU's political executive and explaining EU policies and the Commission's priorities. As the COVID-19 pandemic had a significant impact on the possibility of physical visits in 2020 due to the necessary closure of the Visitors' Centre, further options for virtual visits were developed and implemented. This will continue in 2021, particularly if the reopening of the Visitors' Centre to physical visits is further delayed.

Visits are organised around the new political agenda and the Commission's priorities, as set out in the *Political Guidelines 2019-2024: A Union that strives for more*. The Visitors' Centre receives a significant number of high-profile groups and key multipliers and offers them three types of visits (general information visits, specific information visits and tailored information visits).

Since the Visitors' Centre currently receives visitors only in groups and upon prior registration, DG Communication will open a new centre in Brussels called Experience Europe, which will be accessible to the general public and will open in 2021, having been delayed by the impact of the COVID-19 pandemic. This budget line will cover the costs of setting up the centre, including fitting-out work, and

the technological, operating and running costs, such as equipment providing communication content, technological and content creation and upgrades, content adaptation and support services.

This activity also includes upgrades to the Visitors' Centre's structure and services (including renovations) and the new Experience Europe centre.

#### *Types of contracts*

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and calls for tender, including framework contracts for logistical services (hotels, restaurants, local transport, etc.).

#### *Implementation*

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

### **4.3.5 General report and Publications**

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

The procurement activities will cover expenditure on 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 affect 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 EU maps, which are made available for use by all Commission Directorates-General.

All publications and online materials 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 improve the quality of publications and online materials, as well as possible studies.

#### *Types of contracts*

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

#### *Implementation*

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