

ANNEX 14

of the Commission Implementing Decision on the 2015 Annual Action programme for the Partnership Instrument

Action Fiche for Public Diplomacy

1. IDENTIFICATION

Title of the action	Public Diplomacy			
Country(ies)/ Region	Global			
Total cost	Total estimated cost: € 18.870.000 Total amount of the EU budget contribution: €17.840.000			
Total duration	66 months ¹			
Method of implementation	Direct management – Grants – call(s) for proposals – Procurement - Services			
Markers (from CRIS Dac form)	Rio Convention Markers	Not targeted	Significant objective	Main objective
	Biological diversity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Combat desertification	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Climate change mitigation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. RATIONALE AND CONTEXT

2.1. Summary of the action and its objectives

The proposed action aims to further develop EU's soft power by enhancing widespread understanding and visibility of the EU and its role on the world scene, through public diplomacy and outreach activities on themes of relevance to a bilateral relation or on EU themes such as Global Challenges, Europe 2020 strategy, Economic Partnership and Fundamental Rights.

¹ The total duration is calculated as from the adoption of the Financing Decision. As a result it takes into account of: (i) the contracting phase (indicatively 18 months); (ii) the implementation of the action (36 months); (iii) the closure phase (indicatively 12 months)

In order to involve various target audiences, including students and academics, think tanks, civil society organisations and cultural operators, four main strands have been identified: Academic outreach through Jean Monnet Activities; EU Policy and Outreach Partnership; Civil Society engagement and Cultural Diplomacy.

2.2. Context

This Action refers to objective d) set out in article 1(2) of the Partnership Instrument Regulation² as further defined in Multiannual indicative programme 2014-2017 (objective 4)³ : *Enhancing widespread understanding and visibility of the Union and its role on the world scene through 1) Education/academic co-operation; 2) Public Diplomacy and outreach activities to promote the Union's values and interests.*

The study "Analysis of the perception of the EU and EU's policies abroad", funded by FPI, will be finalised by the end of 2015. Its findings will enable the EU to tailor the development of Public Diplomacy initiatives to the local perceptions of Europe, the EU and its policies. Activities included in this Action, in particular messages and target audience, will be fine-tuned according to the study results.

2.3. Lessons learnt

Drawing upon the experience of the previous and on-going Partnership Instrument actions supporting Public Diplomacy the key lessons learnt are the following:

- avoid a piecemealed approach in order to ensure the manageability of the actions and better measurement of results thanks to a streamlined programming process based on a clearer set of strands adapted to the various target audiences (e.g. think tank, academia, civil society) and implementation modalities (i.e. grant, service contract).
- ensure that the programming of Public Diplomacy actions reflect strategic prioritisation from the EEAS at the appropriate level.

2.4. Complementary actions

Subsidiarity and complementarity with other interventions in the field of (or related to) Public Diplomacy at country and global levels will be ensured by the concerned EU Delegations and by the Commission (FPI-Headquarters). The EU Delegations and FPI will constantly update a mapping of Public Diplomacy related activities funded under the Partnership Instrument and ensure complementarity and cross-fertilisation with other relevant activities implemented at country, regional and global levels. In particular, coordination will be sought for activities funded through the EEAS' managed Press & Information budget. Where possible, joint "Public Diplomacy Mapping" for engagement with civil society in third countries will be developed.

In line with the "Information and Communication Handbook for EU Delegations"⁴, EU Delegations will ensure complementarity and added value of selected projects

² Regulation (EU) No 234/2014 of 11 March 2014 establishing a Partnership Instrument for cooperation with third countries, JO L77/77 15 March 2014.

³ Decision C(2014)4453 of 3 July 2014, http://ec.europa.eu/dgs/fpi/key-documents/2014-annual-reports_en.htm

⁴ http://eeas.europa.eu/delegations/ghana/documents/press_corner/20121231_en.pdf

with on-going and planned initiatives supported by EU Member States and other relevant actors.

Complementarity will be sought with projects currently running with the financial support of ICI+.

3. DETAILED DESCRIPTION

3.1. Objectives

The Annex of the PI Regulation sets out a general framework for the programming in line with thematic priorities and objectives set out in point (d) of Article 1(2):

- 1) Enhancing cooperation in higher education: enhancing student and academic staff mobility, leading to the creation of partnerships aimed at improving the quality of higher education and of joint degrees leading to academic recognition ('Erasmus+ Programme').
- 2) Enhancing widespread knowledge of the Union and raising its profile: promoting the Union's values and interests in partner countries through enhanced public diplomacy and outreach activities in support of the objectives of the instrument.

