



Brussels, 19.12.2016  
C(2016) 8443 final

ANNEX 1

**ANNEX**

**to the**

**COMMISSION DECISION**

**concerning the adoption of the 2017 work programme in the field of Communication,  
serving as a financing decision**

## ANNEX

to the

### COMMISSION DECISION

**concerning the adoption of the 2017 work programme in the field of Communication,  
serving as a financing decision**

#### GENERAL OBJECTIVES

The European Commission's communication activities fall under its political autonomy as an institution and its institutional prerogatives.

The Political Guidelines for the Commission "*A New Start for Europe: Agenda for Jobs, Growth, Fairness and Democratic Change*" presented by President Jean-Claude Juncker on 15 July 2014 to the European Parliament describe various ways of "bringing the European Union closer to citizens".

Starting from the factual assessment that "in many countries, trust in the European project is at a historic low", President Jean-Claude Juncker stated as his "key task to rebuild bridges in Europe after the crises. To restore European citizens' confidence. (...) and to strengthen democratic legitimacy on the basis of the Community method."

Moreover, the President included in the mission letters to the Members of the Commission the importance of being "in dialogues with citizens, by presenting and communicating the Commission's common agenda, listening to ideas and engaging with stakeholders."

Whilst 2015 was time for a "New Start" and 2016 was "no time for business as usual", the State of the Union Speech of the President on 14 September 2016 made clear that 2017 is time to deliver a "Europe that protects, a Europe that preserves the European way of life, and a Europe that empowers and defends". The 2016 State of the Union Speech as well as the Letter of Intent sent to European Parliament President Schulz and Slovak Prime Minister Fico on 14 September 2016 put forward an agenda with a list of concrete initiatives for the months ahead.

To this end, there is a need to communicate the European Commission's core messages with more clarity, focussing on concrete actions that are important for European citizens and national Parliaments.

This need was re-confirmed in the Bratislava Declaration adopted by the Heads of State or Government of 27 Member States on 16 September 2016 which states: "We need to improve the communication with each other – among Member States, with EU institutions, but most importantly with our citizens. We should inject more clarity into our decisions. Use clear and honest language. Focus on citizens' expectations, with strong courage to challenge simplistic solutions of extreme or populist political forces."

Thus, the 2017 work programme of the Directorate-General for Communication focuses on supporting the main political priorities identified in the Political Guidelines as well as the priorities of the Commission specified in the Commission Work Programme for 2017.

## ANALYSIS BY BUDGET LINE

All contracts are service contracts, unless otherwise specified.

### 1. BUDGET LINE 16 03 01 02 – INFORMATION FOR THE MEDIA AND AUDIOVISUAL PRODUCTIONS

#### 1.1. Operations financed from this budget line

The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2017.<sup>1</sup> They aim to provide the target groups with tools for better understanding and reporting of current European Union affairs, and to increase the visibility of the policies and activities of the Union. In 2017, these activities will focus on the Commission's priorities as set out in the Political Guidelines. This budget line also covers the evaluation of activities.

In 2017 the main actions will concern:

- Production of Commission-centred video news (live and recorded coverage, edited news) mainly intended for use by the media, available on the interinstitutional Europe by Satellite (EbS) distribution platform via a dedicated satellite TV channel and online;
- Production of Commission-centred photo news, thematic photos illustrating the political priorities as well as photos related to the diplomatic/ceremonial activities of the European Commission intended for dissemination by physical and electronic means, and available for media and general public on the Commission's corporate Audiovisual Portal;
- Intensifying and diversifying audiovisual and multimedia production, for the general public, as well as improving its dissemination through the Audiovisual Portal (publication and availability for the public) and on various technological platforms, including on social media;
- Launch of the new version of the Audiovisual Portal in accordance with the new web presence of the Commission;
- Organising targeted information events and support for journalists;
- Implementing the central repository of the Commission's audiovisual production, organising the Audiovisual Portal as single point of distribution and continuing the work on preservation, digitisation and documentation of the media library in order to give access to citizens to the entire audiovisual collection, including photos, videos, films and audio recordings.

#### 1.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be distributed among the different actions and in accordance with the various implementing arrangements described in the table below.

**Commitment appropriations: 6 177 000 EUR**

---

<sup>1</sup> This refers to the communication service mission of the Directorate-General for Communication as elaborated in its Strategic Plan 2016 to 2020 and respective Management Plans. Specific Objective 1: A simple, clear, understandable message is communicated to citizens explaining the direct impact of EU policies on their life.

