

ANNUAL WORK PROGRAMME ON GRANTS AND CONTRACTS IN THE FIELD OF COMMUNICATION FOR 2008

1. GENERAL OBJECTIVES

The medium-term general objectives of DG COMM are derived from the Annual Policy Strategy for 2008¹ and the strategic objectives of the Commission for 2005 – 2009², which provide for the following in the field of communication:

- "individual citizens must be brought into this partnership: through clarity about what Europe is trying to achieve, and participation in the common effort";
- "dialogue must reach beyond the Brussels-based political debate into a full-blown European Public Space...".

All the initiatives taken by the Commission in the past four years have contributed to meeting this challenge. They resulted in a summary document entitled "Communicating Europe in Partnership"³, adopted by the Commission on 3 October 2007. This Communication provides a comprehensive and forward-looking overview of the Commission's communication strategy.

On the basis of the "Communicating Europe in Partnership" Communication, the Communication DG has defined the following four general objectives:

- to develop a strategy based on communication priorities⁴ in accordance with the concerns of the citizens;
- to create a partnership between the main players in communication in Europe for greater efficiency;
- to develop a *European public sphere* to promote discussions in Europe;
- to increase the availability of services in order to optimise the capacity and quality of the Commission's ability to communicate.

¹ Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions, COM(2007) 65 final, 21.02.2007.

² 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, 26.01.2005.

³ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, "Communicating Europe in Partnership", COM(2007) 568 final, 3.10.2007.

⁴ The communication priorities for 2008 are: Reform Treaty, energy and climate change, European Year of Intercultural Dialogue, the Lisbon Strategy for growth and jobs and better regulation, the EU's role in the world, budget review and social reality stocktaking.

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 primarily the funding or cofunding of the production and/or dissemination of audiovisual information products, their assessment and the performance of data analysis on the target groups (by way of monitoring or specific studies/surveys).

In 2008, these activities will focus on setting up an operational TV channel in Arabic in order to supplement the range of languages of Euronews and on establishing a radio network covering the Member States. This policy of networking will be extended throughout the year on the internet and TV.

The goal of improving market knowledge will be pursued by developing statistical and planning tools and renewing the network of local correspondents and audiovisual experts.

2.1.2. Mobilisation of available appropriations and implementing arrangements

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 22 200 000

Action	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Production and simultaneous multilingual broadcasting of television news and current affairs programmes on the European Union			
- <i>Euronews</i>	5 250 000	Ongoing contract	
- <i>TV information channel in Arabic</i>	5 500 000	Ongoing contract	
2. Audiovisual productions and multimedia projects (1)			
- <i>EurRadio network</i>	5 800 000	Ongoing contract	
- <i>Audiovisual networks and internet</i>	2 750 000	Invitation to tender > € 60 000 (x1)	HY 2 (x1)
- <i>Development of video productions (clips, image databases, documentaries, etc.)</i>	1 800 000	Ongoing contract	
3. Monitoring and analyses (2)			
- <i>TV station database</i>	400 000	Ongoing contract	
- <i>Supply of data on internet</i>	250 000	Invitation to tender > € 60 000 (x1)	HY 1 (x1)
- <i>Traceability of video productions</i>	250 000	Ongoing contract	
- <i>Specific studies/surveys</i>	200 000	Ongoing contract	

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

(**) HY 1 = first half-year; HY 2 = second half-year

- (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 July 2005) - Actions 33 and 34 – and the Communication on "Communicating Europe in Partnership" (COM(2007) 568 final, 3 October 2007) – Developing a European public sphere: The media and information services.
- (2) 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 - Action 16 (Research and feedback, media database).

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2.2. Budget line: 16.02 03 MEDIA INFORMATION

2.2.1. Operations financed from this budget line

The measures covered by this budget line aim to provide the target group, in essence the media and the press, with tools for better understanding and reporting current affairs.

