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ANNEX

ANNEX

to the

COMMISSION DECISION

**concerning the adoption of the 2018 work programme in the field of Communication
serving as financing decision**

ANNEX

GENERAL OBJECTIVES

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

President Jean Claude Juncker's Political Guidelines for the Commission "*A New Start for Europe: Agenda for Jobs, Growth, Fairness and Democratic Change*" of 2014 describe ways of "bringing the European Union closer to citizens". Starting from the factual assessment that "in many countries, trust in the European project is at a historic low", President Jean-Claude Juncker stated as his "key task to rebuild bridges in Europe after the crises. To restore European citizens' confidence. (...) and to strengthen democratic legitimacy on the basis of the Community method."

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

This need was re-confirmed in the Bratislava Declaration adopted by the Heads of State or Government of 27 Member States on 16 September 2016 which states: "We need to improve the communication with each other – among Member States, with European Union institutions, but most importantly with our citizens. We should inject more clarity into our decisions. Use clear and honest language. Focus on citizens' expectations, with strong courage to challenge simplistic solutions of extreme or populist political forces."

Since 2017, the Directorate-General for Communication has been implementing communication activities around the three strand narratives "EU delivers (#Invest EU) – EU empowers - EU protects". Building on the current momentum, these activities will be complemented by a strong focus on the concrete deliverables as defined in the Roadmap for a *More United, Stronger and More Democratic Union*. This was also outlined in the State of the Union Speech of the President on 13 September 2017 as well as in the Letter of Intent sent to European Parliament President Tajani and Estonian Prime Minister Ratas on 13 September 2017.

To this end, there is a need to communicate the European Commission's core messages with more clarity, focussing on concrete actions that are important for European citizens and national Parliaments.

This applies notably to the debate on the future of the European Union at 27 kickstarted in March 2017 by the Commission with its "White Paper on the future of Europe" and the deliverables of the Roadmap. All Members of the Commission will continue to engage across the European Union in dialogue with citizens and listen to their views on and expectations for the future of the Union.

Thus, the 2018 work programme of the Directorate-General for Communication working as executive service for the College, focuses on supporting the main political priorities identified in the Political Guidelines as well as the priorities of the Commission specified in the Commission Work Programme for 2018.

The Directorate-General for Communication will contribute to further coherence of communication activities across the Commission, notably through the corporate campaigns, the centralisation of communication framework contracts and its leading role in the Corporate Communication Steering Committee and in the Communication Network (this will also contribute to the rationalisation of existing communication prizes).

ANALYSIS BY BUDGET LINE

All contracts are service contracts, unless otherwise specified.

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

1.1. Operations financed from this budget line

The activities covered by this budget line are related to Specific Objective 1 and Objective 3 as indicated in the Directorate-General for Communication in its Strategic Plan 2016 to 2020 and respective Management Plans.¹

The Directorate-General for Communication, working as executive service for the College, aims to provide the President, the Commissioners and senior management with tools and products that ensure they are better informed on current European Union affairs, and that increase the visibility of the policies and activities of the Union.

In 2018, these activities will focus on the Commission's priorities as set out in the Political Guidelines and the 2018 Commission Work Programme.

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

In 2018 the main activities concern:

(1) Video news

- Production of Commission-centred video news (live and recorded coverage, edited news). This is mainly intended for use by the media.

These video news are available on the interinstitutional Europe by Satellite (EbS) distribution platform via a dedicated satellite TV channel, and online.

(2) Photographs

- Production of:
 - Commission-centred photo news and thematic photos illustrating the political priorities;
 - Photos about the diplomatic/ceremonial activities of the Commission.

The photos will be distributed both physically and electronically. They are made available to the media and the general public on the Commission's corporate Audiovisual Portal.

(3) Audiovisual and multimedia

- Intensifying and diversifying audiovisual and multimedia production for the general public.

¹ This refers to the mission statement of the Directorate-General for Communication as broken down in the objectives of its Strategic Plan 2016 to 2020 and respective Management Plans. Specific Objective 1: Providing intelligence to the College, Cabinets and Services. High quality country specific information and analysis are fed into College decision making process. Specific Objective 3: Engaging with Citizens. A simple, clear, understandable message focussed on Commission's 10 political priorities is communicated to citizens, media, multipliers and stakeholders.

- Improving its dissemination through:
 - The Audiovisual Portal;
 - Various technological platforms, including social media.

