



EUROPEAN
COMMISSION

Brussels, 20.8.2014
C(2014) 5856 final

ANNEX 1

ANNEX

to the

COMMISSION DECISION

modifying Commission Decision C(2013)8459 concerning the adoption of the 2014 work programme in the field of Communication, serving as a financing decision

ANNEX
to the
COMMISSION DECISION

modifying Commission Decision C(2013)8459 concerning the adoption of the 2014 work programme in the field of Communication, serving as a financing decision

GENERAL OBJECTIVES

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

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

The President's political guidelines also stipulate that:

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

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

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

ANALYSIS BY BUDGET LINE

All contracts are service contracts, unless otherwise specified.

1. BUDGET LINE 16 03 01 01 – MULTIMEDIA ACTIONS

1.1. Operations financed from this budget line

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

1.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 25 540 000 euros

Action		Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Partnerships with the EU information channels				
- Euronews	<i>Production and broadcast of programmes on EU affairs and European institutions activities and policies</i>	5 500 000	Grant for action under ongoing framework partnership agreement	
	<i>Support to EU languages</i>	7 300 000	Grant for action under ongoing framework partnership agreement Grants for action under new framework partnership agreement without call for proposals	Q4
	<i>Support to non-EU languages</i>	5 200 000	Grant for action under ongoing framework partnership agreement Grant for action under new framework partnership agreement without call for proposals	Q4
2. Radio network Euranet Plus		6 100 000	Ongoing contract	
3. Studies and data in the audiovisual field (including evaluation of Euranet Plus)		790 000	Ongoing framework contracts (2 specific contracts)	Q1

4. Audiovisual productions and multimedia projects	650 000	<p>Call for tender "Integrated audiovisual production, dissemination and archiving services" – Lot III: Multimedia, dissemination and archiving > 60 000 EUR (x1)</p> <p>Call for tender for the production and dissemination of audiovisual productions and multimedia projects for the Citizens > 60 000 EUR (x1)</p>	<p>Q1 (February 2014)</p> <p>Q3</p>
--	---------	---	-------------------------------------

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

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

1.2.1. Grants for action to Euronews

A series of grants for action are foreseen for Euronews which aim at implementing the multiannual partnership initiated in 2010 in order to ensure on a long-term basis the coverage of EU affairs through an EU perspective.

In this context, a new framework partnership agreement will be signed with Euronews in 2014, drawing on the results of the independent evaluation carried out this year by external experts. The new agreement will be renewable yearly for up to 4 years.

The evaluation confirms the public-service role of Euronews as defined in 2010, as well as the 'unique' character of a large part of its programming and its multilingual model. Most viewers find that Euronews "provides them a perspective on European affairs and on EU Member States that they cannot find elsewhere". Euronews' multilingual offer is also seen as a unique proposition, as is its role in "providing neutral reporting from an internationalist (and European) angle" in the Arab world and the Farsi-speaking countries.

Based on the above, the Commission's decision¹ recognizing Euronews as a body pursuing an aim of general Union interest in the field of information, as defined by Article 177 of the Rules of Application, remains well founded.

Euronews is also still to be considered as being in a situation of a *de facto* monopoly, as well as a particular type of body on account of its high degree of specialisation carrying out actions with specific characteristics, in the sense of Article 190 1 c) and f) of the Rules of Application.

Exclusion and selection criteria

Euronews will have to demonstrate that it is not in a exclusion situation and that it has the financial, technical and operational capacity to implement the actions, as well as stable and sufficient sources of funding to keep up the activity throughout the implementation and/or funding period, and provide proof of its own financial participation.

Award criteria

¹ Commission Decision on the amended annual work programme for grants and public contracts in the field of communication for 2010 C(2010) 6827 final 6.10.2010

General Union interest of the projects, in terms of EU perspective, language diversity and EU content.

Expected technical reach of broadcasts (pan-European dimension)

Quality of the proposed multiannual work programme and working methods

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

Informative programmes

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

As in the previous years, the new grants for action will take a simplified form of funding based on the type of item² or programme to be broadcast. The unit costs adopted in 2013 will continue to be applied to the following items or programmes³:

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

² TV programming entity dedicated to a single story or event, which is to be included in a larger production

³ Commission Decision of 8.5.2013 concerning the adoption of the amended 2013 work programme in the field of Communication, serving as a financing decision, C(2013)2631 final

The Network	8 min debate with well-known personalities led by presenter	19 209
-------------	---	--------

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

In the case of thematic magazines, unit costs calculated according to the methodology adopted by the Commission Decision of 2013 will be applied⁴. The co-financing rate will not exceed 95% of the eligible costs.

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

The Commission intends to continue to support the production and 24/7 broadcast of Euronews services in several EU and non-EU languages, such as Greek, Hungarian, Portuguese and Arabic. These languages are carried on satellite and other platforms, including the digital terrestrial networks in Cyprus and Hungary. The Commission intends to sign different grants for action in the above-mentioned areas based on the reimbursement of unit costs. These are calculated according to the methodology set out in the Commission Decision of 2013⁵, in conformity with Article 124 of the Financial Regulation.

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

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

1.2.1.3. Expected results

The actions described above will help increase the volume and quality of independent reporting on EU affairs by Euronews, as well as its impact by supporting language diversity and digital developments. They will also help improve knowledge about the EU, its culture and values in third countries.

1.2.2. *Audiovisual productions and multimedia project*

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

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

2.1. Operations financed from this budget line

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

In 2014 the main actions will concern:

⁴ Commission Decision of 07.11.2013 authorising the use of unit costs under grant agreements signed with Euronews, C(2013)7360

⁵ *Ibidem*

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

2.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 5 080 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Coverage of the EU current affairs	2 372 000	Ongoing contracts Call for tender "Integrated audiovisual production, dissemination and archiving services" – Lot IV: Webstreaming and hosting > 60 000 EUR (x1)	Q1 (February 2014)
2. Measurement of media usage of audiovisual materials offered by the European Commission	500 000	Ongoing contract	
3. Information events for journalists (***)	450 000	Ongoing contracts Call for tender > 60 000 EUR (x 1) Call for tenders ≤ 60 000 EUR (x 10)	Q2 (x 1), Q2 (x 5), Q3(x 5)
4. Prix	28 000	Prizes (radio, video, TV and online Projects) (x6)	Q1 (x3), Q2 (x3)

5. Media library (conservation and availability to the public of audiovisual material) and Web development	1 530 000	<p>Ongoing contracts</p> <p>Call for tender "Integrated audiovisual production, dissemination and archiving services" – Lot III: Multimedia, dissemination and archiving > 60 000 EUR (x1)</p> <p>Interinstitutional call for tender (with EP as leading institution)</p> <ul style="list-style-type: none"> - Lot I: Purchase of video footage > 60 000 EUR (x1) - Lot II: Purchase of historical, thematical and news photos > 60 000 EUR (x1) - Lot III: purchase of microstock photos > 60 000 EUR (x1) - Lot IV: Purchase of stock music > 60 000 EUR (x1) 	<p><i>Q1 (February 2014)</i></p> <p><i>Q1 (January 2014)</i></p>
6. Evaluation of services for external communication	200 000	Ongoing framework contract (1 specific contract)	<i>Q1 2014</i>

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

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

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

2.2.1. Prizes

Objectives

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

Potential beneficiaries

The target groups include media professionals.

Exclusion criteria

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

Criteria for awarding prizes

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

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

- Reinforcement of European identity or increase in awareness of European integration and European policies.

Level of Union contribution

Prizes to a maximum value of EUR 10 000 per prize⁶.

Expected results

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

Approximate timetable

Launch of the contests: April 2014

Award ceremony and award decision: October / November 2014

3. BUDGET LINE 16 03 01 03 – INFORMATION OUTLETS

3.1. Operations financed from this budget line

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

In providing information to citizens about EU policies and initiatives which have an impact on their daily life and in responding to questions by citizens on their EU rights, the Commission relies on a network of around 500 Europe Direct Information Centres (EDICs) that provide decentralised local information, having particular regard for specific social, cultural, political and economic aspects at local level. They also provide regular feedback on communication actions.

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

3.2. Mobilisation of available appropriations and implementing arrangements

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

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

Commitment appropriations: 14 230 000 euros

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

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Europe Direct Information Centres	11 900 000	Grant agreements for an action (see Commission Decision C(2012) 4158 of 21 June 2012 which sets out the implementation procedure: the criteria and indicative timetable) Call for proposals for additional EDICs	Q3
2. Training, support and coordination of the ED information network	2 330 000	Ongoing framework contracts (40 purchase orders or specific contracts)	

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

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

1.5.2.1. Grants

The call for proposals launched in 2012 for the generation of EDICs 2013-2017 resulted in the wide coverage of EDICs in all Member States. However, the geographical balance in certain regions should be improved. Therefore, a regional call for proposals for the selection of the complementary Host Structures for EDICs will be launched in 2014 in the following Member States (estimated envelope for each call in parenthesis): UK (50.000 EUR), France (75.000 EUR), Germany (75.000 EUR), Luxembourg (25.000 EUR), Finland (75.000 EUR), Netherland (25.000 EUR), Bulgaria (20.000 EUR), Slovenia (20.000 EUR), Cyprus (25.000 EUR).

Subject matter and scope

The Europe Direct Information Centres (EDICs) network is one of the main tools of the European Union to inform European citizens about the EU, and in particular about the rights of EU citizens and the EU's priorities (notably the Europe 2020 Growth Strategy) and to promote participatory citizenship at local and regional level.

Tasks of the information centres set up by the host structures

The centres are an outreach point for all the EU institutions and cooperate with other active information partners. They complement and support the work of the European Commission Representations and European Parliament Information Offices (EPIO) at local and regional level. The Europe Direct Information Centres network is managed by the Commission.

The centres' mission is two-fold:

- to inform European citizens at local and regional level. They are a key partner of the "one-stop-shop" concept as a first entry point to the European Union for citizens, providing information about the EU, referring them to Your Europe or to specialised information sources and signposting to other services and networks. They give information, advice, assistance and answers to questions about the EU, and in particular about the rights of EU citizens, the EU's priorities (notably the Europe 2020 Growth Strategy), legislation, policies, programmes and funding opportunities.
- to promote participatory citizenship through various communication tools (website, social media, publications, etc.) and by interacting with local and

regional stakeholders, multipliers and media. They stimulate debate through the organisation of conferences and events and channel citizens' feedback to the EU.

Geographical coverage

The aim of the call for proposals is to ensure that the EDICs are in close proximity to all EU citizens. Therefore the selection of the host structures should ensure that not only are the Centres equally spread across the EU at national level, but also provide adequate representativeness across the EU as a whole.

Conditions for financial support to the host structures

The grant for action for the host structure per centre, in form of lump sums, shall range from a minimum of EUR 15 000 (standard lump sums) / 12 000 (adapted lump sums - coefficient 80%⁷) per year to a maximum of EUR 25 000 (standard lump sums) / 20 000 (adapted lump sums - coefficient 80%) per year.

The lump sum system is based on a modular approach as follows:

- applicants may select the modules accordingly to their action plan;
- module 1 (option a or b) of group I (“Basic information services”) is mandatory;
- selecting at least one module of group II (“Communication products”) and at least one module of group III (“Events”) is mandatory;
- modules 5a, 5c, 6, in group II and 7a, 7b and 7c in group III may be selected several times by the applicants up to the maximum limit of the grant.

The description of the modules and the minimum requirements to obtain the lump sums are summarised in the table below:

Groups	Modules	Actions	Standard lump sum and unit costs (in EUR)	Adapted standard lump sums and unit costs for 2015 (in EUR)	Lump sums and unit costs - coef. 80% (in EUR)	Adapted lump sums and unit costs - coef. 80% for 2015 (in EUR)
I. Basic information services	M1a	<ul style="list-style-type: none"> ▪ Centre open minimum 20 hours/ week; Centre may be closed up to a maximum of 6 weeks per year. ▪ Outside the opening hours: message on telephone answering machine and out of office reply in e-mail both indicating opening hours and alternative services such as the Europe Direct Contact Centre 	14 000	7 000	11 200	5 600

(EDCC) and Your Europe for online information.

⁷

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, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Malta, Poland, Romania, Slovakia

- Signposting of questions outside of centre's remit to appropriate EC network or EDCC.

Groups	Modules	Actions	Standard lump sum and unit costs (in EUR)	Adapted standard lump sums and unit costs for 2015 (in EUR)	Lump sums and unit costs - coef. 80% (in EUR)	Adapted lump sums and unit costs - coef. 80% for 2015 (in EUR)
		<ul style="list-style-type: none"> ▪ Assistance to the EC Representation and EP Information Office locally. ▪ Dedicated webpage with basic minimum information about the centre ▪ Participation in coordination/ training meetings (incl. Annual General Meeting) organised by the Commission (Headquarters and Representations) ▪ Monthly reporting on activities including feedback about key concerns of citizens and local/regional media coverage; ad hoc feedback upon request of the EC Representation ▪ Production of an annual evaluation/ impact assessment of at least 50% of the activities 				
	M1b	<ul style="list-style-type: none"> ▪ Idem as M1a except that the minimum opening hours are reduced from 20 hours to 8 hours per week. 	10 000	5 000	8 000	4 000
II. Communication products	M2 Website	<ul style="list-style-type: none"> ▪ Website publicizing the centre's activities and EU related topics, in particular EU citizens' rights and EU priorities adapted to local/regional audience ▪ Links to other EU websites (Europa, EDCC, other EC networks, EC Representation, EP Information Offices , ...) ▪ Updated several times weekly 	2 000	1 000	1 600	800
	M3 Social Media	<ul style="list-style-type: none"> ▪ Management of social media (Facebook, twitter, blogs, ..) ▪ Updated several times weekly ▪ Continuous interaction with users ▪ Content focuses on centre's activities and/or on EU related topics, in particular EU citizens' rights and EU priorities adapted to local/regional audience 	1 000	500	800	400
	M4 E-Newsletter	<ul style="list-style-type: none"> ▪ Production of an electronic newsletter ▪ Content focuses on centre's activities and on EU related topics, in particular EU citizens' rights and EU priorities adapted to local/regional audience (simple copies of existing EU articles/material will not be accepted) ▪ Published at least 6 times a year ▪ Dispatched to at least 100 contacts 	500	500	400	400
	M5a Publications	<ul style="list-style-type: none"> ▪ Publication of minimum 10 pages ▪ Minimum 500 copies ▪ Content focuses on centre's activities and/or on EU related topics , in particular EU citizens' rights and EU priorities 	1 000 ^(*)	1 000 ^(*)	800 ^(*)	800 ^(*)

Groups	Modules	Actions	Standard lump sum and unit costs (in EUR)	Adapted standard lump sums and unit costs for 2015 (in EUR)	Lump sums and unit costs - coef. 80% (in EUR)	Adapted lump sums and unit costs - coef. 80% for 2015 (in EUR)
		<p>adapted to local/regional audience</p> <ul style="list-style-type: none"> ▪ Should be complementary to already existing material produced by the EU institutions ▪ On-line version of the publication to be published on the centre's website 				
	M5b Promotional material	<ul style="list-style-type: none"> ▪ Production of minimum 200 items (notebooks, bags, mouse pads, games, USB keys ...), as environmentally friendly as possible 	500	500	400	400
	M5c Audiovisual (AV) and other electronic material	<ul style="list-style-type: none"> ▪ Creation and production of a video clip, e-book, interactive game or audio material on various support (CDs, DVDs, USB keys, ...) ▪ Content focuses on centre's activities and/or on EU related subjects, in particular EU citizens' rights and EU priorities adapted to local/regional audience ▪ Content should be complementary to existing AV and electronic material produced by the EU institutions (copies of existing AV or other electronic material will not be accepted) ▪ Uploaded on the centre's website and on an open video sharing website 	1 000 ^(*)	1 000 ^(*)	800 ^(*)	800 ^(*)
	M6 Local media	<ul style="list-style-type: none"> ▪ Publications – preferably on a regular basis - in local/regional independent media (websites of local/regional authorities are not considered as "media") ▪ Might be articles published in printed and/or on-line media, participation in TV/ radio programmes ▪ Content focuses on the centre's activities and/or on EU related topics, in particular EU citizens' rights and EU priorities targeted to local/regional audience ▪ No articles advertising/covering exclusively an event organised by a centre (these should be covered by modules 7a, 7b and 7c) ▪ At least 10 publications 	1 000 ^(*)	1 000 ^(*)	800 ^(*)	800 ^(*)
III. Events	M7a Participation in events	<ul style="list-style-type: none"> ▪ Active participation in events organised by a third party (exhibition, fair, seminar, ...) ▪ Participation of the centre should focus on EU related topics, in particular EU citizens' rights and/or EU priorities targeted to local/regional audience 	500 ^(*)	500 ^(*)	400 ^(*)	400 ^(*)

Groups	Modules	Actions	Standard lump sum and unit costs (in EUR)	Adapted standard lump sums and unit costs for 2015 (in EUR)	Lump sums and unit costs - coef. 80% (in EUR)	Adapted lump sums and unit costs - coef. 80% for 2015 (in EUR)
		<ul style="list-style-type: none"> ▪ Involving in total a minimum of 200 participants ▪ Minimum 3 hours of activity (not simple presence) is requested for an event 				
	M7b Organisati on of events for specific audiences	<ul style="list-style-type: none"> ▪ Organisation of conferences, debates, presentations ▪ Event should focus on EU related topics, in particular EU citizens' rights and/or EU priorities targeted to local/regional audience. ▪ Minimum 4 events which should target in total minimum 100 people. ▪ Minimum 1 hour of activity is requested for each event 	1 000	1 000	800	800
	M7c Organisati on of events for broad audiences	<ul style="list-style-type: none"> ▪ Organisation of an event (open day, 9th of May, ..) ▪ Event should focus on EU related topics, in particular EU citizens' rights and/or EU priorities targeted to local/regional audience. ▪ Minimum 200 participants at the event ▪ Minimum 3 hours of activity is requested for an event 	2 000 ^(*)	2 000 ^(*)	1 600 ^(*)	1 600 ^(*)
(*) The module can be implemented more than once. In that case the lump sum must be multiplied by the number of times the module will be executed						

The grant shall be awarded, in accordance with the Financial Regulation, on the basis of the action plan submitted by the host structure for a specific year.

For the sake of the stability of the network and the continuity of its information and communication activities, the grant for action award for these additional EDICs shall be covered by a multi-annual framework agreement of three years, to be implemented through specific annual agreements.

In the context of the framework agreements to be signed with host structures, other DGs and Services can launch specific calls for proposals among selected partners and conclude specific agreements using, where appropriate, the same modules and lump sums to finance communication activities. These calls will be managed by the respective DG, under its budget and in agreement with DG COMM.

Implementation

The direct management method will be applied.

Call for proposals (tentative scheduling)

- Envisaged publication date: third quarter 2014
- Awarding of grants: fourth quarter 2014

Criteria

Potential beneficiaries

Public or private bodies with a public-service mission that have already developed solid skills in communicating with the public.

Eligibility criteria

The following eligibility criteria must be met:

- the applicant organisation must be legally constituted and registered in one of the EU Member States indicated in the first paragraph of the point 1.5.2.1. where the call will be published,
- the applicant organisation must be a proven public sector body or private law body with a public service mission,
- the proposal must comply with the aim of the call, must be based on the modules and lump sums included in the call, comply with mandatory modules and not exceed the maximum of the grant allowed.

Exclusion criteria

Applicants shall be excluded from participation to the call if:

- they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations,
- they or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*,
- they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify,
- they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the action is to be implemented,
- they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Union's financial interests,
- following a procurement procedure or grant award procedure financed by the budget of the Union, they have been declared to be in serious breach of contract for failure to comply with their obligations.

Grants for action may not be awarded to applicants who, during the call procedure:

- are subject to a conflict of interest,

- are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation to the grant procedure or fail to supply this information.

Selection criteria

a) Financial capacity

Applicants must prove they have sufficient and stable financial resources to enable them to host the centre(s) throughout the whole five year period.

b) Operational capacity

Applicants must demonstrate their operational ability to host the centre and to adapt its mission to the EU's policy developments and priorities. In particular, they must have:

- at least two years' proven experience in communicating with the public preferably on issues relevant to EU policies,
- human resources whose competencies and qualifications include good communication skills (orally and written), project management, sound knowledge of European affairs and proficiency in at least one of the EU's working languages (English, French and German),
- technological and physical infrastructure allowing for successful implementation of the action, with due regard to location and accessibility of premises (premises must be barrier-free. If not the applicant must explain how they will comply with this requirement).

Award criteria

The award criteria, which will be given a weighting in the call for proposals, shall be as follows:

- Relevance of the prospective host structure's proposal,
- Profile, potential outreach and impact of the centre in the region,
- Quality of the basic information services, communication products and events,
- Consistency and adequacy of resources allocated to the implementation of the foreseen activities

Geographical balance

Proposals will be ranked in order of merit, on the basis of the award criteria. In order to ensure a geographically equitable spread of centres, the scores of proposals with the same geographical coverage will be compared against each other and only the better or best ones will be deemed eligible for award. Assessment of the proposal's geographical coverage will be based on the location of the prospective centre providing the basic information services and the outreach of the communication and awareness-raising activities proposed by the applicant.

Preference will be given to centres located where there is no EC Representation or EP Information Office.

Results Expected

The grants are intended to support the work of the EDICs. The host structures to be selected shall set up and manage the centres with the aim of providing a local and regional service that:

- enables citizens of the EU to obtain information, advice, assistance and answers to questions about the EU, and in particular about the rights of EU citizens, the EU's priorities (notably the Europe 2020 Growth strategy), legislation, policies, programmes, and funding opportunities,
- contributes to stimulating debate and awareness amongst citizens on EU issues, achievements and goals while at the same time channelling feedback from citizens to the EU,
- enables the EU to have a valid partner at local and regional level for its initiatives, campaigns and actions throughout the Member State,
- allows the EU to improve the dissemination of specific information tailored to local and regional needs and characteristics.

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

4.1. Operations financed from this budget line

The appropriations under this budget line are intended to implement and assess a communication policy that is decentralised via the 28 Representations.

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

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

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

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

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

4.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 10 730 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Communication of the Commission Representation and partnership actions	10 430 000	Call for tender ≤ 60 000 EUR (x285)	Q1 (x 50), Q2 (x 110), Q3(x 90), Q4 (x 35)
		Call for tender > 60 000 EUR (x25)	Q1 (x 10), Q2 (x10), Q3(x 5)
		Calls for proposals :	
		- European debates and events (10 calls for proposals)	Q2 (x 10)
		- Communication actions linked to the political priorities (3 calls for proposals)	Q2 (x 3)
Prizes (x6)	Q2 (x 6)		
Ongoing contracts			
Call for tender for the Framework Contract for "Media Consultancy Services" (Representation in Madrid):		Q1	
- Lot I - Technical assistance for events and campaigns (> 60.000 EUR) (x1)			
- Lot II - Audiovisual consultancy services (> 60.000 EUR) (x1)			
2. Communication actions linked to the political priorities – Headquarters	300 000	Call for tender ≤ 60 000 EUR (x 5)	Q1 (x 1), Q2 (x 2), Q3(x 1), Q4 (x 1)
		Ongoing contracts	

(*) The Representations take part in numerous events in order to enhance the European Union's profile. Although some public contracts are of a value of more than 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 300.000 €, 2 with a total envelope of 200.000 € each, 4 with a total envelope of 130.000 € each and 3 with a total envelope of 50.000 each).

Objectives

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

Eligibility criteria

Civil society organisations proactive on European issues.

Selection criteria

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

Criteria for awarding grants

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

Level of Union contribution

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

Expected results

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

Approximate timetable

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

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

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

Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations of the European Commission. The estimated duration of the activities may not exceed one year. It is planned to launch 3 calls for proposals out of which 1 with a total envelope of 300.000 €, 1 with a total envelope of 250.000 € and 1 with a total envelope of 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 2014 (3 calls for proposals)

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

4.2.2. Prizes

Objectives

Organisation or participation in events based on competitions.

Potential beneficiaries

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

Exclusion criteria

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

Criteria for awarding prizes

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

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

Level of Union contribution

Prizes to a maximum value of EUR 10 000 per prize⁸ 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:

⁸ Prizes in kind, if given, will have a symbolic nature.

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

Awarding of prizes: fourth quarter 2014 (6 prizes)

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

5.1. Operations financed from this budget line

This appropriation is intended to cover specifically the management of "European Public Spaces" (EPS) in the Europe Houses in order to host public events. The Commission will manage the logistical arrangements for the EPS for the benefit of both institutions (Parliament and Commission), including operational costs and the organisation of contracted services in the European capitals concerned: Prague, Copenhagen, Berlin, Tallinn, Dublin, Madrid, Rome, Riga, Budapest, The Hague, Vienna, Lisbon, Bucharest, Helsinki, Stockholm, London, Nicosia and Athens.

5.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 1 246 000 euros

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

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

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

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

6.1. Operations financed from this budget line

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

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

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

- **General Information Visits:** organised in response to spontaneous requests submitted by groups of at least 15 participants; aimed at people with little or no previous knowledge of the EU including high school groups; comprises of a general talk on the role of the European Commission within the EU (in the language of the group where possible) followed by a question and answer session, lasts 90 minutes.

- **Specific Information Visits:** aimed at undergraduate students and specific interest groups; comprises of an introduction on the role of the European Commission within the EU, followed by a presentation on a specific EU policy of direct interest to the group; lasts three hours.
- **Tailored Information Visits :** aimed at journalists, national and local government representatives, business associations, professional groups from the public and private sector, trade unions, academics including post graduate and research students; comprises of a programme which is specially tailored to the interests of the group and can consist of an introduction on the role of the European Commission within the EU followed by up to four presentations on specific EU policies given by Commission officials dealing with the issues involved; lasts either half a day or one full day.

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

6.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 3 600 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Visits to the Commission	3 050 000	Ongoing contracts(6)	continuous
2. Hosting service	400 000	Framework contract (1)	continuous Q2 2014 (new FW from 15 June 2014)
3. Evaluation of Visitors Centre	150 000	Ongoing framework contract (1 specific contract)	Q4 2014

(*) 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 safeguard the operation of the Commission's audiovisual installations and the leasing of the satellite to provide television stations with images and information on the activities of the European Union, in order to ensure the dissemination of all information concerning the Union to the media and the general public.

They concern in particular:

- continuing to provide assistance for TV teams that have to film at the Commission from time to time and for groups of professional visitors;

- leasing the satellite transmission capacities required to provide the service;
- purchasing audiovisual equipment and supplies for the radio and TV studios.

7.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 5 324 000 euros

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

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

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

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

8.1. Operations financed from this budget line

This appropriation is intended to cover online multimedia and written information and communication tools concerning the European Union, for the purpose of

providing all citizens with general information on the work of the Union institutions, the decisions taken and the stages in the building of Europe.

Actions carried out under this heading comprise:

- Operation and development of the Europe Direct Contact Centre (EDCC), which can be accessed free of charge by any member of the public and provides information in response to any question concerning the EU. The higher volumes observed in 2013 have increased further in 2014 due to the on-going re-centralisation of the information tasks transferred from other DGs and services to DG COMM. A call for tenders for the operation of the Contact Centre will be launched in 2014.
- Operation, structure, design, functions and editorial tasks of the Commission part and EU part of the EUROPA website, for which DG COMM is responsible, including managing the respective web pages of the Commission President and the Member of the Commission responsible for communication and other priority or topical sites, and support for the Representations' websites. The implementation of the Commission Digital Transformation programme (web rationalisation) aimed at reorganising and enhancing the Commission's online presence. Launched in 2013, it will continue to take centre stage in 2014. The objective is to restructure the Europa site to make it more coherent, cost effective and focused on user needs, to optimise online content for mobile devices and to professionalise the use of other online channels like social media platforms, as they play an ever-increasing role in the digital landscape. This includes accompanying the DGs across the Commission in their digital transformation strategies and providing training/coaching actions for various groups of stakeholders.
- Development and operation of the Representations' websites and their electronic publications.
- Online press releases, speeches, memos, etc. (RAPID).

This appropriation is also intended to:

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

8.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 18 180 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. EUROPE DIRECT contact centre	5 887 000	Ongoing contracts Call for tenders (operation of the Contact Centre – period Dec. 2015 to Dec. 2019) > 60 000 EUR	Q4

2. EUROPA website	7 265 000	Call for tender > 60 000 EUR (***) (1) Call for tender ≤ 60 000 EUR (1) (****) Ongoing contracts	Q2 (x1) Q2 (x1)
3. Websites and electronic and Paper publications and newsletters of the Representations	4 518 000	Call for tender ≤ 60 000 EUR (x 62) (*****) Call for tenders > 60.000EUR (x10) (Including the Framework Contract for "Media Consultancy Services" (Representation in Madrid): - Lot II - Audiovisual consultancy services (> 60.000 EUR) (x1) - Lot III - On-line communication consultancy services (> 60.000 EUR) (x1) Ongoing contracts	Q1 (x 10), Q2 (x 25), Q3(x 20), Q4 (x 7) Q1(x2) Q2(x4) Q3(x4)
4. Rapid	510 000	Ongoing contracts	

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

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

(***) Communication support services.

(****) Domain name registration and management .

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

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

9.1. Operations financed from this budget line

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

9.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: 2 200 000 euros

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

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

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

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

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

10.1. Operations financed from this budget line

Appropriations under this line are intended to cover the analysis of trends in public opinion via Eurobarometer surveys carried out in the 28 Member States and the candidate countries. They cover not only generic or ad hoc studies addressing specific themes and/or specific target groups, but also quality analyses. Ad hoc surveys are also carried out at local level on the initiative of the Representations.

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

10.2. Mobilisation of available appropriations and implementing arrangements

The various actions are implemented by way of contract procedures.

Commitment appropriations: 6 300 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Eurobarometer	5 000 000	Ongoing contracts only	
2. Qualitative Media Monitoring Analysis	1 300 000	Call for tenders > 60 000 EUR (x 1) Ongoing contracts	<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.

11. BUDGET LINE 16 03 77 05 – PREPARATORY ACTION "SHARE EUROPE ONLINE"

11.1. Operations financed from this budget line

Responding to the need to adapt the communication policies of the EU Institutions to the realities of internet and social media, the European Parliament and the Commission are jointly implementing the preparatory action Share Europe Online.

Centred around on the on-line presence of the EU local offices in Member States, Share Europe Online aims at improving the way the two institutions engage with citizens on social media by making their communication more interactive, targeted and adapted to local concerns as well as to the specificities of national social media landscapes. It also aims to address the deficit in institutional communication on social networks in local languages. Through the project, the two institutions seek directions for sustainable improvement in their communication strategies on social media, from a qualitative and cost-efficiency perspective.

Share Europe Online has been running successfully as a Pilot project since early 2013 when dedicated social media community managers were deployed to the European Parliament Information Offices and Commission Representations in 17 Member States to assist, advise and train local staff. In view of the positive first results the scheme was extended EU-wide in November 2013.

The Preparatory action will serve to prolong the presence of the community managers in the 28 Member States after the expiry of the pilot project in June 2014. This will allow to further consolidate the good practice developed in the course of the project and to prepare the local offices for the gradual phase-out of the community managers. Priority will be given to the 11 late-comers to the project, to ensure a level-playing field amongst all Member States.

11.2. Mobilisation of available appropriations and implementing arrangements

Available appropriations will be used in order to continue providing the Information Offices and Representations with social media-related expertise, strategy and technical support via public procurement.

Commitment appropriations: 1 000 000 euros

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable(**)
Preparatory action - Share Europe online	1 000 000	Call for tender > 60 000 (1x) or ongoing framework contract	Q2

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

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