<b>Breakdown</b>	<b>Budget (EUR)</b>	<b>Method of implementation (*)</b>	<b>Indicative timetable (**)</b>
1. Audiovisual productions and multimedia projects	418 000	Ongoing contracts Call for tender < 135 000 EUR (x 6) Call for tender ≥ 135 000 EUR (x 1)	<i>Q1 (x 1), Q2 (x 2), Q3 (x 2), Q4 (x 1)</i> <i>Q2 (x 1)</i>
2. Coverage of EU current affairs	2 533 200	Ongoing contracts	
3. Measurement of media usage of audiovisual materials offered by the European Commission	150 000	Ongoing contracts	
4. Information events for journalists (***)	475 000	Ongoing contracts Call for tender < 135 000 EUR (x 90)	<i>Q1 (x 25), Q2 (x 25), Q3 (x 20), Q4 (x 20)</i>
5. Media library (conservation and availability to the public of audiovisual material) and Web development	1 061 700	Ongoing contracts Call for tender < 135 000 EUR (x 3) Call for tender ≥ 135 000 EUR (x 1)	<i>Q1 (x 2), Q2 (x 1)</i> <i>Q1 (x 1)</i>
6. Multimedia dissemination and archiving	1 524 100	Ongoing contracts	
7. Transcripts of statements and speeches	15 000	Ongoing contracts Call for tender < 135 000 EUR (x 1)	<i>Q4 (x 1)</i>

(\*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

(\*\*\*) Some of the information events for journalists are organised locally by the Representations of the European Commission in the Member States.

## **2. BUDGET LINE 16 03 01 03 – INFORMATION OUTLETS**

### **2.1. Operations financed from this budget line**

The actions carried out under this heading cover the Europe Direct Information Centres and are related to Specific Objective 1, as indicated in the Statement on

Financial Intervention of the Communication Policy Area of Draft Budget 2017.<sup>2</sup> This budget line also covers possibly an evaluation of the activities.

2017 is the last year of 2013-2017 generation of Europe Direct Information Centres. Calls for proposals in all Member States to select structures hosting the 2018-2020 generation of Europe Direct Information Centres will be launched. Therefore, this Work Programme covers the description of Europe Direct Information Centres operations to be implemented in 2017 (with budget implications for 2017) and the description of the Europe Direct Information Centres generation 2018-2020 as per new calls for proposals to be published in 2017 (without budget implications for 2017).

### 2.1.1. *Europe Direct Information Centres*

#### **2013-2017 generation**

The Commission relies on a network of around 500 Europe Direct Information Centres that provide decentralised local information about European Union policies and initiatives which have an impact on citizens' daily life and responding to questions on citizens rights, having particular regard for specific social, cultural, political and economic aspects at local level. The centres also provide regular feedback on communication actions.

The host structures of the individual centres are selected via calls for proposals managed by the Representations of the European Commission in the Member States which sign a Framework Partnership Agreement with the selected host structures. In the fourth quarter of the year n-1, the Commission invites the host structures to submit an annual action programme for the year n. After approving the action programme, a Specific Agreement is signed for the year n. The annual action grant for the host structure per centre, in form of lump sums, ranges from a minimum of 15 000 EUR (standard lump sums) / 12 000 EUR (adapted lump sums - coefficient 80 %<sup>3</sup>) per year to a maximum of 25 000 EUR (standard lump sums) / 20 000 EUR (adapted lump sums - coefficient 80 %) per year.

The Europe Direct Information Centres grant implementing procedures including criteria and rate of co-financing are stipulated in the “Commission Decision concerning the anticipated adoption of the Annual Work Programme in the field of communication for 2013 regarding grants for financing the host structures of the Europe Direct Information Centres across the European Union for the period 2013-2017” (C(2012)4158).

Based on this Decision a call for proposals for the 2013-2017 generation of Europe Direct Information Centres launched by the Directorate-General for Communication through the Representations of the European Commission in the Member States resulted in the wide coverage of centres across all Member States.

To further improve the geographical coverage in nine of the Member States, the Representations in those Member States launched additional calls for proposals in 2014 and in 2015. Based on these calls, a number of host structures of information centres were selected.

---

<sup>2</sup> See footnote 1.

<sup>3</sup> An adapted lump sum (80 % of the standard lump sum) is applied in countries where the price level is less than 80 % of the average European Union price level: Bulgaria, Croatia, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Malta, Poland, Romania, Slovakia.

## **Calls for proposals for the 2018-2020 Europe Direct Information Centres generation**

The essential elements of the calls for proposals are provided below. Further details on the low value action grants, as well as the use and methodology of calculation of lump sums will be defined in a decision by the responsible authorising officer. The new generation of Europe Direct Information Centres is being revisited following a mid-term evaluation.

