ANNEX I

DESCRIPTION OF THE ACTION

For the description of the work package to be dealt with in the period of the work programme of the ESSnet on cultural statistics it is important to bear in mind all the work, projects and meetings carried out over the last thirty years at national and international level. The overall starting point for the creation of a system for culture statistics that is designed and accepted internationally is the Framework for Culture statistics (FCS).

In 1995, the Council started an initiative on cultural statistics (Council Resolution of 29 November 1995 on the promotion of statistics on culture and economic growth (95/C/327/01) and adopted also the Commission’s «First report on taking into consideration cultural aspects in the European Community action».

The first Europe-wide data collection at the level of the European Union was carried out under the French presidency in 1995 following a kick-off meeting in June 1995. The exercise was continued under the subsequent Spanish presidency with a meeting in Madrid in October 1995 and the first stage completed by a meeting under the Italian presidency in Urbino in May 1996. This first endeavour ultimately led to the publication “Cultural Statistics in Europe. First Data” published at the end of 1996 in Paris.

As a direct consequence, the LEG Project “Leadership group on harmonising cultural statistics in EU” was established. At the end of 1995 the Council adopted a resolution calling for close cooperation between the Commission and Member States which ultimately resulted in the setting up of a leadership group on cultural statistics (LEG Culture) for a three-year pilot project. The rich findings of this project (definition of the scope, methods for comparable data production) are summarised in the Eurostat publication with the title “Cultural Statistics in the EU. Final Report of the LEG” commissioned by the European Commission in 2000. The subsequent Working Group on cultural statistics concluded on international agreements on topics concerning cultural employment, cultural financing and participation in cultural activities. The work of the Working Group stopped in 2004.

Since 2005, the Commission, the Council and the European Parliament re-expressed their interest for statistics on culture and creativity in the context of the new Communication on a European agenda for culture in a globalising world (COM(2007)242 final) defining three objectives for a European agenda for culture: a) cultural diversity and cultural dialogue; b) culture as a catalyst for creativity in the framework of the Lisbon Strategy for growth and jobs; and c) culture as a vital element in international relations.

This agenda was endorsed by the Council in its Resolution of 16 November 2007 (2007/C 287/01). This Resolution identified five priority areas, articulated around the three objectives of the Agenda, which are suitable for a reinforced cooperation between Member States. One of these areas aims precisely at “developing data, statistics and methodologies in the cultural sector and improving their comparability”. This priority was reiterated and further specified in the Conclusions of the Council of June 2008 (2008/C 143/06), which set up a Work Plan for Culture 2008 – 2010.

To prepare the continuation of the Working Group, a study was launched to analyse the different data sources and to identify data gapes. In parallel, a pocketbook “Cultural statistics” has been published presenting available data at EU-level.

Member States expressed their support for this activity in September 2007 at the last meeting of the Directors of Social Statistics as well as in May 2008 at the Statistical Programme Committee.
Eurostat has decided to re-launch the Working Group on Cultural Statistics with the aim to envisage a sustainable data production, based on agreed methods and concepts and proposed to progress in the context of an ESSnet (European Statistical System network). WG members took back challenge.

Member States decided to take a leadership on a specific topic in the ESSnet on culture or to join as a “participant” or as a “member”:

1) A participant is an "active member". He, initially wanted to be beneficiary of the grant, will actively contribute to the success of the project (reaching the objectives defined in the multi-beneficiaries grant). The participants will be invited to all meetings (restricted and enlarged) of the Task Forces as well as to the two ESS-net conferences (launching and final).

2) A member is an "observer". He declared interest in some themes but did never want to be co-partner for the grant. He will be invited to the two conferences and enlarged Task Force meetings.

A principal objective of the ESSnet on culture is to establish a permanent system of coherent and comparable statistical information on culture and to link these to the socio-economic development of Member States. To progress in this domain, Member States created four Task Forces dealing with core themes: Framework and definitions, Financing and expenditure, Cultural industries, Cultural practices and social aspects. The Task Forces will work closely together (steering committee, coordination and inter-working group meetings) and they will consult other international entities being interested in the project and from whom advice can be taken into account. Each Task Force will take into account work in general and studies in particular already realized in these fields, not only in the European Union but also in other countries.

