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ANNEX 8

Of the Commission Implementing Decision on the 2019 Annual Action Programme for cooperation with third countries to be financed from the general budget of the European Union

Action Document for Public and Cultural Diplomacy

1 Key identification data

<table>
<thead>
<tr>
<th>Title of the Action</th>
<th>Public and Cultural Diplomacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country/region/global</td>
<td>Global</td>
</tr>
<tr>
<td>Sector of intervention</td>
<td>Public and Cultural Diplomacy</td>
</tr>
<tr>
<td>Indicative budget</td>
<td>Total: EUR 18 150 000 EC contribution: EUR 16 800 000 (Procurement and indirect management: 100%; Grants: 75-80%) Other contributions: EUR 1 350 000 (Grants: 20%)</td>
</tr>
<tr>
<td>Duration and target start date of implementation</td>
<td>36 months – January 2020</td>
</tr>
<tr>
<td>Method of implementation</td>
<td>Direct management through: Grants</td>
</tr>
<tr>
<td></td>
<td>Indirect management with International Organisation</td>
</tr>
<tr>
<td>DAC code(s)</td>
<td>NA</td>
</tr>
<tr>
<td>Markers (from CRIS DAC form)</td>
<td>General policy objective</td>
</tr>
<tr>
<td></td>
<td>Participation development/good governance</td>
</tr>
<tr>
<td></td>
<td>Aid to environment</td>
</tr>
<tr>
<td></td>
<td>Gender equality</td>
</tr>
<tr>
<td></td>
<td>Trade Development</td>
</tr>
<tr>
<td>RIO Convention markers</td>
<td>Biological diversity</td>
</tr>
<tr>
<td></td>
<td>Combat desertification</td>
</tr>
<tr>
<td></td>
<td>Climate change mitigation</td>
</tr>
<tr>
<td></td>
<td>Climate change adaptation</td>
</tr>
<tr>
<td>Global Public Goods and Challenges (GPGC) thematic flagships</td>
<td>NA</td>
</tr>
</tbody>
</table>
2 RATIONALE AND CONTEXT

2.1 Action summary

The proposed action aims to support actors in their endeavours to globally develop EU's soft power by building alliances and better-informed decision-making on priority EU themes such as response to global challenges, use of multilateralism, promotion of EU values and principles, economic partnerships and fundamental rights, including in the field of trade and human rights. It will also enhance widespread understanding and visibility of the EU and its role on the world scene. The following actions are envisaged:

- Investment in public diplomacy activities reinforcing the study, research, teaching and debate on EU-related issues among students and academics through Jean Monnet Actions in selected priority countries/territories. The indicative list includes Australia, Bahrain, Canada, China, Hong Kong, India, Indonesia, Japan, Korea, Kuwait, New Zealand, Oman, Qatar, Saudi Arabia, South Africa and the United Arab Emirates.
- Secondly, funds will be provided to reinforce the capacity of the EU Delegations to do outreach and develop partnerships with local stakeholders in Canada, China, India, and the USA.
- Thirdly, renewed support will be made available for people-to-people contacts and civil society dialogue in the USA. Should the need arise and budget be available, additional activities may be included later in the year.
- Finally, specific attention will be given to foster the role that culture in external relations can play in Public Diplomacy by increasing mutual understanding and confidence through dialogues and contributing to promote shared values as well as intercultural tolerance in strategic countries.

2.2 Background/Context/Rationale for PI funding

As the EU Global Strategy notes, we live today in a more interconnected, 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, identify and nurture like-minded allies for future cooperation.

The EU study "Analysis of the perception of the EU and EU's policies abroad" was published on 18 March 2016 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 enabled the EU to tailor the development of public diplomacy initiatives to the local perceptions of 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.

This action refers to objective d) set out in article 1(2) of the Partnership Instrument (PI) Regulation as further defined in multi-annual indicative programme 2014-2020 (objective 4): 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.

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1 http://ec.europa.eu/dgs/fpi/showcases/eu_perceptions_study_en.htm
In particular, this action contributes to the PI Multiannual Indicative Programme (MIP) 2018-20 priorities and mainstreams the following cross-cutting issues: Multilateralism (building alliances) contributing to a global order based on international law, EU principles and values (democracy, rule of law, human rights and fundamental freedoms, respect for human dignity, the principles of equality, including gender equality, and solidarity); Resilience and Innovation.

2.3 Lesson learnt

The key lessons 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 adequate measurement of results thanks to a streamlined programming process based on a clear 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 EU’s external action policies;
- ensure that implemented actions focus on issues that resonate among local target audiences.

