

**EN**  
**ANNEX**

**Annual work programme for 2021 for information outreach and the promotion of the coordination between the Union and Member States on the humanitarian aid budget**

**1. INTRODUCTION**

The annual work programme for 2021 for information outreach and the promotion of the coordination between the Union and Member States on the Union humanitarian aid budget concerns expenditure under the following budgetary items:

- 14 20 04 03 – Information policy and strategic communication for external action : EUR 1 386 829
- 14 20 04 05 – Promotion of the coordination between the Union and Member States on development cooperation and the humanitarian aid : EUR 558 981.

The annual work programme for 2021 is based on the objectives and tasks resulting from the Commission's institutional prerogatives, as provided for in Article 58(2)(d) of the Financial Regulation<sup>1</sup> and follow further guidance on the implementation of these tasks by the following documents:

- Political Guidelines for the European Commission 2019–2024 - A stronger Europe in the world, Ursula von der Leyen<sup>2</sup>;
- Shared Vision, Common Action: A Stronger Europe, A Global Strategy for the European Union's Foreign And Security Policy<sup>3</sup>;
- Joint Communication from the Commission and the European External Action Service on Tackling COVID-19 disinformation – Getting the facts right of 10 June 2020<sup>4</sup>;
- Commission Implementing Decision on the financing of humanitarian aid actions from the 2021 general budget of the European Union - ECHO/WWD/BUD/2021/01000<sup>5</sup>;
- Commission Staff Working Document General Guidelines on Operational Priorities for Humanitarian Aid in 2021<sup>6</sup>.

On the basis of the objectives given in the institutional prerogatives, this work programme contains the actions to be financed and the budget breakdown for the year 2021 as follows:

- (a) procurement (under direct management) to increase awareness, understanding of and support for humanitarian issues: EUR 1 366 024 (point 2.1);

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<sup>1</sup> OJ L 193, 30.07.2018, p. 1.

<sup>2</sup> [https://ec.europa.eu/commission/sites/beta-political/files/political-guidelines-next-commission\\_en.pdf](https://ec.europa.eu/commission/sites/beta-political/files/political-guidelines-next-commission_en.pdf)

<sup>3</sup> [https://eeas.europa.eu/sites/eeas/files/eugs\\_review\\_web\\_0.pdf](https://eeas.europa.eu/sites/eeas/files/eugs_review_web_0.pdf)

<sup>4</sup> JOIN/2020/8 final

<sup>5</sup> C(2020) 8794

<sup>6</sup> SWD(2020) 253 final

- (b) procurement (under direct management) for the organisation of events, dialogues and exchanges between the Commission, Member States, international organisations and other international actors: EUR 400 000 (point 2.2);
- (c) for corporate IT costs: EUR 79 786 (point 3.1);
- (d) for other actions the Commission’s membership fees and contributions to the international organisations and networks: EUR 100 000 (point 3.2).

The objectives set out below are designed to support the information and communication activities of the Union’s humanitarian aid actions. Early adoption of the decision is intended to ensure the availability of the budgetary funds at the beginning of 2021.

**Legal basis**

Article 58(2)(d) of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012<sup>7</sup> (‘the Financial Regulation’).

**Budget lines**

14 20 04 03 and 14 20 04 05

**Objectives pursued**

The overall objective is to support proactive information, communication and public outreach activities and to increase the visibility and understanding of the Union’s external action in non-member countries, with international organisations and within the Union when communicating themes having a significant international dimension.

**Expected results**

Increased awareness and support for humanitarian issues within the Union and outside and contribution to the corporate communication actions of the Commission. The organisation of international events should lead to improved cooperation with Member States and other donors and a more effective humanitarian system.

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<sup>7</sup> OJ L 193, 30.07.2018, p. 1.

## 2. PROCUREMENT

The estimated global budgetary envelope reserved for procurement contracts in 2021 amounts to EUR 1 899 898.

### 2.1. Information outreach on the Union's humanitarian aid actions

#### Subject matter of the contracts envisaged (*communication activities*)

The funds under this section will be used to increase awareness, understanding of and support for humanitarian issues, especially in Europe and in third countries where the Union is funding important humanitarian operations, by organising high impact public awareness, information and communication actions. These also serve to highlight the partnership between the Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO), on behalf of the Commission, and its partners in delivering relief assistance to people affected by humanitarian crises. Communication actions will also contribute, where appropriate, to the corporate communication of the Commission, in particular regarding the implementation of the Recovery plan for Europe, as well as to the corporate communication cluster on "EU in the World".

DG ECHO's communication approach for humanitarian aid takes into account the specificity of humanitarian aid, with a view to preserving a distinct identity for principled, needs-based humanitarian action, in line with the European Consensus on Humanitarian Aid<sup>8</sup>. The Union is one of the world's leading humanitarian aid donors and plays an important role in shaping the global humanitarian landscape. Providing transparent and accountable information about the impact of the Union's humanitarian aid and disaster response and the underlying values to stakeholders in the wider sense is crucial to underpinning and mobilising continued support and relief assistance.

Joint communication actions with the European Commission's humanitarian partners are integral to this approach. Operational activities funded by DG ECHO will thus fully integrate this imperative, aligned with the visibility requirements of the Commission's Corporate Model Grant Agreement, which comes into force under the umbrella of the new long-term budget as of 1 January 2021.

