



Brussels, 29.11.2012  
C(2012) 8607 final

**COMMISSION DECISION**

**of 29.11.2012**

**adopting the 2013 annual work programme for the European Year of Citizens 2013**

## COMMISSION DECISION

of 29.11.2012

**adopting the 2013 annual work programme for the European Year of Citizens 2013**

THE EUROPEAN COMMISSION,

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

Having regard to the Commission proposal for a Decision of the European Parliament and of the Council on the European Year of Citizens (2013)<sup>1</sup>,

Having regard to Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 on the Financial Regulation applicable to the general budget of the European Communities<sup>2</sup> (hereinafter referred to as the "Financial Regulation"),

Having regard to Commission Regulation (EC, Euratom) No 2342/2002 of 23 December 2002 laying down detailed rules for the implementation of Council Regulation (EC, Euratom) No 1605/2002 on the Financial Regulation applicable to the general budget of the European Communities<sup>3</sup> (hereinafter referred to as the "Implementing Rules"),

Having regard to Commission Decision C(2012)2487 of 20.04.2012 adopting the 2012 annual work programme on contracts for the preparatory action European Year of Citizens 2013,

Whereas:

- (1) In accordance with Article 75 of the Financial Regulation and Article 90(1) of the Implementing Rules, the commitment of expenditure from the budget of the European Union shall be preceded by a financing decision setting out the essential elements of the action involving expenditure and adopted by the Commission.
- (2) The 2013 work programme being a sufficiently detailed framework in the meaning of Article 90(2) and (3) of the Implementing Rules, the present decision constitutes a financing decision for the expenditure provided for in the work programme contracts.
- (3) It is necessary to adopt an annual work programme for the European Year of Citizens 2013 before the 2013 budget is adopted because the procurement procedures must be launched with sufficient anticipation so that the contracting procedures can start in early 2013.
- (4) In order to provide for some degree of flexibility while applying specific actions covered by this Decision, it is necessary to foresee a possibility for the authorising officer to introduce non substantial changes on specific actions. Such changes should not however have a disproportionate impact on the budget line concerned and they should not significantly affect the nature and objectives of the action.
- (5) For the application of this Decision, it is appropriate to define the term 'substantial change' within the meaning of Article 90(4) of the Implementing Rules.

---

1 COM(2011)489 final of 11.08.2011

2 OJ L 248, 16.9.2002, p. 1.

3 OJ L 357, 31.12.2002, p. 1.

- (6) This Decision should allow for the payment of interest due for late payment on the basis of Article 83 of the Financial Regulation and Article 106(5) of the Implementing Rules.

HAS DECIDED AS FOLLOWS:

*Article 1*

The work programme of the European Year of Citizens 2013 for the year 2013, as set out in the Annex, is adopted. It constitutes a financing decision in the meaning of Article 75 of the Financial Regulation.

*Article 2*

The maximum contribution for the work programme is set at € 1.000.000 and shall be financed from the following lines of the General Budget of the European Union for 2013:

Budget line 16.05.07.02 : €1.000.000

These appropriations shall cover interest due for late payment.

The implementation of this Decision is subject to the availability of the appropriations provided for in the draft budget for 2013 after the adoption of the budget for 2013 by the budgetary authority.

*Article 3*

Cumulated changes to the allocations to the specific actions not exceeding 20 % of the maximum contribution set in Article 2 are not considered to be substantial within the meaning of Article 90(4) of the Implementing Rules, where those changes do not significantly affect the nature and objective of the work programme. The increase of the maximum contribution set in Article 2 may not exceed 20 %.

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

*Article 4*

The Director General of DG Communication is responsible for ensuring the publication and implementation of the annual work programme for the budget line 16.05.07.02 "European Year of Citizens 2013".

Done at Brussels, 29.11.2012

*For the Commission*  
*Viviane REDING*  
*Vice-President*



## ANNEX

<b>Commission Decision adopting the 2013 annual work programme for the European Year of Citizens 2013</b>
---

Budget line: 16.05.07.02

Legal basis: Proposal for a Decision of the European Parliament and of the Council on the European Year of Citizens (2013), submitted by the Commission on 11 August 2011 (COM(2011)489 final)

### **1. OBJECTIVES AND PRIORITIES**

#### **1.1. Main features / general objectives of the action**

The purpose of the actions in 2013 will be to implement and ensure the smooth running of the information and communication campaign of the European Year of Citizens 2013, to be launched in November 2012. The groundwork has already been provided by the preparatory actions in 2012. A successful European Year of Citizens 2013 will depend on the furthering of good public awareness, communication with citizens at national, regional and local level and engagement with them. The preparatory actions in 2012 have focused on the development and launching of the information and communication campaign, the design and launch of the designated website for the Year and the co-ordinated mobilisation of all stakeholders (member states, regional and local authorities, other EU institutions, civil society, media) in line with the objectives of the 2013 European Year of Citizens, which are to:

- raise Union citizens' awareness of the right to move and reside freely within the Union and, in this context, of all other rights guaranteed to Union citizens, without discrimination, including their right to vote in local and European elections in any Member State in which they reside;
- raise awareness among Union citizens, including young people, about how they can tangibly benefit from Union rights, as well as about policies and programmes that exist to support the exercise of those rights;
- stimulate debate about the impact and potential of the right of freedom of movement and residence, as an inalienable aspect of Union citizenship, with a view to stimulating and strengthening active civic and democratic participation of Union citizens, in particular in civic fora on Union policies and European Parliament elections, thereby reinforcing societal cohesion, cultural diversity, solidarity, equality between women and men, mutual respect and a sense of a common European identity among Union citizens, based on the core values of the Union, as enshrined in the TEU and the TFEU and in the Charter of Fundamental Rights of the European Union.

#### **1.2. Political context**

The work programme for actions in 2013 has been based on the following elements:

- The Proposal for a European Year of Citizens<sup>4</sup> is in direct response to a request by the European Parliament. Already in its resolution of 15 December 2010 on the situation of fundamental rights in the EU (2009)<sup>5</sup>, the European Parliament called on

<sup>4</sup> COM(2011)489 final of 11.08.2011

<sup>5</sup> <http://www.europarl.europa.eu/sides/getDoc.do?type=TA&language=EN&reference=P7-TA-2010-0483>

the Commission to make 2013 the European Year of Citizenship in order to give momentum to the debate on Union citizenship and inform EU citizens of their rights.

- The Proposal also responds to the EU Citizenship Report 2010<sup>6</sup>, which concluded that EU citizens are prevented from enjoying their rights because they lack awareness of them - in particular about their rights of free movement – and which proposes the designation of 2013 as the European Year of Citizens as one of the actions to implement in order to remedy this lack of awareness. The Proposal has thus found its legal basis in Article 21(2) TFEU.
- Moreover, one of the three inter-institutional communication priorities for 2012<sup>7</sup> is "Building a citizens' Europe", including topics such as 'removing obstacles to citizens' rights' and 'the free movement of people'. This has been used in the course of 2012 for gaining interest in the European Year of Citizens 2013.
- Finally, the European Year of Citizens 2013 will be one of three common inter-institutional communication priorities in 2013, together with “economic recovery” and the “European elections 2014”, as defined by the Inter-institutional Group on Information (IGI).

### 1.3. Specific actions in 2013

As indicated in the Annex of the draft proposal for a decision of the European Parliament and of the Council, the implementation of the European Year will be built around a broad Union-wide information campaign which can be complemented by actions of the Member States. The implementation will be carried out through information and promotion campaigns including:

- Production and dissemination of audiovisual and print material which reflect the objectives outlined in 1.1;
- high visibility events and fora for exchanging experience and good practices;
- measures to publicise the results and raise the profile of Union programmes, schemes and initiatives contributing to the objectives of the European Year;
- the establishment of an information website on Europa which is dedicated to the actions implemented in the context of the European Year;
- the inclusion of information on the European Year in the newsletters, brochures, information material and websites of education institutions and associations, NGOs, and trade unions.

In line with the comments to budget line 16.05.07.02, the appropriation is thus intended to cover the following measures at European level:

- Implementation of the information and communication campaign, designed and launched in November 2012, to further promote and disseminate the key messages of the European Year of Citizens (2013);
- Preparation, production, translation and dissemination of additional information and promotional material to complement the material produced under the 2012 service contract;

---

6 COM(2010)603 final of 27.10.2010

7 The interinstitutional communication priorities have been agreed with the European Parliament and the Council in the context of the Interinstitutional Group of Information (IGI).

- Regular updates of and text contributions to the European Year of Citizens (2013) website;
- Support to the organisations of events.

## **2. PROCUREMENT**

### **Information and communication campaign**

The information and communication campaign of the 2013 European Year of Citizens will be launched on 28 November 2012 at a "kick-off" event back-to-back with the Committee of the Regions annual assembly and a debate on EU citizenship. The Committee of the Regions is one of the Commission's strategic partners in the implementation of the Year. This event will ensure a good level of awareness of the upcoming Year and place it on the editorial agenda of the media.

The overall communication strategy for the European Year will provide a joint framework for the communication activities of all stakeholders. The strategy will give direction not only for the Commission's communication activities at the EU level, but also provide a clear framework for Member State implementation of their national communication campaigns and provide a basis for the activities of civil society organisations which are specifically aimed at engaging European citizens at all levels.

The selected service provider will be charged with the implementation and smooth running of the information and communication campaign in 2013.

To this end, a specific contract will be drawn up under DG COMM Multiple Framework Contract for the provision of integrated communication services. The selected service provider will be the same as for the 2012 preparatory actions (see the programming table in annex 1).

The selected external contractor will design, produce and translate additional information and promotional material to complement the material produced in 2012. The contractor will also be tasked with dissemination and storage of such material.

It will also provide support to the organisation of conferences.

The European Year of Citizens' website was developed by an external contractor during the second semester 2012.

The selected provider for services in 2013 will be in charge of providing additional texts, where appropriate, as well as making necessary updates of the contents - this following prior Commission agreement.

Annex 1 – Programming table

<b>PROGRAMMING TABLE FOR 2013</b>									
<b>Budget line 16.05.07.02</b>		<b>EUR 27</b>	<b>EFTA/EEA</b>	<b>C5*</b>		<b>TOTAL**</b>			
<b>Title</b>	European Year of Citizens 2013	<b>1,000,000</b>				<b>1,000,000</b>			
<b>Index</b>	<b>Actions and sub-actions</b>	<b>Budget</b>	<b>Mode of implementation</b>	<b>Number of grants / contracts</b>	<b>Average value of grants / contracts</b>	<b>Maximum rate of cofinancing</b>	<b>Publication of the calls</b>	<b>Committee opinion on the selection lists</b>	<b>Grant Agreement / Grant Decisions (***)</b>
1.1	Information and communication campaign	1,000,000	PP	1	1,000,000	NA	Nov-12	NA	NA
	<b>Total</b>	<b>1,000,000</b>							
* Estimate based on the recoveries already completed (date)									
**Pursuant to article 83 of the Financial Regulation, the appropriations may also finance the payment of default interest.									
PP:	Public Procurement								