2.4 Coherence and complementarity

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 relevant EU Delegations and by the Commission (the Service for Foreign Policy Instruments - FPI). The EU Delegations and FPI will regularly 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 with 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 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 Partnership Instrument’s Annual Action Programmes 2014, 2015, 2016, 2017 and 2018, including the ‘Support to EU Film Festivals’ and the ‘EU Alumni Engagement Initiative’.

2.5 EU added value

In line with the EU Global Strategy, public diplomacy aims at enhancing the EU strategic communications, investing in and joining-up across different fields, in order to connect EU foreign policy with citizens and better communicate it to our partners.

The EU Global Strategy also outlines the need to develop a more joined-up approach to Public Diplomacy in order to be more effective in the way we engage over the long term with citizens in third countries. This has become particularly important at a time when citizens are increasingly exposed to competitive narratives and disinformation aimed at undermining the legitimacy of the EU and of our policies. Building trust and mutual understanding with our partners has become increasingly important to support the implementation of our policy priorities.

While the actions listed in this action fiche have the purpose to raise the profile and the knowledge of the EU in third countries, complementarity and added value of selected projects with on-going and planned initiatives supported by EU Member States will be ensured, especially in the field of cultural diplomacy.

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At the end of the actions, stronger synergies between EU activities and Member State's activities in the field of Public and Cultural Diplomacy will be achieved and the perception of the EU as a whole in third countries will be strengthened.

2.6 Cross-cutting issues

For the proposed Action, different PI cross-cuttings issues have been identified, such as multilateralism, global challenges, EU principles and values.

Especially enhancing widespread knowledge of the Union and promoting the EU principles and values in partner countries is at the core of the public diplomacy and outreach activities in support of the objectives of the instrument.

3 ACTION DESCRIPTION

3.1 Objectives

The Annex of the PI Regulation sets out a general framework for 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 (including in the field of torture and trade) in partner countries through enhanced public diplomacy, outreach and research activities in support of the objectives of the instrument.

To achieve these objectives, under the Annual Action Programme 2019, 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 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 2019 will indicatively include the following countries/territories, chosen because of their political relevance and/or to ensure continuous engagement with the academic target audience: Australia, Bahrain, Canada, China, Hong Kong, India, Indonesia, Japan, Korea, Kuwait, New Zealand, Oman, Qatar, Saudi Arabia, South Africa and the United Arab Emirates.

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

This strand will engage directly with key stakeholders (e.g. think tanks, media, 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 response to global challenges, Europe 2020 strategy for smart, sustainable and inclusive growth, Economic Partnership and Fundamental Rights. The areas covered will depend both on the local perception and on the EU policy priorities for a given country.
To ensure that the EU can engage with local audiences directly and on specific key areas of concern, service contracts will be used and managed by selected delegations at local level (i.e., Canada, China, India, and the USA) to develop partnerships.

The following actions are proposed:

2. Continued support to EU Policy and Outreach Partnerships in Canada, China, India and the US

Building on existing actions funded through PI AAPs 2016 and 2017, it is proposed to renew the actions due to expire between 2019 and the first half of 2020, namely the “EU Policy and Outreach Partnerships” in Canada, China, India and the US.

The implementation and activities that have been carried out in these countries include diplomatic trainings, roadshows, business breakfast, workshops, roundtables etc., that have provided a timely and consistent fora for the EU to discuss with its counterparts on different topics of mutual interest, thereby helping to take forward the Global Strategy agenda.

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 between 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 (smart, sustainable and inclusive growth), Economic Partnership and Fundamental Rights.

The following actions are proposed:

1. 'EU & US: Getting to Know Europe'

Building on previous successful experience funded under the Partnership Instrument's AAPs 2015 and 2017, this action aims to preserve and to strengthen the transatlantic relationship for the future, and to support the EU to reach out to and engage on EU's values, policies, and cultures with the next generation of US citizens who have less historical ties with Europe.

Getting to Know Europe would offer numerous opportunities outside of an academic context to increase young US citizens' knowledge and understanding of the EU and its relationship to the US through activities implemented by local organisations. In addition, the action would also provide the EU valuable feedback, intelligence, and insight into younger people's perspectives on the EU and its policies.

The action under this lot would entail cooperation with U.S. non-governmental, not-for-profit organisations to organise and implement activities such as seminars, study tours; digital communications campaigns and materials about the EU and the EU-US relationship; etc.