Another main goal is to conclude on relevant indicators reflecting the cultural diversity in Europe based on definitions as well as on monitoring and evaluating cultural policies. Therefore, in the Task Forces will be an in-depth reflection on methodological aspects like definitions, classifications, data collection methodology, etc. They will check for the transversal dimension inside their limitations of competence to look upon together with the others.

The main aims and other specific objectives are under the responsibility of each Task Force and described under point 5.3. The role of the co-ordinator is to make sure that the objectives will be achieved in the two years period and that Task Forces are communicating all the time and progressing at the same level to guarantee the coherence of the project.

**The general aims** of the working packages for the ESS-net Task Forces:

**Task Force n° 1: «Framework and definitions»**

The setting up of a methodological basis was and is always the prerequisite in order to advance in the definition and the establishment of an information system on culture.

The production of comparable statistics at European level is always an ambitious objective - bearing in mind that the development of cultural national statistics in the 27 Member States, new candidates States and EFTA countries is uneven and insufficient - that has to be achieved in the long term. It’s also necessary to publish updated data included in the *Pocketbook* on cultural statistics (edition 2007) and complete them with the new tables (for examples: heritage(s),
audiovisual, performing arts, etc.), extending the field of cultural activities covered (taking into account new challenges, like the creativity).

This Task Force will develop a reflection on the delimitation, structure and extension of the cultural field on the basis of the LEG’ definition and of the proposed 2009 UNESCO framework for cultural statistics.

This work will be done in close co-operation with the other Task Forces and relevant international bodies.

Task Force n° 2: «Financing and expenditure»

- Defining the “state of art” of statistics on cultural finance with priority on public financing.
- Deepen the methodological work on public financing and expenditure, based upon the work done in the last years in the European and the international context, aiming at the production of comparable data over all levels of government.
- Collecting more exhaustive and more comparable data to enable the creation of permanent surveys on a common and harmonized basis.

Attention will also be paid to household expenditure on culture by exploring the European Household Budget Survey.

Task Force n° 3: «Cultural industries»

The focus of the Task Force will be on the framework of the domain and the elaboration of definitions, delimitations, criteria and recommendations, taking into consideration work that already has been achieved on this specific subject.

The aim of the Task Force on cultural industries is the preparation of proposal for production of a core data set concerning the cultural/creative industries, including cultural employment.

The long term objective of the Task Force is to prepare the right track for a regular periodical production of coherent and comparable indicators on the level and the characteristics of cultural industries, which are comparable for all EU Member States.

The exchange of good practices and experiences as well as a close collaboration with the other task forces and international bodies is the guaranty for the realization of these goals.

Task Force n° 4: «Cultural practices and social aspects»

The main objective of the Task Force is to analyse cultural participation in the 27 Member States of the EU and the connections between cultural participation and other aspects of social life. First of all the group should continue the harmonisation work for statistics on cultural participation in order to produce reliable and timely data and a set of indicators for describing the different national situations and comparing the cultural participation in the Member States. To face the lack of data, the Task Force should study the possibility of using the new European surveys (AES, planned EPSS, ..) as main source of comparable data but it should also evaluate the possibility of using available harmonized national surveys. The Task Force will also work on not harmonized surveys for learning more about the problems encountered and the solutions taken in account as well as on the methodologies used and to have an understanding why these surveys cannot be harmonized. The Task Force will work on a core of indicators and questions to integrate possibly
in the EPSS-survey and will take account items included in other surveys like ICT-survey. In collaboration with Task Force on framework and definitions, other issues like cultural heritage will be an objective to analysis under cultural provision. Moreover it would be interesting to analyse the links between cultural participation and familial and socio-economics characteristics on one hand and those between cultural participation and the civil society (voluntary work, political participation, etc…) on the other hand.