For 2008, the main measures will concern:

- enhancing the supply of online audiovisual products by developing an audiovisual portal, digitising the archives and the EU-Tube service;
- continuing the supply of training, including training managed from Brussels, in particular with the support of the European Journalism Centre, and training organised locally by the Representations. Particular attention will be paid to journalists working for free newspapers;
- 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 and implementing arrangements

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 4 470 000

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Audiovisual news coverage (TV and photo)	2 400 000	Ongoing contracts	
2. Training seminars for journalists	1 020 000 (1)	Invitation to tender ≤ € 60 000 (x53) Invitation to tender > € 60 000(x1) Ongoing contracts	HY 1 (x22); HY 2 (x31) HY 1 (x1)
3. Exchanges with the media	550 000 (2)	Ongoing contracts Invitation to tender > € 60 000(x1)	HY 2 (x1)
4. Media library	500 000	Ongoing contracts	

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

(**) HY 1 = first half-year; HY 2 = second half-year

- (1) Amount forming part of the appropriations intended for implementing the "Action Plan to improve communicating Europe by the Commission" (SEC(2005) 985 final, 20 July 2005) - Action 46 (Cooperation with journalists - training programme) and the Communication on "Communicating Europe in Partnership" (COM(2007) 568 final, 3 October 2007) – Empowering citizens, Going local.
- (2) Amount forming part of the appropriations intended for implementing the "Action Plan to improve communicating Europe by the Commission" (SEC(2005) 985 final, 20 July 2005) - Action 34 (Audiovisual services - promoting audiovisual products through exchanges with the media).

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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**

The actions carried out in this area aim in essence to safeguard the operation of the Commission's audiovisual installations and the leasing of the satellite to provide television stations with information on the activities of the European Union. They concern in particular:

- continuing to provide assistance for TV teams that have to film in the Commission from time to time and for groups of professional visitors;
- leasing a satellite transmission channel to provide the service. The actions needed for the test phase for a second channel with a view to interinstitutional financing will be carried out;
- purchasing audiovisual equipment and supplies for the radio and television studios.

2.3.2. **Mobilisation of available appropriations and implementing arrangements**

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 6 212 000

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
1. Operation of radio and television studios	3 499 995	Ongoing contracts Invitation to tender > € 60 000 (x1)	HY 2 (x1)
2. Leasing a satellite transmission channel (EbS)	1 618 784	Ongoing contracts	
3. Technical equipment and supplies	1 093 221	Ongoing contracts	

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

(**) HY 1 = first half-year; HY 2 = second half-year

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2.4. Budget line: 16.03 01 INFORMATION RELAYS

2.4.1. Operations financed from this budget line

The actions carried out within this framework cover:

- the EUROPE DIRECT information relays
In providing information for citizens, the Commission relies on a body of networks that provide decentralised local information, having particular regard for specific social, cultural, political and economic aspects at local level. The EUROPE DIRECT information relay network currently comprises approximately 470 relays in the 27 Member States of the Union.
The Commission has provided for the co-financing of the operational costs of the host structures throughout the Union up to a maximum of € 10 800 000.
These appropriations are used to provide financial assistance in the form of an operating grant for structures hosting EUROPE DIRECT network information relays to an amount between € 12 000 and € 24 000 per relay.
- coordination and support activities for the information relays and networks.

2.4.2. Mobilisation of available appropriations and implementing arrangements

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 15 300 000

Breakdown	Budget (in euros)	Methods of implementation	Approximate timetable (**)
1. EUROPE DIRECT information relays	10 800 000	Grants (see Commission Decision C(2007) 3414 of 17.07.2007 on the work programme of DG COMM for this specific aspect)	
2. Coordination and support activities for relays and networks	4 500 000	Invitation to tender ≤ € 60 000 (x89) Ongoing contracts	HY 1 (x40); HY 2 (x49)

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

(**) HY 1 = first half-year; HY 2 = second half-year

2.4.3. *Operating grant for structures hosting EUROPE DIRECT network information relays*

These grants will be covered by a written agreement.

