

ANNEX

EN

Work Programme for 2022 in the field of Communication

'Members of the Commission will aim to strengthen the links between people and the institutions that serve them, to narrow the gap between expectation and reality and to communicate about what Europe is doing. (...)

External communication is anchored in the principle of collegiality and under the leadership of the President. To be effective, it must be focused on the political and strategic priorities of the College as a whole.¹

Part I – General Overview: Political Context

The European Commission's communication activities fall within its political autonomy as an institution and its institutional prerogatives².

Communication in recent years has become more demanding, and the multifaceted COVID-19 crisis has underlined the importance of communicating clearly and visibly about EU policies, including the EU's crisis response and recovery measures, as well as the twin transitions to a greener and more digital EU. In the recovery from the crisis, communication also needs to focus on bringing opportunities for the next generation, as set out by President von der Leyen in her State of the Union address to the European Parliament on 15 September 2021.

DG Communication supports the Commission's political, corporate and interinstitutional communication of EU policies and how they help to achieve a better image of the Commission and the European Union. This includes further alignment of political and corporate communication, sharing responsibility with the other EU institutions (notably the European Parliament and the Council) and Member States. It seeks to modernise the Commission's communications domain (for example, by continuously improving the Commission's web presence on the Europa web domain and through the one stop-shop for communication framework contracts).

As a political institution, the European Commission has to navigate the ever-changing political, social, media and communications environment, adapting its communication strategies, messages and services to major developments in the consumption and production of information in the digital age. The Commission's communication activities must therefore become even more agile, flexible and innovative in order to be relevant and engaging for citizens, Member States, civil society and other stakeholders. They must be geared to supporting the Commission in giving new impetus to the post-crisis recovery and to prevailing political objectives – including those highlighted in the 2021 State of the Union address.

¹ P(2019) 2 of 1 December 2019 - The Working Methods of the European Commission.

² Article 58(2)(d) of Regulation (EU, Euratom) No 1046/2018.

Key points of reference for the work of DG Communication are the *Political Guidelines 2019-2024: A Union that strives for more*, as presented to the European Parliament on 16 July 2019, and the President's first two State of the Union addresses delivered in the European Parliament on 16 September 2020 and 15 September 2021. The emphasis in the *Political Guidelines* was on a more inclusive and open approach that should apply equally to communication about the European Union. The first State of the Union address developed the three strands of protection, stability and opportunity and underlined the different ways in which NextGenerationEU will enable the EU not only to '*repair and recover for the here and now, but to shape a better way of living for the world of tomorrow*'. The second State of the Union address places emphasis on strengthening pandemic preparedness, closing the climate finance gap, digital transformation and tech sovereignty, support for the young people of Europe, the EU as a security and defence provider, and the defence of EU values and freedom.

As the information environment in a crisis is dynamic and unstable, so communication approaches need to adapt constantly. Communication and policy need to move hand-in-hand; they inform and reinforce each other. In its contribution to the EU's new strategic agenda for 2019-2024³, the Commission laid down, for the first time, a set of recommendations on communication at the service of citizens and democracy. This continues to provide a solid platform for DG Communication in the recovery phase after the COVID-19 crisis to communicate effectively across a whole continent and face up to challenges, including disinformation.

For 2022, DG Communication is committed to:

- continuing to provide state-of-the-art communication products and services to the President and to the Commissioners;
- supporting the Commission's political priorities with modern and innovative communication products and services;
- increasing engagement and interaction with citizens, notably in the context of the Conference on the Future of Europe and through the work of the Representations.

DG Communication will also continue monitoring and supporting efforts by the Commission and recipients of EU funding to enhance the communication and visibility of EU recovery funding.

Therefore, DG Communication's 2022 Work Programme focuses on supporting:

- the priorities of the European Commission, as specified in the Commission Work Programme 2022⁴;
- the Strategic Plan of the Directorate-General for Communication 2020-2024.

As the domain leader for external communication⁵, DG Communication will contribute continuously to achieving further consistency among communication activities across the Commission. It will do so, in particular: through the corporate communication campaigns; by coordinating the Commission's social media presence through weekly editorial planning and daily digests; by harmonising the Commission's visual communication and enforcing its visual identity rules; by streamlining the Commission's overall approach to communication procurement; by further improving the modern and streamlined services and contractual solutions offered via centralised framework contracts; by using digital solutions and

³ COM(2019) 218 of 30 April 2019.

⁴ COM(2021) 645 of 19 October 2021.

⁵ SEC(2016)170 of 4 April 2016 and C(2019) 2329 of 26 March 2019.

modernising the Commission's web presence; and through its leading role in the Corporate Communication Steering Committee, the Communication Network and the communities of practice in the field of communication.