To achieve these objectives, the following **strands** have been identified under the 2015 Annual Action Programme:

- *Academic outreach through Jean Monnet activities*

The proposed action envisages continued support to Jean Monnet activities. The latter aims to increase knowledge about European integration in strategic countries by promoting teaching, research and debate and are funded under Erasmus+. The discontinuation of the previously FPI funded EU Centres Programme and the streamlining of EU's academic outreach in the field of EU affairs through the Jean Monnet will reinforce the dialogue between academics, students and decision makers in the EU and abroad and will increase widespread understanding and visibility of the EU and its role on the world scene. Funds under the Partnership Instrument will be used to open a "PI Window" in the Jean Monnet activities that for 2015 will indicatively include the following countries/regions: Canada, Gulf, Japan, Korea, Russia, USA, Hong Kong, Macao.

- *EU Policy and Outreach Partnership*

This strand will allow engaging directly with think tanks in partnership with other key stakeholders (e.g. universities, business organisations, medias and other opinion-makers/influencers) in the partner countries, as well as in the EU, on policies of common interest, related *inter alia* to Global Challenges, Europe 2020 strategy, Economic Partnership and Fundamental Rights.

To ensure that the EU can engage with local publics directly and on specific key areas of concern, partnerships will be developed through service contracts managed by selected delegations at local and regional level (i.e. Russia, Japan, China, Latin America, USA and Asia-Pacific region) and by the FPI-Headquarters at multi-country (Arctic) and global level.

- *Civil Society engagement*

Engagement with civil society is crucial for the EU to be (and to be perceived as) an open and receptive foreign policy actor. The primary objective of this strand is to strengthen and stimulate genuine dialogues among EU and strategic countries' civil society organisations in areas of common interest, in particular in the fields of Global Challenges, Europe2020 Strategy, Economic Partnership and Fundamental Rights.

Building on the existing actions, such as the "EU-US Transatlantic Civil Society Dialogues", which engage civil society organisation on both sides of the Atlantic, the "Europe and US: getting to know Europe" and the "EU-Russia Civil Society Forum", the EU will extend its support to Civil Society engagement initiatives in Japan to be implemented through a grant managed by the EU Delegation.

- *Cultural Diplomacy*

In the framework of this strand, specific attention will be given to foster the role that culture in external relations can play in Public Diplomacy. This relates in particular to enable cultural operators to develop a platform able to organise training and conference and policy advice. Such actions will increase mutual understanding and confidence through dialogues and contribute to promote shared values as well as intercultural tolerance in strategic countries.

Building on the European Parliament sponsored Preparatory Action: "Culture in EU External Relations"⁵, it is proposed to support cultural diplomacy by means of a service contract managed by FPI-Headquarters at global level.

All funded actions shall be gender sensitive and recognize that the perception and understanding of specific EU policies may affect and enable individuals differently, also according to sex and age.

Actions aiming at developing mechanisms to enhance coordination and operational cooperation between separate entities and organisations, as well as those creating synergies with existing EU funded activities, will be particularly encouraged.

⁵ More information on the Preparatory Actions is available here: <http://cultureinexternalrelations.eu/>

3.2. Expected results and main activities

The Action aims to achieve the following expected **results**:

- For strand 'Academic outreach through Jean Monnet activities': wider knowledge and understanding of the EU and its policies within academic circles (including students and professors);
- For strand 'EU Policy and Outreach Partnership': improved networking, advocacy and outreach skills jointly with key actors in policy areas of strategic interest for the EU; development of platforms providing relevant policy inputs;
- For strand 'Civil Society engagement': established or enhanced dialogues between civil society actors and local, national, regional or international institutions on policy areas of common interest to the EU and its strategic partners;
- For strand 'Cultural Diplomacy': increased role for culture in EU's external relations, better knowledge and mutual understanding through culture of EU's principles and policies among target audiences and the general public.