### Mission and expected results

Europe Direct Information Centres contribute to the European Commission's communication on the European Union policies of direct interest to citizens, in particular those with general information needs with the objective to engage with citizens at local and regional level. The centres enhance the European Union's capacity to communicate through increased synergies and coordination with the other Commission information and assistance networks covering specific policy areas and will focus on President Juncker's positive agenda.

The centres complement and support the work of the European Commission Representations and European Parliament Information Offices (EPIO) in the Member States and other European Union institutions and bodies at local and regional level. The Europe Direct Information Centres network is managed by the Commission.

The centres organise events and use various communication tools (in particular websites and social media) to reach citizens at local and regional level either directly or through relevant multipliers and stakeholders. They also actively support Citizens' Dialogues. They interact with local and regional media and they provide feedback on citizens' views and reactions to EU issues.

### Eligibility criteria

- Be legally constituted and registered in one of the European Union Member States;
- Be a proven public body or private body with a public-service mission.

### Selection criteria

- Financial capacity: Solid finances;
- Operational capacity:
  - Solid logistical capacity;
  - Human resources with competencies in communication and profound European Union knowledge.

### Award criteria

- Relevance of the project and its expected results to the objectives of the call;
- Profile, and visibility, potential outreach including the expected multiplying effect, and networking capacity, as well as impact in the region;
- Quality and overall coherence of the communication plan;
- Relevance and quality of the means of implementation and the resources deployed in relation to the objectives envisaged (particularly in terms of cost-effectiveness).

Geographical coverage will be taken into account when awarding grants.

Maximum rate of co-financing

The grant will be in form of lump sums covering in global terms all categories of eligible costs which will be clearly identified in the calls for proposals. The maximum rate of co-financing is one of the elements taken into consideration when calculating the amounts of lump sums. On the average co-financing rate will amount to 50 %.

Indicative envelopes of the calls for proposals

- The indicative yearly envelope per country takes into account:
  - The price levels in the Member State;
  - The number of Members of the European Parliament in the Member State;
  - The expected number of proposals responding to the call (this estimate is based on the experience of the current generation).

<b>Country</b>	<b>Envelope (EUR)</b>
Austria	300 000
Belgium	300 000
Bulgaria	280 000
Croatia	230 000
Cyprus	95 000
Czech Republic	240 000
Denmark	175 000
Estonia	200 000
Finland	260 000
France	1 350 000
Germany	1 425 000
Greece	390 000
Hungary	360 000
Ireland	250 000
Italy	1 270 000
Latvia	155 000
Lithuania	170 000

Luxembourg	80 000
Malta	75 000
Netherlands	420 000
Poland	590 000
Portugal	450 000
Romania	570 000
Slovakia	210 000
Slovenia	200 000
Spain	1 055 000
Sweden	500 000
United Kingdom	480 000
<b>Total</b>	<b>12 080 000</b>

### 2.1.2. *Training, support and coordination of the Europe Direct Network*

In order to support and develop their synergies with other European Commission information networks, the Europe Direct Information Centres benefit from coordination and support services financed by Directorate-General for Communication. These services involve in particular training seminars, promotional activities, information services and the provision of documentation. The objective of the training seminars is to increase the network members' knowledge of European Union policies and institutions and to keep the centres up to date on latest developments. Once a year, an Annual General Meeting with all Europe Direct Information Centres is organised in a Member State. These annual events focus on interactive exchanges, innovative ideas and networking.

### 2.2. **Mobilisation of available appropriations and implementing arrangements**

The available appropriations will be distributed among the different actions and in accordance with the various implementing arrangements described in the table below.

## Commitment appropriations: 14 700 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
1. Europe Direct Information Centres	12 200 000	Grants for action under Framework partnership agreements <sup>4</sup> Calls for proposals to select structures hosting EDIC 2018-2022 (x 1 per Member State)	<i>Q2 (x 1 per Member State)</i>
2. Training, support and coordination of the Europe Direct Network (***)	2 500 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 1): framework contract for support services for the Europe Direct Network; (Lot 1) Information products, promotion activities and Europe Direct Intranet and (Lot 2) Organisation of training sessions and meetings	<i>Q3 (x 1)</i>

(\*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

(\*\*\*) Some of the training, support and coordination is organised locally by the Representations in the Member States.

### 3. BUDGET LINE 16 03 01 04 – COMMUNICATION OF THE COMMISSION’S REPRESENTATIONS, CITIZENS' DIALOGUES AND PARTNERSHIP ACTIONS

#### 3.1. Operations financed from this budget line

The appropriations under this budget line are intended to implement decentralised communication actions via the Representations of the European Commission in the Member States (Representations). The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2017.<sup>5</sup>

This budget line also covers possible evaluation(s) of the activities.

