

ANNEX 8 TO THE INVITATION TO TENDER

CALL FOR TENDER PO/2011-33/DUB

**Memorandum of Understanding between the European Commission, the
European Parliament and the Irish Government**

Memorandum of Understanding

Communicating Europe in Partnership

A Memorandum of Understanding between the Government of Ireland, the European Commission and the European Parliament to ensure that objective information about the European Union is available to the widest possible audience in Ireland in order to promote active participation in public debate on European Union issues in Ireland.

The Government of Ireland

The European Commission

The European Parliament

hereinafter referred to jointly as "the Participants", have agreed, to carry out the following measures:

1. Partnership

The Participants will coordinate their approach to communications about the European Union. They will seek to do this through dissemination of information in Ireland to boost public awareness of the European Union's objectives, policies and institutions.

This partnership will be based on, and developed around the communications activities of the Government of Ireland, the Commission's Representation in Ireland and the Parliament's Information Office in Ireland.

The Participants will promote respect for multilingualism and cultural diversity when undertaking communication activities together and have regard to the status of Irish as an official and working language of the European Union.

The partnership will not prevent the Participants from carrying out their own independent information activities. The Participants, nevertheless, will maximise mutual support for communication activities and actions.

2. Other partners

In order to bring information as close as possible to the public in Ireland, the Participants will work together with all relevant bodies and institutions including with the Europe Direct Information relays, other networks of the European Union, as well as appropriate regional and local governance structures and other groups. Particular emphasis will be placed on developing partnership in the education sector at all levels.

3. Coordination

In order to boost public understanding of European Union membership and European Union issues in Ireland, the Participants will coordinate their information and communications activities.

Each December, a joint communications plan for the following year will be developed and agreed by the Participants.

The Participants will each appoint a representative responsible for coordination of annual common communication activities and these representatives will constitute a coordination committee. The Participants can invite other partners to assist this committee.

The committee will meet at least once a month, or at the request of one of the Participants.

4. Building Understanding of the European Union in Ireland

The Participants will work together to provide accessible and accurate information to highlight how the European Union operates and what European Union Membership means for Ireland across the full range of the EU's activities and policies.

5 Communication priorities

In their communication activities, the Participants will take particular account of the inter-institutional European Union communication priorities selected in the framework of the political agreement "Communicating Europe in Partnership" signed on 22 October 2008 as well as the communications priorities of the Government of Ireland about the European Union. They will also cooperate, where necessary, on other European communication topics.

6 Monitoring

The committee will monitor implementation of the joint annual communication plan and regularly exchange information on independent information activities.

7 Evaluation

An evaluation report is to be drawn up every three years. Audit of expenditure by the respective Participants is a matter for each Participant.

8 Duration

This Memorandum of Understanding will have effect for a period of three years renewable for further three year periods, unless notice is given to the contrary by any of the Participants.

Signed at Brussels, 8 December 2008

For the Government of Ireland

For the European Parliament

For the European Commission