(4) Journalists

- Organising information events and support for journalists.

(5) Making audiovisual resources accessible to the public

- Consolidating the central repository of the Commission's audiovisual production as part of the 'synergies and efficiencies' initiative;
- Organising the Audiovisual Portal as the single point of distribution;
- Continuing the work on preserving, digitising and documenting the media library.

The aim is to give the public access to the entire audiovisual collection, including photos, videos, films and audio recordings.

1.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 6 190 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
1. Audiovisual productions and multimedia projects	500 000	Ongoing contracts Call for tender < 135 000 EUR (x 10)	<i>Q1 (x 2), Q2 (x3X), Q3 (x 3), Q4 (x 2)</i>
2. Coverage of EU current affairs	2 445 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 6) Call for tender < 135 000 EUR (x 10)	<i>Q1 (x 6)</i> <i>Q1 (x 2), Q2 (x 3), Q3 (x 3), Q4 (x 2)</i>
3. Measurement of media usage of audiovisual materials offered by the European Commission	150 000	Ongoing contracts	
4. Information events for journalists (***)	475 000	Ongoing contracts Call for tender < 135 000 EUR (x 90)	<i>Q1 (x 25), Q2 (x 25), Q3 (x 20), Q4 (x 20)</i>

5. Media library (conservation and availability to the public of audiovisual material) and Web development	1 080 869	Ongoing contracts Call for tender < 135 000 EUR (x 10) Call for tender ≥ 135 000 EUR (x 1)	<i>Q1 (x 2), Q2 (x 3), Q3 (x3), Q4 (x 2)</i> <i>Q1 (x 1)</i>
6. Multimedia dissemination and archiving	1 524 131	Ongoing contracts Call for tender ≥ 135 000 EUR (x 2)	<i>Q4 (x 2)</i>
7. Transcripts of statements and speeches	15 000	Ongoing contracts Call for tender < 135 000 EUR (x 1)	<i>Q4 (x 1)</i>

(*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(**) 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 of the European Commission in the Member States.

2. BUDGET LINE 16 03 01 03 – INFORMATION OUTLETS

2.1. Operations financed from this budget line

The activities carried out under this heading cover:

- (1) The grants for Europe Direct Information Centres (EDICs)
- (2) The training and support for all three networks under the umbrella of the Europe Direct Network:
 - Europe Direct Information Centres (EDICs);
 - European Documentation Centres (EDCs);
 - Team Europe (TE).

These activities are related to Specific Objective 1 and Specific Objective 3, as indicated by the Directorate-General for Communication in its Strategic Plan 2016 to 2020 and respective Management Plans.²

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

2.1.1. Grants for Europe Direct Information Centres 2018-2020 generation

² See footnote 1.

The Europe Direct Information Centres contribute to the European Commission's communication about the European Union, in particular, about the European Commission's political priorities, with the objective of engaging with citizens at local and regional level.

The Europe Direct Information Centres' 2018 communication priorities take into account: (i) communicating on a Europe that protects, empowers and defends³ and (ii) the European Parliament elections 2019.

The Europe Direct Information Centres mission and objectives are:

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

The Representations of the European Commission in the Member States have in 2017 selected and signed a Framework Partnership Agreement for the years 2018 – 2020 with the partners hosting the individual centres⁵. A Specific Agreement for the year 2018 will be signed at the beginning of 2018.

For the years 2019 and 2020, in the fourth quarter of the year n-1, each Representation invites the partners to submit an annual communication plan for the year n. After approving the communication plan, a Specific Agreement is signed for the year n.

The annual action grant per centre, in the form of a lump sum, ranges from a minimum of 20 000 EUR per year to a maximum of 40 000 EUR per year in the countries with 100% coefficient applied to the lump sum⁶.

³ www.europa.eu/rapid/attachment/IP-16-3500/en/CWP%20v14.pdf.

⁴ White Paper on the Future of Europe 01 March 2017:

⁵ https://ec.europa.eu/commission/white-paper-future-europe-reflections-and-scenarios-eu27_en.