Communicating the Union's response to sudden onset, ongoing and protracted crises remains at the core of communication planning, together with awareness-raising on more strategic themes, such as preparedness and resilience in a post-COVID-19 reality, International Humanitarian Law, the humanitarian principles and 'forgotten crises'.

Communication channels and actions funded under this budget line will include, inter alia, traditional print media, digital and social media products, journalist visits, audio-visual programmes and media partnerships, online and offline content promotion, and strategic actions with humanitarian partners on key campaigning issues.

**Total budget: EUR 1 366 024**

#### Budget line

14 20 04 03

<sup>8</sup> [https://ec.europa.eu/echo/who/humanitarian-aid-and-civil-protection/european-consensus\\_en](https://ec.europa.eu/echo/who/humanitarian-aid-and-civil-protection/european-consensus_en)

## Method of implementation

Contracts shall be awarded and managed under direct management by DG ECHO, where possible using corporate framework contracts with specialised service providers.

### 2.2. Organisation of events, dialogues and exchanges between the Commission, Member States, international organisations and other international actors, including preparation of and participation to international fora or under the policy stream financing for development and humanitarian aid.

#### Subject matter of the contracts envisaged

Activities (e.g. events, research, etc.) contributing to support the European Commission's humanitarian aid priorities. These may include, inter alia, donor outreach and exchanges, high-level humanitarian events in the UN framework, initiatives and expertise to support the effectiveness and efficiency of the humanitarian system.

For the organisation of events, dialogues and exchanges between the Commission and international actors such as donor and pledging conferences: **EUR 220 510.**

For the organisation of events, dialogues and exchanges between the Commission and international organisations: **EUR: 179 490.**

**Overall budget: EUR 400 000**

#### Budget line

14 20 04 05

## Method of implementation

Contracts shall be awarded and managed under direct management by DG ECHO, where possible using corporate framework contracts with specialised service providers.

### 3. OTHER ACTIONS OR EXPENDITURE

#### 3.1. Corporate IT costs

#### Legal basis

Article 58(2)(d) of the Financial Regulation

#### Budget lines

14 20 04 03 and 14 20 04 05

#### Amount

EUR 79 786

### **Description and objective of the implementing measure**

Following amounts are allocated to central corporate IT activities implemented by DG DIGIT, in line with the Communication on the guidelines on financing of the IT corporate systems<sup>9</sup>:

Budget line 14 20 04 03: EUR 20 805

Budget line 14 20 04 05: EUR 58 981

**Total budget: EUR 79 786**

### **Method of implementation**

The implementation method of corporate communication will be direct management.

## **3.2. Commission's membership fees and contributions to international organisations and networks**

### **Subject matter of the contracts envisaged**

#### **Commission's membership fees and contributions to ALNAP**

Based on a dedicated Commission Decision<sup>10</sup>, the Commission will start its participation in 2021 as a formal, paying member of the Active Learning Network for Accountability and Performance (ALNAP), under the Commission rules for participation in private-law bodies.

ALNAP's membership includes the key players of global humanitarian action, such as UN agencies, the Red Cross/Red Crescent movement, the US Agency for International Development, EU Member States donors (Germany, UK, Ireland, Sweden, Norway, Belgium, the Netherlands) and international NGOs (Save the Children, OXFAM, Doctors Without Borders, etc.).

ALNAP's activities support DG ECHO's implementation of the Commission's Better Regulation Guidelines, which have a strong focus on learning (as well as on accountability) and state that Better Regulation means designing Union policies and laws so that they achieve their objectives at minimum cost. Better Regulation is a way of working to ensure that political decisions are prepared in an open, transparent manner, informed by the best available evidence and backed by the comprehensive involvement of stakeholders.

ALNAP's objectives and general activities are well aligned with the objectives of Council Regulation (EC) No 1257/96 concerning humanitarian aid<sup>11</sup>, which is based on the fundamental principles of humanitarian aid<sup>12</sup>.

**Total budget: EUR 100 000**

### **Budget line**

<sup>9</sup> C(2020)6126, 09.10.2020

<sup>10</sup> The Commission Decision will be adopted in Q1 2021.

<sup>11</sup> Council Regulation (EC) No 1257/96 of 20 June 1996 concerning humanitarian aid (OJ L 163, 2.7.1996, p. 1).

<sup>12</sup> [https://ec.europa.eu/echo/who/humanitarian-aid-and-civil-protection/humanitarian-principles\\_en](https://ec.europa.eu/echo/who/humanitarian-aid-and-civil-protection/humanitarian-principles_en).

14 20 04 05

**Method of implementation**

The participation in ALNAP is subject to paying a membership fee, and the Commission's financial contribution to ALNAP (EUR 100 000) corresponds to approximately 5% of ALNAP's total budget.

Appendix 1  
Allocations by actions in Euro

	<b>Budget Line 14 20 04 03</b>
Procurement concerning actions on information outreach on EU external relations.	EUR 1 366 024
Actions for Corporate IT	EUR 20 805
<b>Total amount</b>	<b>EUR 1 386 829</b>
	<b>Budget Line 14 20 04 05</b>
Procurement activities (e.g. events, research, etc.) contributing to support the European Commission's humanitarian aid priorities.	EUR 400 000
Membership fees	EUR 100 000
Actions for Corporate IT	EUR 58 981
<b>Total amount</b>	<b>EUR 558 981</b>