The target audiences for this action will be young US citizens who will be the next generation of leaders and influencers from across the business, civil society, policy and media sectors, particularly from the growing minority communities in the United States.

2. Transatlantic Civil Society Dialogues

Building on previous successful experience funded under the Partnership Instrument's AAPs 2015 and 2017, this action would entail cooperation with civil society organisations from both Europe and the US.

Activities will be based on dialogue, cooperation, and the exchange of expertise and best practice. The dialogues also aim to achieve the convergence of views among the participating civil society representatives with the ultimate purpose of providing unified recommendations to policymakers. These dialogues complement the formal policy dialogue at the official/government level. Proposals
should be stimulating dialogue and cooperation between non-governmental organisations and relevant interest groups that represent wide constituencies in the EU and the US.

Main activities intended to be implemented under the grant scheme will include inter alia conferences, working groups, events, seminars, webinars, briefing sessions, etc. consistent with the concept of dialogue.

3. ‘EU & China Think Tank Exchanges’

In order to positively influence policy debate on EU relevant topics in China, and allow the EU to gain in-depth insights into the Chinese perspective of relevant policy topics, structured exchanges of prominent European and Chinese think-tanks and other influential academics and opinion shapers, including also Jean Monnet Chairs and former alumni of EU funded programmes are envisaged. The structured exchanges among think-tanks and opinion shapers on topics relevant to the EU China strategic partnership may examine challenges and opportunities, nurture a platform for interaction, mobilise support for EU positions on shared global concerns and challenges, and advocate for convergence on global and regional issues. Activities of these think tank exchanges should alternate between locations in the EU and in China.

**STRAND 4: Cultural Diplomacy**

In the framework of this strand, specific attention will be given to foster the role that culture can play in external relations. This relates in particular to enable cultural operators to receive training, to network, to participate to conferences and to provide policy advice in the field of culture. Such actions will increase mutual understanding and confidence through dialogues and contribute to promoting shared values as well as intercultural tolerance in third countries.

Building on the action funded under the AAP 2015 of the Partnership Instrument ‘Cultural Diplomacy Platform’, the overall objective of this action is to continue engaging with cultural operators worldwide (with priority to countries/region where other EU financial instruments do not apply) through an action which consists of three components:

i. Support/technical assistance on cultural policy in external relations and international cultural cooperation via studies, mappings, trainings on cultural policy, working meetings with representatives of local cultural operators, etc.;

ii. Organizing yearly training programme for cultural leaders and regional ad-hoc trainings of similar nature;

iii. Supporting cooperation among cultural and creative sectors via provision of specialised services (participation in book fairs, performing arts markets/meetings, networking activities, curatorship for events, trainings, organisation of festivals’ side events, etc.).

The Action aims to achieve enhanced engagement with cultural operators worldwide and increased role for culture in EU’s external relations, better knowledge of EU’s principles and policies through culture.

**STRAND 5: Engagement towards Torture –free Trade**

The EU principles and values (democracy, rule of law, human rights and fundamental freedoms, respect for human dignity) are mainstreamed in the PI Multi-annual indicative programme for the period 2018-2020 in synergy with other relevant EU instrument for financing external action. One of the objectives of the PI MIP under public diplomacy is promoting the EU as a major and reliable partner in supporting human rights, democracy, good governance, the rule of law and a rules-based global and multilateral order.
The eradication of torture and capital punishment are core EU values. Within this strand, specific attention will be paid to contribute to the implementation of the EU commitment within the context to the ‘Global Alliance for Torture-free Trade’ that the EU and sixty (including the 28 EU Member States) countries have subscribed.

The EU and the participating countries to the Global Alliance commit to take effective measures to restrict trade of goods used for capital punishment, torture or other cruel, inhuman or degrading treatment or punishment and to work towards an internationally binding instrument by advancing a resolution for adoption by the UN General Assembly.

The absence of common international standards on the import, export and transfer of goods used for capital punishment, torture or other cruel, inhuman or degrading treatment or punishment is a contributory factor to facilitate the availability of these goods and enable such practices.

The action proposed is designed to support the work of the UN Secretary General (UNSG) through a group of experts on a feasibility study that will assess the possible scope of a range of options, including that of a legally binding instrument prohibiting and/or restricting trade in goods used for torture and capital punishment.

### 3.2 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.

### 3.3 Risk assessment and management

<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 significantly reduces such risk.</td>
</tr>
<tr>
<td>A major incident 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>
</tbody>
</table>
Limited interest by local target audiences of the initiatives implemented by the EU

Following the suggestions outlined in the above mentioned "EU Perception Study" to ensure that the content of the initiatives resonates among local target audiences will significantly reduce such risk.