In 2017, these activities will focus on the political priorities as set out in Political Guidelines for the Commission, the State of the Union Speech and in the 2017 Commission Work Programme in line with the Bratislava Declaration.

Within this framework, each Representation will develop a Country Strategy for implementing a wide range of activities and communication tools, including social media, tailored to local audiences, from debates and conferences for opinion leaders and multipliers to Citizens’ Dialogues for the general public and manage the

<sup>4</sup> In the cases when Europe Direct Information Centres cease operations, Representations may decide to launch a regional call for proposals in line with the criteria set in Commission Decision C(2012)4158. The objective would be to maintain an equitable geographical coverage.

<sup>5</sup> See footnote 1.

information services for the general public located in the Commission Representations.

Citizens' Dialogues will remain an important tool for engaging with citizens where Members of the Commission or senior officials, including the Heads of Representation, debate European issues with citizens and to which Members of the European Parliament and the Committee of Regions and/or national, regional or local politicians are invited. As outlined in the policy report on this new instrument of direct political communication<sup>6</sup>, Citizens' Dialogues were established in order to "give Europe a face" and allow citizens to discuss and to better understand the political responsibility for decisions which have a great impact on their lives. Citizens' Dialogues are a contribution to re-building the trust of citizens in the EU<sup>7</sup>. In 2016 participants in the Citizens' Dialogues felt slightly more optimistic with regard to the possibility to make their voice heard.<sup>8</sup> 77 % of the participants in the 2016 Dialogues felt that these events help to improve their knowledge about the European Union issues.

The Dialogues are planned and organised in close synchronisation with the Commission's political priorities. They inform citizens about major European initiatives and allow Commissioners or senior officials, including the Heads of Representation of the European Commission, to get feedback.

It is encouraged that whenever possible these communication actions are organised in partnership with the European Parliament and/or the Member States in order to create synergies between the means of each partner and to coordinate their information and communication activities on the European Union. Moreover, members of national Parliaments, and representatives of national, regional or local authorities are encouraged to participate.

The main aim of the activities financed from this budget line is to communicate messages relating to the Political Guidelines of the Commission. The appropriations also cover expenditure on promotional support material, studies, evaluations, meetings of experts and expert technical and administrative assistance not involving public authority tasks outsourced by the Commission under ad hoc service contracts including expenses related to the organisation of Citizens' Dialogues.

At headquarters level, these activities include coordination and support of corporate communication activities as well as communication activities of Commission Departments, management of the Communication Network and its subgroups and implementation of the Synergies and Efficiencies communication<sup>9</sup>, notably its professionalisation angle. The appropriations are also intended to support the

---

<sup>6</sup> COM(2014)173 of 24 March 2014, "Citizens' Dialogues as a Contribution to Developing a European Public Space".

<sup>7</sup> Standard EuroBarometer 85 (July 2016), p. 14: "Around a third of Europeans trust the European Union (33 %). After the sharp fall registered in the autumn 2015 survey (-8 percentage points between spring and autumn 2015), the downward trend has been halted: trust in the European Union has increased slightly (+1 since autumn 2015)" and Standard EuroBarometer 85 (July 2016), p. 17 states that "fewer than four in ten Europeans agree that their 'voice counts in the EU' (38 %, -1 percentage point since autumn 2015), while 55 % disagree with this statement (+1). Though the feeling that 'my voice counts in the European Union' is slightly less widespread than in spring 2014 (-4, down from 42 % in the survey conducted just after the 2014 European elections), it remains at an equal or higher level than during the period between spring 2009 and autumn 2013".

<sup>8</sup> 42 % of participants felt that their voice is heard at the European level.

<sup>9</sup> SEC(2016)170 of 4 April 2016, "Synergies and Efficiencies in the Commission – New Ways of Working".

exchange of best practices and knowledge transfer on professionalising the external communication function of the Commission (for example by financing participation in conferences such as masterclasses of professionalisation experts and practitioners).

In addition to the communication efforts, the Commission Representations will continue their liaison activities targeted at stakeholders to discuss the Commission agenda and priorities and gather intelligence for strengthening country knowledge to provide to the Commission at headquarters.

### 3.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be distributed among the different actions and in accordance with the various implementing arrangements described in the table below.