The sanitary situation will continue to have a considerable impact on DG Communication's operations, particularly citizens-focused physical events or activities, such as the operation of the Visitors' Centre and the Citizens' Dialogues and the activities of the Representations. If the funds allocated to these or other activities cannot be spent as planned, even taking into account development projects in the areas of digital communication, the flexibility clause provided for in Article 3 of the Decision gives DG Communication the necessary flexibility to shift up to 20% of the total work programme amount from one budget line to another to fund communication activities that are likely to be more effective in the context of the COVID-19 recovery.

Part II – Grants, Prizes and Procurements

1. Introduction

Based on the objectives and expected results in the budgetary remarks under Heading 2B ‘Investing in Competitiveness, People and Values’, Title 07 20 04 in the ‘Draft Budget of the European Union for the financial year 2022’⁶ and the objectives set out in the Strategic Plan of DG Communication 2020-2024⁷, this work programme contains the actions to be financed and the budget breakdown for 2022 (in EUR):

Budget line	Activity	Grants (point 2)	Prizes (point 3)	Procurement (point 4)	TOTAL
07 20 04 02	Executive and Corporate Communication Services			47 506 000	47 506 000
07 20 04 03	Commission Representations	1 470 000	93 000	26 026 000	27 589 000
07 20 04 04	Communication Services for Citizens	15 000 000		17 504 000	32 504 000
Sub-total					107 599 000
14 20 04 03	Information policy and strategic communication for external action ⁸			2 795 000	2 795 000
TOTAL		16 470 000	93 000	93 831 000	110 394 000

Legal Basis: The European Commission’s communication activities fall within its political autonomy as an institution and its institutional prerogatives⁹.

⁶ COM(2020)250/3 of 24 June 2020.

⁷ This refers to the mission statement of DG Communication as broken down in the objectives of its Strategic Plan 2020-2024 and the relevant management plans. Specific objective 1: College and services use country-specific intelligence, Eurobarometer results, media analysis and stakeholders’/citizens’ feedback to inform political decision-making; Specific objective 2: College receives strategic advice on communicating the political priorities and on media landscapes in the Member States; Specific objective 3: Corporate communication of the Commission’s political priorities is aligned across the Commission’s departments; Specific objective 4: Meaningful and tailored messages, focused on the Commission’s political priorities, are communicated to citizens, media, multipliers and stakeholders; Specific objective 5: Citizens engage with the EU through face-to-face events and online interactive platforms, such as the Conference on the Future of Europe, thus stimulating the sharing of EU values and interest in and ownership of EU topics.

⁸ Communication on Corporate communication action in 2021-2023 under the 2021-2027 multiannual financial framework, C(2020)9390 of 18 December 2020.

⁹ See footnote 2.

Funds will be delegated to the Directorate-General for Informatics from two of the budget lines mentioned in the above table, to be implemented through service contracts. Specifically, budget line 07 20 04 02 will contribute to the corporate IT budget with EUR 2 375 300 and budget line 07 20 04 04 with EUR 1 625 200, as per the *Communication to the Commission on the Guidelines on Financing of Information Technology and Cybersecurity (IT)* (C(2020) 6126 of 10 September 2020).

2. Grants

The global budgetary envelope for grants under this work programme is **EUR 16 470 000**:

	Budget line	Activity	Available appropriations (EUR)
2.1	07 20 04 04	Information Centres (EUROPE DIRECT centres)	15 000 000
2.2	07 20 04 03	Communication of Representations	1 470 000
TOTAL			16 470 000

2.1 Information Centres (EUROPE DIRECT centres)¹⁰ **EUR 15 000 000**

Description, objectives pursued and expected results

EUROPE DIRECT, together and in synergy with other EU outreach networks, remains the fundamental instrument for the EU to reach out to citizens at regional and local level.

In 2022, EUROPE DIRECT activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2022.

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

Objectives

EUROPE DIRECT's mission and objectives are:

- (1) to inform and engage with citizens at local level about EU policies and issues, taking into account the local context and using a wide array of communication channels (direct involvement of citizens, media, social media, etc.);
- (2) to convey corporate communication at ground level, as defined by DG Communication and the Representations of the European Commission in the Member States ('Representations'), adapting them to the local context;
- (3) to contribute in a structured way, and to the extent possible, to the emergence and mainstreaming of European citizenship and civic education in schools, working with students and teachers and offering appropriate and structured support material;
- (4) to monitor local perceptions and detect instances of disinformation by providing feedback via the Representations;
- (5) to create regional networks via local partnerships, working with other EU networks in the area, to ensure coverage of the whole territory of the EU and wide outreach;
- (6) to complement and support the work of the Representations and the European Parliament Liaison Offices (EPLOs) in the Member States and to cooperate with other EU institutions and bodies at local and regional level.