These results will be achieved through the following **main indicative activities**:

- For strand 'Academic outreach through Jean Monnet activities': organising and coordinating human and documentary resources related to EU studies; leading research activities in specific EU subjects developing content and tools on EU subjects; update and complement the current courses and curricula; enhancing the debate, network and exchange of experiences about the EU; publication of the results of research activities; organisation of academic outreach activities, such as academic debates, information activities and publications.
- For strand 'EU Policy and Outreach Partnership': Providing technical assistance to the EU on public diplomacy activities with targeted audience in areas of interest for the EU. Activities will include: organising and coordinating round-tables, seminars, visitors programmes, "travelling" debates, platform for high level opinion makers and business leaders' interaction, conferences, workshops, briefing sessions, webinars and forums; EU talks supported by audio-visual products; social-media campaigning; media programmes advocacy and awareness raising campaigns; documentary screenings; sectorial dialogues; exchanges of best practice; networking events, elaboration and dissemination of studies, policy papers, public opinion polls, creation of database.
- For strand 'Civil Society engagement': civil society organisations-led activities such as dialogues, round-tables, conferences, seminars, etc. involving civil society actors that can play multiplier effects;
- For strand 'Cultural Diplomacy': providing technical assistance on cultural diplomacy with targeted audience in areas of interest; creating a public diplomacy platform of cultural actors who will organise thematic and geographic

dialogues on cultural diplomacy; facilitating contacts, consultations and discussions between different EU and strategic partners' cultural actors; organising cultural events and tools tailor-made to specific civil society's audiences (e.g. youth organisations, women's organisations, school students).

3.3. Risks and assumptions

In general, there is a possible risk of change of priorities as well as changes in political relations with the concerned partner countries. The development of an overarching EU Public Diplomacy strategy would significantly reduce such risk.

3.4. Stakeholders

The main stakeholders are: international and national civil society organisations, universities, academics, students at all levels, NGOs, think tanks, opinion makers, research centres, cultural organisations and operators (both formal and informal), foundations, community structures including a range of actors such as media, leaders, local governments, trade, youth, children and women's associations, private sector organizations and business community, as well as individuals and the general public, national and local authorities, parliamentarians and other politicians, diplomatic corps, EU institutions, etc.

4. IMPLEMENTATION ISSUES

4.1. Method of implementation

4.1.1. Grants: call for proposal (direct management)

4.1.1.1. Call for proposals Jean Monnet activities

(a) Objectives of the grants

These grants fall into strand 'Academic outreach through Jean Monnet activities' (see *infra* section 3.1).

Grants covering three years for either: i) Modules: a short teaching programme in the field of European Union studies of 40 teaching hours; ii) Chair: teaching posts with a specialisation in European Union studies for university professors or senior lecturers; iii) Centre of Excellence: a focal point of competence and knowledge on European Union subjects; iv) Networks and Projects: activities to support innovation, cross-fertilisation and the spread of European Union content. These actions will be based on unilateral proposals - although the proposed activities may involve other partners – and may last up to 36 months.

(b) Eligibility conditions:

A higher education institution established in any country of the world or other organisations active in the European Union studies subject.

(c) Essential selection and award criteria:

- Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out and to participate in its funding.
- Applicants must have the professional competences and qualifications required to complete the proposed action.
- Quality of the project design and implementation;
- Quality of the project team and cooperation arrangements;
- Impact and dissemination.

(d) Maximum rate of co-financing⁶:

i) Modules: the maximum grant that can be awarded is 30.000 EUR that can represent the maximum of 75% of the total costs of the Jean Monnet Module; ii) Chair: the maximum grant that can be awarded is 50.000 EUR that can represent the maximum of 75% of the total cost of the Jean Monnet Chair; iii) Centre of Excellence: the maximum grant that can be awarded is 100 000 EUR that can represent the maximum of 80% of the total eligible costs; iv) Networks and Projects: for networks the maximum grant that can be awarded is 300.000 EUR that can represent the maximum of 80% of the total costs, and for projects the maximum grant that can be awarded is 60.000 EUR that can represent the maximum of 75% of the total costs.

(e) The indicative trimester to launch the annual general call Erasmus+ is the 3rd trimester of 2015. The call will be launched by the Education, Audiovisual and Culture Executive Agency (EACEA) based on the co-delegation in force between FPI and EACEA.

(f) Exception to the non-retroactivity of costs: NA

4.1.1.2. Call for proposals – Engagement with Civil Society in Japan on Fundamental Rights

(a) Objectives of the grants

This grant falls into strand 'Civil Society engagement' (see *infra* section 3.1).

(b) Eligibility conditions: Civil Society Organisations established in the EU and in Japan.

(c) Essential selection and award criteria:

- The essential selection criteria are financial and operational capacity of the applicant.

⁶ Article 192 FR – full financing of an external action

- The essential award criteria are relevance of the proposed action to the objectives of the call; design, effectiveness, feasibility, sustainability and cost-effectiveness of the action.
- (d) The maximum possible rate of co-financing for grants under this call is 80% of the eligible costs of the action.
- (e) The indicative trimester to launch the call for proposals is the 3rd trimester of 2015.
- (f) Exception to the non-retroactivity of costs: NA

4.1.2. Procurement (direct management)

4.1.2.1. Procurement – EU Policy and Outreach Partnership and Cultural Diplomacy

Part of the Public Diplomacy envelope in the AAP 2015 will be implemented through the procurement of services. Indicatively, it is estimated that nine calls for tenders will be launched.

Service contracts resulting from the above mentioned calls will mainly fall under strand 'EU Policy and Outreach Partnership'. Nonetheless, a global call for tender will cover also the strand 'Cultural Diplomacy' (see *infra* section 3.1). Indicative calls are listed in the table below.

Following a joint EEAS/FPI screening of concept notes, four national actions (in Russia, Japan, China, USA), four regional actions (in Central America and the Caribbean, South America, Arctic, Asia-Pacific) and a global action have been retained. The above selection was based on local needs as expressed by EU Delegations and on priorities for public diplomacy at regional level.

Country/region	EUR million
Russia	2,200
Japan	0,750
China	0,9
Mexico/Central America and the Caribbean	1,2
South America	1,8
USA	0,6 3
Asia-Pacific	1,5
Arctic	0,650
Global	1,990

Total	14,59
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This list can be adapted pending the results of calls for tenders, the development of the EU Public Diplomacy Strategy, or the evolution of political relations with the concerned partner countries. Any remaining balance from one country allocation may be reallocated to another country or to global/regional initiatives.

In the event that it does not prove possible to conclude such service contracts from the Delegations, the implementation of the calls for tenders will be ensured at HQ level by the Service for Foreign Policy Instrument.

A maximum of 3% of the amount sub-delegated to EU Delegations to implement national and regional calls for tenders, to be divided between the selected EU Delegations, may be dedicated to support measures accompanying the implementation of this Action, in particular activities related to the launch and management of the calls for tenders, such as publication of the calls, information sessions for potential applicants, monitoring missions, use of external evaluators, training sessions for civil society actors, etc.

Calls will indicatively be launched between the 3rd trimester of 2015 and the 1st semester of 2016.

4.1.2.2. Procurement – EU-China Interpreters Training Programme

Part of the Public Diplomacy envelope in the AAP 2015 (€0.1 million) will be implemented through a cross sub-delegation of funds to DG SCIC to support for a limited period a new phase of the EU-China Interpreters Training Programme.

The above mentioned programme falls under the strand 'EU Policy and Outreach Partnership' (see infra section 3.1 above).

4.2. Indicative budget

Method of Implementation	Amount in EUR million
4.1.1. – Grants: Calls for proposals (direct management)	3,15
4.1.1.1 – Call for proposals Jean Monnet activities (launched by EACEA)	3
4.1.1.2. – Call for proposals - Japan	0,15
4.1.2. – Procurement (direct management)	
4.1.2.1 – Procurement – EU Policy and Outreach Partnership and Cultural Diplomacy (direct management)	14,59

4.1.2.2 –EU-China Interpreters Training Programme (through cross sub-delegation to DG SCIC)	0.1
Total	17,84

4.3. Performance monitoring

The day-to-day technical and financial monitoring of the implementation of the above actions will be a continuous process and part of the implementing partners' responsibilities. To this aim, the implementing partners shall establish a permanent internal, technical and financial monitoring system for the action and elaborate regular progress reports and final reports.

The Commission may undertake additional project monitoring visits both through its own staff and through independent consultants recruited directly by the Commission for independent monitoring reviews.

4.4. Evaluation and audit

For this action or its components the Commission may carry out interim and/or final/ex-post evaluation(s) via independent consultants contracted by the Commission based on specific terms of reference.

Without prejudice to the obligations applicable to contracts concluded for the implementation of this action, the Commission may, on the basis of a risk assessment, contract independent audits or expenditure verification assignments.

As the "N+1" applies for contracting under this decision, external evaluations and audits, as well as additional external monitoring referred to under section 4.3 above, will be funded from sources other than those allocated to this specific action.

4.5. Communication and visibility

Communication and visibility will be an integral part of the action. A communication plan shall be prepared by the implementing partners and implemented in line with relevant guidelines on communication and visibility. All documentation and promotional material produced in the framework of the project shall bear the EU flag and mention that it is financed by the EU. Exceptions to this rule may be considered on a case by case basis for duly justified reasons.