#### Commitment appropriations: 17 036 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
1. Communication of the Representations of the European Commission in the Member States	14 886 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 20) Call for tender < 135 000 EUR (x 900) Calls for proposals (x 14) Prizes (x 8)	<i>Q1 (x 6), Q2 (x 6), Q3 (x 4), Q4 (x 4)</i> <i>Q1 (x 250), Q2 (x 250), Q3 (x 200), Q4 (x 200)</i> <i>Q1 (x 3), Q2 (x 6), Q3 (x 5)</i> <i>Q2 (x 2), Q3 (x 4), Q4 (x 2)</i>
2. Communication actions linked to the Political Guidelines – Headquarters	380 000	Ongoing contracts Call for tender < 135 000 EUR (x 14) Call for tender ≥ 135 000 EUR (x 4) - Provision of media planning, purchase of advertising space and related services; - Provision of consultancy, market research, branding and related services; - Provision of graphic assistance, support, consultancy and related services; - Provision of audiovisual production services	<i>Q1 (x 6), Q2 (x 5), Q3 (x 1), Q4 (x 2)</i> <i>Q1 (x 1), Q2 (x 1), Q4 (x 2)</i>
3. Citizens' Dialogues	1 080 000	Ongoing contracts	
4. Evaluation(s) of Communication Actions involving communication	500 000	Ongoing contracts Call for tender < 135 000 EUR	<i>Q2 (x 1)</i>

agencies and Representations, and of Back to school initiative		(x 1) Call for tender ≥ 135 000 EUR (x 1)	Q2 (x 1)
5. Communication actions DG BUDG	190 000	Ongoing contracts	

(\*) The Representations take part in numerous events in order to enhance the European Union's profile. Although some public contracts are of a value of more than 135 000 EUR, local communication actions are characterised by a large number of local events for which expenditure is lower, sometimes much lower, than the threshold of 135 000 EUR. The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

### 3.2.1. Grants

#### Organisation of calls for proposals

Calls for proposals will be launched on the basis of priorities identified by the Representations. The estimated duration of the activities may not exceed 12 months. It is planned to launch 14 calls for proposals out of which 2 with an indicative envelope of 300 000 EUR (Q2 (x1) and Q3 (x 1)), 2 with an indicative envelope of 250 000 EUR each (Q2 (x 1) and Q3 (x 1)), 2 with an indicative envelope of 200 000 EUR each (Q1 (x 1) and Q2 (x 1)) and 2 with an indicative envelope of 150 000 EUR each (Q2 (x 1) and Q3 (x 1)), 3 with an indicative envelope of 100 000 EUR each (Q1 (x 1), Q2 (x 1) and Q3 (x 1)), and 3 with an indicative envelope of 50 000 EUR each (Q1 (x 1), Q2 (x 1) and Q3 (x 1)).

#### Objectives

To provide financial support for national, regional or local initiatives involving civil society groups and opinion-formers so as to increase the general public's knowledge of the European Commission's activities in the context of the political priorities, gather opinions and analyse contributions which could be used as input for decision-makers.

#### Eligibility criteria

Civil society groups and other organisations with their own legal personality, registered in one of the countries of the EU and independent of the public authorities.

#### Selection criteria

Applicants will have to demonstrate that they have the financial, technical and operational capacity to complete the project, and stable and sufficient sources of funding to keep up the activity throughout the implementation and/or funding period. They must also provide evidence that their professional skills, qualifications and/or experience are relevant to the proposed project.

#### Criteria for awarding grants

- The relevance of the project and its expected results to the objectives of the call;

- The effectiveness and rationality of the proposed methodology and organisation (including the timetable and monitoring);
- The impact and dissemination of the results envisaged as well as the extent to which the European Union involvement in the project or activity will be publicised;
- The proposed budget and cost-effectiveness of the project paying due consideration to the quality of the project.

#### Level of Union contribution

The level of the grant will be a maximum of 80 % of the eligible costs for each action.

#### Expected results

The projects selected should contribute to forging closer links between citizens and the European Union, in particular through better knowledge of the European Union institutions' roles and activities in the policy areas covered by the Political Guidelines.

#### Indicative timetable

Envisaged publication dates: Q1 2017 (3 calls for proposals), Q2 2017 (6 calls for proposals), Q3 2017 (5 calls for proposals):

Awarding of grants: Q2, Q3 and Q4 2017 (14 calls for proposals):

### 3.2.2. Prizes

#### Objectives

Organisation or participation in events based on competitions.

#### Potential beneficiaries

The target group consists mainly of natural persons, and possibly civil society organisations (Non Governmental Organisations, associations, etc.).

.