3.4 Communication and EU visibility

Communication and visibility of the EU is a legal obligation for all external Actions funded by the EU.

This Action shall contain communication and visibility measures which shall be based on a specific Communication and Visibility Plan of the Action, to be elaborated at the start of implementation. This plan shall be aligned with EEAS and Commission communication services to secure long-term and wider visibility of the EU, beyond the specific action's activities.

Appropriate contractual obligations shall be included in, respectively, the procurement and grant contracts, and delegation agreements.

The Communication and Visibility Manual for European Union External Action\(^5\), which came into force on 1 January 2018, shall be used to establish the Communication and Visibility Plan of the Action and the appropriate contractual obligations.

4 IMPLEMENTATION ARRANGEMENTS

4.1 Method of implementation

4.1.1. Grants (direct management)

4.1.1.1. Call for proposals - Jean Monnet activities

(a) Purpose of the grant(s)

These grants fall into strand 'Academic outreach through Jean Monnet activities'. 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; and v) Projects: support for innovation, cross-fertilisation and the spreading of the EU content.

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.

Indicative trimester to launch the call: 3rd quarter 2019. 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.

(b) Type of applicants targeted

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

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: i. quality of the project design and implementation; ii. quality of the project team and cooperation arrangements; iii. Impact and dissemination.

4.1.1.2. Call for proposals – Engagement with Civil Society in the US and 'EU & China Think Tank Exchanges'

(a) Purpose of the grant(s)

Part of the public diplomacy envelope in the AAP 2019 will be implemented through the award of grants. Indicatively, it is estimated that two calls for proposals will be launched, one in China and one in the USA.

Grant agreements resulting from the above mentioned call will fall under strand 'Civil Society engagement'.

The maximum possible rate of co-financing for grants under this call is 80% of the eligible costs of the action.

Indicative trimester to launch the calls for proposals: 2nd quarter 2019.

<table>
<thead>
<tr>
<th>Action/Countries</th>
<th>EUR million</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1.1.1. Call for proposals Jean Monnet activities (launched by EACEA)</td>
<td>3.50</td>
</tr>
<tr>
<td>4.1.1.2. Call for proposals – Engagement with Civil Society in the US</td>
<td>1.40</td>
</tr>
<tr>
<td>4.1.1.3 Call for proposals – 'EU &amp; China Think Tank Exchanges'</td>
<td>0.50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5.40</strong></td>
</tr>
</tbody>
</table>

In the event that it does not prove possible to conclude the grant agreements related to the above-mentioned actions managed by the Delegations, the implementation of the calls for proposals will be ensured at HQ level by the Service for Foreign Policy Instrument.
(b) Type of applicants targeted: Civil Society Organisations established in the EU and in eligible countries according to CIR article 8.

4.1.2. Procurement (direct management)

4.1.2.1 Procurement – EU Policy and Outreach Partnership and Cultural Relations Platform

(a) The project will be implemented via service contract(s). Indicatively five service contracts are expected to be concluded for the implementation of the programme.

(b) Indicative timing to launch the calls: 2nd quarter 2019.

The calls 'EU Policy and Outreach Partnership' in China and Canada, have been launched in the 1st quarter 2019 under a suspensive clause prior to the adoption of this decision. As EU's public diplomacy engagement under the PI is of a long-term nature, launching these calls prior to the adoption of this decision will avoid losing the momentum that is being built up with target audiences through ongoing public diplomacy actions and social media campaigns that will continue under the new actions.

<table>
<thead>
<tr>
<th>Action/Countries</th>
<th>EUR million</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1.2.1 EU Policy and Outreach Partnership in Canada</td>
<td>2.00</td>
</tr>
<tr>
<td>4.1.2.1 EU Policy and Outreach Partnership in China</td>
<td>2.00</td>
</tr>
<tr>
<td>4.1.2.1 EU Policy and Outreach Partnership in India</td>
<td>1.25</td>
</tr>
<tr>
<td>4.1.2.1 EU Policy and Outreach Partnership in the USA</td>
<td>3.00</td>
</tr>
<tr>
<td>4.1.2.1 Cultural Relations Platform</td>
<td>3.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11.25</strong></td>
</tr>
</tbody>
</table>

This list may be adapted pending the results of the call for tenders, negotiated procedures, the satisfactory performance of ongoing service contracts, 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.
4.1.3. **Indirect management with International Organisation**

This action may be implemented in indirect management with the United Nations Secretary General (UNSG). This implementation entails research and preparation of a report by a group of experts on the feasibility, scope and options for an internationally binding instrument prohibiting and/or controlling trade in products used for torture and capital punishment. The action may include supporting the work of experts advising and conducting research during the negotiation phase.