The specific objectives of the working packages for the ESS-net Task Forces:

Task Force n° 1: «Framework and definitions»

- Updating framework of cultural statistics from 2000 (taking into account new UNESCO framework);
- Elaboration of the inventory of institutions/organisations producing cultural statistics in Europe (also worldwide organisations) and their activities. The Task Force will work on the identification of possible sources, the definitions and methodologies to propose a framework, but will not produce a complete set of data;
- Analysis of the lack of statistical data and sources, focused on updating of the "Pocketbook on cultural statistics";
- Studying the possibility to measure new issues (e.g. IPR, ICT, cultural diversity, digital economy, cultural tourism, creativity,…) from comparable sources and to harmonise methodology for these statistics.

Task Force n° 2: «Financing and expenditure»

Apart the collection of statistics on public and private financing of culture existing in the 27 countries of the EU, the Task Force will focus on public financing and the specific objectives are bipartite:

A) public financing and expenditure:
- propose a common data-gathering scheme
- consider harmonising concepts and data-gathering procedures
- develop a framework concept and guidelines for future data collections
- produce data tables and indicators for participating countries, accompanied by a clear indication of shortcomings regarding comparability

B) households' budget data:
- delineation and grouping of cultural household expenditure
- production of tables and indicators

Task Force n° 3: «Cultural industries»

- Establish an inventory and analyze national and European statistical sources which allow the production of national information comparable at E.U. level by providing, in consultation with the other Task Forces, guidelines for data production based on the Structural Business Statistics (including on SMEs);
- Draw up a definition and elaborate a set of indicators on the basis of the sources retained after assessment and produce data on growth, growth differential with the other sectors of the economy, value added, profitability;
Explore the possibilities of using business registers in a demographic perspective (number and size of companies, number and size of SMEs, percentage of SMEs in each sector, number of start-ups, survival rate of start-ups after 5 and/or ten years, number of micro-enterprises, number of self-employed/free-lancers, level of concentration)

Consider the possibilities of producing statistics on audiovisual sector and other sectors, as well as cultural tourism

Elaborate statistical indicators for the up-dating of the «pocketbook on cultural statistics»;

Propose ways to go ahead in the context of the digital industry, in particular in relation to the audiovisual sector and the ICT;

Measure the inputs of the cultural/creative sector into the wider economy so as to catch the spill over effects in terms of creativity and innovation.

Task Force n° 4: «Cultural practices and social aspects»

Redefine the cultural participation indicators in the view of the changing patterns and the technological changes in accordance with the work of Task Force 1.

Updating, improving and harmonising the list of recommended questions produced by the LEG for the national surveys.

Review and make an inventory of available national data collections and methodological evaluation of the data produced by available surveys in order to improve comparability.

Elaborate a proposal for the questionnaire of the module for the EHS dedicated to culture, if relevant.

Define indicators for measuring on one hand the impact of familial and socio-economics characteristics on cultural participation and, on the other hand, definition of indicators for measuring the impact of cultural participation on civil society.

Consider the possibilities of producing statistics on cultural provision (“cultural infrastructure”, cultural events, …)

Expected results of the action

In line with these orientations, main deliverables are:

- Intermediate reports (by September 2010) containing description of progress realized as well as first results concerning collection of new data;
- Final report mid-2011 containing a harmonised methodological frame with instruments on efficient methodology, harmonised definitions and classifications to be used by Member States, an inventory of national sources and a set of indicators politically relevant;
- Proposal for a new European framework of cultural statistics (based on the new UNESCO framework) with key indicators of the cultural field as a whole aimed at comparing national situations regarding expenditure, cultural industries and cultural practices;
- Preparation of the framework related to new cultural sectors or related domains and to measure new issues (e.g.: IPR, ICT, digital economy, creativity, etc);
- Proposal for updating and enrichment of data for the new edition of the “Pocketbook on cultural statistics”;
- Advice and expertise to Eurostat in the field of cultural statistics and exchange of best practice experiences as well as recommendations on the best ways of taking advantage of work done and how to proceed regarding the regular production of comparable statistics on culture at European level;
- Evaluation report on experience gained with the ESS-net culture-project to be submitted to the ESSC.