#### Criteria for awarding prizes

In accordance with Article 138 of the Financial Regulation, the rules of each contest will determine the award criteria, the amount of the prize and the payment arrangements, within the framework of the following conditions:

- Relevance and general interest of the works presented or the project (in particular as regards the objectives set and the target group) and link to political priorities;
- European dimension and added value of the works presented or the project;
- Expected multiplier effect (impact beyond the target group or audience reached by a given media programme or article);
- Quality of the works presented.

### Level of Union contribution

Prizes up to a maximum value of 12 000 EUR per prize<sup>10</sup>.

### Expected results

Promotion and stimulation of the work and thought processes involved in European integration or in European policies.

### Indicative timetable:

Launch of the contests: Q1, Q2 and Q3 2017 (2, 4 and 2 prizes respectively).

Awarding of prizes: Q2, Q3 and Q4 2017 (2, 4 and 2 prizes respectively).

## **4. BUDGET LINE 16 03 01 05 – EUROPEAN PUBLIC SPACES**

### **4.1. Operations financed from this budget line**

The appropriations under this budget line are intended to cover specifically the management of "European Public Spaces" in the Houses of the European Union in the Member States, in order to host public events. The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2017.<sup>11</sup> This budget line also covers possible evaluation(s) of the activities. The European Commission will manage the logistical arrangements for the European Public Spaces for the benefit of both institutions, European Parliament and European Commission, including operational costs and the organisation of contracted services in the 18 European capitals concerned: Athens, Berlin, Bucharest, Budapest, Copenhagen, Dublin, Helsinki, Lisbon, London, Madrid, Nicosia, Prague, Riga, Rome, Stockholm, Tallinn, The Hague and Vienna.

### **4.2. Mobilisation of available appropriations and implementing arrangements**

The available appropriations will be distributed among the different European Public Spaces and in accordance with the various implementing arrangements described in the table below.

#### **Commitment appropriations: 1 246 000 EUR**

<b>Breakdown</b>	<b>Budget (EUR)</b>	<b>Method of implementation (*)</b>	<b>Indicative timetable (**)</b>
European Public Spaces	1 246 000	Ongoing contracts Call for tender < 135 000 EUR (x 150)	Q1 (x 20), Q2 (x 55), Q3 (x 35), Q4 (x 40)

(\*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

<sup>10</sup> Prizes in kind, if given, will have a symbolic nature.

<sup>11</sup> See footnote 1.

## 5. BUDGET LINE 16 03 02 01 – VISITS TO THE COMMISSION

### 5.1. Operations financed from this budget line

The appropriations under this budget line are intended to cover the cost of organising visits to the Commission, including administrative expenditure related to the visits. The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2017.<sup>12</sup>

This budget line also covers possible evaluation(s) of the activities.

The Visitors' Centre is a key communication tool, giving its visitors an insight into the work and functioning of the European Commission as the executive of the European Union, while explaining European policies and main priorities. It is also a tool to communicate the over-arching messages of the activities of the Commission.

The Visitors' Centre works closely with all other parts of the Directorate-General for Communication, in particular the Spokesperson's service and the Representations of the European Commission in the Member States. In addition it works with other Directorates-General and Services of the Commission as well as the Permanent Representations of the Member States to the European Union in ensuring the best possible presentations to the groups of visitors. A number of visits are organised regularly around the political agenda and priorities of the Commission, as for example the European Semester and the ten priorities of the Juncker Commission.

Through this approach, the Visitors' Centre receives an important number of high-profile groups and key multipliers, such as members of national and regional Parliaments, government representatives and journalists at national, regional and local level as well as senior representatives of civil society and academia. The Visitors' Centre offers three types of visits to visiting groups of 15 or more people, aged 15 and over, financed by this budget line:

- **General Information Visits:** Aimed at people with little or no previous knowledge of the European Union including secondary school groups;
- **Specific Information Visits:** Aimed at undergraduate students and specific interest groups;
- **Tailored Information Visits:** Aimed at journalists, national and local government representatives, business associations, professional groups from the public and private sector, trade unions, academics including post graduate and research students.

### 5.2. Mobilisation of available appropriations and implementing arrangements

The available appropriations will be used for full implementation of the different visit programmes, covering where appropriate, costs related to travel, accommodation, meals, refreshments, local transport and external speakers fees.

#### Commitment appropriations: 3 900 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
Visits to the Commission	3 900 000	Ongoing contracts	

<sup>12</sup> See footnote 1.