¹⁰ Previously named Europe Direct Information Centres (EDICs).

Types of applicants

Depending on the Representation, the eligible applicants hosting the individual centres include public bodies, private bodies with a public mission, federations/associations of local authorities, non-profit organisations, social partners, educational or training establishments, etc.

Implementation

Implemented directly by DG Communication.

On 30 June 2020, the European Commission, via its Representations, launched a call for proposals to select partners to run EUROPE DIRECT for the period 2021-2025, in accordance with DG Communication's 2020 work programme¹¹.

As a result, in 2021 the Representations signed a framework partnership agreement for 4 years and 8 months (1 May 2021 to 31 December 2025) and a specific grant agreement for 2021¹² with the selected host structures.

2.2 Communication of Representations EUR 1 470 000

2.2.1 Calls for proposals for public debates, events and awareness-raising

Description, objectives pursued and expected results

In 2022, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2022. The aim is to increase the public's knowledge and awareness of the Commission's activities and its political priorities, to gather opinions and feedback, and to analyse contributions and feed them upstream into the decision-making process. The activities will all help to build a better image of the EU among citizens, including young people.

The activities should help to forge closer links between citizens and the EU, particularly by informing citizens about EU institutions' roles and activities in the policy areas covered by the *Political Guidelines 2019-2024: A Union that strives for more* and by promoting debate in the context of the Conference on the Future of Europe.

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

Types of applicants

Civil society groups, public authorities and other organisations at national, regional and local level with their own legal personality, registered in an EU country.

Implementation

Implemented directly by DG Communication via calls for proposals.

¹¹ C(2020)8492 dated 07.12.2020.

¹² The annual communication plan for 2021 was part of the proposal submitted in response to the call.

2.2.2 Framework partnership agreement with the House of Democracy and Rule of Law (ProDemos)

Description, objectives pursued and expected results

The objective of this activity is to increase pupils'/students' understanding of European democracy, how it functions and how it interacts with national decision-making, by emphasising the EU dimension in policymaking in the programmes of the House of Democracy and Rule of Law (ProDemos) in The Netherlands. There, students can experience how the EU's decision-making process works and how it is connected to the national process. This will help to increase awareness about the values of European democracy and the rule of law and to promote debate and political participation among young people, in the broader context of the Conference on the Future of Europe.

Types of applicants

Created by a ministerial decision of the Dutch government in 2008, the House of Democracy and Rule of Law (ProDemos) in The Netherlands opened its doors in 2011. Its objective is to increase knowledge about the principles of democracy and the rule of law, to improve understanding of how democracy works at national level and in the European context, and to promote active political participation by a broader section of society, by targeting pupils/students and young adults. It is the only body tasked by the Dutch government with organising a national programme of visits from schools to the national institutions. It also has a high degree of technical competence and specialisation in the sense of Article 195(f) of the Financial Regulation, having built up specific expertise in developing modern techniques to explain how democracy works. The framework partnership agreement will create a unique space encompassing the local, national and European levels of political debate and decision-making, which could be used as an example in other Member States.

Implementation

Implemented directly by DG Communication via a multiannual framework partnership agreement without a call for proposals and through specific action grants.

3. Prizes

The global budgetary envelope for contests under this work programme is **EUR 93 000**:

Budget line	Activity	Available appropriations (EUR)
07 20 04 03	Communication of Representations	93 000

Description, objectives pursued and expected results

In 2022, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2022. It will cover organisation of, or participation in, events based on competitions to promote or stimulate reflection on European integration or EU policies.

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

Types of participants targeted by the contest

The target group consists mainly of natural persons, particularly students, influencers and journalists, and possibly civil society organisations (non-governmental organisations, associations, etc.).

Implementation

Implemented directly by DG Communication.

4. Procurement

The global budgetary envelope reserved for procurement contracts in 2022 is **EUR 93 831 000**:

Budget line	Activity	Available appropriations (EUR)
07 20 04 02	Executive and Corporate Communication Services	47 506 000
07 20 04 03	Commission Representations	26 026 000
07 20 04 04	Communication Services for Citizens	17 504 000
Sub-total		91 036 000
14 20 04 03	Information policy and strategic communication for external action	2 795 000
TOTAL		93 831 000

4.1 Budget Line 07 20 04 02 ‘Executive and Corporate Communication Services’ EUR 47 506 000

DG Communication’s executive services are provided to the President and the College of Commissioners to support communication by the President, the College, the Spokesperson’s Service and Commission senior management. These services include political and economic intelligence and media advice, and feed high-quality country-specific information and analysis from a variety of sources into the Commission’s decision-making process. This leads, ultimately, to better-informed EU policymaking for citizens.