⁶ The Europe Direct Information Centres' grant implementing procedures, including criteria and rate of co-financing, are stipulated in the Commission Decision C(2016)8443 final of 19.12.2016 concerning the adoption of the 2017 work programme in the field of Communication, serving as financing decision. There are four categories of countries with different coefficients applied to lump sums: 120 % - Denmark, United Kingdom, Ireland, Sweden, Finland, Luxembourg; 100 % - Netherlands, Belgium, France, Austria, Italy, Germany; 95 % - Spain, Cyprus, Greece, Portugal, Malta, Slovenia, Estonia; 75 % - Latvia, Slovakia, Croatia, Czech Republic, Lithuania, Hungary, Poland, Romania, Bulgaria. A minimum and maximum grant per EDIC may vary among the countries in the same group within the range of minimum 20 000 EUR and maximum 40 000 EUR, taking into account the country coefficient.

2.1.2. *European Documentation Centres*

The tasks of European Documentation Centres and the ways in which they operate will be updated in 2018.

This will involve changing the agreements with host structures:

- To widen the scope of their activities, particularly in reaching out to specific target groups e.g. University students and academia;
- To enhance the European Documentation Centres' mission and outreach potential to ensure that the latter are well adapted to the digital era.

A call for expression of interest will be published on the websites of Representations of the European Commission in the Member States in 2018, inviting both existing and potential new European Documentation Centres to participate in this new generation of European Documentation Centres.

The European Documentation Centres' mission will comprise the following goals:

- To encourage and to facilitate the study and the research of European Union policies, initiatives and actions;
- To provide expertise on searching for information sources and documents on the European Union;
- To engage in debates on Europe, particularly in the Citizens' Dialogues and debates on the Future of Europe⁷, and in other events organised by the Representations of the European Commission in the Member States;
- To work closely with other European Documentation Centres, European Direct Information Centres and Team Europe, helping the local community to connect with the European Union;
- To develop web-based information and an online presence.

2.1.3. *Team Europe*

Team Europe supports the Directorate-General for Communications' in reaching out to the general public and facilitating the debate on the Future of Europe at local level.

The network is composed of experts on European Union politics and has evolved towards a network of communicators in a variety of fields going beyond academic speeches. It now also covers panel discussions and using social media in order to inform general public and stakeholders about political priorities and to engage them in the debate about European Union policy.

The Representations of the European Commission in the Member States manage the national branches of the Team Europe Network. They invite Team Europe membership applications by launching an open call for interest on their website. The application is evaluated and it is checked if the candidate's profile matches the communication needs and that the Representations of the European Commission in the Member States identify for the network.

Representations of the European Commission determine the duration of membership of this network. Team Europe members sign a Letter of Understanding with the relevant Representation.

⁷

See footnote 4.

2.1.4. *Training, support and coordination of the Europe Direct Network*

The Europe Direct Network comprises:

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

They all benefit from coordination and support services financed by the Directorate-General for Communication to support and develop synergies with other European Commission information networks.

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

Once a year, an Annual General Meeting with all Europe Direct Information Centres is organised. These annual events focus on interactive exchanges, innovative ideas and networking.

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

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

Commitment appropriations: 15 500 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
1. Europe Direct Information Centres	12 200 000	Grants for action under Framework partnership agreements ⁸	
2. Training, support and coordination of the Europe Direct Network (***)	3 300 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 2): One new Framework contract for Information products, promotion activities and Europe Direct Intranet and a second one for Organisation of training sessions and meetings	<i>Q1 (x 1), Q2 (x 1)</i>

⁸ In the cases when Europe Direct Information Centres cease operations, Representations may decide to launch a regional call for proposals to maintain equitable geographical coverage (criteria set in Commission Decision C(2016)8443).

- (*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.
- (**) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.
- (***) Some of the training, support and coordination is organised locally by the Representations in the Member States.

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

3.1. Operations financed from this budget line

The appropriations under this budget line are intended to implement decentralised communication actions via the Representations of the European Commission in the Member States. The activities covered by this budget line are related to Specific Objective 1 and Specific Objective 3 in the Strategic Plan 2016 to 2020 and respective Management Plans⁹ of the Directorate-General for Communication.

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

In 2018, these activities will focus on the political priorities as set out in Political Guidelines for the Commission, and in the 2018 Commission Work Programme. This is in line with the 2017 State of the Union Speech where President Juncker supported the idea of organising democratic conventions across Europe in 2018, involving national parliaments and as a complement to the Dialogues civil society at national, regional and local levels.

Within this framework, each Representation will develop a country strategy for 2018 defining a wide range of activities and communication tools¹⁰ tailored to local audiences. The activities will range from debates and conferences for opinion leaders and multipliers to citizens’ dialogues and similar platforms of exchange for the general public.