(\*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

## **6. BUDGET LINE 16 03 02 02 – OPERATION OF RADIO AND TELEVISION STUDIOS AND AUDIOVISUAL EQUIPMENT**

### **6.1. Operations financed from this budget line**

The actions carried out in this area aim in essence to ensure the operation of the European Commission's audiovisual installations and the leasing of the satellite to provide television stations with images and information on the activities of the European Union (Europe by Satellite), in order to ensure the dissemination of all information concerning the European Union to the media and the general public. The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2017.<sup>13</sup> This budget line may also cover evaluation expenditure.

The actions carried out in this area concern in particular:

- Operation of the audiovisual installations in the Berlaymont building in Brussels (2 television studios and 1 radio studio, master control room, editing and graphic suites (action includes the service of "intra-muros" contractors), with particular focus on providing audiovisual services (production of news, videos, statements, for the President and the College); providing assistance to television and radio teams that request to film/record at the Commission premises and for groups of professional visitors;
- Maintenance, repair work and upgrade of the technical infrastructure of the audiovisual services;
- Purchase of audiovisual equipment and supplies for the radio and television studios;
- transmission services of Europe by Satellite to the Eutelsat 9A including leasing of bandwidth.

### **6.2. Mobilisation of available appropriations and implementing arrangements**

The available appropriations will be divided among the different actions above mentioned and will be mobilised exclusively through contracts.

**Commitment appropriations: 5 700 000 EUR**

---

<sup>13</sup> See footnote 1.

<b>Breakdown</b>	<b>Budget (EUR)</b>	<b>Method of implementation (*)</b>	<b>Indicative timetable (**)</b>
1. Operation of radio and television studios and audiovisual equipment	3 242 200	Ongoing contracts	
2. Provision of technical infrastructure for the radio and television studios	1 061 600	Ongoing contracts	
3. Provision of a technical infrastructure for the transmission of television services via satellite	853 500	Ongoing contracts	
4. Purchase of audio-photo-video equipment and associated services	515 100	Ongoing contracts	
5. Supply of bidirectional video links and provision of services for ad hoc transmission of audio visual material	27 600	Ongoing contracts	

(\*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

## **7. BUDGET LINE 16 03 02 03 – ONLINE AND WRITTEN INFORMATION AND COMMUNICATION TOOLS**

### **7.1. Operations financed from this budget line**

The appropriations under this budget line are intended to cover online multimedia and written information and communication tools concerning the European Union, for the purpose of providing all citizens with general information on the work of the European Union institutions, the decisions taken and the stages in the building of the European Union. This budget line also covers possible evaluation(s) of the activities. The actions covered by this budget line are related to Specific Objective 1 and Specific Objective 2 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2017.<sup>14</sup> Actions carried out under this heading comprise:

- Operation and development of the Europe Direct Contact Centre, which can be accessed free of charge by any member of the public and which provides a general multilingual information service about European Union matters in response to any question concerning the European Union.
- Operation, structure, design, functions and editorial tasks of the corporate content of the European Commission website (e.g. College, priorities, news) and of the inter-institutional europa.eu website, for which DG Communication is responsible. This also includes support for development and maintenance of the Representations' websites.

<sup>14</sup> See footnote 1. Specific Objective 2: A coherent and effective corporate communication is developed and maintained.

- Implementation of the Digital Transformation programme. Digital Transformation will continue to take centre stage as a corporate programme in 2017, involving all Directorates-General of the Commission and Executive Agencies. The programme builds on the political priorities of the Institution, and aims at creating a coherent, relevant and cost-effective online presence for the entire Commission, where content will be organised in a user-centred way, according to themes rather than mirroring the internal organisation and responds to Citizen's expectations as stated in the Bratislava Declaration. The new web presence will be “mobile first” and integrated with social media. The building and investment phase of the programme will continue in 2017. The old web pages will continue to be replaced as the new Information Site<sup>15</sup> of the Commission that went live in 2016, will be further enriched with content and new functionalities. The new web presence is operated with a new open source web content management system, new web analytics and improved search engine functionalities. Specific online content not affected immediately by transformation will continue to be migrated to the new content management system.
- Development of social media strategies and management of the central and local corporate social media platforms of the Commission, including support to the Commission's Social Media Network and the Representations. Monitoring and analysis of social media communication and data.
- Online press releases, speeches, memos, etc. (Press Releases Database and other online communication information systems).

The appropriations are also intended to:

- Support the exchange of best practices and knowledge transfer by financing visits of digital communication experts and practitioners;
- Cover information campaigns for facilitating access to these sources of information, especially for the operation of the Europe Direct Contact Center.

## 7.2. Mobilisation of available appropriations and implementing arrangements

The appropriations available will be divided between the various actions shown in the table below.