Selection and award criteria

The selection criteria for potential beneficiaries and grant award are identical to those governing the calls for proposals launched in the other Member States (cf. items 5.1.5 and 5.1.6 of the 2005 work programme concerning relays: C(2004) 3279, 30.8.2004).

Selection criteria

Financial capacity

Applicants must prove they have sufficient and stable financial resources to enable them to host their relays throughout the whole period.

Operational capacity

Applicants must demonstrate their operational ability to host their relay(s). They must have:

- at least two years' proven experience in communicating with the public on EU policy matters;
- the necessary human resources and technological infrastructure to honour their commitments.

Award criteria

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

- relevance of the prospective host structure's application;
- profile and impact of the information relay(s) in their region(s) to ensure an equitable (regional) spread of relays;
- standard of the budget submitted and value for money.

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2.5. Budget line: 16.03 02 LOCAL COMMUNICATION ACTIVITIES

2.5.1. Operations financed from this budget line

The appropriations under this budget line are intended to implement and assess a decentralised communication policy via the Representations, which develop a wide range of communication actions and tools adapted to local target groups:

- Organisation of European events
In 2008, the main local action will be that of the Commission's participation in the International Exhibition in Zaragoza. During this three-month long event, the Commission will be able to present its policies on water and sustainable development to the general public and start an exchange of ideas with citizens on this subject.
These exchanges with the general public will also be held throughout the year at various cultural events organised by the Representations or in which they will participate – in conjunction, where appropriate, with the European Parliament's information offices – such as the 'Nuits blanches', European film festivals, etc., culminating in the celebrations of 9 May.

- 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.
- Organisation of activities for direct communication with specific target groups

The Representations regularly organise meetings with the media or with specific target groups on specific themes reflecting contemporary issues, and also visits for small groups, etc.

- Eurojus consultants
These consultants, who are legal advisers or lawyers, give citizens direct assistance free of charge on any legal issue with a European dimension.
- Equipping information centres
Located near the Representations, these information centres bring together various information materials (e.g. publications, Internet access) and make them accessible to the public.
- Promotional material

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 11 400 000

Breakdown		Budget (in euros)	Methods of implementation	Approximate timetable (**)
1. European events	International Exhibition in Zaragoza	1 200 000	Public contracts See Commission Decision adopting in advance the work programme to include the section concerning the expenditure associated with the financing of the Commission's participation in the International Exhibition at Zaragoza (cf. Decision C(2007) 5871 of 5.12.2007).	
	9 May 2008 and other European events	3 350 000	Invitation to tender ≤ € 60 000 (x146) Invitation to tender > € 60 000 (x7) Ongoing contracts	HY 1 (x71); HY 2 (x75) HY 1 (x4); HY 2 (x3)
		500 000	Call for proposals (x2) Competitions, prizes (x8)	HY 1 (x1); HY 2 (x1) HY 1 (x4); HY 2 (x4)
2. Seminars and conferences		2 400 000	Invitation to tender ≤ € 60 000 (x98) Invitation to tender > € 60 000 (x1) Ongoing contracts	HY 1 (x33); HY 2 (x65) HY 2 (x1)
3. Other communication actions (meetings with information multipliers, organisation of visits for small groups, etc.)		1 600 000 (1)	Invitation to tender ≤ € 60 000 (x74) Ongoing contracts	HY 1 (x34); HY 2 (x40)
4. Eurojus service		550 000	Invitation to tender ≤ € 60 000 (x7) Invitation to tender > € 60 000 (x1) Ongoing contracts	HY 1 (x3); HY 2 (x4) HY 1 (x5); HY 2 (x5)
5. Information centres connected to the Representations		1 000 000	Invitation to tender ≤ € 60 000 (x17) Invitation to tender > € 60 000 (x3) Ongoing contracts	HY 1 (x7); HY 2 (x1) HY 1 (x2); HY 2 (x1)

6. Promotional material	800 000	Invitation to tender ≤ € 60 000(x32) Invitation to tender > € 60 000 (x2) Ongoing contracts	HY 1 (x16); HY 2 (x16) HY 1 (x1); HY 2 (x1)
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(*) The estimate of the number of contracts is given in brackets.