**Duration and summary timetable for carrying out the action / work programme**

**Brief timetable of the action**

Planned start of the action: September 2009  
Duration of the action (in months): 24 months

**Milestones**

<table>
<thead>
<tr>
<th>Due date</th>
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<tbody>
<tr>
<td>1) Presentation of working plan to involved countries in enlarged Task Forces meetings as well as during a launching conference (last semester 2009);</td>
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<tr>
<td>2) Analysis of the existing inventories and studies in the different fields (by February 2010)</td>
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<td>3) Possible data collections for preparation of the interim report (by September 2010);</td>
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<td>4) Finalisation of the definite report (mid-2011);</td>
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<tr>
<td>5) Presentation of realized work to involved countries in the enlarged Task Forces meetings as well as during the final conference (by August 2011).</td>
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**Work package descriptions**

<table>
<thead>
<tr>
<th>Participants id</th>
<th>Coordinator</th>
<th>Co-partners</th>
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<tbody>
<tr>
<td>LUXEMBOURG</td>
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<td>1 FRANCE</td>
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<td></td>
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<td>4 THE NETHERLANDS</td>
</tr>
<tr>
<td>Person-months per co-partner:</td>
<td>12</td>
<td>12 (per 2-years)</td>
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</table>
Objectives of the coordination

The specific task of the coordinator is to manage the administrative and the financial part of the project, to look for a coherent work progress and to invite for the coordination meetings. Also, he is responsible for the diffusion of the information and documents to everybody involved in the ESSnet project on culture. The goal of the work of the ESS-net culture coordinator is to also collaborate with Eurostat in the identification, collation, analysis and dissemination of cultural statistics that are comparable at European level and which are of sufficient quality to meet the needs of the policy makers at EU and national levels.

ESSNet-culture will support developments in cultural statistics and encourage Member States to get involved in the production of comparable data at European level. It will achieve this objective through its constituent thematic Task Forces: on framework and definitions, financing and expenditure, cultural industries, cultural practices and social aspects.

Description of work

a. Report from the on-going dialogue with policy and other users in order to understand their requirements. The work will be linked to the actions developed in the context of the EU observing the cultural dimension of a wide range of Community policies;

b. Take responsibility for the implementation of the ESS-net culture project and advise Eurostat on annual and medium-term programming on cultural statistics;

c. Report on areas on which consensus has been reached and disseminate comparable cultural statistics on these areas;

d. Propose priority areas and on developments of the appropriate harmonisation of methods, providing impetus to the work in this area;

e. Contribute to produce and publish comparable statistics to meet user needs in the priority areas, having evaluated and analysed data collected by Member States;

f. Disseminate information on best practice in gathering and analysing cultural data. Support Eurostat in the establishment of a co-ordinated approach with organisations outside the European Statistical System (Council of Europe and UNESCO);

g. Different countries are in charge of the four themes declared to be a priority and they take the responsibility, in close coordination with the coordinator general, to achieve the goals decided in common agreement. They have specified outputs and work plans and timetables (see Annex 1). This structure enables a bottom-up and a bottom-down approach and involves all participating countries (leaders, participants and members);

h. The coordinator general being responsible also for the financial part of the project is informed in advance about all steps to be engaged by the leaders to have the financial overview as well as the progress realized or not in every Task Force.

i. To guarantee the flow of communication, intensive use of electronic communication and reference documents on CIRCA.

j. The primary deliverables will be sets of comparable statistics, widely distributed through a range of channels. Commentaries summarising user needs and methodological work will support these deliverables. A fuller work programme and timetables will be developed during a kick-off meeting and first coordination meeting planned for June 2009.

Deliverables:
- The primary deliverables will be sets of comparable statistics, widely distributed through a range of channels. Commentaries summarising user needs and methodological work will support these deliverables.
- Final report with analysis of the existing inventories and studies of the fields, problems encountered, best practices and recommendations.
- Evaluation report of the ESS-net work to be presented to the ESSC.

