ANNEX 14
of the Commission Implementing Decision on the 2017 Annual Action programme for the Partnership Instrument

Action Fiche for Public and Cultural Diplomacy

1. IDENTIFICATION

<table>
<thead>
<tr>
<th>Title of the action</th>
<th>Public and Cultural Diplomacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country(ies)/Region</td>
<td>Global</td>
</tr>
<tr>
<td>Total cost</td>
<td>Total estimated cost: EUR 14 165 000</td>
</tr>
<tr>
<td></td>
<td>Total amount of the EU budget contribution: EUR 12 400 000</td>
</tr>
<tr>
<td>Total duration</td>
<td>36 months</td>
</tr>
<tr>
<td>Method of implementation</td>
<td>Direct management</td>
</tr>
<tr>
<td></td>
<td>– Grants - call(s) for proposals</td>
</tr>
<tr>
<td></td>
<td>– Grants – direct award</td>
</tr>
<tr>
<td></td>
<td>– Procurement - Services</td>
</tr>
<tr>
<td>Markers (from CRIS Dac form)</td>
<td></td>
</tr>
<tr>
<td>Rio Convention Markers</td>
<td>Not targeted</td>
</tr>
<tr>
<td>Biological diversity</td>
<td>☑</td>
</tr>
<tr>
<td>Combat desertification</td>
<td>☑</td>
</tr>
<tr>
<td>Climate change mitigation</td>
<td>☑</td>
</tr>
<tr>
<td>Climate change adaptation</td>
<td>☑</td>
</tr>
</tbody>
</table>

2. RATIONALE AND CONTEXT

2.1. Summary of the action and its objectives

The proposed action aims to continue supporting actors globally in their endeavours 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.

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1 Maximum duration of the operational implementation period of individual contracts upon their signature.
such as Global Challenges, Europe 2020 strategy, Economic Partnership and Fundamental Rights.

In 2017, the PI will invest in Public Diplomacy activities reinforcing the study, research, teaching and debate on European Union-related-issues among students and academics through Jean Monnet Actions in a selection of priority countries. The indicative list includes Australia, China, India, Indonesia, Iran, Macao, Mexico, New Zealand, Russia, South Africa, Taiwan and the US.

Secondly, funds will be provided to reinforce the capacity of the EU Delegation in Indonesia to do outreach and develop partnership with local stakeholders by using a methodology already deployed in other EU strategic partner countries.

Finally, renewed support to the people to people contacts and civil society dialogue in Russia will be made available. Should the need arise and budget be available, additional activities may be included under phase-II of the AAP 2017.

On Cultural Diplomacy, PI action will be significantly boosted through two actions which operationalise the EEAS-EAC Joint Communication "Towards an EU strategy for international cultural relations". One will facilitate the organisation of European Film Festivals across the world through the creation of a repository of films and the organisation side-events that will create spaces for intercultural dialogue; the other will foster people to people contacts by enhancing the engagement with the community of alumni of various European programmes in third countries. More detailed information is provided below.

2.2. **Context**

As the EU Global Strategy notes it, we live today in a more connected, complex and contested world. It follows that the way the EU engages with citizens in third countries needs to adapt. Public Diplomacy under the Partnership Instrument supports the implementation of EU Foreign Policy objectives by strengthening the EU's ability to engage meaningfully with selected audiences in third countries (i.e. students/academics, multipliers/influencers, civil society and cultural operators/artists) in order to increase mutual understanding, improve the perception of the EU and of its policies and, ultimately, facilitate future cooperation.

This action refers to objective d) set out in article 1(2) of the Partnership Instrument Regulation[2] as further defined in multi-annual 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 EU study "Analysis of the perception of the EU and EU's policies abroad" was published on 18 March 2016[4] and recommended "establishing a centralised EU Public Diplomacy strategy comprising a finite set of core messages with the implementation adjusted to local specificities, context and capacities". Its findings

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enabled 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

The key lessons that can be drawn from the experience of the previous and on-going Partnership Instrument actions supporting public diplomacy are the following:

- avoid a piecemeal 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 (i.e. think tank, academia, civil society, cultural stakeholders) 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;
- ensure that actions implemented focus on issues that resonate among local target audiences.