The envisaged entity has been selected using the following criteria. The United Nations purposes and principles are contained in its founding Charter. The Secretary-General is the chief administrative officer of the Organization, acting and performing any functions entrusted by the Security Council, General Assembly, Economic and Social Council and other United Nations organs. The UN General Assembly (UNGA) is debating the launch of negotiations towards an international instrument to ban and/or control trade in products used for torture and capital punishment. The UNGA has conducted and concluded in the past negotiations on trade-related international instruments like the CITES and Arms Trade Treaty.

### 4.2 Indicative budget

<table>
<thead>
<tr>
<th>Method of Implementation</th>
<th>Amount in EUR million</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1.1. – Call for proposals (direct management)</td>
<td>5.40</td>
</tr>
<tr>
<td>4.1.1.1. Call for proposals Jean Monnet activities (launched by EACEA)</td>
<td>3.50</td>
</tr>
<tr>
<td>4.1.1.2. Call for proposals – CSO engagement in US</td>
<td>1.40</td>
</tr>
<tr>
<td>4.1.1.3 Call for proposals – 'EU &amp; China Think Tank Exchanges'</td>
<td>0.50</td>
</tr>
<tr>
<td><strong>4.1.2 – Procurement (direct management)</strong></td>
<td><strong>11.25</strong></td>
</tr>
<tr>
<td>4.1.2.1. Procurement – EU Policy and Outreach Partnership actions</td>
<td>8.25</td>
</tr>
<tr>
<td>4.1.2.1 Procurement – Cultural Relations Platform</td>
<td>3.00</td>
</tr>
<tr>
<td><strong>4.1.3. Indirect management with International Organisation</strong></td>
<td><strong>0.15</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16.80</strong></td>
</tr>
</tbody>
</table>

The Commission will ensure that the EU appropriate rules and procedures for providing financing to third parties are respected, including review procedures, where appropriate, and compliance of the action with EU restrictive measures⁶.

### 4.3 Organisational set-up and responsibilities

The Contracting Authority will be responsible for all administrative, legal and financial issues relating to the contract, and will also monitor and supervise the implementation of the project.

The Contractors will be responsible for day-to-day management of the project, mobilisation of the technical assistance and provision of outputs and reports.

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⁶ [www.sanctionsmap.eu](http://www.sanctionsmap.eu) Please note that the sanctions map is an IT tool for identifying the sanctions regimes. The source of the sanctions stems from legal acts published in the Official Journal (OJ). In case of discrepancy between the published legal acts and the updates on the website it is the OJ version that prevails.
The implementation of the activities will be under the oversight of the Contracting Authority in close cooperation with a Steering Committee composed of representatives of the relevant EU services who will provide constant policy support.

The task of the Steering Committee is to provide policy steering for project implementation. The Steering Committee will meet typically in its full formation twice a year. It will be composed of staff from relevant EU services. Concerned EU Delegations may be invited to participate, as needed.

For centrally managed contracts, during in-country interventions, the experts will collaborate with the local EU Delegation(s) as necessary, maintaining a constant flow of information with the EU Project Manager(s) at Headquarters.

4.4 Performance monitoring

The day-to-day technical and financial monitoring of the implementation of this Action will be a continuous process and part of the implementing entity’s responsibilities. To this end, the implementing entity shall establish a permanent internal, technical and financial monitoring system for the Action and elaborate regular progress reports (not less than annual) and final reports.

Every report shall provide an accurate account of implementation of the Action, difficulties encountered, changes introduced, as well as the degree of achievement of its results. 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 core and corporate indicators.

The report shall be laid out in such a way as to allow monitoring of the means envisaged and employed and of the budget details for the Action. The final report, narrative and financial, will cover the entire period of the Action implementation.

The Commission may undertake additional Action monitoring visits both through its own staff and through independent consultants recruited directly by the Commission for independent monitoring reviews (or recruited by the responsible agent contracted by the Commission for implementing such reviews).

4.5 Evaluation and audit

For this Action, 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” rule applies for contracting under this decision, external evaluations and audits, as well as additional external monitoring referred to under section 4.4 above, will be funded from sources other than those allocated to this specific Action.