



EUROPEAN COMMISSION

Brussels, XXX
[...] (2011) XXX

COMMISSION DECISION

of XXX

**concerning the adoption of 2012 work programme in the field of Communication,
serving as a financing decision**

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THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 on the Financial Regulation applicable to the general budget of the European Communities (the Financial Regulation)¹, and in particular Articles 75 and 110 thereof,

Having regard to Commission Regulation (EC, Euratom) No 2342/2002 of 23 December 2002 laying down detailed rules for the implementation of the Financial Regulation (the Implementing Rules)², and in particular Articles 90 and 166 thereof,

Whereas:

- (1) Under Article 49(6)(d) of the Financial Regulation, appropriations for one-off actions, or even actions for an indefinite duration, carried out by the Commission by virtue of tasks resulting from its prerogatives at institutional level pursuant to the EC Treaty and the Euratom Treaty other than its right of legislative initiative referred to in point (b) and under specific powers directly conferred on it by these Treaties, a list of which is given in the implementing rules, may be implemented without a basis act.
- (2) Communication is one of the Commission's tasks resulting from its prerogatives at institutional level.
- (3) Under Article 56 of the Financial Regulation appropriations will be also managed via indirect centralised management. Evidence of the existence and proper operation of the elements listed in Article 56 of the Regulation (EC, Euratom) No 1605/2002, within the entities to be entrusted with the implementation of the Union budget by indirect centralised management, has been obtained.
- (4) Under Article 110 of the Financial Regulation and Article 166 of the Implementing Rules, the work programme is prepared by each authorising officer responsible and it is subject to be adopted and published at the start of the year, and the work programme specifies the basic act, the objectives, the schedule of calls for proposals with the indicative amount and the results expected.

¹ OJ L 248, 16.9.2002, p. 1. Regulation as amended by Regulation (EC, Euratom) No 1995/2006 of 13 December 2006 (OJ L 390, 30.12.2006, p. 1)

² OJ L 357, 31.12.2002, p. 1. Regulation as last amended by Regulation (EC, Euratom) No 478/2007 of 23 April 2007 (OJ L 111, 28.4.2007, p. 1).

- (5) This Decision allocates to the 2012 work programme a total of EUR 103 125 000. These appropriations may also cover interest due for late payment³.
- (6) The present decision constitutes a financing decision for the 2012 budget in the sense of Article 75 of the Financial Regulation, Article 90 of the detailed rules of the implementation of the Financial Regulation, and Article 15 of the internal rules on the implementation of the general budget of the European Communities⁴.
- (7) Under Article 168(1) (c) of the Implementing Rules, grants may be awarded without a call for proposals in the case of bodies with a de jure or de facto monopoly.
- (8) Under Article 181 of the Implementing Rules, the work programme specifies grants for which the use of flat-rate financing and lump sums is permitted.

HAS DECIDED AS FOLLOWS:

Article 1

The 2012 work programme for the implementation of the work programme in the field of Communication, as set out in the Annex, is adopted. It constitutes a financing decision in the meaning of Article 75 of Regulation (EC, Euratom) No 1605/2002.

The implementation of this Decision is subject to the availability of the appropriations provided for in the draft budget for 2012 after the adoption of the budget for 2012 by the budgetary authority or provided for in the provisional twelfths.

Article 2

The management system set up by the entity or entities to be entrusted with the implementation of funds of the European Union complies with the conditions for the delegation of tasks under indirect centralised management. The budget implementation of tasks related to actions can thus be entrusted to this entity or entities.

Article 3

Grants may be awarded without a call for proposals to the bodies with a de jure or de facto monopoly identified in the annexed work programme.

Article 4

Grants may be awarded as lump sums or as flat-rate financing, in accordance with the conditions and for the amounts set out in the annexed work programme.

³ Budget lines 16 05 01 "European for Citizens" and 16 05 07 01 "Preparatory Action – European Year of Citizens 2013" are covered by separate financing decisions.

⁴ Internal rules on the implementation of the general budget of the European Communities (Commission Section).

Article 5

As the authorising officer, the Director-General of Directorate General Communication shall be responsible for the publication and implementation of this work programme.

Changes to the allocations of each Chapter not exceeding 20% of the maximum contribution authorised by this Decision are not considered to be substantial provided that they do not significantly affect the nature and objective of the work programme. This may include the increase of the maximum contribution authorised by this Decision up to 20%.

The authorising officer responsible may adopt such changes in accordance with the principles of sound financial management and of proportionality.

Done at Brussels,

For the Commission
Viviane Reding
Vice-President of the Commission

ANNEX

WORK PROGRAMME IN THE FIELD OF COMMUNICATION FOR 2012

GENERAL OBJECTIVES

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

The political guidelines for the Commission 2010-2014 presented by President Barroso stipulate that:

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

All the initiatives taken by the Commission contribute to meeting this challenge, through the main political priorities for the EU which have been set out by President Barroso in the State of the Union speech in September 2011 and as confirmed in the Commission's work programme (CWP) for 2012.

DG COMM will target and coordinate the communication effort of the Commission on the Europe 2020 Strategy. DG COMM will in particular assist the other Commission services to take into account, in a better and more coordinated way, the Europe 2020 dimension in their communication activities.

ANALYSIS BY BUDGET LINE

All contracts are service contracts, unless otherwise specified.

1.1. Budget line: 16 02 02 MULTIMEDIA ACTIONS

1.1.1. Operations financed from this budget line

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

1.1.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 30 460 000 euros

Action	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Partnerships with the EU information channels Broadcast			
- <i>Euronews</i>			
<i>Production and broadcast of programmes on EU affairs and European institutions activities and policies</i>	6 500 000	Ongoing framework partnership agreement	
<i>Euronews in additionnal EU languages and on DTT platforms</i>	7 000 000	Ongoing framework partnership agreement.	
<i>Euronews in Arabic 24/7</i>	5 100 000 ⁵	Ongoing framework partnership agreement	
2. Radio and Internet networks			
- <i>Support to radio networks</i>	6 500 000	Call for tenders >60 000 EUR (x1)	HY 2
- <i>PressEurop</i>	3 200 000	Ongoing contract	
3. Studies and data in the audiovisual field	510 000	Ongoing contract Call for tender > 60 000 EUR (x2)	HY1 (x1); HY2 (x1)
4. Audiovisual productions and multimedia projects	1 400 000	Call for tender > 60 000 EUR(x4) Or Call of expression of interest < 60 000 EUR (x4)	HY1 (x4)
5. Measurement of media usage of audiovisual materials offered by the European Commission	250 000	Call for tender > 60 000 EUR(x1)	HY2 (x1)

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

(**) HY 1 = first half-year; HY 2 = second half-year.

⁵ Estimated – to be based on actual costs

1.1.2.1. Action grant to Euronews

The action grant foreseen for Euronews aims at implementing the multiannual partnership initiated in 2011 with Euronews to ensure on a long term basis the coverage of EU affairs through an EU perspective.

Framework

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

Community contribution

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

The specific operational grant agreement signed in 2011 aim at producing programmes with a special focus on EU affairs and European institutions activities and policies and broadcasting them, among other programmes, on the Euronews channel. DG COMM intends to conclude a new specific operational grant agreement in 2012 in order to ensure programme continuity.

- Informative programmes

Action grants will take the form of flat rate financing based on the type of item⁶ or programme to be broadcasted:

Item or programme	Definition	EC flat rate financing Standard scale of unit cost (in euros per unit)
Original news	Item of maximum 2 minutes produced by Euronews, providing facts on a single story, event or issue, to be included in a programme.	3 061
Post produced news (Ecully)	Item of maximum 2 minutes post-produced in Euronews' headquarters, providing facts on a single story, event or issue, to be included in a programme.	2 055
Post produced news (Brussels)	Item of maximum 2 minutes post-produced in Euronews' Brussels premises, providing facts on a single story, event or issue, to be included in a programme.	1 961
Interviews	5-10 min interviews of key personalities	9 280
Reporter	5-10 min in-depth magazine analysing impact of the EU policies on citizens daily life	24 946

⁶ TV programming entity dedicated to a single story or event, which is to be included in a larger production.

Europe Review	6-8 min show led by presenter with in-depth look at week's top stories.	6 068
Direct live	Live broadcast of key events concerning the EU and its institutions.	9 774
Special edition	5-15 min in-depth analysis, including duplex and interviews, treating the main story of the political week or an overall European trend which is on the daily news agenda.	10 219
I Talk	5-10 min debate with European personalities led by presenter	16 003
U Talk	2 min interactive show based on citizens questions.	6 896
The Network	3-5 min of cross-views from well known personalities on hot topics	14 910

The above table refers to standard scale of unit costs to be paid by the EC as its contribution. These flat rates have been calculated on the basis of 90,29 % of the actual cost of each programme as established mainly by the analysis of Euronews 2009 statutory accounting data. Euronews will contribute for 9,71 % to the cost.

The maximum amount for the EC contribution to this action for 2012 has been set at 6 500 000 EUR.

– Magazines

In order to make it possible also for the other DGs to use of the framework partnership agreement with Euronews, DG COMM has established standard scales of unit costs for a number of magazines of different duration, available as a stand-alone programme or as a series, with or without distribution. The Commission DGs will have the possibility to conclude specific grant agreements using the flat rate financing, based on the type of item⁷ or programme to be broadcasted.

The following standard rates of unit costs, already adopted by the Commission in 2011⁸, should be used in 2012:

⁷ TV programming entity dedicated to a single story or event, which is to be included in a larger production.

⁸ Commission decision adopting the financing decision on the amended work programme in the field of communication for 2011, C(2011)3905 of 06.06.2011.

Description of the magazine	Diffusion	Services included	EC flat rate financing Standard scale of unit cost (in Euros per unit)
Magazine 26 minutes shot in 4 countries (Europe or World)	10 times	Design (promotion) and distribution	128,840
		Only design (promotion)	119,059
Magazine 26 minutes post produced from rush of shooting linked to subject	10 times	Design (promotion) and distribution	81,230
		Only design (promotion)	71,685
Series 12 minutes – 24 no/year, shot in 2 countries (4 World with 20 Europe)	15 times	Design (Launch / generic / promotion) and distribution	1,424,964
		Only design (Launch/generic/promotion)	1,258,461
Series 12 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	15 times	Design (Launch / generic / promotion) and distribution	1,349,671
		Only design (Launch/generic/promotion)	1,183,821
Magazine 12 minutes (including trailer), shot in 2 countries (World)	15 times		56,783
Magazine 12 minutes (including trailer), shot in 1 country (World)	15 times		53,659
Magazine 12 minutes (including trailer), shot in 2 countries (Europe)	15 times		50,598
Magazine 12 minutes (including trailer), shot in 1 country (Europe)	15 times		47,495
Series 8 minutes – 24 no/year, shot in 2 countries (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	1,190,067
		Only design (Launch/generic/promotion)	1,024,537
Series 8 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	1,119,549
		Only design (Launch/generic/promotion)	954,838
Magazine 8 minutes (including trailer), shot in 2 countries (World)	20 times		47,144

Magazine 8 minutes (including trailer), shot in 1 country (World)	20 times		44,021
Magazine 8 minutes (including trailer), shot in 2 countries (Europe)	20 times		40,836
Magazine 8 minutes (including trailer), shot in 1 country (Europe)	20 times		37,980
Series 6 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	888,173
		Only design (Launch/generic/promotion)	723,421
Magazine 6 minutes (including trailer), shot in 1 country (World)	20 times		33,221
Magazine 6 minutes (including trailer), shot in 1 country (Europe)	20 times		28,569
Series 3 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	671,984
		Only design (Launch/generic/promotion)	503,960
Magazine 3 minutes (including trailer), shot in 1 country (World)	20 times		23,763
Magazine 3 minutes (including trailer), shot in 1 country (Europe)	20 times		19,444

Based on the actual needs communicated by a number of Commission DGs during the first year of implementation of the framework partnership agreement, DG COMM has decided to establish additional standard scales of unit costs allowing for shorter series of magazines (of 6 or 10 issues) and a new 4-minute format, as a stand-alone programme, or as a series of 6, 10, or 24 issues:

Description of the magazine	Diffusion	Services included	EC flat rate financing Standard scale of unit cost (in Euros per unit)
Series 12 minutes – 10 no/year, shot in 2 countries (2 World with 8 Europe)	15 times	Design (Launch / generic / promotion) and distribution	634.369
		Only design (Launch/generic/promotion)	537.720
Series 12 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	15 times	Design (Launch / generic / promotion) and distribution	602.843
		Only design (Launch/generic/promotion)	506.569

Series 12 minutes – 6 no/year, shot in 2 countries (1 World with 5 Europe)	15 times	Design (Launch / generic / promotion) and distribution	387.112
		Only design (Launch/generic/promotion)	329.137
Series 12 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	15 times	Design (Launch / generic / promotion) and distribution	368.168
		Only design (Launch/generic/promotion)	310.420
Series 8 minutes – 10 no/year, shot in 2 countries (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	536.322
		Only design (Launch/generic/promotion)	440.228
Series 8 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	506.664
		Only design (Launch/generic/promotion)	411.043
Series 8 minutes – 6 no/year, shot in 2 countries (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	328.208
		Only design (Launch/generic/promotion)	270.571
Series 8 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	310.426
		Only design (Launch/generic/promotion)	253.075
Series 6 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	409.805
		Only design (Launch/generic/promotion)	314.159
Series 6 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	252.590
		Only design (Launch/generic/promotion)	195.224
Magazine 4 minutes (including trailer), shot in 1 country (World)	20 times		27.939
Magazine 4 minutes (including trailer), shot in 1 country (Europe)	20 times		23.596
Series 4 minutes – 24 no/year, shot in 1 country (4 World with 20 Europe)	20 times	Design (Launch / generic / promotion) and distribution	770.186

		Only design (Launch/generic/promotion)	603.103
Series 4 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	361.077
		Only design (Launch/generic/promotion)	264.081
Series 4 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	223.525
		Only design (Launch/generic/promotion)	165.348
Series 3 minutes – 10 no/year, shot in 1 country (2 World with 8 Europe)	20 times	Design (Launch / generic / promotion) and distribution	320.416
		Only design (Launch/generic/promotion)	222.870
Series 3 minutes – 6 no/year, shot in 1 country (1 World with 5 Europe)	20 times	Design (Launch / generic / promotion) and distribution	199.149
		Only design (Launch/generic/promotion)	140.645

The above tables refer to standard scale of unit costs to be paid by the EC as its contribution. These flat rates have been calculated on the basis of up to 95% of the actual cost of each item (the percentage depends on the total time of diffusion foreseen for each magazine).

In order to assess, ex-ante, that no profit will be generated from this grant(s), evaluation has been based on historical data related to the Euronews' revenues. On the basis of these data, the amount of the revenues that could be considered as linked with these actions (resources generated by the said items or programmes) are lower than the external co-financing, therefore the calculation complies with the non profit principle.

1.1.2.1.2. Launching and broadcasting of Euronews in EU languages and on DTT platforms

In line with the strategic objective of reinforcing its support to Euronews, DG COMM intends to co-finance the launch of Euronews in other official EU languages⁹ and/or the launch of 24/7 service in languages only broadcast at certain time slots.

Similarly, DG COMM might also co-finance Euronews presence on the new DTT platforms that are progressively replacing analogue terrestrial television in the EU

⁹ At present Euronews broadcasts 24/7 in the following official EU languages: DE, EN, ES, FR, IT and PT.

Member States¹⁰. As the switch-off pace accelerates¹¹ and the offer of DTT channels expands, it becomes crucial to ensure that Euronews can benefit from the same opportunities offered by DTT to other news channels. Moreover, national DTT platforms could bring new audiences, as it happened in the past through the broadcast windows obtained by Euronews with national broadcasters.

- The Commission intends to sign specific grant agreements with Euronews in the above-mentioned areas up to 7 millions EUR.

Expected results

The projects selected will significantly increase the volume and quality of the coverage of EU affairs. Euronews will provide more information packaged in new attractive formats and will thus be able to reach a larger audience. Euronews introduction in DTT networks will also increase the technical reach of the channel as analogue television phases out, thus bringing more audience in the EU Member States. All this will contribute to forging closer links between citizens and the institutions of the European Union.

1.2. Budget line: 16 02 03 INFORMATION FOR THE MEDIA

1.2.1. Operations financed from this budget line

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

In 2012 the main actions will concern:

- intensifying and diversifying audiovisual production, concentrating mainly on political priorities and improving its dissemination (meaning publication and making available to the public) on various technological platforms;
- implementing a strategy for promoting the above-mentioned productions among people working in this sector in order to enhance their impact. One of the means of achieving this is to participate in audiovisual trade fairs and explore the usefulness of taking part in fairs and festivals open to the general public;
- increasing the number of seminars and training events for journalists: With this aim the future framework contract will provide for the organisation of information events for journalists as well as last-year students of journalism from any country in the world, covering any journalistic discipline (audio, audiovisual, written and online press). It will also provide for the management of the related web-tool 'EU4Journalists.eu'.

¹⁰ More detailed information about how this measure will be implemented and the costs supported will be provided later in the amended Work Programme 2012.

¹¹ By the end of 2011, 16 EU Member States will have switched off their analogue terrestrial signals. And only two EU Member States (Bulgaria and Romania) had not yet launched DTT services as of June 2011.

- continuing the ongoing work on turning the media library into the Commission’s ‘audiovisual memory’ and a point of access for European citizens, media and Institutions to the European Commission's entire communication production, including images, films and audio recordings.

1.2.2. Mobilisation of available appropriations and implementing arrangements.

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

Commitment appropriations: 4 950 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Coverage of the EU current affairs	2 400 000	Ongoing contracts	
2. Training seminars for journalists	620 000	Ongoing contracts Call for tender < 60 000 EUR (x18) Call for tender > 60 000 EUR (x1)	HY 1(x8); HY2 (x10) HY 2 (x1)
3. Meetings with Media	500 000	Ongoing contracts	
4. Media library (conservation and availability to the public of audiovisual material) and Web development Acquisition of stock photos	1 430 000	Ongoing contracts Call for tender < 60 000 (x1)	HY 1(x1)

(*) The estimated number of contracts is given in brackets. Some of the training seminars for journalists are organised locally by the Representations in the Member States.

(**) HY 1 = first half-year; HY 2 = second half-year.

1.2.2.1. Grants in the form of prizes awarded in competitions

Objectives

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

Potential beneficiaries

The target groups include media professionals.

Exclusion criteria

Relevant exclusion criteria as defined by Articles 93, 94 and 96 of the Financial Regulation will be applied. Particular attention must be provided to ensure that no conflicts of interest between competition winners and jury members exist.

Criteria for awarding prizes

In accordance with Article 160d of the Rules implementing the Financial Regulation, the rules of each competition will stipulate its awarding conditions and criteria within the framework of the following general conditions and criteria:

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

Level of Community contribution

Prizes to a maximum value of EUR 10 000 per prize¹².

Expected results

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

Award procedure

Any prize will be covered by an award decision (list of beneficiaries and approved amounts) adopted by the authorising officer.

Presentation of prizes directly to the winners designated by the jury.

**1.3. Budget line: 16 02 04
OPERATION OF RADIO AND TELEVISION STUDIOS AND
AUDIOVISUAL EQUIPMENT**

1.3.1. Operations financed from this budget line

The actions carried out in this area aim in essence to safeguard the operation of the Commission's audiovisual installations and the leasing of the satellite to provide television stations with images and information on the activities of the European Union.

They concern in particular:

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

¹² Prizes in kind, if given, will have a symbolic nature.

- purchasing audiovisual equipment and supplies for the radio and TV studios.

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

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

Commitment appropriations: 6 755 000 euros

Breakdown	Budget (in euros)	Method of implementation	Approximate timetable
1. Operation of radio and television studios and audiovisual equipment	4 520 000	Ongoing contracts	
2. Renewal of service contract "Satellite"	1 600 000	Ongoing contract	
3. Renewal of framework service Contract for permanent link between BERL and Luxembourg	135 000	Ongoing contract	
4. Purchase of audio-photo-video equipment	500 000	Ongoing contract	

1.4. **Budget line: 16 03 01 INFORMATION OUTLETS**

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

The actions carried out under this heading cover the following areas:

EUROPE DIRECT information centres

In providing information for citizens, the Commission relies on a body of networks (around 500 Europe Direct Information Centres) that provide decentralised local information, having particular regard for specific social, cultural, political and economic aspects at local level¹³. The second term of the EUROPE DIRECT network was launched at the beginning of 2009 for a period of four years. The 2009-2012 term has improved geographical coverage and information supply on the political priorities and other key topics for citizens on a multilingual basis.

The new management system for the EUROPE DIRECT network is geared to the results culture. Priority is thus given to the operational aspects: the content of activities and their effectiveness in terms of visibility and results, as also suggested by the interim assessment of the 2005-2009 period. Achievement of the objectives gives entitlement to the payment of a lump sum grant for every structure hosting a EUROPE DIRECT information centre. The centres' host structures have been selected as grant beneficiaries following calls for proposals managed by the Commissions Representations based on a European Commission decision adopted under its institutional prerogatives. Every grant will be the subject of a 'grant agreement for an action'.

¹³ EU Citizenship report 2010 - Dismantling the obstacles to EU citizens' rights COM(2010) 603 final, 27 October 2010.

A new call for proposals will be launched in 2012 to select organisations for hosting the new generation of Europe Direct Relays for the period 2013-2016. Before the call for proposals, a Commission decision, anticipating the adoption of the annual programme for 2013 regarding grants for financing the host structures of the Europe Direct Information Centres for the period 2013-2016, will define the eligibility, selection and award criteria and the grant scheme.

In order to support them and develop synergies with other Commission information networks, DG COMM's information networks and centres benefit from coordination and support services financed by DG COMM. These services involve in particular training seminars, promotional activities, information services and the provision of documentation.

1.4.2. Mobilisation of available appropriations and implementing arrangements

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

As regards grants for action awarded to structures hosting EUROPE DIRECT information centres, the implementing procedures (criteria, approximate timetable) are stipulated in the Commission Decision concerning the anticipated adoption of the annual work programme in the field of communication for 2009 regarding grants for financing the host structures of the EUROPE DIRECT information centres across the European Union for the term 2009-2012¹⁴.

Commitment appropriations: 13 750 000 euros

Breakdown	Budget (in euros)	Method of implementation	Approximate timetable (*)
1. EUROPE <i>DIRECT</i> information centres	11 400 000	Grant agreements for an action Call for proposal	HY 1
2. Training, support and coordination of the ED information network	2 350 000	Ongoing contracts Call for tender ≤ 60 000 EUR	HY 1

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

(**) HY 1 = first half-year; HY 2 = second half-year.

1.5. Budget line: 16 03 02 COMMUNICATION OF THE REPRESENTATIONS

1.5.1. Operations financed from this budget line

The appropriations under this budget line are intended to implement and assess a communication policy that is decentralised via the Representations.

¹⁴ Commission Decision concerning the anticipated adoption of the annual work programme in the field of communication for 2009 regarding grants for financing the host structures of the EUROPE DIRECT information centres across the European Union for the term 2009-2012, C(2008)3938, 29 July 2008.

In 2012, these activities will focus on the political priorities to be laid down in the Commission's 2012 work programme.

Within this framework, the Representations will develop a wide range of activities and communication tools tailored to local audiences.

The appropriation also covers the re-payment of travel and related expenses of persons invited to follow the work of the Commission.

- Organisation of European events
Local communication activities will be carried out by the Representations in the Member States. In 2012, they will take a multitude of forms, from conferences for opinion-formers to 'edutainment' events (competitions etc.) for the general public.
- The main aim of these activities will be to deliver messages relating to the political priorities.
- Organisation of seminars and conferences
These are debates which are intended for the general public, with the involvement of members of parliament, representatives of national, regional or local authorities, Commissioners and media professionals or opinion formers, to discuss topical European issues.
- Organisation of activities for direct communication with specific target groups
The Representations regularly organise meetings with the media or with specific target groups on particular themes reflecting contemporary issues, and also visits for small groups, etc.
- European Public Spaces (EPS) and Information centres connected to the Representations
- The Commission will manage the logistical arrangements for the EPS for the benefit of both institutions (Parliament and Commission), including operational costs and the organisation of contracted services in the European capitals concerned: Prague, Copenhagen, Berlin, Tallinn, Dublin, Madrid, Rome, Riga, Budapest, The Hague, Vienna, Lisbon, Bucharest, Helsinki, Stockholm and London.
- Promotional material

1.5.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 8 310 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. European debates and events	5 310 000	Call for tender ≤ 60 000 EUR (x150) Call for tender > 60 000 EUR(x5) Calls for proposals Competitions, prizes (x7) Ongoing contracts	HY 1 (x100); HY 2 (x50) HY 1 (x3); HY 2 (x2) HY 1 (x3); HY 2 (x4)
2. Seminars and conferences organised by the Representations	1 500 000	Call for tender ≤ 60 000 EUR (x105) Call for tender > 60 000 EUR(x2) Ongoing contracts	HY 1 (x44); HY 2 (x61) HY 2 (x2);
3 European Public Spaces	1 500 000	Call for tender ≤ 60 000 EUR (x56) Call for tender > 60 000 EUR (x2) Ongoing contracts	HY 1(x25)HY 2(x31) HY 2(x2)

(*) 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 EUR 60 000, local communication actions are characterised by a large number of local events for which expenditure is lower, sometimes much lower, than the threshold of EUR 60 000. The estimated number of contracts is given in brackets.

(**) HY 1 = first half-year; HY 2 = second half-year.

1.5.2.1. Grants

Organisation of calls for proposals

Calls for proposals will be launched by the Representations of the European Commission. The estimated duration of the activities may not exceed 12 months.

Objectives

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

Eligibility criteria

Civil society organisations proactive on European issues.

Selection criteria

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

Criteria for awarding grants

- Relevance and general interest of the project (in particular as regards the objectives set and the target group).
- European dimension and added value of the project.

- Expected multiplier effect (impact beyond the target group).
- Visibility given to the project (promotion/publicity).
- Consistency of the overall design of the project with the political priorities.
- Quality of the work programme and working method.

Level of Community contribution

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

Expected results

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

Formalisation

Each grant will be covered by a grant agreement for an action.

1.5.2.2. Grants in the form of prizes awarded in competitions

Objectives

Organisation or participation in events based on competitions.

Potential beneficiaries

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

Exclusion criteria

Relevant exclusion criteria as defined by Articles 93, 94 and 96 of the Financial Regulation will be applied. Particular attention must be provided to ensure that no conflicts of interest between competition winners and jury members exist.

Criteria for awarding prizes

In accordance with Article 160d of the Rules implementing the Financial Regulation, the rules of each competition will determine its awarding conditions and criteria, and the value of the prize, within the framework of the following conditions:

- knowledge of European affairs;
- relevance and general interest of the project (in particular as regards the objectives set and the target group);
- European dimension and added value of the project;

- expected multiplier effect (impact beyond the target group);
- increase in awareness of European integration and European policies.

Level of Community contribution

Prizes to a maximum value of EUR 10 000 per prize¹⁵.

Expected results

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

Award procedure

Each grant will be covered by a grant decision (list of beneficiaries and approved amounts) approved by the authorising officer.

Giving of prizes directly to the winners designated by the jury.

**1.6. Budget line 16 03 04
COMMUNICATING EUROPE IN PARTNERSHIP**

1.6.1. Operations financed from this budget line

The actions financed from this budget line correspond to the policy declaration of 22 October 2008 signed by the European Parliament, the Council and the Commission. Their priority aim is to implement, in an inter-institutional framework, the political priorities agreed between the institutions, principally through the general use of management partnerships in all the Member States concerned.

These communication activities will also include a series of thematic events linked to the political priorities adopted, organised either on the initiative of the Representations to develop debate with citizens at a local level, or on the initiative of DG COMM to develop activities of general European interest, such as new projects for schools.

The appropriation also covers the re-payment of travel and related expenses of persons invited to follow the work of the Commission.

1.6.2. Mobilisation of available appropriations and implementing arrangements

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

¹⁵ Prizes in kind, if given, will have a symbolic nature.

Commitment appropriations: 12 700 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Communication actions linked to the political priorities - Representations	2 500 000	Call for tender ≤ 60 000 EUR (x60) Call for tender > 60 000 EUR (x6) Call for proposals	HY 1 (x25); HY 2 (x35) HY 1 (x2); HY 2 (x4)
2. Communication actions linked to the political priorities - Headquarters	2 000 000	Call for tender >60 000 EUR(x4) Ongoing contracts	HY 1 (x4)
3. Management partnerships	8 200 000		

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

(**) HY 1 = first half-year; HY 2 = second half-year.

1.6.2.1. Provision of funds for grants and contracts in the context of *management partnerships with public authorities in the Member States*

Part of the expenditure charged to this budget line results from the implementation of management partnerships with national or regional public authorities. Within each partnership a communication plan is agreed jointly between the Member State, the European Parliament and the Commission.

These partnerships are managed centrally and indirectly, in accordance with Articles 54 and 56 of the Financial Regulation and Articles 35, 38, 39 and 41 of its Implementing Rules. The Commission established the legal framework for this delegation of its implementing powers in Decision C(2004) 4841 of 15 December 2004¹⁶. The exercise is led by a coordination team representing the public authorities responsible for information on subjects of European interest, the European Parliament and the Commission. The actions are implemented by an intermediate body proposed by the Member State and approved by the Commission¹⁷. The intermediate body is linked to the Commission by a delegation agreement, with a maximum duration of four years, and by fund-provision agreements, the duration and maximum amount of which are determined in the light of the actions to be carried out. The bodies to which budget implementation tasks are delegated, and which have signed agreements on the provision of EU funding, meet the criteria set out in Article 56(1) of the Financial Regulation.

DG COMM would like to privilege the development of this tool in 2012 in proposing the signature of such a delegation agreement to all interested Member States. The

¹⁶ Commission Decision C(2004) 4841 of 15 December 2004 establishing the legal framework for the management partnership and co-financing agreements with the Member States concerning information and communication actions such as the priority information actions under PRINCE and operational 'Press and communication' appropriations.

¹⁷ The bodies delegated to manage Community public funds are chosen after assessment of the criteria set out in Article 56 (1) of the Financial Regulation, in accordance with Decision C(2004) 4841. These delegated bodies are designated by the Commission in a separate written procedure.

indicative amounts for each management partnership currently foreseen in 2012 are given in the table below.

Member State	Indicative amount (in euros)
Austria	350 000
Belgium	350 000
Estonia	250 000
Finland	350 000
France	850 000
Germany	1 000 000
Greece	350 000
Hungary	350 000
Italy	850 000
Latvia	250 000
Lithuania	250 000
Malta	250 000
Poland	600 000
Portugal	500 000
Slovenia	350 000
Slovakia	350 000
Spain	600 000
Sweden	350 000
TOTAL	8 200 000

Objectives

To make the resources of the European institutions and their national partners available for a concerted strategy designed to provide the public with consistent, appropriate information on the role of the European Union and its achievements, drawing on the experience and using the special information channels of the public authorities at national, regional or local level.

Potential beneficiaries of the funding

The contractors and grant beneficiaries selected by the intermediate body following appropriate award procedures.

Criteria for selecting the actions to be carried out (coordination team) and criteria for awarding grants (intermediate body)

- Relevance and general interest of the project (in particular as regards the objectives set and the target group).

- European dimension and added value of the project.
- Expected multiplier effect (impact beyond the target group).
- Visibility given to the project (promotion/publicity).

Criteria for awarding the contracts (intermediate body)

- Either the lowest price;
- or the economically most advantageous bid (best ratio between cost and quality).

Level of Community contribution

Actions carried out by the intermediate body as part of indirect centralised management will be financed by the Community appropriations made available to it.

- Contracts will be financed in full.
- Co-funding for grants will vary, depending on the agreements which the intermediate body has signed with the beneficiaries, on the basis of the instructions received from the coordination team. These grants will not generate any profit for the beneficiaries and will adhere to the principle of non-retroactivity for the recognition of eligible costs.

Expected results

The projects selected should contribute to better public awareness of the EU's role and action. Use of the management partnership should make it possible in particular to reconcile the target group's expectations and its awareness.

1.6.2.2. Grants

Organisation of calls for proposals

Calls for proposals will be launched by the Representations in the Member States. The estimated duration of the activities may not exceed one year.

Objectives of the calls for proposals

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

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

Eligibility criteria

a) Non-profit organisations with their own legal personality, registered in one of the countries of the EU and independent of the public authorities.

b) Owners and managers of websites aimed at young people and frequently visited by the target group.

Selection criteria

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

Criteria for awarding grants

Eligible projects will be evaluated on the basis of:

a)

- the consistency of the overall design of the project with the objectives of the calls for proposals;
- the quality of the work programme and working method;
- the dynamics of the networking and establishment of cooperative partnerships;
- the ability of the project to mobilise citizens;
- the likely multiplier effect, as calculated on the basis of the measures proposed to give visibility to the project and its results;
- the system of information feedback to European decision-makers;
- the mechanism for evaluation of the objectives pursued by the project.

b)

- the relevance and general interest of the project (in particular as regards the objectives set and the target group);
- the project's European dimension and added value;
- the expected multiplier effect;
- the visibility given to the project (promotion/publicity);

- the quality of the work programme and working method.

Level of Community contribution

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

Expected results

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

Formalisation

Each grant will be covered by a grant agreement.

1.7. Budget line: 16 04 01 PUBLIC OPINION ANALYSIS

1.7.1. 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 27 Member States and the candidate countries. They cover not only generic or ad hoc studies addressing specific themes and/or specific target groups, but also quality analyses. Ad hoc surveys are also carried out at local level on the initiative of the Representations.

Quantitative and qualitative media analysis will be carried out of the media impact of Commission priority policies in selected EU member states covering all media types (print press, online media and audio visual media). The results will be presented to senior staff on an interactive platform and in monthly reports and flash reports.

1.7.2. Mobilisation of available appropriations and implementing arrangements

The various actions are implemented by way of contract procedures.

Commitment appropriations: 6 150 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
Eurobarometer	4 850 000	Ongoing contracts Call for tender > 60 000 EUR (x1)	HY 2 (x1)
Qualitative Media Monitoring Analysis	1 300 000	Ongoing contracts	

(*) The estimated number of contracts in brackets refers to surveys and studies organised either centrally or by the 27 Commission Representations in the Member States.

(**) HY 1 = first half-year; HY 2 = second half-year.

1.8. Budget line: 16 04 02 01 ON-LINE and WRITTEN INFORMATION AND COMMUNICATION TOOLS

1.8.1. Operations financed from this budget line

Actions carried out under this heading comprise:

- operation and development of the EUROPE DIRECT contact centre, which can be accessed free of charge by any member of the public and provides information in response to any question concerning the EU. A call for tender will be organised to conclude a contract for the implementation of regular external quality control of the EDCC service¹⁸.
- operation, structure, design, functions and editorial tasks of the Commission part and EU part of the EUROPA website, for which DG COMM is responsible, including feeding and updating the respective web pages of the Commission President and the Member of the Commission responsible for communication and other priority or topical sites, and support for the Representations' websites.
- operation of the Representations' websites and their electronic publications.

1.8.2. Mobilisation of available appropriations and implementing arrangements

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

¹⁸ The launch of the European Citizens' Initiative on 1 April 2012 could have an impact on the number of questions to be received by the centre.

Commitment appropriations: 14 380 00 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. EUROPE DIRECT contact centre	4 300 000	Ongoing contract Call for tender ≤ 60 000 EUR (x1)	HY 2 (X1)
2. EUROPA website	4 670 000	Ongoing contracts Ongoing call for expressions of interest ¹⁹ Call for tender > 60 000 EUR (x2)	HY 1(x2)
3. Websites and electronic and Paper publications and newsletters of the Representations	5 410 000	Call for tender ≤ 60 000 EUR (x62) ²⁰ Call for tender > 60 000 EUR(x5) Ongoing contracts	HY 1(x35);HY 2(x27) HY 1(x2);HY 2(x3)

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

(**) HY 1 = first half-year; HY 2 = second half-year.

1.9. Budget line: 16 04 04

WRITTEN PUBLICATIONS FOR GENERAL USE

1.9.1. Operations financed from this budget line

Considering the general policy of the Commission to reduce the part of written publications, DG COMM will reduce the number of its printed publications by at least 30%.

This appropriation is intended to cover expenditure on the production, on whatever media, of publications on major topical issues linked to the activities of the Commission and the work of the European Union, selected under the priority publications programme. It also covers the publications envisaged by the Treaties and other institutional or reference publications. These publications are aimed at the teaching profession, opinion leaders and the general public.

1.9.2. Mobilisation of available appropriations and implementing arrangements

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

¹⁹ The ongoing call for expressions of interest is intended to select Internet and information and communication technology consultants for short-term assignments to provide advice in particular on existing pages and pages to be created and to give training.

²⁰ Each of the 27 Commission Representations in the Member States has its own website in the national languages. The 27 Representations and the 9 Antennas offer the public electronic publications on European themes of interest and concern to the countries in question. These circumstances explain the number of contracts of less than 60 000 EUR.

Commitment appropriations: 2 700 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
Written publications of general interest (service and supply contracts)	1 820 000	Ongoing contracts Call for tender > 60 000 EUR (x1)	HY 1(x1)
Bulletin/General report	880 000	Ongoing contracts	

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

(**) HY 1 = first half-year; HY 2 = second half-year.

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

1.10. Budget line: 16 05 02 VISITS SERVICE

1.10.1. Operations financed from this budget line

Information visits to the Commission" have proved their effectiveness both as a communication and as a citizenship instrument. A visit to the Commission represents a unique opportunity for citizens to learn at first hand about the organisation, working methods and decision-making processes of the EU Institutions, in particular the Commission. They also offer an added value to groups in comparison with visits to other Institutions as visitors benefit from a tailor-made programme drawn up according to their particular topics of interest rather than just a standard programme.

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

- Priority visits, organised in agreement with Commission's Representations in the Member States according to National and European political and political priorities as tabled in the annual Commission Legislative and Working Programme. They target multipliers of public opinion (journalists and media representatives, elected members of national and regional Parliaments and other high level decision-makers);
- General information visits organised in response to spontaneous requests submitted by groups of at least 15 participants;
- Visits for schools.

1.10.2. Mobilisation of available appropriations and implementing arrangements

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

A call for tender launched in 2011 to select the pedagogical team for the Schools visits will result in the full implementation of this programme in September 2012.

This follows the successful conclusion of the pilot project during the first half of 2011.

The call for tender "Management and provision of external speakers published in September 2011 will ensure continuity of this service when the current contract expires in February 2012.

Commitment appropriations: 2 970 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1 -Visits to the Commission	2 470 000	Call for tender Ongoing contract	HY1
2- Welcoming schools to the Commission	500 000	Call for tenders (x1) Ongoing contract	HY1(x1)

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

(**) HY 1 = first half-year; HY 2 = second half-year.