2.4. Complementary actions

Subsidiarity and complementarity with other interventions in the field of (or related to) Public Diplomacy at the country and global levels will be ensured by the relevant EU Delegations and by the Commission (the Service for Foreign Policy Instruments - FPI). 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 the 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"\(^5\), EU Delegations will ensure complementarity and added value of selected projects with on-going and planned initiatives supported by EU Member States and other relevant actors.

Complementarity will be sought with projects currently running under the Annual Action Programmes 2014, 2015 and 2016.

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, under the Annual Action Programme 2017, it is envisaged to support actions to strengthen stakeholders' institutional, operational and networking capacity in four strands relating to Public Diplomacy:

- **STRAND 1: 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 2017 will indicatively include the following countries/regions: Australia, China, India, Indonesia, Iran, Macao, Mexico, New Zealand, Russia, South Africa, Taiwan and US.

- **STRAND 2: EU Policy and Outreach Partnerships**

This strand will allow engaging directly with think tanks in partnership with other key stakeholders (e.g. medias, business organisations, universities, 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. The areas covered will depend both on the local perception and on the EU policy priorities.

The following action under strand 2 "EU Policy and Outreach Partnerships" is proposed:

1. EU Policy and Outreach Partnership in Indonesia

Building on existing actions worldwide and to ensure that the EU can engage with local publics in Indonesia directly and on specific key areas of concern, partnership for 2017 will be developed through a service contract managed by the EU Delegation in Jakarta.

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6 The strand on 'Cultural Diplomacy' is funded under Annex 14 of the PI Annual Action Programme 2015.
• **STRAND 3: 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 partner countries' civil society organisations in areas of common interest, with a particular focus on the fields of Global Challenges, Europe 2020 Strategy, Economic Partnership and Fundamental Rights.

The following actions under strand 3 'Civil society engagement' are proposed:

1. **EU-Canada Transatlantic Civil Society Dialogues**

Following the signature of the EU-Canada Strategic Partnership Agreement, and building on existing similar actions, such as the "EU-US Transatlantic Civil Society Dialogues", which engage civil society organisation on both sides of the Atlantic, the EU will support civil society engagement initiatives in Canada to be implemented through grants managed by the EU Delegation.

The proposed action also aims to promote civil society consultations and exchanges between European and Canadian civil society platforms in order to mobilise EU and Canadian NGOs around concrete themes of common interest.

2. **EU-Russia Civil Society Forum**

The EU-Russia Civil Society Forum acts as an independent cooperation platform between European and Russian civil society actors and grassroots organisations and is instrumental in diffusing EU values. The Forum increases people-to-people links and improves political and inter-cultural understanding among civil society actors on both sides, making their voice heard in European and Russian policy processes.

In view of the demonstrated clear orientation towards conducting outreach activities from a civil society perspective towards target audiences in the EU and Russia, with the aim of engaging in a mutually beneficial dialogue and contributing to better EU-Russia relations in the coming years, the further support of the Forum is instrumental in promoting people-to-people contacts, strengthening cooperation and enhancing dialogue between societies in the EU and Russia.

• **STRAND 4: 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 Joint Communication to the European Parliament and to the Council 'Towards an EU strategy for international cultural relations'\(^7\), it is proposed to

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\(^7\) JOIN/2016/029 final
support cultural diplomacy by means of a service contract managed by FPI-Headquarters at global level.

The following actions under strand 4 'Cultural Diplomacy' are proposed:

1. EU Alumni Engagement Initiative

The EU Alumni Engagement Initiative aims at reinforcing EU’s capacity to sustain a long term meaningful engagement with individuals in third countries who have already benefitted from EU funded programmes in the past by supporting the work of EU delegations.

