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**Décision de la Commission C(2007) 750 du 8 mars 2007
relative à l'adoption du programme de travail annuel
en matière de subventions et de marchés
dans le domaine de la communication pour l'année 2007**

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ANNUAL WORK PROGRAMME ON GRANTS AND CONTRACTS IN THE FIELD OF COMMUNICATION FOR 2007

1. GENERAL OBJECTIVES

The general objectives of the Communication DG are in line with the Commission's strategic objectives for the period 2005-2009¹ and the annual policy strategy (APS) for 2007². As far as communication is concerned, the first of these documents stipulates that:

- the European institutions should connect, especially at local level, with the individual citizens: through a clear message about what Europe is trying to achieve, and invite them to participate in the common effort,
- "dialogue must reach beyond the Brussels-based political debate into a full-blown European Public Space...".

The 2007 APS takes up these two principles, arguing that "effective communication on European affairs and a genuine dialogue with citizens are crucial to regaining their trust".

Whilst DG COMM is not solely responsible for achieving these objectives, much of its work programme is the result of its direct competence. It also bases its action on work performed by other Directorates-General in their own field of competence. It supports and coordinates the latter's activities in the field of communication. The general communication objectives, as described in the White Paper³, the Plan D⁴ and the Plan of action⁵, are:

- understanding European public opinion,
- making EU policies understandable and relevant to the citizens, thus helping them to establish links with Europe,
- making factual information available, on the basis of which a grounded opinion can be developed,
- supplying the media with high-quality news and current affairs material, focusing on the priority themes for communication,
- promoting a broad debate on the Union and creating the means for citizens to have their say,
- involving more citizens in the policy process at all levels,
- helping the Commissioners to design European policies.

¹ Communication from the President in agreement with Vice-President Wallström. "Strategic Objectives 2005 - 2009 - Europe 2010: A partnership for European renewal: Prosperity, solidarity and security", COM(2005) 12 final, 26 January 2005.

² Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, Annual Policy Strategy for 2007: Boosting trust through action, COM(2006) 122 final, 14 March 2006.

³ White Paper on a European Communication Policy, COM(2006) 35 final, 1 February 2006.

⁴ Commission communication to the Council, Parliament, the Economic and Social Committee and the Committee of the Regions "The Commission's contribution to the period of reflection and beyond: Plan-D for Democracy, Dialogue and Debate", COM(2005) 494 final, 13 October 2005.

⁵ Communication to the Commission "Action Plan to improve communicating Europe by the Commission", SEC(2005) 985 final of 20 July 2005.

2. **ANALYSIS BY BUDGET LINE**

2.1. **Budget line 16.02 02 MULTIMEDIA ACTIONS**

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

Activities carried out within this framework are aimed at ensuring that the Commission's policies and decisions are publicised. They concern the funding or cofunding of the production and/or dissemination of audiovisual information products and the performance of data analysis on the target groups (by way of monitoring or specific studies/surveys).

2.1.2. **Mobilisation of available appropriations**

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

Commitment appropriations: EUR 18,750,000

Action	Budget	Method of implementation
1. Production and simultaneous multilingual broadcasting of television news and current affairs programmes on the European Union	EUR 10,200,000	
- <i>existing contract</i>	<i>(EUR 5,200,000)</i>	Contracts (existing contract)
- <i>extension to include new languages, including Arabic</i>	<i>(EUR 5,000,000)</i>	Contract to be launched
2. Audiovisual productions and multimedia projects	EUR 7,300,000 ⁽¹⁾	
- <i>EurRadio network</i>	<i>(EUR 5,500,000)</i>	Contract to be launched
- <i>development of video productions (clips, banks of images, documentaries to be broadcast on various platforms)</i> ⁽²⁾	<i>(EUR 1,800,000)</i>	Contracts (existing contract)
3. Monitoring and analyses	EUR 1,250,000 ⁽¹⁾	
- <i>database on TV stations (existing contract)</i>	<i>(EUR 415,000)</i>	Contracts (existing contract)
- <i>acquisition of data</i>	<i>(EUR 250,000)</i>	Contracts (existing contract)
- <i>monitoring of video productions using a system of digital marking disseminated on various platforms</i>	<i>(EUR 250,000)</i>	Contract to be launched
- <i>specific multimedia surveys</i>	<i>(EUR 335,000)</i>	Contracts (existing contract)

⁽¹⁾ Amounts forming part of the appropriations intended to implement the "Action Plan to improve communicating Europe by the Commission", SEC(2005) 985 final of 20 July 2005, respectively Actions 33 and 34 (Audiovisual services) and Action 16 (Research and feed-back, media database).

⁽²⁾ EbS, Internet, mobile, physical support such as video cassette.

2.1.3. **Method of implementation**

The expenses charged to this budget heading will be covered by existing contracts and by contracts yet to be launched.

The contract procedures which will be launched in 2007 break down as follows:

Contracts for more than EUR 60 000 ()*

Corresponding annual amount	Launch during the 1st half, total amount of contracts (multiannual amount)	Launch during the 2nd half, total amount of contracts (multiannual amount)
EUR 10,750,000	EUR 30,800,000 [2]	EUR 20,000,000 [1]

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

Actions 1: Production and simultaneous multilingual broadcasting of television news and current affairs programmes on the European Union

To inform the public better about the realities, policies and institutions of the European Union, a one-year services contract, renewable four times, was concluded with Euronews in 2005, following a tendering procedure, for making and broadcasting television news and current affairs programmes.

The programmes are produced in at least five of the official languages of the European Union and broadcast simultaneously in the Member States. They cater for all audiences (and in particular opinion multipliers and decision-makers).

They take, for example, the form of television news bulletins, reports, magazines, interviews, direct broadcasts, debates, current affairs stories, documentaries and specialised analyses. They present, inter alia, up-to-date information on political developments in the EU, the activities, role and policies of the EU institutions, life in the European countries, the economy and cultural affairs.

The additional funding planned for 2007 is intended to cover the production and dissemination of these programmes in new languages, including Arabic.

Actions 2: Audiovisual productions and multimedia projects

Until 2006, part of the budget for this line was intended for the cofunding of audiovisual productions. From 2007, the amount in question (EUR 5,500,000) will be used to support a project to unite world-class European radio news stations (public and private) to allow them to develop their editorial content, create an audio platform at European level and promote all the means of transmission facilitated by technological developments. Following a tendering procedure and a subsequent service contract, this integrated network will have to produce and broadcast information programmes on the European Union ("EuRadio").

Moreover, approximately 2 million euro will be earmarked for video productions (clips, image banks, documentaries) to be distributed on various platforms: EBS, Internet, mobile, or physical support such as video cassette, so as to facilitate greater coverage of EU affairs by the media.

Actions 3: Monitoring and analyses

Measuring on a daily and/or ad hoc basis the use of the audiovisual products of the European institutions that the European Commission places at the disposal of the media. This monitoring will focus on images used by television stations, identifying in particular the name and type of the programme.

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2.2. Budget line 16.02 03 MEDIA INFORMATION

2.2.1. Operations financed from this budget line

The activities covered by this budget line are intended to provide target audiences with messages tailored to developments in current affairs. These will include:

- audiovisual coverage of events or significant developments to do with the activity of the EU institutions, for the attention of media professionals;
- organisation of training seminars for journalists;
- organisation of or participation in various events and direct exchanges with the media, inter alia to present the Commission's products and services;
- running of the Commission's media library (conservation and distribution of documents such as films, videos and photos).

2.2.2. Mobilisation of available appropriations

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

Commitment appropriations: EUR 3,370,000

Action	Budget	Method of implementation
1. Audiovisual news coverage (TV and photo)	EUR 1,650,000	Contracts (existing contracts)
2. Training seminars for journalists	EUR 670,000 ⁽¹⁾	Contracts, including EUR 250,000 on existing contract
3. Exchanges with the media	EUR 550,000 ⁽¹⁾	Contracts (existing contract)
4. Media library	EUR 500,000	Contracts, including EUR 200,000 on existing contract

⁽¹⁾ Amounts forming part of the appropriations intended to implement the "Action Plan to improve communicating Europe by the Commission", SEC(2005) 985 final of 20 July 2005, respectively Actions 46 (Cooperation with journalists - training programme) and Action 34 (Audiovisual services - promoting audiovisual products through exchanges with the media).

2.2.3. Method of implementation

The expenditure charged to this budget line will be covered for the most part by existing contracts.

Tendering procedures will be launched in 2007 for some of the seminars for journalists (in particular those organised by the Representations) and some of the costs associated with the media library (dissemination and conservation of audiovisual material).