### Commitment appropriations: 23 710 000 EUR

Breakdown	Budget (EUR)	Method of implementation (*)	Indicative timetable (**)
1. Europe Direct Contact Centre	4 570 000	Ongoing contracts	
2. EUROPA website	14 140 000	Ongoing contracts	

<sup>15</sup>

[Ec.europa.eu/info](http://ec.europa.eu/info)

3. Websites/social media accounts and electronic and paper publications and newsletters of the Representations of the European Commission in the Member States	3 500 000	Ongoing contracts Call for tender < 135 000 EUR (x 150)** Call for tender ≥ 135 000 EUR (x 8)	<i>Q1 (x 30), Q2 (x 40), Q3 (x 40), Q4 (x 40)</i> <i>Q1 (x 2), Q2 (x 3), Q3 (x 2), Q4 (x 1)</i>
4. Local Social Media	1 000 000	Ongoing contracts Call for tender < 135 000 EUR (x 60) Call for tender ≥ 135 000 EUR (x 2)	<i>Q1 (x 30), Q2 (x 30)</i> <i>Q1 (x 1), Q2 (x 1)</i>
5. Press Releases Database and other online communication information systems	500 000	Ongoing DG DIGIT Framework contracts	

(\*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

(\*\*\*) Each of the Representations of European Commission in the Member States has its own website in the national languages. The Representations and the Antennas offer the public electronic publications on European themes of interest and concern to the countries in question. These circumstances explain the number of contracts of less than 135 000 EUR.

## 8. BUDGET LINE 16 03 02 04 – GENERAL REPORT AND OTHER PUBLICATIONS

### 8.1. Operations financed from this budget line

The appropriations under this budget line are intended to cover expenditure on the production, on whatever media, of publications on major topical issues linked to the activities of the Commission and the work of the European Union. The actions covered by this budget line are related to Specific Objective 1 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2017.<sup>16</sup> It also covers the publications envisaged by the Treaties and other institutional or reference publications, such as the General Report on the activities of the European Union. These publications are aimed amongst others at young people, the teaching profession, opinion leaders and the general public. This appropriation also covers possible evaluation(s) of the activities.

### 8.2. Mobilisation of available appropriations and implementing arrangements

The appropriations available will be used for the production, dissemination and promotion of these publications.

**Commitment appropriations: 2 160 000 EUR**

<sup>16</sup> See footnote 1..

<b>Breakdown</b>	<b>Budget (EUR)</b>	<b>Method of implementation (*)</b>	<b>Indicative timetable (**)</b>
Publications on matters of topical importance including the General Report	2 160 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 1)	<i>Q2 (x 1)</i>

(\*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.

The planned expenditure will be effected through the existing framework contracts, in particular those concluded by the Publications Office. A revamp of activities and content provided specifically for young people might require a call for tender.

## **9. BUDGET LINE 16 03 02 05 – PUBLIC OPINION ANALYSIS**

### **9.1. Operations financed from this budget line**

Appropriations under this line are intended to cover the analysis of trends in public opinion via Eurobarometer surveys carried out in the Member States and, when relevant, in the candidate countries and/or in other countries. They cover generic or ad hoc studies addressing specific themes and/or specific target groups, as well as quality analysis. The actions covered by this budget line are related to Specific Objective 3 as indicated in the Statement on Financial Intervention of the Communication Policy Area of Draft Budget 2017.<sup>17</sup>

This budget line also covers possible evaluation(s) of the activities.

Quantitative and qualitative media analysis on the media impact of Commission priority policies in Member States covering all media types (print press, online media, audio visual media and social media) will be carried out. The results will be presented to senior staff in different types of reports and summaries.

### **9.2. Mobilisation of available appropriations and implementing arrangements**

The various actions are implemented by way of contract procedures.

#### **Commitment appropriations: 6 640 000 EUR**

<b>Breakdown</b>	<b>Budget (EUR)</b>	<b>Method of implementation (*)</b>	<b>Indicative timetable (**)</b>
1. Eurobarometer	5 090 000	Ongoing contracts Call for tender ≥ 135 000 EUR (x 2)	<i>Q1 (x 1), Q2 (x 1)</i>
2. Media Analysis	1 300 000	Ongoing contracts Call for tender < 135 000 EUR (x 1)	<i>Q3 (x 1)</i>

<sup>17</sup> Specific Objective 3: Country specific information & analysis are fed into the Colleges's decision making process

3. Evaluation of Eurobarometer	250 000	Ongoing contracts	
--------------------------------	---------	-------------------	--

(\*) The indicative number of contracts is given in brackets. Ongoing contracts are specific contracts based on an existing framework contract or contract renewal.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter.