



EUROPEAN
COMMISSION

Brussels, 15.12.2014
C(2014) 9492 final

ANNEX 1

ANNEX

to the

COMMISSION DECISION

**concerning the adoption of the 2015 work programme in the field of Communication,
serving as a financing decision**

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GENERAL OBJECTIVES

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

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

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

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

To this end, there is a distinct need to communicate the Commission's core messages with more clarity and strength, focussing on the political priorities on which the Commission delivers collectively and addressing European citizens at large.

2015 will be the first full year in office of the new Commission. In this context it is important that the 2015 work programme focus particularly on the support of the main political priorities identified in the Political Guidelines as well as in the Commission Work Programme for 2015.

ANALYSIS BY BUDGET LINE

All contracts are service contracts, unless otherwise specified.

1. BUDGET LINE 16 03 01 01 – MULTIMEDIA ACTIONS

1.1. Operations financed from this budget line

The actions carried out within this framework are aimed at increasing the visibility of the policies and activities of the Union institutions. They concern essentially the production and dissemination of audiovisual and multimedia information products for citizens on the policies of the European Union. This budget line also covers the evaluation of activities.

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: 650 000 euro

Action	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Audiovisual productions and multimedia projects, including dissemination and archiving	650 000	Ongoing contracts	

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

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

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

2.1. Operations financed from this budget line

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

In 2015 the main actions will concern:

- intensifying and diversifying audiovisual and multimedia production, for the media and the general public, concentrating mainly on political priorities, and improving its dissemination (meaning publication and making available to the public) on various technological platforms, including on social media;
- organising targeted information events and support for journalists based on the Commission's strategic priorities on the basis of the Political Guidelines;
- 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;
- providing support to the European Broadcasting Festival 'Prix Europa', which awards the best European Television, Radio and Online productions each year with the aim of publicising them throughout Europe and supporting their continental distribution and use. It calls on all media professionals and their commitment to quality to compete against each other with their best

productions.¹ The prizes will be awarded to a maximum value of 6,000 euro per prize.

2.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 5 200 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Coverage of the EU current affairs	2 536 000	Ongoing contracts	
2. Measurement of media usage of audiovisual materials offered by the European Commission	500 000	Ongoing contracts	
3. Information events for journalists (***)	460 000	Ongoing contracts Call for tender > 60 000 EUR (x 1) for framework contract on the organisation of information events for journalists Call for tender ≤ 60 000 EUR (x 10)	Q1 (x 1) Q1 (x 5), Q2 (x 5)
4. Prix Europa	18 000	Prizes (x 3)	Q2 (x 3)
5. Media library (conservation and availability to the public of audiovisual material) and Web development	909 620	Ongoing contracts Call for tender > 60 000 EUR (x 2) "Travaux laboratoire audio-photo-video-multimédia, fourniture et services annexes"	Q3 (x 2),
6. Multimedia dissemination and archiving	656 380	Ongoing contract	
7. Supply of a bi-directional video link and provision of services for ad hoc transmissions of audiovisual material	120 000	Call for tender > 60 000 EUR (x 1)	Q1 (x 1)

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

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

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

¹ For more information about the prize, see <http://prixeuropa.eu>

3. BUDGET LINE 16 03 01 03 – INFORMATION OUTLETS

3.1. Operations financed from this budget line

3.1.1. Europe Direct Information Centres

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

The host structures of information centres are selected via call for proposals. The action grant for the host structure per centre, in form of lump sums, ranges from a minimum of EUR 15,000 (standard lump sums) / 12,000 (adapted lump sums - coefficient 80%²) per year to a maximum of EUR 25,000 (standard lump sums) / 20,000 (adapted lump sums - coefficient 80%) per year.

As regards grants for action awarded to structures hosting Europe Direct Information Centres, the implementing procedures (criteria) are stipulated in the “Commission Decision concerning the anticipated adoption of the Annual Work Programme in the field of communication for 2013 regarding grants for financing the host structures of the Europe Direct Information Centres across the European Union for the period 2013-2017” (C(2012)4158).

Based on this Decision a call for proposals for the 2013-2017 generation of EDICs launched by the DG Communication through its Representations in the 27 Member States resulted in the wide coverage of EDICs in all Member States. With the accession of Croatia in July 2013 the Representation in Croatia launched two calls for proposals in 2013. Based on the calls a number of host structures of information centres were selected.

In order to improve the geographical coverage in nine of the Member States, the respective EC Representations launched an additional call for proposals in 2014.

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

In order to support the EDICs and develop synergies with other Commission information networks, DG Communication’s information networks and centres benefit from coordination and support services financed by DG Communication. These services involve in particular training seminars, promotional activities, information services and the provision of documentation. The objective of the training seminars is to increase the network members' knowledge of EU policies and institutions and to keep EDICs up to date on latest developments. Once a year, an Annual General Meeting (AGM) with all 500 EDICs is organised in an EU Member State. These are events with a focus on interactive exchange, innovative ideas and social networking.

² An adapted lump sum (80% of the standard lump sum) is applied in countries where the price level is less than 80% of the average EU price level: Bulgaria, Croatia, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Malta, Poland, Romania, Slovakia.

3.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 14 260 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Europe Direct Information Centres	11 900 000	Grants for action under Framework partnership agreements ³	
2. Training, support and coordination of the ED information network (***)	2 360 000	Ongoing contracts	

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

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

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

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

4.1. Operations financed from this budget line

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

In 2015, these activities will focus on the political priorities as set out in Political Guidelines for the Commission.

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

An important tool for engaging with citizens will be a number of Citizens' Dialogues, where Members of the Commission debate European issues with citizens – sometimes with participation of representatives of other European institutions and/or with national, regional or local politicians. The Dialogues are an effective instrument to inform Europeans, restore trust in European and national institutions and make citizens aware that their voice does count in the EU.

As outlined in the policy report on this new instrument of direct political communication⁴, the Citizens' Dialogues were established in order to "give Europe a face" and allow citizens to better understand the political responsibility for decisions

³ In the cases when EDIC(s) cease operations, EC Representations may decide to launch a restricted call for proposals in line with the criteria set in Commission Decision C(2012)4158. The objective would be to maintain an equitable geographical coverage.

⁴ COM(2014)173 of 24 March 2014, "Citizens' Dialogues as a Contribution to Developing a European Public Space".

which have a great impact on their lives in particular in the context of crisis recovery. It was a direct reaction on the widespread feeling of more than half of the European citizens that their voice is not heard. Consequently, nearly 9 out of 10 participants welcomed a more direct interaction of European politicians and citizens.

The Citizens' Dialogues have been a contribution to create a European public space where these issues (and competing solutions for problems) could be discussed.

Complementary to the Eurobarometer surveys, the Commission used the Citizens' Dialogues to get ad-hoc insights into citizens' views on some of the overall questions. The ad-hoc surveys as well as the analysis of the proceedings led to a number of key insights which are outlined in the policy report. The most important ones related to the strong feeling in all parts of the Union

- that solidarity and responsibility have to go hand in hand,
- that Union citizenship is not a mere abstract legal construct but has direct positive implications on the lives of women and men in the EU through concrete rights (such as the freedom of movement, gender equality and social rights),
- and that citizens expect that the Union is based on democracy and clear political accountability for decisions made.

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

The main aim of these activities is to communicate messages relating to the Political Guidelines of the Commission and the related corporate communication themes. The appropriations also cover expenditure on promotional support material, studies, evaluations, meetings of experts and expert technical and administrative assistance not involving public authority tasks outsourced by the Commission under ad hoc service contracts as well as the repayment of travel and related expenses of persons invited to follow the Citizens' Dialogues.

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

4.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 11 794 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Communication of the Commission Representation	11 494 000	Ongoing contracts Call for tender > 60 000 EUR (x 25) Call for tender ≤ 60 000 EUR (x 285) Calls for proposals: - European debates and events (10 calls for proposals) - Communication actions linked to the Political Guidelines (3 calls for proposals) Prizes (x 6)	<i>Q1 (x 10), Q2 (x 10), Q3 (x 5)</i> <i>Q1 (x 50), Q2 (x 110), Q3 (x 90), Q4 (x 35)</i> <i>Q1 (x 10)</i> <i>Q2 (x 3)</i> <i>Q2 (x 6)</i>
2. Communication actions linked to the Political Guidelines – Headquarters	300 000	Ongoing contracts Call for tender > 60 000 EUR (x 1) for Framework Contract on information and communication campaigns	<i>Q1 (x 1)</i>

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

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

4.2.1. Grants

4.2.1.1. Grants relating to European debates and events

Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations of the European Commission. The estimated duration of the activities may not exceed 12 months. It is planned to launch 10 calls for proposals out of which 1 with a total envelope of EUR 300,000, 2 with a total envelope of EUR 200,000 each, 4 with a total envelope of EUR 130,000 each and 3 with a total envelope of EUR 50,000 each).

Objectives

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

Eligibility criteria

Civil society organisations proactive on European issues.

Selection criteria

Applicants will have to demonstrate that they have the financial, technical and operational capacity to complete the project, and stable and sufficient sources of funding to keep up the activity throughout the implementation and/or funding period.

They must also provide evidence that their professional skills, qualifications and/or experience are relevant to the proposed project.

Criteria for awarding grants

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

Level of Union contribution

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

Expected results

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

Approximate timetable

Envisaged publication dates: First quarter 2015 (10 calls for proposals)

Awarding of grants: Second or third quarter 2015 (10 calls for proposals)

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

Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations of the European Commission. The estimated duration of the activities may not exceed one year. It is planned to launch 3 calls for proposals out of which 1 with a total envelope of EUR 300,000, 1 with a total envelope of EUR 250,000 and 1 with a total envelope of EUR 100,000).

Objectives of the calls for proposals

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

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

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

Eligibility criteria

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

Selection criteria

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

Criteria for awarding grants

Eligible projects will be evaluated on the basis of:

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

Level of Union contribution

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

Expected results

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

Approximate timetable

Envisaged publication dates: First semester 2015 (3 calls for proposals)

Awarding of grants: Third quarter 2015 (3 calls for proposals)

4.2.2. Prizes

Objectives

Organisation or participation in events based on competitions.

Potential beneficiaries

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

Exclusion criteria

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

Criteria for awarding prizes

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

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

Level of Union contribution

Prizes to a maximum value of EUR 10,000 per prize⁵ with the exception of Salvador de Madariaga prize for which the Representation in Madrid intends to launch one contest for the award of three prizes in three categories, each worth EUR 12,000.

Expected results

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

Approximate timetable:

Launch of the contests: First and second quarter 2015 (1 and 5 prizes respectively)

Awarding of prizes: Second and fourth quarter 2015 (1 and 5 prizes respectively)

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

5.1. Operations financed from this budget line

This appropriation is intended to cover specifically the management of "European Public Spaces" (EPS) in the Europe Houses in order to host public events. This

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

appropriation also covers possibly an evaluation of the activities. The Commission will manage the logistical arrangements for the EPS for the benefit of both institutions (Parliament and Commission), including operational costs and the organisation of contracted services in the European capitals concerned: Prague, Copenhagen, Berlin, Tallinn, Dublin, Madrid, Rome, Riga, Budapest, The Hague, Vienna, Lisbon, Bucharest, Helsinki, Stockholm, London, Nicosia and Athens.

5.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 1 246 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
European Public Spaces	1 246 000	Ongoing contracts Call for tender > 60 000 EUR (x 8) Call for tender ≤ 60 000 EUR (x 56)	Q2 (x 8) Q1 (x 8), Q2 (x 17), Q3 (x 22), Q4 (x 9)

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

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

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

6.1. Operations financed from this budget line

This appropriation is intended to cover the cost of organising visits to the Commission, including administrative expenditure related to the visits.

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

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

- **General Information Visits:** organised in response to spontaneous requests submitted by groups of at least 15 participants; aimed at people with little or no previous knowledge of the EU including high school groups; comprises of a general talk on the role of the European Commission within the EU (in the language of the group where possible) followed by a question and answer session, lasts 90 minutes.
- **Specific Information Visits:** aimed at undergraduate students and specific interest groups; comprises of an introduction on the role of the European Commission within the EU, followed by a presentation on a specific EU policy of direct interest to the group; lasts three hours.
- **Tailored Information Visits:** aimed at journalists, national and local government representatives, business associations, professional groups from the public and private sector, trade unions, academics including post graduate

and research students; comprises of a programme which is specially tailored to the interests of the group and can consist of an introduction on the role of the European Commission within the EU followed by up to four presentations on specific EU policies given by Commission officials dealing with the issues involved; lasts either half a day or one full day.

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

6.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 3 650 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Visits to the Commission	3 265 000	Ongoing contracts	
2. Team of External Speakers	385 000	Call for tender > 60 000 EUR (x 1)	Q2 (x 1)

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

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

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

7.1. Operations financed from this budget line

The actions carried out in this area aim in essence to ensure the operation of the Commission's audiovisual installations and the leasing of the satellite to provide television stations with images and information on the activities of the European Union, in order to ensure the dissemination of all information concerning the Union to the media and the general public. This budget line also covers possibly an evaluation of the activities.

They concern in particular:

- continuing to provide assistance for TV teams that have to film at the Commission and for groups of professional visitors;
- leasing the satellite transmission capacities required to provide the service;
- purchasing audiovisual equipment and supplies for the radio and TV studios;
- upgrading the satellite transmission capacities for Europe by Satellite to High Definition broadcast standards.

7.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 5 560 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Operation of radio and television studios and audiovisual equipment	3 234 576	Ongoing contracts	
2. Provision of technical infrastructure for the radio and television studios	1 421 607	Ongoing contracts	
3. Provision of a technical infrastructure for the transmission of TV services via satellite, including an upgrade to high definition (HD) broadcast standards	868 789	Ongoing contract	
4. Purchase of audio-photo-video equipment and associated services	35 028	Ongoing contracts Call for tender > 60 000 EUR (x 1) for Interinstitutional Framework contract ⁶	Q1 (x 1)

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

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

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

8.1. Operations financed from this budget line

This appropriation is intended to cover online multimedia and written information and communication tools concerning the European Union, for the purpose of providing all citizens with general information on the work of the Union institutions, the decisions taken and the stages in the building of Europe. This appropriation also covers an evaluation of the activities. Actions carried out under this heading comprise:

- Operation and development of the Europe Direct Contact Centre (EDCC), which can be accessed free of charge by any member of the public and provides information in response to any question concerning the EU. The higher volumes observed in 2013 have increased further in 2014 due to the on-going re-centralisation of the information tasks transferred from other DGs and services to DG Communication. A call for tenders for the operation of the Contact Centre will be launched in 2015.
- Operation, structure, design, functions and editorial tasks of the Commission part and EU part of the EUROPA website, for which DG Communication is responsible, including managing the respective web pages of the Commission

⁶ If additional appropriations are made available to respond to future needs.

and other priority or topical sites, and support for the Representations' websites.

- Digital Transformation will continue to take centre stage as a corporate programme in 2015, involving all Directorates-General and Executive Agencies. The programme aims at reorganising the Commission's online presence with user needs in mind by developing a 'relevant, coherent and cost-efficient' approach. The new web presence will be "mobile first" and integrated with social media. A new information architecture for the European Commission will be developed and the first components of the new web presence will be launched in 2015, together with a new open source web content management system and an improved version of the Commission's web analytics and search engine functionalities.
- Development and operation of the Representations' websites and social media accounts, and their electronic publications.
- Online press releases, speeches, memos, etc. (Press Releases Database and other online communication information systems).

This appropriation is also intended to:

- Support the exchange of best practices and knowledge transfer by financing visits of digital communication experts and practitioners.
- Cover information campaigns for facilitating access to these sources of information, especially for the operation of the Europe Direct Contact Centre, the general multilingual information service about EU matters.

8.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 21 340 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. EUROPE DIRECT contact centre	6 184 720	Ongoing contracts Call for tender >60 000 EUR (x 1)	Q1 (x 1)
2. EUROPA website	10 035 280	Call for tender > 60 000 EUR (Web management solutions and hosting) (1)	Q1 (x 1)
		Call for tender ≤ 60 000 EUR (Domain name registration and management) (1)	Q1 (x 1)
		Ongoing contracts	
3. Websites/social media accounts and electronic and Paper publications and newsletters of the Representations	4 600 000	Call for tender ≤ 60 000 EUR (x 62) (***)	Q1 (x 10), Q2 (x 25), Q3 (x 20), Q4 (x 7)
		Call for tenders > 60.000 EUR (x 10)	Q1 (x 2), Q2 (x 4), Q3(x 4)
		Ongoing contracts	

4. Press Releases Database and other online communication information systems	520 000	Ongoing contracts	
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(*) The estimated number of contracts is given in brackets.

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

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

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

9.1. Operations financed from this budget line

This appropriation is intended to cover expenditure on the production, on whatever media, of publications on major topical issues linked to the activities of the Commission and the work of the European Union. It also covers the publications envisaged by the Treaties and other institutional or reference publications, such as the General Report on the activities of the European Union. These publications are aimed amongst others at young people, the teaching profession, opinion leaders and the general public. This appropriation also covers the possibility for an evaluation of the activities.

9.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 2 200 000 euro

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

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

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

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

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

10.1. Operations financed from this budget line

Appropriations under this line are intended to cover the analysis of trends in public opinion via Eurobarometer surveys carried out in the 28 Member States and the candidate countries. They cover generic or ad hoc studies addressing specific themes and/or specific target groups, as well as quality analysis.

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

10.2. Mobilisation of available appropriations and implementing arrangements

The various actions are implemented by way of contract procedures.

Commitment appropriations: 6 400 000 euro

Breakdown	Budget (in euro)	Method of implementation (*)	Approximate timetable (**)
1. Eurobarometer	5 100 000	Ongoing contracts Call for tender > 60 000 EUR (x 2) for the framework contracts on - Flash Eurobarometer Surveys - Eurobarometer Studies	<i>Q1 (January 2015, x 1)</i> <i>Q4 (December 2015, x 1)</i>
2. Qualitative Media Monitoring Analysis	1 300 000	Ongoing contracts Call for tender > 60 000 EUR (x 1) for Framework contract on media analysis	<i>Q1 (x 1)</i>

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

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