Citizens' Dialogues will remain an important tool for engaging with citizens. The Dialogues are closely synchronised with the Commission's political priorities and its political calendar. They inform citizens and offer a platform for debate about major European initiatives and allow Members of the Commission or senior officials, including the Heads of Representation of the European Commission, to harvest citizens' feedback notably on the Future of Europe¹¹ and the deliverables of the Roadmap for a More United, Stronger and More Democratic Union.

As such, Citizens' Dialogues:

- "Give Europe a face" and allow citizens to discuss and to better understand the political responsibility for decisions which have a great impact on their lives.
- Contribute to re-building the trust of citizens in the EU¹².

⁹ See footnote 1.

¹⁰ The tools will include social media.

¹¹ White Paper on the Future of Europe 01 March 2017:

https://ec.europa.eu/commission/white-paper-future-europe-reflections-and-scenarios-eu27_en.

¹² Standard Eurobarometer 87 (May 2017), p. 14: "More than four in ten Europeans trust the European Union, Trust in the European Union has gained 10 percentage points since autumn 2015. The positive development observed in autumn 2016 (when trust in the three institutions had gained ground since spring 2016) is confirmed, and has even strengthened." Correspondingly, Standard Eurobarometer 87

Whenever possible these various communication actions are organised in partnership with the European Parliament and/or the Member States as well as the Committee of the Regions and the European Economic and Social Committee. This creates or reinforces synergies between the means of each partner and it helps coordinating their information and communication activities on the European Union.

The main aim of the activities financed from this budget line is to communicate messages relating to the Political Guidelines and the Work Programme of the Commission including the Roadmap for a more United, Stronger and More Democratic Union. The appropriations cover for example expenditure:

- (1) For promotional support material, studies, evaluations, expenses related to the organisation of Citizens' Dialogues, advice and support through external experts, meetings of experts and expert technical and administrative assistance;
- (2) To assist and support communication activities (corporate and/or stakeholder communication), management of the Communication Network and its subgroups and implementation of the Synergies and Efficiencies communication¹³;
- (3) To support the exchange of best practices and knowledge transfer on professionalising the external communication function of the Commission (for example by financing participation in conferences such as masterclasses of professionalisation experts and practitioners);
- (4) To manage the public information services located in its premises.

In addition to the communication activities, the Commission Representations will continue their liaison activities targeted at stakeholders to discuss the Commission agenda and priorities and gather political and economic intelligence. Those activities contribute to strengthen country specific knowledge provided by the Representations to the Headquarters where feedback is then complemented with further analysis before being fed upstream with the political decision-making process.

3.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 18 357 000 EUR

(May 2017), p. 20 also states that "more than four in ten Europeans agree that their "voice counts in the EU" (42%), after a second consecutive increase (40% since autumn 2016, 38% since spring 2016). This is the highest score achieved by this indicator since autumn 2004.

¹³ SEC(2016)170 of 4 April 2016, "Synergies and Efficiencies in the Commission – New Ways of Working".

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
1. Communication of the Representations of the European Commission in the Member States	16 017 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 25) Call for tender < 135 000 EUR (x 900) Calls for proposals (x 15) Prizes (x 8)	<i>Q1 (x 7), Q2 (x8), Q3 (x 5), Q4 (x5)</i> <i>Q1 (x 200), Q2 (x 250), Q3 (x 250), Q4 (x 200)</i> <i>Q1 (x 4), Q2 (x 6), Q3 (x 5)</i> <i>Q2 (x 2), Q3 (x4), Q4 (x 2)</i>
2. Communication actions linked to the Political Guidelines – Headquarters	380 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 5) - Provision of media planning, purchase of advertising space and related services; - Provision of audiovisual production services - Provision of general communication services - Communication consultancy and market research - Corporate communication campaigns	<i>Q1 (x 1), Q2 (x2), Q3 (x 1) Q4 (x 1)</i>
3. Citizens' Dialogues	1 800 000	Ongoing contracts	
5. Communication actions DG BUDG	160 000	Ongoing contracts	

(*) 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 135 000 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 135 000 EUR. The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

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

3.2.1. Grants

Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations. The estimated duration of the activities may not exceed 12 months.