By investing in individuals that have already been in contact with the EU at one point in their lives, this action aims at upgrading the relationship between the alumni and the EU into a long lasting partnership based on trust and broad mutual understanding. This initiative would not substitute any existing (of future) alumni initiative but simply provide additional support to the EU Delegation's engagement efforts.

In more in details the initiative would include the organisation of annual EU alumni gatherings, the creation of an online tool allowing delegations to keep track and engage with beneficiaries of selected EU-funded programmes more easily and will contribute enhancing the visibility of selected EU programmes among alumni.

2. Film festivals at EU Delegations – Support for a repository of European films

The proposed action builds on the 2014 EU feasibility study on "Exploring different possible modus operandi for making available a package of European films" and the needs of the EU Delegations expressed in the study.

The proposed action will reinforce the capacity of EU delegations to organise EU Film Festivals through the preparation of a curated repository of high quality European movies for the use of the EU Delegations (e.g. selection, negotiation/acquisition of rights, distribution, consolidation of existing repositories of available European movies, subtitling). It also includes the provision of technical assistance to the EU delegations to the organization of their own Film Festivals across the world in particular for the EU's strategic partner countries (e.g. hiring of curators, support for local partnerships, support in branding and communication activities).

Finally it includes resources to allow the organisation of side-events in order to ensure that EU film festivals become also occasions to foster mutual understanding and intercultural dialogue. Furthermore the action supports the involvement of the European audio-visual sector.

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.

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This initiative would not substitute any existing (of future) film festival initiative but simply provide additional support to the EU Delegation's efforts.

3.2. **Expected results and main activities**

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

R.1: For the strand 'Academic outreach through Jean Monnet activities': wider knowledge and understanding of the EU and its policies within academic circles (including students and professors);

R.2: For the strand 'EU Policy and Outreach Partnership': improved networking, advocacy and outreach capabilities jointly with key actors in policy areas of strategic interest for the EU; development of platforms providing relevant policy inputs;

R.3: For the 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;

R.4: For the strand 'Cultural Diplomacy': enhanced engagement with key target audiences (e.g. alumni of EU programmes) and better engagement of both general public and artists by improving the organisation of European film festivals.

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

- For the 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 also involving local communities, such as debates, information activities and publications.

- For the strand 'EU Policy and Outreach Partnership': Providing technical assistance to the EU to run public diplomacy activities focusing on 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; media and other forms of campaigns in support of specific EU trade priorities or market access issues; documentary screenings; sectorial dialogues; exchanges of best practice; networking events, elaboration and dissemination of studies, policy papers, public opinion polls, creation of databases.

- For the 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 the strand 'Cultural Diplomacy': gathering of alumni of European programmes on the basis of their experience and interests, screening of European films and organisation of side events to facilitate intercultural dialogue and enhance the visibility of European audio-visual sector.

3.3. **Risks and assumptions**

<table>
<thead>
<tr>
<th>Risk</th>
<th>Risk level (H/M/L)</th>
<th>Mitigating measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>In general, there is a possible risk of change of priorities as well as changes in political relations with the concerned partner countries.</td>
<td>M</td>
<td>The development of an overarching EU Public Diplomacy strategy would significantly reduce such risk.</td>
</tr>
<tr>
<td>A major incidence occurs (e.g. economic crisis) that severely influences the attitudes of foreign audiences towards the European Union.</td>
<td>M</td>
<td>Adapting actions planning if unforeseen or changing circumstances occur is crucial and ensure that the spectrum of EU policies does not get submerged by one isolated sector.</td>
</tr>
<tr>
<td>Difficulty to measure the real effects of Public Diplomacy activities, which reduces the informed basis for EU action.</td>
<td>M</td>
<td>Development of EU Public Diplomacy indicators.</td>
</tr>
<tr>
<td>Limited interest by local target audiences of the initiatives implemented by the EU</td>
<td>M</td>
<td>Following the suggestions outlined in the above mentioned EC &quot;Perception Study&quot; to ensure that the content of the initiatives resonates among local target audiences would significantly reduce such risk.</td>
</tr>
</tbody>
</table>

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, artists, alumni of EU programmes etc.
4. IMPLEMENTATION ISSUES

4.1. Method of implementation

4.1.1. Grants: call for proposal \(^9\) (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) Chairs: 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: support the creation and development of consortia of international players (HEIs, Centres of Excellence, departments, etc.) in area of EU studies; v) Projects: support for innovation, cross-fertilisation and the spreading of the EU content; and vi) Support to Associations: contribution to support the study of the EU integration process. 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

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

- 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.

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. Essential award criteria are:

- Quality of the project design and implementation;
- Quality of the project team and cooperation arrangements;

\(^9\) Article 189 (RAP) (article 128 FR) – Content of calls for proposals
• Impact and dissemination.

(d) Maximum rate of co-financing

The maximum possible rate of co-financing for grants under this call depends on the activities funded: i) Modules: the maximum grant that can be awarded is EUR 30,000 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 EUR 50,000 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 EUR 100,000 that can represent the maximum of 80% of the total eligible costs; iv) Networks: the maximum grant that can be awarded is EUR 300,000 that can represent the maximum of 80% of the total costs; v) Projects: the maximum grant that can be awarded is EUR 60,000 that can represent the maximum of 75% of the total costs; vi) Support to Association: the maximum grant that can be awarded is EUR 50,000 that can represent the maximum of 80% of the total costs.

(e) Indicative trimester to launch the call

The indicative trimester to launch the annual general call Erasmus+ is the third trimester of 2017. 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 – EU-Canada Transatlantic Civil Society Dialogues

(a) Objectives of the grants

Part of the public diplomacy envelope in the AAP 2017 will be implemented through the award of grants. Indicatively, it is estimated that one call for proposals will be launched.

Grant agreements resulting from the above mentioned call will mainly fall under strand 'Civil Society engagement' (see infra section 3.1).

Following a joint EEAS/FPI screening of priorities, one national action in Canada has been retained. The above selection was based on local needs as expressed by EU Delegations and on priorities for public diplomacy at national level.

<table>
<thead>
<tr>
<th>Action/Countries</th>
<th>EUR million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jean Monnet activities</td>
<td>3.5</td>
</tr>
<tr>
<td>EU-Canada Transatlantic Civil Society Dialogues</td>
<td>0.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4.4</strong></td>
</tr>
</tbody>
</table>

10 Article 192 FR – full financing of an external action
In the event that it does not prove possible to conclude the grant agreements related to the EU-Canada Transatlantic Civil Society Dialogues from the Delegation, the implementation of the call for proposals will be ensured at HQ level by the Service for Foreign Policy Instrument.

(b) Eligibility conditions: Civil Society Organisations established in the EU and in eligible countries according to CIR article 8.

(c) Essential selection and award criteria

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

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) Maximum rate of co-financing\(^{11}\)

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 calls for proposals is the second trimester of 2017.

4.1.2. Grants – direct award (direct management)

4.1.2.1 Grant (direct award) - EU-Russia Civil Society Forum

(a) Objectives of the grant, fields of intervention, priorities of the year and expected results

The EU-Russia Civil Society Forum will foster systematic contacts and cooperation between independent civil society actors in Russia and the EU. It will continue giving European and Russian civil society actors an opportunity to raise their voice on topics of common interest.

(b) Justification of a direct grant

Under the responsibility of the Commission’s authorising officer responsible, the grant may be awarded without a call for proposals to the EU-Russia Civil Society Forum. The recourse to an award of a grant without a call for proposals in line with Article 190 1. (f) RAP is justified because Russia is experiencing a shrinking space for expressing different points of view. Eighty percent of Russian citizens receive their information through state controlled media, mainly TV, dominated by patriotic slogans and anti-Western rhetoric. Although the EU sanctions are designed to put pressure only on individuals and companies directly involved in the Ukraine crisis,

\(^{11}\) Article 192 FR – full financing of an external action
this is not accurately conveyed to the Russian public. As a result, Russians feel personally affected by the EU sanctions. All of this has led to worsening public opinion about the EU in Russia.