<table>
<thead>
<tr>
<th>Work package number</th>
<th>Framework and definitions (TF 1)</th>
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<tr>
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<td>Austria</td>
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<td>Person-months per co-partner:</td>
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Objectives
Elaboration of proposal for updating framework of cultural statistics from 2000 (taking into account new UNESCO framework)

- Inventory of the lacks of statistical data and sources and the omission in the available statistics used in the Pocketbook.
- Elaboration of an inventory of institutions/organisations producing cultural statistics in Europe (and worldwide) and their activities as well as elaborating a table on ongoing surveys.
- Study on comparable sources for new cultural sectors or related domains.
- Survey of the possibility to measure new issues (e.g.: IPR, ICT, cultural diversity, digital economy, cultural tourism, creativity, discrimination, etc.) from comparable sources to harmonise methodology for these statistics.

**Description of work**

**Tasks: Draft of the simplified Task Force 1 program:**

Task 1: Study and analysis of the general framework: 6 months (September 2009 - February 2010)

Task 2: Checking of compatibility with new nomenclatures: 6 months (March-August 2010)

Task 3: Survey of the impact on harmonized sources and inventory of available and missing data: 6 months (September 2010 - February 2011)

Task 4: Production of new charts: 6 months (March-August 2011)

**Deliverables**

- **D1** Intermediate working paper n° 1: conclusions of Task 1 (February 2010)
- **D2** Intermediate report: conclusions of Tasks 1 and 2, and recommendations (August 2010)
- **D3** Intermediate working paper n° 2: conclusions of Task 3 (February 2011)
- **D4** Final report: overall conclusions and recommendations, tables (by August 2011)
Work package number 2
Start date or starting event: September 2009

Work package title Financing and expenditure (TF 2)

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<th>Leader</th>
<th>Participants</th>
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<tr>
<td>CZECH REPUBLIC</td>
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<td>1 Austria 2 3 4</td>
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Person-months per co-partner: 6
(per 2-years period or 3 person-months per 1 year)

Objectives:

- To define the "state of the art" of statistics on cultural expenditure and finance. To deepen the methodological work already carried out in order to be able to collect more exhaustive and more comparable data. Priority will be given to public financing. Attention will also be paid to household expenditure on culture by exploring the potential of the European Household Budget Survey.

- To take the experiences, results and recommendations reached in the Final Report of the Task Force on Cultural Expenditure as well as the study of European Parliament.

- To collect statistics on public and private financing of culture existing in the 27 countries of the EU, if possible based on the domains of cultural activities agreed upon by the LEG. Another interdisciplinary category should be added, to take into account the cultural expenditures which cannot be split among the domains (for instance: cultural centres, cultural relations abroad, administration, etc).

- To integrate this collection with input from countries about the main problems they have to face in collecting their data, the reasons of possible gaps, etc., in order to base future methodological work aimed at harmonised statistical surveys on a more solid and pragmatic ground.

Description of work

- First focus: public financing and expenditure:
  ✓ Propose a common data-gathering scheme
  ✓ Consider harmonising concepts and data-gathering procedures
  ✓ Develop a framework concept and guidelines for future data collections
  ✓ Produce data tables and indicators for participating countries, accompanied by a clear indication of shortcomings regarding comparability

- Second focus: household budgets data:
  ○ Delineation and grouping of cultural household expenditure
  ○ Production of tables and indicators

Deliverables

- According to the work plan, intermediary reports related to the progress will be produced by August 2010.
- A report related to the needs for the final report of the project will be transmitted by mid-2011.
<table>
<thead>
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<th>Work package number</th>
<th>3</th>
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<tr>
<td></td>
<td>ESTONIA</td>
<td>1</td>
<td>Denmark</td>
</tr>
<tr>
<td>Person-months per co-partner:</td>
<td>6</td>
<td></td>
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</table>

**Objectives**

- Establish an inventory and analyze national and international statistical sources which allow the production of information comparable at EU level;
- Draw up a definition of the field of creative industries in close collaboration with TF 1 and elaborate a set of indicators on the basis of the sources retained after assessment and produce data on growth, growth differential with the other sectors of the economy, value added, profitability, etc;
- Explore the possibilities of using business registers in a demographic perspective (number and size of companies, number and size of SMEs, percentage of SMEs in each sector, number of start-ups, survival rate of start-ups after 5 and/or ten years, number of micro-enterprises, number of self-employed/free-lancers, level of concentration);
- Analyse the relation between the ICT and audiovisual domain and considering the possibilities of producing coherent and comparable statistics on audiovisual sector and other sectors, as well as digitisation and cultural tourism;
- Elaborate statistical indicators for the up-dating of the «pocketbook»;
- Provide, in consultation with the other Task Forces, guidelines for data production based on the Structural Business Statistics (including on SMEs);
- Make proposals for creating synergies and possible collaboration and use of data collected by different sectors.

**Description of work**

- Based on an up-dated inventory, elaborate statistical indicators for the up-dating of the «pocketbook»;
- Draw up a definition and elaborate a set of indicators on the basis of the sources retained after assessment and produce data on growth, growth differential with the other sectors of the economy, value added, profitability;
- Explore the possibilities of using business registers in a demographic perspective (number and size of companies, number and size of SMEs, percentage of SMEs in each sector, number of start-ups, survival rate of start-ups after 5 and/or ten years, number of micro-enterprises, number of self-employed/free-lancers, level of concentration);
- Produce data on growth, growth differential with other sectors of the economy, value added, profitability;
- Consider the possibilities of producing statistics on audiovisual sector and other sectors, as well as cultural tourism;
- Propose ways to go ahead in the context of the digital industry, in particular in relation to the audiovisual sector and the ICT;
- Measure the inputs of the cultural/creative sector into the wider economy so as to catch the spill over effects in terms of creativity and innovation.

**Deliverables**

- The Task Force will report on the progress of the work to the coordinator general after each meeting of the group.
- Contribution to the intermediate ESSnet report for August 2010;
- A report related to the needs for the final report of the project will be transmitted by mid-2011.
Work package number | 4 | Start date or starting event: | September 2009
---|---|---|---
Work package title | Cultural practices and social aspects (TF 4)

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<th>Participants</th>
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<tr>
<td>THE NETHERLANDS</td>
<td></td>
<td>1 Belgium 2 Denmark 3 Estonia 4 Finland 5 France 6 Sweden</td>
</tr>
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Person-months per co-partner: 3

Objectives
Continue the harmonisation work for statistics in cultural participation field, taking advantage from the previous Eurostat work, in order to produce comparable data on participation behaviours at EU level.

- Review and make an inventory of available national data collections and methodological evaluation of the data produced by available surveys in order to improve comparability.
- Updating, improving and harmonising the list of questions recommended for national surveys on cultural participation.
- Elaborate a proposal for the questionnaire of the module for the EHS dedicated to culture, if relevant.
- Produce new data starting from the work produced in the “Pocketbook on cultural statistics”, extending the request to produce data on museums, cinema, books, theatre, concerts, and producing new data on other domains (TF has to decide what domains: TV, radio, newspapers, magazine, ...). The production of this set of data will help the TF in analyzing and validation of the “Pocketbook on cultural statistics” results, in order to use this new set of indicators for a comparable set of data in the view of the changing patterns and the technological changes in accordance with the work of Task Force 1.
- Definition of indicators for measuring on one hand the impact of familial and socio-economics characteristics on cultural participation and, on the other hand, definition of indicators for measuring the impact of cultural participation on civil society.

Description of work
Tasks: Simplified TF program:
- Establish an inventory of on-going surveys on cultural practices and social aspects and analyse national and international statistical sources.
- Propose a harmonized core of politically relevant indicators as well as, if relevant, a reduced questionnaire to be integrated in annual EHS-survey.
- Focus on cultural provisions issues to be integrated in regular surveys.
- Analyze social aspects of culture and establish a common approach by proposing relevant indicators.

Deliverables
- Intermediary report for August 2010 related to the work progress will be produced.
- A report related to the needs for the final report of the project will be transmitted by mid 2011.