(**) HY 1 = first half-year; HY 2 = second half-year

(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 25 (Communicate and connect – communication activities conducted by the Representations).

2.5.3. Methods of implementation

2.5.3.1. Grants for ad hoc events

Organisation of calls for proposals

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

Date of publication: First half of 2008.

Estimated date of end of projects: 31 December 2009

Estimated duration of actions: twelve months maximum (barring unforeseen circumstances, actions must begin between August and December 2008 and be finished by 31 December 2009).

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

Proactive civil society organisations on European issues.

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

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

Level of Community contribution

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

Expected results

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

2.5.3.2. Grants in the form of prizes awarded in competitions

Objectives

Organisation or participation (Salvador de Madariaga Prize, etc.) in events based on competitions.

Potential beneficiaries

Mainly natural persons.

Possibly civil society organisations (NGOs, associations, etc.).

Selection criteria

Eligibility criteria defined in the competition rules (no conflict of interest with jury members, etc.).

Criteria for awarding grants

The rules of each competition will determine its awarding conditions and criteria within the framework of the following general conditions and criteria:

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

Level of Community contribution

Cash prize or in kind (small gifts, such as books, dictionaries, etc.) to a maximum value of € 10 000 per prize.

Expected results

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

2.5.3.3. Public contracts

In the context of local communication measures, the Representations initiate or participate in events. Where these are associated with an event such as the International Exhibition at Zaragoza or cultural events, such as the 'Nuits blanches' or

festivals, and conferences, this participation may involve hiring a hall or other space, setting up a pavilion or stand, or providing a wide variety of services (inviting and greeting the public, catering service, etc.) which necessitate the award of public contracts.

The Representations take part in numerous events in order to promote the European Union. Although some public contracts are of a value greater than € 60 000, the local communication actions are characterised by a large number of local events for which expenditure is lower, sometimes much lower than the threshold of € 60 000.

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2.6. **Budget line: 16.03 04** **PRIORITY ACTIONS, INCLUDING PRINCE**

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

The actions financed from this budget line focus on the implementation and assessment of a policy of information and dialogue with European citizens on communication priorities. These recurring or one-off actions may link up with partnerships with the Member States to tackle these priority issues.

In 2008, five additional partnerships (Austria, Belgium, France, Italy and Portugal) will supplement the three current partnerships (Germany, Hungary and Slovenia), their main task being to establish national communication centred on interinstitutional communication priorities.

The activities of these partnerships will be supplemented by a series of thematic events on communication priorities organised principally on the initiative of the Representations in order to initiate debate with the citizens. The concept of European public spaces offering the opportunity for meeting, discussing and exchanging information should be extended to other European capitals (such spaces currently exist in Dublin, Madrid and Tallinn).

Plan D will be continued on the basis of current results in order to encourage citizens to fully understand the content of European policy issues and thus enhance a feeling of European identity.

2.6.2. **Mobilisation of available appropriations and implementing arrangements**

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 12 830 000

Breakdown		Budget (in euros)	Action and implementing arrangements*	Approximate timetable**
I. Management partnerships with the Member States	Germany	700 000	Provision of funds for grants and contracts through indirect centralised management, including € 1 300 000 in the context of existing	HY 1 (x7); HY 2 (x8)
	Hungary	300 000		
	Slovenia	330 000		
	Italy	750 000		