It is planned to launch 15 calls for proposals of which:

- Two with an indicative envelope of 300 000 EUR (Q2 (x1) and Q3 (x 1));
- Two with an indicative envelope of 250 000 EUR each (Q2 (x1) and Q3 (x 1));
- Two with an indicative envelope of 200 000 EUR each (Q1 (x 1) and Q2 (x1));
- Two with an indicative envelope of 150 000 EUR each (Q2 (x1) and Q3 (x1));
- Three with an indicative envelope of 100 000 EUR each (Q1 (x 1), Q2 (x1) and Q3 (x1)); and
- Four with an indicative envelope of 50 000 EUR each (Q1 (x1), Q2 (x 2) and Q3 (x1)).

Objectives

To increase the public's knowledge of the European Commission's activities and its political priorities, to gather opinions/feedback and analyse contributions for feeding it upstream into the decision-making process.

Eligibility criteria

Civil society groups and other organisations at national, regional and local level with their own legal personality, registered in one of the countries of the European Union.

Selection criteria

Applicants 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 of the project, and its expected results, to the objectives of the call;
- Effectiveness and consistency of the proposed methodology and organisation of the project (including a timetable and monitoring framework);
- Impact and dissemination of the results envisaged as well as the extent to which the European Union involvement in the project or activity will be publicised;
- Proposed budget and cost-effectiveness of the project paying due consideration to the quality of the project.

Level of Union contribution

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

Expected results

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

Indicative timetable

Envisaged publication dates: Q1 2018, Q2 2018, Q3 2018 (3, 7, 5 calls for proposals respectively).

Awarding of grants: Q2, Q3 and Q4 2018 (15 calls for proposals).

3.2.2. Prizes

Objectives

Organisation or participation in events based on competitions.

Potential beneficiaries

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

Criteria for awarding prizes

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

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

Level of Union contribution

- Prizes up to a maximum value of 12 000 EUR per prize¹⁴.

Expected results

- Promotion and stimulation of works and reflections with a focus on European integration or on European policies.

Indicative timetable:

- Launch of the contests: Q1, Q2 and Q3 2018 (2, 4 and 2 prizes respectively);
- Awarding of prizes: Q2, Q3 and Q4 2018 (2, 4 and 2 prizes respectively).

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

4.1. Operations financed from this budget line

The appropriations under this budget line are intended to cover specifically the management of "European Public Spaces" in the Houses of the European Union in the Member States, in order to host public events.

The activities covered by this budget line are related to Specific Objective 3 as indicated in the Directorate-General for Communication in its Strategic Plan 2016 to 2020 and respective Management Plans.¹⁵

¹⁴ Prizes in kind, if given, will have a symbolic nature.

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

The European Commission will manage the logistical arrangements for the European Public Spaces for the benefit of both institutions, European Parliament and European Commission. This includes operational costs and the organisation of contracted services in the 18 European capitals concerned: Athens, Berlin, Bucharest, Budapest, Copenhagen, Dublin, Helsinki, Lisbon, London, Madrid, Nicosia, Prague, Riga, Rome, Stockholm, Tallinn, The Hague and Vienna.

4.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be distributed among the different 18 European Public Spaces and in accordance with the various implementing arrangements described in the table below.

Commitment appropriations: 1 246 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
European Public Spaces	1 246 000	Ongoing contracts Call for tender < 135 000 EUR (x 150)	Q1 (x 20), Q2 (x 50), Q3 (x 40), Q4 (x 40)

(*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

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

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

5.1. Operations financed from this budget line

The appropriations under this budget line are intended to cover the cost of organising visits to the Commission, including administrative expenditure related to the visits.

The activities covered by this budget line are related to Specific Objective 3 as indicated in the Directorate-General for Communication in its Strategic Plan 2016 to 2020 and respective Management Plans.¹⁶

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

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

The Visitors' Centre works closely with the Spokesperson's service and the Representations of the European Commission in the Member States. It also cooperates with other Directorates-General and Services of the Commission as well as with the Permanent Representations of the Member States to the European Union.

¹⁵ See footnote 1.

¹⁶ See footnote 1.

Visits are organised around the political agenda and priorities of the Commission, for example the European Semester and the ten priorities of the Juncker Commission. The visit's programme systematically contributes to communicating the different deliverables of the Roadmap for a *More United, Stronger and More Democratic Union*, as announced by the President in his 2017 State of the Union speech. The Visitors' Centre receives an important number of high-profile groups and key multipliers and offers them three types of visits:

- General information visits: Aimed at people with little or no previous knowledge of the European Union including secondary school groups;
- Specific information visits: Aimed at undergraduate students and specific interest groups;
- 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.

The Centre currently receives visitors only in groups and upon prior registration and therefore is not open for the general public. A new Information Point/Centre for the general public will be set up in 2018, to be operational in the beginning of 2019. Therefore, in 2018, a dedicated budgetary allocation must be made for this new Information Point/Centre to cover equipment for the pedagogical content including technological and content upgrades and running costs.

5.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be used for the development of the new Information Centre and for full implementation of the different visit programmes, covering where appropriate, costs related to travel, accommodation, meals, refreshments, local transport and external speakers fees, and other implementing arrangements described in the table below.

Commitment appropriations: 4 000 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
Visits to the Commission	2 500 000	Ongoing contracts	
Hosting services	500 000	Call for tender > 135 000 EUR (x 1)	Q2(x 1)
Development of new Information Point/Centre	1 000 000	Ongoing contracts Call for tender < 135 000 EUR (x 1)	Q2(x1)

(*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

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

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

6.1. Operations financed from this budget line

The activities carried out in this area aim:

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

The activities covered by this budget line are related to Specific Objective 1 as indicated in the Directorate-General for Communication in its Strategic Plan 2016 to 2020 and respective Management Plans¹⁷.

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

The activities carried out in this area concern in particular:

- Operating of the audiovisual installations in the Berlaymont building in Brussels¹⁸ to provide audiovisual services such as production of news, videos, statements and assistance to television and radio teams when filming/recording at the Commission premises;
- Ensuring maintenance, repair works and upgrades of the technical infrastructure of the audiovisual services;
- Purchasing of audiovisual equipment and supplies for the radio and television studios;
- Transmitting services of Europe by Satellite to the Eutelsat 9B including leasing of bandwidth.

6.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 5 600 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
1. Operation of radio and television studios and audiovisual equipment	3 244 216	Ongoing contracts Call for tender ≥ 135 000 EUR (x 1)	Q4 (x 1)
2. Provision of technical infrastructure for the radio and television studios	360 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 1)	Q4 (x 1)

¹⁷ See footnote 1.

¹⁸ Two television studios and one radio studio, master control room, editing and graphic suites.

3. Provision of a technical infrastructure for the transmission of television services via satellite	732 500	Ongoing contracts	
4. Purchase of audio-photo-video equipment and associated services	1 200 140	Ongoing contracts Call for tender < 135 000 EUR (x 12)	Q1 (x 2), Q2 (x 3), Q3 (x 4), Q4 (x 3)
5. Supply of bidirectional video links and provision of services for ad hoc transmission of audio visual material	63 144	Ongoing contracts	

(*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

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

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

7.1. Operations financed from this budget line

The appropriations under this budget line are intended to cover online multimedia and written information and communication tools concerning the European Union. The aim of these activities is to provide all citizens with the possibility to have access, to general, relevant and specific information, on the work of the European Union institutions and on European Union decisions.

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

The actions covered by this budget line are related to Specific Objective 1, Specific Objective 2 and Specific Objective 3 as indicated in the Directorate-General for Communication in its Strategic Plan 2016 to 2020 and respective Management Plans.¹⁹

Activities carried out under this heading include for example:

- Operation and development of the Europe Direct Contact Centre, which provides free of charge, general multilingual information services about European Union matters. A mid-term evaluation of the Europe Direct Contact Centre will take place in 2018 and an invitation to tender is planned for Q1;
- Operation, structure, design, functions and editorial tasks of the political content of the European Commission website (e.g. College, priorities, news) and of the inter-institutional europa.eu website, as well as support for development and maintenance of the Representations' websites;

¹⁹ See footnote 1. Specific Objective 2: Ensuring coherence in communication. All relevant Communication services contribute to a coherent and effective corporate communication of the Commission's 10 political priorities.

- Operation, further development and servicing of the Commission's corporate web publication platform, including web analytics and search engine functionalities;
- Further optimisation of the Commission's web presence to increase its coherence, relevance and cost effectiveness under the Digital Transformation programme. Work in 2018 will concentrate on the introduction and enforcement of a new governance and on cooperation with all Directorates-General of the Commission and Executive Agencies to align their web sites and on standardisation of the IT solutions;
- Development of social media strategies and management of the central and local corporate social media platforms of the Commission. This includes support to the Commission's Social Media Network and the Representations as well as monitoring and analysis of social media communication and data;
- Online press releases, speeches, memos, etc. (Press Releases Database and other online communication information systems);
- Representations' publications (online and paper newsletters and periodicals).

The appropriations are also intended to:

- Support the exchange of best practices and knowledge transfer by financing visits of digital communication experts and practitioners and other professionalisation measures;
- Cover information campaigns for facilitating access to these sources of information, especially for the operation of the Europe Direct Contact Center.

7.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 21 300 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
1. Europe Direct Contact Centre	4 100 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x1)	Q1 (x 1)
2. EUROPA website	10 910 000	Ongoing contracts	
3. Websites/social media accounts and electronic and paper publications and newsletters of the Representations of the European Commission in the Member States	3 000 000	Ongoing contracts Call for tender < 135 000 EUR (x 150)*** Call for tender ≥ 135 000 EUR (x 8)	Q1 (x 30), Q2 (x 40), Q3 (x 40), Q4 (x 40) Q1 (x 2), Q2 (x 3), Q3 (x 2), Q4 (x 1)

4. Local Social Media	1 000 000	Ongoing contracts Call for tender < 135 000 EUR (x 60) Call for tender ≥ 135 000 EUR (x 2)	<i>Q1 (x 30), Q2 (x 30)</i> <i>Q1 (x 1), Q2 (x 1)</i>
5. Press Releases Database and other online communication information systems	500 000	Ongoing DG DIGIT Framework contracts	
6. Social media products and services	1 200 000	Ongoing contracts	
7. Further development of EU Results website co-ordinated by DG BUDG, co-delegation to DIGIT	590 000	Ongoing contracts	

(*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

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

(***) Each of the Representations of European Commission in the Member States has its own website in the national language(s) offering the public electronic publications with localised messages adopted to the country specific context. These circumstances explain the number of contracts of less than 135 000 EUR.

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

8.1. Operations financed from this budget line

The appropriations under this budget line are intended to cover expenditure on the production and dissemination of publications, in both print and electronic format. This includes the preparation of online content presenting the activities and priorities of the European Commission in particular and the work of the European Union in general.

Further more this also covers the publications envisaged by the Treaties and other institutional or reference publications, such as the General Report on the activities of the European Union.

All publications are produced with one or more of the following target audiences in mind:

- General public;
- Young people;
- Children;
- The teaching profession;
- Opinion leaders.

The activities covered by this budget line are related to Specific Objective 3 as indicated in the Directorate-General for Communication in its Strategic Plan 2016 to 2020 and respective Management Plans.²⁰

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

8.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 2 160 000 EUR

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

(*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

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

The planned expenditure will be operationalised through framework contracts, in particular those concluded by the Publications Office. A revamp of activities and content provided specifically for young people on the teaching profession might require a call for tender.

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

9.1. Operations financed from this budget line

Appropriations under this line are intended to cover the analysis of trends in public opinion via Eurobarometer surveys carried out in the Member States and, when relevant, in the candidate countries and/or in other countries. They cover generic or ad hoc studies addressing specific themes, like the ones linked to the discussion process kick-started by the White Paper on the Future of Europe, and/or specific target groups, as well as qualitative surveys.

Synergies with other Directorates-General are systematically sought through an annual programming as well as through co-ordination with the European Parliament public opinion activities.

The activities covered by this budget line are related to Specific Objective 1 and Specific Objective 3 as indicated in the Directorate-General for Communication in its Strategic Plan 2016 to 2020 and respective Management Plans.²¹

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

²⁰ See footnote 1.

²¹ See footnote 1.

are also translated into strategic advice, for the European Commission's communicators so as to learn from past experience and better tailor future message.

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

9.2. Mobilisation of available appropriations and implementing arrangements

The various actions are implemented by way of contract procedures.

Commitment appropriations: 6 900 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
1. Eurobarometer	5 310 000	Ongoing contracts Call for tender \geq 135 000 EUR (x 1)	Q4 (x 1)
2. Media Analysis	1 340 000	Ongoing contracts Call for tender $<$ 135 000 EUR (x 1)	Q3 (x 1)
3. Evaluation of Eurobarometer	250 000	Ongoing contracts	Q2 (x1)

(*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

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