At the same time, the operating environment of Russian civil society is becoming increasingly difficult due to the governmental pressure on NGOs since 2012. Russia’s still fragile independent civil society is victim of this increasingly restrictive policy.

The EU-Russia Civil Society Forum (the Forum) was initially supported as an EU pilot project introduced by the European Parliament and it has received continued EU support ever since. Since 2015, the Partnership Instrument co-funds the Forum which represents an excellent entry point for maintaining dialogue with the Russian civil society. In this respect, the Forum provides a unique platform with a wide scope of cooperation between the EU and Russian civil society actors. The Forum is also a key component of the ongoing dialogue between EU and Russia in the area of civil society within the framework of the Partnership for Modernisation.

(c) Essential selection and award criteria

Essential selection criteria: technical capacity (incl. experience and knowledge in the field) and financial capacity to perform the tasks.

Essential award criteria: relevance of the project; quality of the project design and implementation; quality of the project team; impact and dissemination.

e) Maximum rate of co-financing

The maximum possible rate of co-financing for this grant corresponds to 80% of the eligible costs of the action.

(f) Indicative trimester to conclude the grant agreement: first trimester 2018

<table>
<thead>
<tr>
<th>Action/Country</th>
<th>EUR million</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU-Russia Civil Society Forum</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2</strong></td>
</tr>
</tbody>
</table>

4.1.3. Procurement (direct management)

(a) The project will be implemented through the procurement of services. Indicatively, three service contracts will be signed.

(b) Indicative timing to launch the call: 2nd quarter 2017.
<table>
<thead>
<tr>
<th>Action/Countries</th>
<th>EUR million</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU Policy and Outreach Partnership in Indonesia</td>
<td>2</td>
</tr>
<tr>
<td>EU Alumni Engagement – [global]</td>
<td>2</td>
</tr>
<tr>
<td>European Film Festival – [global]</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6</strong></td>
</tr>
</tbody>
</table>

This list can be adapted pending the results of the calls for tenders, the development of the EU Public Diplomacy Strategy, or the evolution of political relations with the concerned partner countries.

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

The call for tenders will indicatively be launched between the second trimester of 2017 and the first semester of 2018.

### 4.2. Indicative budget

<table>
<thead>
<tr>
<th>Method of Implementation</th>
<th>Amount in EUR million</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4.1.1. – Call for proposals (direct management)</strong></td>
<td><strong>4.4</strong></td>
</tr>
<tr>
<td>4.1.1.1. Call for proposals Jean Monnet activities (launched by EACEA)</td>
<td>3.5</td>
</tr>
<tr>
<td>4.1.1.2. Call for proposals – EU-Canada Transatlantic Civil Society Dialogues</td>
<td>0.9</td>
</tr>
<tr>
<td><strong>4.1.2. Grant (direct award)</strong></td>
<td><strong>2</strong></td>
</tr>
<tr>
<td>4.1.2.1. EU-Russia Civil Society Forum</td>
<td>2</td>
</tr>
<tr>
<td><strong>4.1.2 – Procurement (direct management)</strong></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td>4.1.2.1. Procurement – EU Policy and Outreach Partnerships actions</td>
<td>2</td>
</tr>
<tr>
<td>4.1.2.2. Procurement – EU Alumni Engagement</td>
<td>2</td>
</tr>
<tr>
<td>4.1.2.3. Procurement – European Film Festival</td>
<td>2</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>12.4</strong></td>
</tr>
</tbody>
</table>

13
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 progress and final reports shall provide quantified and qualitative data in relation to the logical framework indicators which will include relevant indicators from the list of common Partnership Instrument indicators.

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.