	France	750 000	partnerships	
	Portugal	600 000		
	Belgium	220 000		
	Austria	300 000		
2. Communication measures linked to communication priorities, including Plan D (central)	Debate Europe	2 000 000	Calls for proposals (x1)	HY 1 (x1)
	Spring Day	500 000	Ongoing contract	
	Communication activities associated with project teams	1 180 000	Invitation to tender > € 60 000(x1) Ongoing contracts	HY 2 (x1)
3. Communication measures linked to communication priorities, including Plan D (Representations)		3 100 000	Call for proposals (x 27)	HY 1 (x 27)
		2 100 000	Ongoing contracts Invitation to tender ≤ € 60 000(x131) Invitations to tender > € 60 000(x5)	HY 1 (x60); HY 2 (x71) HY 1 (x5)

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

(**) HY 1 = first half-year; HY 2 = second half-year

- (1) Amount forming part of the appropriations intended for implementing the "Action Plan to improve communicating Europe by the Commission" (SEC(2005) 985 final, 20 July 2005) - Action 27 (Improving the functioning of the Representations – Actions cofunded with the Member State) and the Communication on "Communicating Europe in Partnership" (COM(2007) 568 final, 3 October 2007) – Reinforcing the partnership approach, Working together with the Member States.

2.6.2.1. Provision of funds for grants and contracts in the context of *management partnerships with public authorities in the Member States*

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 in the framework of a jointly agreed communication plan is in line with the goals of the Communication on "Communicating Europe in Partnership"⁵.

These partnerships will be managed centrally and indirectly, in 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 2004⁶. 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, the duration and maximum amount of which will be determined in the light of the actions to be carried out.

⁵ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, "Communicating Europe in Partnership", COM(2007) 568 final, 3.10.2007.

⁶ 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.

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 of the project
- 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 bid (ratio 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.

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 public's expectations and its awareness.

2.6.2.2. Calls for proposals

Organisation of calls for proposals

Calls for proposals will be launched by DG COMM in Brussels and by the Representations in the Member States.

Date of publication: first half of 2008.

Estimated date of end of projects: 31 December 2009

Estimated duration of actions: eight months maximum (barring unforeseen circumstances, actions must begin between August and December 2008 and end no later than 31 December 2009).

Objectives of the calls for proposals

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

- encourage public participation in the debates on Europe;
- 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 design of the project with the objectives of the Debate Europe Communication;
- 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;
- 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 each measure's eligible costs.

Expected results

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

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2.7. Budget line: 16.03 05 EUROGLOBE PILOT PROJECT

2.7.1. Operations financed from this budget line

All the appropriations of this budget line are intended for the EuroGlobe pilot project.

This pilot project promotes a European public space for debate, culture and study by means of cultural events for the general public. The shows developed in this context will move around Europe in accordance with the rota for the Presidency of the European Union.

2.7.2. Mobilisation of available appropriations and implementing arrangements

Commitment appropriations: EUR 1 000 000

Breakdown	Budget (in euros)	Implementing arrangements*	Approximate timetable (**)
EuroGlobe	1 000 000	Grants awarded following a call for proposals	HY 1 (x1)

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

(**) HY 1 = first half-year; HY 2 = second half-year

2.7.3. Detailed project presentation

With regard to EuroGlobe, the Commission intends to support up to three actions. It will launch a call for proposals to find projects initiated by civil society organisations that are able to play an effective role in this by organising, in the Member State holding the Presidency of the European Union, events which are likely to strengthen the feeling of belonging to the EU and raise interest in current headline European issues using culture as the vehicle.

The subsidised actions should meet the following criteria:

- be organised in the Member State holding the Presidency of the European Union⁷ for the duration of the action;
- foster a better public understanding of the relevance of the European Union for culture and society in the Member States;
- enable a multilingual dialogue;

⁷ The subsidised actions should be completed by 31 December 2010 at the latest, with the four possible Presidencies involved being those of the Czech Republic in the first half of 2009, Sweden in the second half of 2009, Spain in the first half of 2010 and Belgium in the second half of 2010.

- use culture as a vehicle and generate cultural exchanges;
- be of a festive nature;
- allow exchanges with representatives of civil society from other Member States;
- be aimed at the general public and generate public interest;
- include a dialogue with public authorities at local, regional, national and/or EU level;
- link the events to issues of local/regional/national interest and current EU issues;
- involve audiovisual media to maximise the impact of these events;
- allow a variety of democratic opinions to be expressed (without exclusion);
- use the internet as a vehicle for promoting the project and allowing feedback;
- start in the last quarter of 2008 and end no later than 31 December 2010.

Objectives

To have civil society organisations that are able to play an effective role in fostering a European public space for debate, culture and learning – the subject of the "Euroglobe" pilot project - organise, in the Member State holding the Presidency of the European Union, events which are likely to:

- maximise the influence of this Presidency;
- strengthen the feeling among citizens of this country that they belong to the EU and believe in its activities;
- raise their interest in current headline European issues and their knowledge of these,

by using culture as the vehicle.

The subsidised action(s) will run for at least two consecutive EU Presidencies. These actions will therefore last for at least one year, covering the events proposed as well as the activities required to prepare and monitor them.

Potential beneficiaries

Applicants will be not-for-profit organisations or private organisations operating on a not-for-profit basis in the context of this call for proposals, with their own legal identity, registered in one of the countries of the EU, with the financial, technical and operational capacity required to complete the project they are proposing and be of known legal and moral integrity.

This call for proposals is aimed more specifically at:

- cultural operators;
- national cultural associations;
- cultural foundations;
- think-tanks;

- local, regional or national public bodies;
- associations, networks or consortia of cultural institutions;
- any other bodies active in the field of culture and communication, including private companies, provided that they operate on a non-profit basis for this call.

Selection criteria

Applicants will have to demonstrate that they have the financial, technical and operational capacity to complete the action, 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 action. Particular attention will be paid to their ability to mobilise the media and the general public. The ability to enlist the participation of organisations from other EU countries will be considered an advantage.

Award criteria

Eligible projects will be evaluated on the basis of:

- the consistency of the overall design of the project with the objectives of the "Euroglobe" pilot project;
- the ability of the project to mobilise citizens;
- the likely multiplier effect and the relevance of the measures intended to publicise the project, notably in the media (partnerships with the media, organisation of relations with the press);
- the quality of the work programme, the way of working, the organisation of the action and the tools used;
- the possible establishment of cooperation with organisations from other EU countries;
- the quality of the budget and timetable for the action;
- the mechanism for evaluating the work carried out;
- the expected results of the action as a model and its value as an example for promoting a European public space.

Level of Community contribution

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

Expected results

By drawing on the momentum created in the Member State which holds the Presidency of the EU, the subsidised actions should make a significant contribution towards fostering a European public space for debate, culture and learning, the aim of the "Euroglobe" pilot project, particularly among the citizens of that country.

It is also expected that practical lessons can be learned from the organisation of such actions and their anticipated impact, should there be a desire to replicate this experiment.

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**2.8. Budget line: 16.03 06
PILOT PROJECT ON PILOT INFORMATION NETWORKS (PINS)**

2.8.1. Operations financed from this budget line

The appropriations under this budget line are intended for the continuation of the pilot project on pilot information networks (PINs).

This pilot project aims to establish a framework (online platform and conference cycle) to give decision-makers (e.g. national members of parliament) and opinion multipliers (e.g. journalists) the chance to exchange ideas and debate European issues, mainly via specific forums on interinstitutional communication priorities.

2.8.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: EUR 1 500 000

Breakdown	Budget (in euros)	Implementing arrangements*	Approximate timetable (**)
Implementation and management of the online platform and conferences	1 500 000	Invitation to tender > € 60 000 (x1)	HY 2 (x1)

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

(**) HY 1 = first half-year; HY 2 = second half-year

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**2.9. Budget line: 16.04 01
PUBLIC OPINION ANALYSIS**

2.9.1. Operations financed from this budget line

Appropriations under this line are intended to cover the analysis of trends in public opinion via Eurobarometer surveys carried out in the 27 Member States and the candidate countries. They cover not only generic and ad hoc studies on specific themes and/or for specific target groups, but also qualitative studies.

Specific surveys are also carried out at local level at the initiative of the Representations.

2.9.2. Mobilisation of available appropriations and implementing arrangements

The various actions are implemented by way of contract procedures.

Commitment appropriations: EUR 5 800 000

Breakdown	Budget (in euros)	Implementing arrangements*	Approximate timetable (**)
1. Eurobarometer surveys, flash surveys and qualitative studies	5 500 000	Invitation to tender > € 60 000 (x1) Ongoing contracts	HY 1 (x1)
2. Ad hoc and specific surveys coordinated by the Representations	300 000	Invitation to tender ≤ € 60 000(x14) Ongoing contracts	HY 1 (x5); HY 2 (x9)

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

(**) HY 1 = first half-year; HY 2 = second half-year

N.B.: A new invitation to tender for a framework contract for standard and specific Eurobarometer surveys will be launched by DG COMM in 2008.

The invitation to tender for the qualitative studies launched in 2007 will be concluded in 2008.

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2.10. Budget line: 16.04 02**ON-LINE INFORMATION AND COMMUNICATION TOOLS****2.10.1. Operations financed from this budget line**

Actions carried out within this framework comprise:

- operation of the EUROPE *DIRECT* contact centre, which can be accessed free of charge by any member of the public and provides information in response to any question concerning the EU;
- dissemination of summary documents on the legislative activities of the Union (SCAD+);
- the operation (development of websites 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 Representations' websites and their electronic publications.

2.10.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: EUR 10 880 000

Breakdown	Budget (in euros)	Implementing arrangements*	Approximate timetable (**)
1. Contact centre EUROPE <i>DIRECT</i>	3 530 000	Ongoing contract	
2. SCAD+ (summary documents on legislative activities)	2 400 000	Contract (invitation to tender launched in 2007)	

3. EUROPA site, including pages of the President and of the Vice-President, etc.	3 150 000 (1)	Contract (invitation to tender launched in 2007)	
4. Websites and electronic publications of the Representations	1 800 000	Invitation to tender ≤ € 60 000 (x54) Invitation to tender > € 60 000 (x4) Ongoing contracts	HY 1 (x25); HY 2 (x29) HY 1 (x2); HY 2 (x2)

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

(**) HY 1 = first half-year; HY 2 = second half-year

(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 July 2005) - Actions 36, 37 and 38 (Internet – EUROPA and home pages of the Representations).

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2.11. Budget line: 16.04 03 TARGETED WRITTEN PUBLICATIONS

2.11.1. Operations financed from this budget line

The appropriations of this line cover the implementation and assessment of the following publications:

- publications managed centrally and covering basic information on the European Union;
- local publications drawn up by the Representations on a regular (newsletters) or ad hoc basis (publications on specific topics). Depending on the type of document, the target group is multipliers or the general public.

2.11.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: EUR 5 150 000

Breakdown	Budget (in euros)	Implementing arrangements*	Approximate timetable (**)
1. Targeted central publications	2 200 000	Ongoing contracts	
2. Paper publications and newsletters from the Representations	2 950 000	Invitation to tender ≤ € 60 000 (x78) Invitation to tender > € 60 000 (x7) Ongoing contracts	HY 1 (x34); HY 2 (x44) HY 1 (x3); HY 2 (x4)

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

(**) HY 1 = first half-year; HY 2 = second half-year

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**2.12. Budget line: 16.04 04
WRITTEN PUBLICATIONS OF GENERAL INTEREST**

2.12.1. 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. For 2008, this category of publication will deal mainly with communication priorities.

2.12.2. Mobilisation of available appropriations and implementing arrangements

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

Commitment appropriations: EUR 2 520 000

Breakdown	Budget (in euros)	Method of implementation (*)	Approximate timetable (**)
Written publications of general interest	2 520 000	Ongoing contracts	

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

(**) HY 1 = first half-year; HY 2 = second half-year

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