Contracts for less than EUR 60 000 ()*

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
EUR 420,000	EUR 300,000 [13]	EUR 120,000 [8]

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

Contracts for more than EUR 60 000 (*)

Corresponding annual amount	Launch during the 1st half, total amount of contracts (framework contract open to the other DGs)	Launch during the 2nd half, total amount of contracts
EUR 300,000	EUR 5,280,000 [1]	—

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

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2.3. Budget line 16.02 04 OPERATION OF TV STUDIOS - EBS

2.3.1. Operations financed from this budget line

Activities carried out within this framework are aimed basically at ensuring the operation of the Commission's radio and TV studios and the broadcasting of pictures and programmes across the whole territory of the EU.

These measures concern, in particular:

- operation of the Commission's radio and television studios and associated facilities (provision of the technical infrastructure and related services) and dissemination of the news material thus produced by all appropriate means;
- leasing of a satellite transmission channel in order to operate the EU's 'Europe by Satellite' (EbS) information service; this service broadcasts, 24 hours a day and across the entire Union, television programmes and audiovisual material concerning the EU to relays and broadcasters in the Member States;
- purchasing audiovisual equipment and supplies for the radio and television studios.

2.3.2. Mobilisation of available appropriations

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

Commitment appropriations: EUR 5,600,000

Breakdown	Budget	Method of implementation
1. Operation of radio and television studios	EUR 3,100,000	Contracts (existing contract)
2. Leasing of a satellite channel for EbS	EUR 1,570,000	Contracts, the procedures for which are under way
3. Technical equipment and supplies	EUR 930,000	Contracts, including EUR 780,000 on existing contract

2.3.3. Method of implementation

The vast majority of the expenses charged to this budget line are covered by existing contracts. A contract procedure was launched in 2006 concerning the provision of audio/photo/video equipment. Signature of the contract is planned for April 2007.

Contracts greater than EUR 60 000 to be launched ^(*) (technical equipment and supplies)

Corresponding annual amount	Launch during the 1st half, total amount of contracts (ceiling of the framework contract)	Launch during the 2nd half, total amount of contracts
EUR 150,000	EUR 2,000,000 [1]	—

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

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2.4. Budget line 16.03 02 LOCAL COMMUNICATION ACTIVITIES

2.4.1. Operations financed from this budget line

The appropriations under this budget line are intended to fund direct communication activities targeting the general public and are organised or coordinated by the Representations. They concern:

- the organisation of seminars and conferences: these are debates which are intended to be followed by the general public and bring together members of parliament, representatives of national, regional or local authorities, Commissioners and media professionals or opinion multipliers to discuss topical European issues;
- the organisation of other direct communication activities, such as meetings with the media or with specific public groups on specific themes reflecting contemporary issues; this also covers the organisation of visits for small groups;
- the Eurojus service provided by the Commission in each Member State; this information service (coordinated by the Representations) answers questions raised by members of the public about their rights, for example with regard to cross-border mobility;
- equipping information centres near the Representations, bringing together various information materials (e.g. publications, Internet access) and making them open to the public;
- the organisation of European events (including the purchase of promotional material), to mark European Day (9 May) or ad hoc events (e.g. 50th anniversary of the Treaty of Rome) in European cities.

2.4.2. Mobilisation of available appropriations

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

Commitment appropriations: EUR 8,393,000

Breakdown	Budget	Method of implementation
1. Seminars and conferences	EUR 1,900,000	Contracts, including EUR 1,000,000 on existing contracts
2. Other communication actions (meeting with information multipliers, organisation of visits for small groups, etc.)	EUR 1,100,000 ⁽¹⁾	
3. Eurojus service	EUR 750,000	

4. Information centres connected to the Representations	EUR 400,000	
5. European events ("9 May", "50th anniversary of the Treaty of Rome", anniversaries of accessions, etc.)	EUR 3,643,000 ⁽²⁾	a) Contracts, including those concluded within the framework of <i>strategic partnerships</i> with public authorities at national, regional or local level ⁶
	EUR 500,000 ⁽²⁾	b) Grants within the framework of <i>specific partnerships</i> with public authorities at national, regional or local level
	EUR 100,000	c) Subsidies for specific events (via calls for proposals)

⁽¹⁾ Of which EUR 375,000 intended to implement the "Action Plan to improve communicating Europe by the Commission", SEC(2005) 985 final of 20 July 2005) - Action No 25 (Communicate and connect – communication activities conducted by the Representations).

⁽²⁾ Of which EUR 800 000 intended to implement the "Action Plan to improve communicating Europe by the Commission", SEC(2005) 985 final of 20 July 2005) - Action No 27 (Improving the functioning of the Representations – actions cofunded with the Member State).

2.4.3. Method of implementation

2.4.3.1. Subsidies in the framework of *specific partnerships* (Action 5b in the table in point 2.4.2)

Specific partnerships with national or regional authorities are planned. Where their *de jure* or *de facto* monopoly is confirmed, and depending on the activities proposed, the intention is to sign agreements with public authorities at national or local level (without making a call for proposals). For the purpose of identifying such monopolies, account will be taken not just of the nature of the beneficiary, but also of the nature of the project planned.

Objectives

To provide the public with consistent and appropriate information on the role of the European Union and its achievements, gaining from the experience and using the special information channels of the public authorities at national, regional or local level.

Potential beneficiaries

Public authorities at national, regional or local level, within the framework of a partnership.

Criteria for awarding grants

- The relevance and general interest of the project (in particular as regards the objectives set and the target audience)
- The European dimension and value added

⁶ Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions on implementing the information and communication strategy for the European Union: COM(2004) 196 final, 20 April 2004.

- The expected multiplier effect (impact beyond the target audience)
- the visibility given to the project (promotion/publicity).

Level of Community contribution

The level of the grant will be 80% maximum of the measure's eligible costs.

Expected results

The projects selected should contribute to better public awareness of the EU's role and action.

2.4.3.2. Grants for ad hoc events (Action 5(c) in the table in point 2.4.2)

Objectives

To capitalise on special events, such as the anniversary of the Schuman Declaration (9 May), so as to increase the general public's knowledge of the Commission's activities.

Potential beneficiaries

Civil society organisations.

Selection criteria

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

Criteria for awarding grants

- The relevance and general interest of the project (in particular as regards the objectives set and the target audience)
- The European dimension and value added
- The expected multiplier effect (impact beyond the target audience)
- the visibility given to the project (promotion/publicity).

Level of Community contribution

The level of the grant will be 80% maximum of the measure's eligible costs.

Expected results

The projects selected should contribute to better public awareness of the EU's role and action.

2.4.3.3. Public contracts (all the other actions in the table in point 2.4.2)

Certain expenditure, associated in particular with Eurojus and the equipping of the information centres at the Representations, will be based mainly on existing contracts. Other expenditure will form the subject of contract procedures to be launched in 2007.

Contracts less than EUR 60 000 ^(*) (organisation by the 35 Commission Representations of seminars, conferences, local communication activities, European events, etc. in the 27 Member States).

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
EUR 5,793,000	EUR 3,793,000 [120]	EUR 2,000,000 [80]

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

Contracts greater than EUR 60 000 ^(*) (large-scale European events, including strategic partnerships, service contract for Eurojus)

Corresponding annual amount	Launch during the 1st half, total amount of contracts (multiannual amount)	Launch during the 2nd half, total amount of contracts (multiannual amount)
EUR 1,000,000	EUR 1,500,000 [15]	EUR 500,000 [6]

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

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2.5. Budget line 16.03 04 PRIORITY ACTIONS, INCLUDING PRINCE

2.5.1. Operations financed from this budget line

Actions funded under this line are directed connected with the communication priorities; these recurring or one-off actions may link up with partnerships with the Member States to tackle these priorities.

Appropriations will be allocated to fund or cofund:

- communication activities associated with specific annual or multi-annual priorities (e.g. the debate on the future of the Union, Plan D);
- specific national or international communication activities relating to the communication priorities (e.g. events organised by the Presidencies of the Union to improve communication on Europe, specific celebrations, such as those to mark the 50th anniversary of the Treaty of Rome);
- communication activities organised in partnership with the Member States on communication priorities – the conclusion of each management partnership in the context of a communication plan agreed by common consent is intended to create synergies between the measures implemented by the Member States and by the Commission and to coordinate their respective information and communication activities on the European Union.

2.5.2. Mobilisation of available appropriations

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

Commitment appropriations: EUR 7,868,000

Breakdown	Budget	Method of implementation
1. Communication activities on specific themes, Plan D	EUR 1,650,000 ⁽¹⁾	a) New, low-value contracts
	EUR 2,000,000 ⁽¹⁾	b) Grants awarded following calls for proposals

2. Celebration of specific events in the context of the communication priorities (including 50th anniversary of the Treaty of Rome)	EUR 2,568,000	a) Contracts, of which EUR 500,000 on the ongoing contract procedure and the rest mainly based on existing framework contracts
	EUR 250,000	b) Grants within the framework of <i>specific partnerships</i> with public authorities at national, regional or local level
3. Management partnerships with the Member States	EUR 1,400,000 ⁽²⁾	Provision of funds for grants and contracts in the context of <i>management partnerships</i> with public authorities in the Member States (through indirect centralised management) ⁷ of which EUR 700 000 in the context of existing partnerships

(1) Of which EUR 3,000,000 for implementing "Plan D Wider and deeper debate on Europe": Information note from Ms Wallström (SEC/2006/1553 of 29.11.2006).

(2) Amount forming part of the appropriations intended for implementing the "Action Plan to improve communicating Europe by the Commission" (SEC(2005) 985 final of 20 July 2005) - Action No 27 (Improving the functioning of the Representations – Actions cofunded with the Member State).

2.5.3. Method of implementation

The actions coming under this budget line will be implemented by way of:

- calls for proposals (action 1b);
- contract procedures (actions 1a and 2a) to be launched in 2007;
- ad hoc partnerships (action 2b) with national, regional or local public authorities;
- management partnerships established with the public authorities of the Member States (indirect centralised management).

2.5.3.1. **Calls for proposals (Action 1b in the table in point 2.5.2)**

Organisation of calls for proposals

Calls for proposals will be launched simultaneously by certain Representations in the Member States.

Date of publication: first quarter of 2007

Estimated date of end of projects: 31 December 2008

Estimated duration of actions: eight months maximum (saving unforeseen circumstances, actions must begin between August and December 2007 and be finished by 31 May 2008).

Objectives of the calls for proposals

To provide financial support for regional or national European initiatives, in order to:

- encourage public participation in the debates on Europe, with particular attention being paid to young people and women;

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Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions on implementing the information and communication strategy for the European Union: COM(2004) 196 final, 20 April 2004.

- on an extensive, high quality basis, collect their opinions on priorities such as those in the Commission's annual work programme which are of specific interest to the target groups proposed;
- analyse contributions from the general public which could be used as input for decision-makers.

Potential beneficiaries

Applicants will be not-for-profit organisations with their own legal identity, registered in one of the countries of the EU and independent of the public authorities.

Selection criteria

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

Criteria for awarding grants

Eligible projects will be evaluated on the basis of:

- the consistency of the overall plan with the objectives of the Plan D;
- the quality of the work programme and the way of working;
- the dynamics of the networking and the establishment of cooperative partnerships;
- the ability of the project to mobilise citizens (young people and women in particular);
- the likely multiplier effect, as calculated on the basis of the measures proposed to give visibility to the project and its outcomes;
- the system to feed information back to European decision makers;
- the mechanism for evaluation of the objectives pursued by the project.

Level of Community contribution

The level of the grant will be 80% maximum of the measure's eligible costs.

Expected results

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

2.5.3.2. Grants for ad hoc events (Action 2(b) in the table in point 2.5.2)

The plan is to use ad hoc partnerships to be concluded with national or regional authorities. Where their *de jure* or *de facto* monopoly is confirmed, and depending on the activities proposed, the intention is to sign agreements with public authorities at national or local level (without making a call for proposals). For the purpose of identifying such monopolies, account will be taken not just of the nature of the beneficiary, but also of the nature of the project planned.

Objectives

To provide the public with consistent and appropriate information on the role of the European Union and its achievements, gaining from the experience and using the

special information channels of the public authorities at national, regional or local level.

Potential beneficiaries

National, regional or local authorities, in a *de jure* or *de facto* monopoly position, in the context of a partnership.

Criteria for awarding grants

- The relevance and general interest of the project (in particular as regards the objectives set and the target audience)
- The European dimension and value added
- The expected multiplier effect (impact beyond the target audience)
- The visibility given to the project (promotion/publicity).

Level of Community contribution

The level of the grant will be 80% maximum of the measure's eligible costs.

Expected results

The projects selected should contribute to better public awareness of the EU's role and action.

2.5.3.3. Contracts (actions 1(a) and 2(a) in the table in point 2.5.2)

The actions in this line, which will be carried out under contract, will be implemented partly under existing framework contracts (more specifically for actions under 2)) and partly under contracts to be launched in 2007 (see above).

Contracts for less than EUR 60 000 ()*

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
EUR 1,650,000	EUR 1,200,000 [50]	EUR 450,000 [20]

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

2.5.3.4. Provision of funds for grants and contracts in the context of management partnerships with public authorities in the Member States (Action 3 in the table in point 2.5.2)

Part of the expenditure charged to this budget line will result from the implementation of management partnerships with national or regional public authorities. The conclusion of each management partnership under a jointly adopted communication plan exemplifies the closer links, desired by the Commission⁸, between the European institutions and the Member States in the field of information and communication. These partnerships will be managed centrally and indirectly, in

⁸ COM(2002) 350 of 2 July 2002, in particular points I.2.2 and I.3.2 dealing with the development of "a concerted information strategy on the main issues affecting the European Union" and "synergy between the different methods applied by each partner".

COM(2004) 196 of 20 April 2004, in particular points 2.1 and 2.1.2, where three types of partnership with the Member States are proposed, including the management partnership.

accordance with Articles 54 and 56 of the Financial Regulation and Articles 35, 38, 39 and 41 of its implementing rules.

The Commission established the legal framework for this delegation of its implementing powers in Decision C(2004) 4841 of 15 December 2004⁹. The exercise will be led by a coordination team comprising the Commission and the public authorities responsible for information on subjects of European interest. The actions will be implemented by an intermediate body proposed by the Member State and approved by the Commission. The intermediate body will be linked to the Commission by a delegation agreement, with a maximum duration of four years, and by fund-provision agreements whose duration and maximum amount will be determined in the light of the actions to be carried out.

Objectives

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

Potential beneficiaries of the financing

The contractors and grant beneficiaries selected by the intermediate body at the end of appropriate award procedures.

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

- The relevance and general interest of the project (in particular as regards the objectives set and the target audience)
- The European dimension and value added
- The expected multiplier effect (impact beyond the target audience)
- The visibility given to the project (promotion/publicity).

Criteria for awarding the contracts (intermediate body)

- Either the lowest price
- Or the economically most advantageous offer (relation between cost and quality).

Level of Community contribution

As a general rule, measures taken by the intermediate body as part of the indirect centralised management will be financed by the Community appropriations made available to it:

- fully in the case of contracts, and
- partially in the case of grants, depending on the agreements which it has signed with the beneficiaries, on the basis of the instructions received from the coordination team.

⁹ Commission Decision C(2004) 4841 of 15 December 2004 establishing the legal framework for the management partnerships and co-financing agreements with the Member States concerning information and communication actions such as the priority information actions under PRINCE and operational "Press and Communication" appropriations.

Expected results

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

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2.6. Budget line 16.04 01 PUBLIC OPINION ANALYSIS

2.6.1. Operations financed from this budget line

Appropriations under this line are intended to cover the analysis of trends in public opinion, mainly by way of opinion polls (either large-scale Eurobarometer surveys or flash surveys carried out by telephone among specific target groups on particular regional or national themes or by way of qualitative studies), and their quality control.

2.6.2. Mobilisation of available appropriations

The various actions are implemented by way of contract procedures, as mentioned in the table below:

Commitment appropriations: EUR 5,600,000.

Breakdown	Budget	Method of implementation
1. Eurobarometer surveys, flash surveys or qualitative studies	EUR 5,300,000	Contracts (existing contracts)
2. Ad hoc and specific surveys coordinated by the Representations	EUR 300,000	Contracts, of which 250 000 euro on existing contracts

2.6.3. Method of implementation

Most expenditure will be made on the basis of existing contracts (Eurobarometer and qualitative studies). Several ad hoc and specific surveys in certain countries will be implemented on the basis of new low-value contracts to be launched in 2007:

Contracts for less than EUR 60 000 ()*

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
EUR 50,000	EUR 50,000 [4]	—

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

N.B.: A new invitation to tender for a framework contract for qualitative studies will also be launched by DG COMM in 2007. This new contract will not necessarily be used by DG COMM in 2007, but it could be used by other DGs (with their own appropriations).

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**2.7. Budget line 16.04 02
ON-LINE INFORMATION AND COMMUNICATION TOOLS**

2.7.1. Operations financed from this budget line

Activities carried out within this framework comprise:

- operation of the Europe *Direct* call centre, which may be accessed free of charge by any citizen and which provides information in answer to any question on the European Union (single, free telephone number **00 800 6 7 8 9 10 11**);
- dissemination of summary documents on the legislative activities of the Union (SCAD+);
- the operation (development of web sites and editorial tasks) of the part of the COMMISSION-EUROPA Internet site for which DG COMM is responsible, including feeding and updating the websites "Page of the President and Vice-President Margot Wallström" and other priority sites; migration of the sites of the Representations;
- operation of the websites of the Representation offices and their electronic publications.

2.7.2. Mobilisation of available appropriations

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

Commitment appropriations: EUR 10,180,000.

Breakdown	Budget	Method of implementation
1. Contact centre EUROPE <i>DIRECT</i>	EUR 3,050,000	Contract (existing contract)
2. SCAD+ (summary documents on legislative activities)	EUR 2,400,000	Contract (existing framework contracts)
3. EUROPA site, including pages of the President and of the Vice-President, etc.	EUR 3,450,000 ⁽¹⁾	Contract, of which EUR 3,150,000 on existing contracts and framework contracts
4. Web sites and electronic publications of the Representations	EUR 1,280,000 ⁽¹⁾	Contracts, of which EUR 500,000 on existing contracts

⁽¹⁾ Amounts forming part of the appropriations intended for implementing the "Action Plan to improve communicating Europe by the Commission" (SEC(2005) 985 final, 20.7.2005) - Actions 36, 37 and 38 (Internet – Europa and entry pages of the Representations).

2.7.3. Method of implementation

Most of the expenditure under this budget line will be covered by existing contracts or framework contracts, with the exception of certain expenditure linked to the Internet sites and electronic publications of the Representations and an evaluation of the EUROPA site.

Contracts for less than EUR 60 000 ()*

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
EUR 200,000	EUR 150,000 [15]	EUR 50,000 [5]

^(*) The estimate of the number of contracts is given in brackets.

Contracts for more than EUR 60 000 (*)

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half (for signature in 2007), total amount of contracts (multiannual amount)
EUR 880,000	EUR 2,900,000 [9]	EUR 300,000 [1]

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

N.B.: DG COMM will also be launching a new invitation for tenders for the EUROPE DIRECT contact centre in 2007. It will not use this new contract in 2007 but will start doing so in 2008.

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2.8. Budget line 16.04 03 TARGETED WRITTEN PUBLICATIONS

2.8.1. Operations financed from this budget line

The actions covered by this item include:

- the dissemination of specific information on the European Union (on paper, in all the official languages) coordinated by the central services of DG COMM;
- publications from the Representations (newsletters and magazines): each Representation produces one or more publications which are distributed to multipliers and cover a variety of social, economic and political topics.

2.8.2. Mobilisation of available appropriations

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

Commitment appropriations: EUR 6,050,000

Breakdown	Budget	Method of implementation
1. Targeted central publications	EUR 2,200,000	Contracts (existing framework contracts)
2. Paper publications and newsletters from the Representations	EUR 3,850,000	Contracts, of which EUR 1,300,000 on existing contracts

2.8.3. Method of implementation

Public contracts (all actions in the table in point 2.8.2)

Activities falling under this budget line will be carried out on the basis either of existing contracts or of procurement procedures to be launched in 2007 (see below).

Contracts for less than EUR 60 000 (*)

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
Paper publications and newsletters from the Representations EUR 700,000	EUR 450,000 [20]	EUR 250,000 [13]

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

Contracts for more than EUR 60 000 (*)

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
Paper publications and newsletters from the Representations EUR 1,850,000	EUR 4,400,000 [20]	EUR 2,850,000 [10]

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

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2.9. Budget line 16.04 04 WRITTEN PUBLICATIONS OF GENERAL INTEREST

2.9.1. Operations financed from this budget line

The appropriations available under this budget line are intended to fund publications of general interest for the public. These publications promote better knowledge of the Commission's priority activities and of the European policies that concern the public more directly.

2.9.2. Mobilisation of available appropriations

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

Commitment appropriations: EUR 2,420,000.

Breakdown	Budget	Method of implementation
Written publications of general interest	EUR 2,420,000	Contract (existing framework contracts)

2.9.3. Method of implementation

The planned expenditure will be effected solely through the existing framework contracts concluded by the Official Publications Office.

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2.10. Budget line 16.05 01 INFORMATION RELAYS

2.10.1. Operations financed from this budget line

Activities carried out within this framework cover:

- the Europe *Direct* information relays;
- the major national centres for European information and documentation;
- coordination and support activities for the information relays and networks.

2.10.2. Mobilisation of available appropriations

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

Commitment appropriations: EUR 16,752,500.

Breakdown	Budget	Method of implementation
1. Europe <i>Direct</i> information relays	EUR 10,800,000	Grants (see Commission Decision C(2006) 5462 of 17.11.2006 on the work programme of DG COMM for this specific aspect)
2. Major centres	EUR 1,750,000	Grants in the form of annual contributions to be paid by the Commission as founder member (<i>see Commission Decisions C(2006) 4477 of 17.11.2006 to extend the operation of the Major Centres in Lisbon and Paris and C(2007) 287 of 6.2.2007 to extend the one in Rome</i>)
3. Coordination and support activities for relays and networks	EUR 4,202,500	Contracts, of which EUR 2,800,000 on existing contracts

2.10.3. Method of implementation**2.10.3.1. Grants for the information relay host structures (action 1 in the table in point 2.10.2)**

On 17 November 2006, the Commission adopted this section of the DG COMM work programme for 2007 by Decision C(2006) 5462.

2.10.3.2. Annual contributions to the Major Centres (action 2 in the table in point 2.10.2)

Since the Commission is a founding member of the major information centres, it is required by the centres' statutes to pay an annual contribution to each of them.

On 28 November 2005, with its Decision C(2005) 4477, the Commission decided not to renew its participation in the national information centres on Europe (the "Major Centres") on the expiry of their agreements. However, on 23 November 2006, with Decision C(2006) 5534, it changed this decision and extended the operation of the Major Centres in Lisbon and Paris until 31 December 2007. On 6 February 2007, with Decision C(2007) 287, it did the same for the Rome Centre.

In 2007, the relevant provisional amounts are as follows:

- Lisbon: EUR 624,000, for the record, as this amount was committed in 2006 (renewal of the agreement and its extension until the end of 2007, signed on 8 December 2006)
- Paris: EUR 750,000
- Rome: EUR 750,000
- Phasing out of the Major Centres: EUR 250,000 (estimate of the expenditure arising from phasing out the activity, mainly connected with terminating the contracts of staff working for the Major Centres (e.g. redundancy payments, possible conciliation procedures) and contracts relating to the operation of these Major Centres.

2.10.3.3. Contracts (action 3 in the table in point 2.10.2)

Expenditure on coordination and support activities for information relays will be covered mainly by existing contracts. Expenditure which will be the subject of tendering procedures is evaluated at:

Contracts less than EUR 60,000 () (in particular for coordination meetings, seminars, training in the 27 Member States)*

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
Coordination and support activities for relays and networks EUR 902,500	EUR 670,000 [35]	EUR 232,500 [5]

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

Contracts greater than EUR 60,000 () (Evaluation, large-scale conferences, etc.)*

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
Coordination and support activities for the relays and networks EUR 500,000	EUR 250,000 [3]	EUR 250,000 [2]

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

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2.11. Budget line 16.01 04 01 APPROPRIATIONS FOR ADMINISTRATIVE MANAGEMENT TO SUPPORT OPERATIONAL ACTIONS

Apart from administrative expenditure, which basically concerns the running of the Representations, the operational expenditure which will be effected in 2007 also covers services provided in support of communication activities and charged to budget lines 16.01 04 01 (Expenditure in support of communication activities), for which EUR 3 864 500 is earmarked.

The expenditure which it is proposed to finance from these appropriations results from contract procedures and in particular concerns technical assistance services for the performance of one-off, specific tasks or regular tasks necessary for the smooth running of the Representations' activities (e.g. information correspondents, audiovisual correspondents).

Some of the expenditure is covered by existing contracts (around EUR 1 800 000).

The contract procedures which will be launched in 2007 break down as follows:

Contracts less than EUR 60,000 () (occasional use of specialised agents, technical assistance)*

Corresponding annual amount	Launch during the 1st half, total amount of contracts	Launch during the 2nd half, total amount of contracts
EUR 450,000	EUR 250,000 [35]	EUR 200,000 [30]

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

Contracts greater than EUR 60,000 ^(*) (information correspondents, audiovisual correspondents, evaluations, etc.)

Corresponding annual amount	Launch during the 1st half, total amount of contracts (multiannual amount)	Launch during the 2nd half, total amount of contracts (multiannual amount)
<u>Studies and evaluations</u> EUR 450,000 ⁽¹⁾	EUR 300,000 [1]	EUR 150,000 [1]
<u>Correspondents</u> EUR 1,164,500	EUR 3,500,000 [11]	EUR 2,322,500 [8]

^(*) The estimate of the number of contracts is given in brackets.

⁽¹⁾ Of which EUR 300,000 intended to implement the "Action Plan to improve communicating Europe by the Commission", SEC(2005) 985 final of 20 July 2005 - Action No 15 (Research and analysis – studies and evaluation).