DG Communication’s corporate communication products and services support the Commission’s external communication and reflect the DG’s role as domain leader in external communication. As domain leader, DG Communication ensures coherence in the Commission’s messaging by aligning all Commission communication services to achieve consistent and effective corporate communication on the political priorities. This leads to clearer corporate messages and narratives and distinctive visual branding and economies of scale, thus contributing to a better image for the Commission and the EU.

The procurement activities under this budget line cover, among other things, social media expenditure, audiovisual productions, and online multimedia and written information and corporate communication tools relating to the EU. The aim of these activities is to give citizens the possibility to have access to general, relevant and specific information on the work of the EU institutions and on EU policies and decisions.

In 2022, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2022, notably policy initiatives linked to the recovery package and the follow-up to the President's State of the Union address.

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

Description of the main activities covered under budget line 07 20 04 02

4.1.1 Europa web communication

Description, objective pursued and expected results

In 2022, the main activities relating to the websites hosted on the Europa web domain are:

- operation, structure, design, functions and editorial tasks relating to the political content of the Commission's websites (e.g. College, priorities, news) and the interinstitutional EU website, and support for developing and maintaining the websites of Representations and other Commission departments;
- improving and enforcing governance of the Europa web domain, including monitoring of performance and compliance of websites with applicable rules and standards (e.g. data protection, web accessibility);
- operation, further development and servicing of the corporate web publication system, including the Europa Web Content Management System, and web tools.

The expected results will help to increase the consistency, relevance and cost-effectiveness of the Commission's web presence.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.).

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.1.2 Eurobarometer and data analytics

Description, objective pursued and expected results

In 2022, the main activities consist of:

- Eurobarometer: analysis of trends in public opinion via Eurobarometer surveys carried out in the Member States and, when relevant, in candidate countries and/or in other countries. This includes generic or ad hoc surveys addressing specific themes and/or specific target groups, as well as qualitative studies. Synergies are systematically sought through annual programming with other Directorates-General and coordination with the European Parliament/other contracting authorities;

- measures to improve DG Communication’s data analytics capacity in order to fight disinformation and the spread of fake news.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and one call for tender, including new framework contracts for Eurobarometer. Memoranda of understanding have been concluded for technical assistance from other Directorates-General.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.1.3 Television studios and Europe by Satellite

Description, objective pursued and expected results

In 2022, these activities will focus on the Commission’s priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2022. The procurement activities under this budget line aim to:

- ensure the operation of the Commission’s audiovisual installations;
- lease the satellite which provides television stations with images and information on the activities of the EU (Europe by Satellite) to disseminate this information to the media and the general public.

The activities carried out in this area are the following:

- operating the audiovisual installations in the Berlaymont building in Brussels¹³ to provide audiovisual services, including the production of news, videos and statements, and to assist television and radio teams when filming/recording on the Commission’s premises;
- maintaining, repairing and upgrading the audiovisual services’ technical infrastructure;
- ad hoc purchasing of audiovisual equipment and supplies for the radio and television studios;
- transmitting Europe by Satellite, including leasing of bandwidth;
- producing audiovisual programmes and video clips for social media and live streaming to corporate and VIP social media accounts (YouTube, Facebook, Twitter, LinkedIn, Instagram).

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for operating and maintaining the radio and television studios, audiovisual production and the purchase of audio-photo-video equipment and associated services.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

¹³ Two television studios and one radio studio, a master control room and editing and graphic suites.

4.1.4 News coverage, audiovisual media library and audiovisual production

Description, objective pursued and expected results

In 2022, the main activities are:

- (1) Video news
 - producing European Commission-centred video news (live and recorded coverage, edited news), mainly intended for use by the media.
- (2) Photographs
 - producing European Commission-centred photo news and thematic photos illustrating the political priorities;
 - photo coverage of the Commission's diplomatic/ceremonial activities;
 - decorating Commissioners' offices and Commission public spaces with archive photos.
- (3) Audiovisual and multimedia
 - intensifying and diversifying audiovisual and multimedia production for the general public;
 - improving dissemination of audiovisual and multimedia products through the satellite TV channels Europe by Satellite and Europe by Satellite+, the Audiovisual Portal and various technological platforms, including social media.
- (4) Journalists
 - organising information events, visits to the Commission studios and providing audiovisual content and technical support for journalists.
- (5) Making the entire audiovisual collection, including photos, videos, films, podcasts and audio recordings, accessible to the public – via the media or directly to the public
 - consolidating the central deposit of the Commission's audiovisual production as part of the Commission's 'synergies and efficiencies' approach¹⁴;
 - organising the Audiovisual Portal as the single point of distribution;
 - continuing the work on preserving, digitising and documenting the media library.
- (6) News coverage
 - video and photo news coverage of EU current affairs, and production of stockshots, info clips and thematic and symbolic photos.
- (7) Audiovisual media library coverage and production
 - audiovisual archiving, audiovisual copyright checks, distribution and web development;
 - streaming, transcoding, hosting and content delivery;
 - measuring the use of audiovisual material produced by the European institutions;
 - managing the audiovisual library and the audiovisual central deposit;
 - translating metadata;
 - managing the digital and technical services;
 - audiovisual production, sub-titling and purchase of photos.
- (8) Audiovisual expertise shared with other services
 - coordinating the network of audiovisual correspondents to share good practice and trends, in line with its domain leadership, and co-organising coordination meetings on Euronews, together with the Director-General for Communications Networks, Content and Technology;
 - supporting Directorates-Generals and Agencies by managing the corporate audiovisual framework contract.

¹⁴ See footnote 6.

Types of contracts and scope

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and the framework contract for services to measure the impact of audiovisual productions. New calls for tender, including new framework contracts for: audiovisual productions and multimedia projects; photo news coverage and video news coverage; information events for journalists; the media library (conservation and public availability of audiovisual materials); measuring the impact of audiovisual productions.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.1.5 Media monitoring and media analysis

Description, objective pursued and expected results

In 2022, the main activities are:

- media monitoring that provides continuous feedback on media coverage of the Commission and the EU in all Member States (and selected non-EU countries) on issues of European interest and on major aspects of national policies or political developments, as well as real-time information on major world news;
- ensuring that copyright licences are put in place to allow internal use of media monitoring products by all Commission staff;
- quantitative and qualitative media analysis on the media impact of the Commission's priority policies in Member States, covering all media types (print press, online media, audiovisual media and social media). The results of this media analysis work are provided to the College and to senior management in different types of reports and summaries.

Types of contracts

Service contracts and new calls for tender, including a new framework contract for media monitoring.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.1.6 Subscriptions

Description, objective pursued and expected results

In 2022, the main activity is to:

- provide access to online information sources such as press agencies and (aggregated) news providers to Commission staff, to complement the media monitoring services and/or cover specific needs.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for subscriptions.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.1.7 Support for communication (including graphic design)

Description, objective pursued and expected results

In 2022, the main activities are:

- providing graphic design services relating to the Commission's priorities, to increase the impact of communication and make content more appealing and more accessible to a diverse audience, by:
 - developing visual concepts, graphic guidelines and producing communication kits for external communication campaigns;
 - creating infographics, data visualisation and didactic content explaining the Commission's policy initiatives, actions and impact;
 - producing animated and interactive content for social media;
 - laying out publications, leaflets and factsheets.
- scheduling and validating external communication actions involving the Berlaymont building, including banners and building illuminations, providing advice and guidance to DGs, and handling production, installation and contracting of initiatives launched by DG Communication;
- advising internal and external stakeholders on implementing the Commission's visual identity guidelines and using the EU emblem in visual communication, and covering the licence cost of the Commission's official typeface (EC Square);
- coordinating and professionalising the Commission's graphic design network;
- providing support and advice to DGs on the correct use of the EU emblem under the new MFF communication visibility guidelines.

In addition, DG Communication will create a web presence, take part in EU events and develop dashboards for the corporate campaigns on a green and digital recovery. This activity will also include communication actions (including web presence) against disinformation.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.); contracts concluded with individual experts, based on a call for expressions of interest; and a possible new call for graphic design and media planning and buying, as well as a Dynamic Purchasing System structured around a number of subcategories, that will allow mini-competitions for interested market operators whenever a need for individual communication actions and maximum flexibility and creativity arises.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.1.8 Social media

Description, objective pursued and expected results

In 2022, the main activities involve developing social media strategies and managing the Commission's central and local corporate social media platforms, by:

- social media editorial planning to ensure alignment with the Commission's priorities;
- publishing new content regularly on the Commission's central corporate accounts on all relevant platforms;
- engaging with various audiences, as appropriate, through community management and community building, and to prevent and fight disinformation;
- monitoring and data analysis of communication on social media platforms, drawing on analytical tools used by the Commission;
- providing live social media alerts around key political moments (e.g. G7 summit, EUCO, major policy announcements);
- supporting the Commission's social media network;
- implementing innovative projects to match the evolution of social media platforms;
- supporting corporate communication campaigns, in particular NextGenerationEU, including media buying activities.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, which address the needs of DG Communication Headquarters and Representations, including new framework contracts for local social media and outreach.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.2 Budget Line 07 20 04 03 'Commission Representations' EUR 26 026 000

DG Communication's activities include communication products and services that are directly addressed to citizens in all Member States. They are designed to inform and engage with citizens, communicating through simple, clear and understandable messages, either via a mix of channels and media (traditional and new) or directly with citizens, and stimulating face-to-face exchanges and engagement. These activities help citizens to access up-to-date and user-friendly information on EU policies and values. They contribute to citizens' increased awareness and understanding of European affairs, in turn stimulating them to engage directly with the 'faces of the Commission', be it locally, nationally or Europe-wide.

The Representations and the regional offices act as the official representatives of the Commission in the Member States and serve the interests of the whole institution and the EU by connecting with national, regional and local authorities, media and stakeholders, and citizens in general. They support the President and the entire College, as well as the Commission's senior officials, by contributing to the preparation, conduct and follow-up of formal or informal visits to the Member States. Moreover, they provide the Commission with in-depth, accurate and timely analysis and reporting on, among other things, key political, economic and communication-related issues.

Representations also provide feedback on national and local communication sensitivities and implement communication actions tailored to countries' specificities and local needs. These actions will include communication about NextGenerationEU, including projects and reforms covered by national recovery and resilience plans and other support funded under the multiannual financial framework.

This budget line aims to fund general information and communication/engagement activities addressed to citizens in all Member States, mainly through the Representations and the Europa Experience installations, and covers possible evaluation(s) and professionalisation of these communication activities. Activities supporting citizens' engagement, including the 'Conference on the Future of Europe', are also covered.

Description of the main activities covered under budget line 07 20 04 03

4.2.1 Communication of Representations.

Description, objective pursued and expected results

In 2022, these activities will focus on the Commission's priorities as set out in the *Political Guidelines 2019-2024: A Union that strives for more* and the Commission Work Programme 2022. The procurement activities under this budget line aim to implement decentralised communication actions via the Representations.

Within this framework, each Representation develops a country strategy for 2022, defining a wide range of activities and corporate communication tools tailored to national and local audiences and adapted to the circumstances brought about by the COVID-19 pandemic. The 2022 country strategies will be based on the *Political Guidelines 2019-2024: A Union that strives for more*, while also addressing key deliverables of the President's State of the Union address, including the focus on youth. The health crisis, NextGenerationEU, the corporate communication campaign, the twin green and digital transitions, the Conference on the Future of Europe and the fight against disinformation will continue to feature strongly in the Representations' communication efforts in 2022.

In line with the recommendations on communication at the service of citizens and democracy laid down by the Commission in the EU's strategic agenda for 2020-2024¹⁵, various communication actions are organised in partnership with the European Parliament (including services contracted for Europa Experience projects) and/or with the Member States, the Committee of the Regions and the European Economic and Social Committee. This creates or strengthens synergies and helps coordinate information and communication activities about the EU.

In addition to such communication activities, Representations will continue to liaise with stakeholders to discuss the Commission's agenda and priorities and to gather political and economic intelligence. These activities help to strengthen country-specific knowledge provided by the Representations to Headquarters, where feedback is then complemented with further analysis before being fed upstream to the political decision-making process.

Procurement within this activity also covers Representations' online multimedia and written information and communication tools relating to the EU. The aim is to give all citizens the possibility

¹⁵ COM(2019) 218 of 30 April 2019.

to have access to general, relevant and specific information on the work of the EU institutions and on EU decisions.

Activities carried out include:

- operating and managing editorial tasks related to the content of the Representations' websites;
- developing local social media strategies and managing the Representations' corporate social media accounts;
- implementing innovative projects to match the evolution of social media platforms;
- social media tools, training and paid promotion;
- a contracting service, which provides for national or local campaigns;
- raising awareness about the fight against disinformation;
- online press releases, speeches, memos, etc. (Press Releases Database and other online communication information systems);
- Representations' publications (online and paper).

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.2.2 Local outreach and cooperation between Representations and EPLOs

Description, objective pursued and expected results

In 2022, the local outreach activities under this budget line are intended to cover joint communication projects agreed by the Representations and the European Parliament Liaison Offices (EPLOs) in the Member States, under the 'Houses of Europe' brand.

As a general principle, and with the aim of maximising effectiveness, EPLOs and Representations will strive – under the general strategic guidance of Headquarters – for consistent messaging and coordinated communication through complementary and mutually reinforcing channels, tools and networks.

The specific budget to finance joint communication projects by EPLOs and Representations will stimulate cooperation in terms of outreach, based on jointly agreed political and communication priorities as well as joint work plans.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.2.3 Local support activities in the Representations

Description, objective pursued and expected results

These procurement activities cover training and support for the following networks under the umbrella of Europe Direct:

- EUROPE DIRECT centres¹⁶;
- European Documentation Centres (EDCs);
- a strengthened Team EUROPE DIRECT network¹⁷.

To increase network members' knowledge of EU policies and to keep the networks up to date, particularly on the Commission's political priorities, DG Communication provides training seminars, promotional activities, information services and information material.

These activities also cover the development of social media strategies and management of the Commission's central and local corporate social media platforms, by:

- publishing, and by drawing on analytical tools used by the Commission;
- monitoring and data analysis of communication on social media platforms;
- supporting the Commission's social media network and the Representations;
- implementing innovative projects to match the evolution of social media platforms;
- supporting the exchange of best practices and knowledge transfer by financing visits of digital communication experts and practitioners and other professionalisation measures.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for local social media in the Representations.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.2.4 Information for journalists

Description, objective pursued and expected results

These procurement activities cover the organisation of information events, visits to the EU institutions and bodies, Commission studios and audiovisual content and technical support for journalists, information for journalists, press briefings and newsletters.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.).

¹⁶ Previously named Europe Direct Information Centres (EDICs).

¹⁷ Previously named Team Europe.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.3 Budget Line 07 20 04 04 ‘Communication services for citizens’ EUR 17 504 000

DG Communication’s products and services inform and engage with citizens through simple, clear and understandable messages. This helps citizens to access up-to-date and user-friendly information on EU policies and values. It contributes to citizens’ increased awareness and understanding of European affairs, in turn stimulating them to engage directly with the ‘faces of the Commission’, be it locally, nationally or Europe-wide.

This appropriation is intended to fund general information and corporate communication/engagement activities addressed to citizens in all Member States, the costs of which are mainly incurred by DG Communication Headquarters, and covers possible evaluation(s) and professionalisation of these activities.

Description of the main activities covered under budget line 07 20 04 04

4.3.1 Networks – management and support

Description, objective pursued and expected results

These procurement activities cover training and support for the three networks under the umbrella of Europe Direct¹⁸ and promote regional networks of networks between other EU outreach networks and the following:

- EUROPE DIRECT centres;
- European Documentation Centres;
- a strengthened EUROPE DIRECT network¹⁹.

To increase network members’ knowledge of EU policies and to keep the networks up to date, particularly on the Commission’s political priorities, DG Communication provides training seminars, promotional activities, information services and information material.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.).

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

¹⁸ As per Commission Decision C(2017)8516 of 18 December 2017.

¹⁹ The strengthening of the EUROPE DIRECT network is particularly relevant and timely in view of the decentralised engagement events that will take place in the framework of the Conference on the Future of Europe.

4.3.2 Information services

Description, objective pursued and expected results

The procurement activities under this budget line cover the operation and development of the Europe Direct Contact Centre, which provides free-of-charge, general multilingual information services on EU matters.

The aim of these activities is to give all citizens the possibility to have access to general, relevant and specific information on the work of the EU institutions and on EU decisions.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including specific contracts based on the existing contracts for the Europe Direct Contact Centre.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.3.3 Citizens' Dialogues

Description, objective pursued and expected results

The procurement activities under this budget line aim to fund physical and digital Citizens' Dialogues and other formats for engaging with citizens; these are proven tools of central importance for reaching out to citizens and strengthening their feeling of being heard. In the context of the Conference on the Future of Europe, this engagement will focus on the EU Citizens' Panels, the digital Conference Platform and events that follow up the results of the Conference.

Citizens' Dialogues and other forms of engagement with citizens will remain essential throughout 2022, particularly in the context of the Conference on the Future of Europe and its follow-up; they are closely synchronised with the *Political Guidelines 2019-2024: A Union that strives for more*, the European Commission's political priorities and its political calendar. Engagement events with citizens, apart from informing citizens and offering a platform to debate major European initiatives, also allow Commissioners or senior officials, including the Commission's Heads of Representation, to listen to citizens and harvest their feedback, providing input to the political debate about the Future of Europe.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for communication actions run by Headquarters and linked to the *Political Guidelines*.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.3.4 Visitors' Centre

Description, objective pursued and expected results

In 2022, procurement under this activity is intended to cover the cost of organising physical and virtual visits to the Commission. This includes administrative expenditure on visits and general outreach activities linked to the Experience Europe information centre at Rond Point Schuman 14 in Brussels and Europa Experiences in the five Member States²⁰ where these interactive exhibition spaces currently exist, as well as Paris and Rome, where Europa Experiences are planned to open in 2022.

The Visitors' Centre is a key communication tool, giving its visitors an insight into the work and functioning of the Commission as the EU's political executive and explaining EU policies and the Commission's priorities. The COVID-19 pandemic led to the temporary closure of the Visitors' Centre in 2021; however, further options for virtual visits were developed and implemented.

The budget line will also cover the costs of modernising the Visitors' Centre, including putting in place a new communication concept and design for the centre and new virtual visit formats and tools. The Visitors' Centre premises will undergo a comprehensive renovation during 2021 and 2022, with new communication stations and content, accompanied by new physical, virtual and hybrid visit formats and a promotional campaign.

Visits are organised around the new political agenda and the Commission's priorities, as set out in the *Political Guidelines 2019-2024: A Union that strives for more*. The Visitors' Centre, in general, receives a significant number of high-profile groups and key multipliers and offers them three types of visits (general information visits, specific information visits and tailored information visits). The modernisation project will target hard-to-reach institutional audiences and also improve the attractiveness and interactivity of the centre for younger audiences through digital tools.

Since the Visitors' Centre currently receives visitors only in groups and upon prior registration, DG Communication will open a new centre in Brussels called Experience Europe, which will be accessible to the general public and should be opened as soon as the sanitary situation allows. This budget line will cover operational costs and running costs, such as equipment providing communication content, technological and content creation and upgrades, content adaptation, and support and maintenance services.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and calls for tender, including new framework contracts for logistical services (hotels, restaurants, local transport, etc.).

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.3.5 General report and Publications

²⁰ Berlin, Ljubljana, Helsinki, Copenhagen and Tallinn.

Description, objective pursued and expected results

The procurement activities will cover expenditure on the production, dissemination and promotion of online and offline publications and communication materials for citizens that explain what the European Union is, what it does, what its current priorities are, and how they positively affect people's lives.

The publications financed through this budget line include publications envisaged in the Treaties and other institutional or reference publications, such as the General Report on the activities of the European Union. The budget line also finances the regular updating of EU maps, which are made available for use by all Commission Directorates-General.

All online and offline publications and communication materials – including the Learning Corner website – are relevant for reaching out to a wide variety of target audiences, across all age groups, in all Member States and beyond. Due account is taken of accessibility requirements in compiling and disseminating materials.

This budget line also covers feedback and testing activities to further improve the quality of publications and online materials, as well as possible studies.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new contracts for publications on matters of topical importance, such as the Commission's political priorities, or publications required by the Treaties, such as the General Report.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.

4.4 Budget line 14 20 04 03 'Information policy and strategic communication for external action' EUR 2 795 000

Description of the main activities covered under budget line 14 20 04 03

4.4.1 Corporate communication

Description, objective pursued and expected results

The actions cover contributions from the common foreign and security policy, external relations, international cooperation and partnerships, European neighbourhood policy, enlargement, conflict prevention and humanitarian policies/programmes to the 2022 corporate communication actions, as specified in the Communication on corporate communication action in 2021-2023 under the 2021-2027 multiannual financial framework (C(2020) 9390 of 18 December 2020).

As corporate communication is the Commission's main tool for reaching out to Europeans and informing them about policies that directly affect their lives, the overall aim is to show the added value of EU support in different areas of people's lives.

As the President stated in her State of the Union speech in September 2021, the global agenda remains of high political importance, and this will continue to translate into the messages and geographical coverage of the NextGenEU campaign.

In 2022, the NextGenEU campaign will keep informing about the EU's effort in the recovery of the worldwide coronavirus crisis, both from a public health and from an economic perspective. The campaign will also explain Europe's leading role in the fight against the planetary climate emergency. The NextGenEU campaign will continue informing about the 2050 zero carbon objective, the Green Deal and related environmental policies that are of European and worldwide concern, for example in the area of biodiversity. The NextGenEU campaign will reach out in particular to young people, especially as 2022 will be the European Year of Youth.

DG Communication will continue to produce and disseminate content, that is in the interest of the general public, and that calls for actions which are responsible and socially desirable. This concerns especially individual actions that are suitable to reduce one's personal carbon footprint. Faithful to the maxim of 'thinking globally, and acting locally.' As in 2021, the NextGenEU campaign will disseminate its messages both inside and outside the European Union, both on digital channels as well as on traditional media such as television.

Types of contracts

Service contracts (including studies, technical assistance, evaluations, surveys, IT, communication services, etc.) and new calls for tender, including new framework contracts for the integrated campaigns, outreach and events.

Implementation

Implemented directly by DG Communication, and where relevant through co-delegations with other Directorates-General.