COMMISSION DECISION

C(2005)2670 OF 14/7/2005

Establishing a global authorisation to support information and communication activities

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community,

Having regard to Council Regulation (EEC) No 2500/2001 of 17 December 2001 concerning pre-accession financial assistance for Turkey and in particular Article 6 and 8(1) second subparagraph thereof,

Whereas:

(1) Regulation No 2500/2001 lays down the rules and conditions for the granting of pre-accession financial assistance to Turkey,

(2) These funds will be used to increase the level of information and public awareness on EU, in Turkey, through a series of communication and information activities.

HAS DECIDED AS FOLLOWS:

Article 1

The programme described in the Annex to the present decision is hereby adopted.

Article 2

The maximum amount of Community assistance shall be € 1.3 million to be financed through Budget line 22 01 04 02 in 2005.

Done in Brussels

For the Commission

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1 OJ L 342/1 of 27.12.2001, p1
ANNEX - FINANCING PROPOSAL

GLOBAL AUTHORISATION UNDER THE PRE-ACCESSION FINANCIAL ASSISTANCE PROGRAMME FOR TURKEY TO SUPPORT INFORMATION AND COMMUNICATION ACTIVITIES

1. IDENTIFICATION

<table>
<thead>
<tr>
<th>Beneficiary</th>
<th>Turkey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme title</td>
<td>Information and Communication activities</td>
</tr>
<tr>
<td>CRIS number</td>
<td>2005/017-468</td>
</tr>
<tr>
<td>Year</td>
<td>2005</td>
</tr>
<tr>
<td>Cost</td>
<td>€ 1.3 million</td>
</tr>
<tr>
<td>Implementing authority</td>
<td>The European Commission</td>
</tr>
<tr>
<td>Sector code</td>
<td>AA</td>
</tr>
<tr>
<td>Group</td>
<td>M</td>
</tr>
<tr>
<td>Budget line</td>
<td>22 01 04 02</td>
</tr>
<tr>
<td>Task Manager</td>
<td>Programming: John O’Rourke Implementation: Holger Schroeder</td>
</tr>
</tbody>
</table>

2. SUMMARY

The funds authorised under this proposal will be used to increase the level of information and public awareness on EU, in Turkey, through a series of communication and information activities. These range from opinion polling and research to the production of print and audiovisual material, as well as media relations and event management. A central element is the ongoing operation of the EU Information Centre (EUIC) in Istanbul. In addition to this the programme will enable the maintenance, management and updating of the ECD’s website and database. An important role will be given to dissemination activities.

3. BACKGROUND

Relations between the European Union and Turkey entered into a new phase in December 2004 when the European Council, on the basis of a Recommendation from the European Commission, decided to begin accession negotiations with the objective of achieving Turkey’s membership of the European Union. Therefore, although this process is expected to take several years, it is important that Turkish citizens understand the benefits as well as the challenges of EU membership.

Turkey is at the beginning of a long and challenging process which will require alignment of its political, institutional, economic and social structures with those of the European Union. This process will inevitably create apprehensions, debate and intense questioning.

The Turkish people need objective information not only concerning the accession process and the necessary reform programme to be undertaken before membership, but also on the real impact that these processes will have on their daily lives.

The country has a different social composition and cultural orientation than other candidate countries and as such requires a very different communications approach. The implementation of communications activities must, therefore, take into account the specific situation in Turkey as well as the importance of ensuring that information reaches all regions of Turkey both accurately and in a timely manner.
The current communications activities on the European Union in Turkey can broadly be split into three groups.

- The information campaign of the Turkish Government
- The information activities conducted by Turkish civil society organisations and media
- The information and communications strategy of the European Commission Delegation

The primary responsibility for informing Turkish citizens about the European Union rests with the Turkish government. The European Commission activities are thus a valuable contribution to a wider effort, but we seek to establish synergies and complementarities with the Turkish state and non-state actors.

The European Commission adopted its overall “Communications Strategy for Enlargement” in May 2000. The strategy calls for a decentralised approach to communications, adapted to the specific requirements of the individual candidate countries. Thus the European Commission Delegation in Ankara has been primarily responsible for implementing the Turkey component of this strategy, adapting it to the circumstances of the country. As negotiations had not yet been launched with Turkey, the objectives of the communication strategy in Turkey so far have been:

- To improve public knowledge and understanding of the European Union;
- To explain the accession process relating to Turkey

2005 is a transition year during which the EU will establish the pillars of the accession process for Turkey, in particular the negotiating framework, a programme on civil society dialogue and a revised Accession Partnership. Thus the Commission’s communication strategy for Turkey will also be revised during 2005 taking account of these developments and notably it shall seek to develop synergies with the strengthened civil society dialogue.

4. OBJECTIVE

The general objective of this information and communication programme is to facilitate Turkey’s accession process by building public support based on well informed and realistic expectations. The specific objectives are:

- To improve public knowledge and understanding of the European Union;
- To explain the benefits and challenges of accession to the general public in Turkey and build support for EU membership;
- To explain the link between the pace of preparations for membership and the progress of the negotiations.

5. DESCRIPTION AND COST

The contract is designed to increase the level of information and public awareness on EU in Turkey. The contractor will develop and implement EU-related information and communication activities in Turkey, including management of the EU information centre in Istanbul, in accordance with the objectives of the EC communication strategy for enlargement.

The Contractor will carry out the following activities:

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• Opinion polling and research
• Development of a Communications work plan (Master plan)
• Production of user-friendly information material in Turkish
• Production of audiovisual material
• Event management
• Support to the Delegation’s media relations
• Management of the EU Information Centre (EUIC) in Istanbul
• Maintenance, management and updating of the Delegation’s web-site
• Maintenance and updating of the ECD contact database
• Dissemination

Detailed budget

<table>
<thead>
<tr>
<th>Activity</th>
<th>Indicative budget (in € million)</th>
<th>Type of expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information and Communication Programme</td>
<td>1.09</td>
<td>ATA extra-muros</td>
</tr>
<tr>
<td>Rent of EUIC Istanbul</td>
<td>0.06</td>
<td>ATA extra-muros</td>
</tr>
<tr>
<td>Evaluation study</td>
<td>0.15</td>
<td>ATA extra-muros</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1.3</strong></td>
<td></td>
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6. IMPLEMENTATION

The programme will be implemented by the Delegation of the European Commission to Turkey (ECD) in accordance with art. 53.1 a) of the Financial Regulation applicable to the general budget of the European Communities (centralised implementation). The ECD will be responsible for all procedural aspects of the project’s implementation, contracting matters (contracts with tenderers) and the financial management (including payments to the contractor). The Contractor’s role will consist in assisting the Commission Delegation by providing expertise, research, and products as well as managing activities and specific events.

Procurement will be in accordance with Title V of part one the Financial Regulation applicable to the general budget of the European Communities and its implementing rules, with the Commission acting as Contracting Authority on its own account (part one, Title V, chapter 2).

7. DISBURSEMENT SCHEDULE (€ million ACCUMULATED)

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<tbody>
<tr>
<td>0.0</td>
<td>0.0</td>
<td>0.6</td>
<td>0.9</td>
<td>1.3</td>
</tr>
</tbody>
</table>
8 MONITORING AND EVALUATION

The Commission will monitor the implementation of the Programme on the basis of reports from the selected contractors and independent assessments. As provided for in the Implementing Rules of the above-mentioned Financial Regulation, the Commission Services shall ensure that this programme will be subject to interim and/or ex-post evaluations.

9 AUDIT, FINANCIAL CONTROL, ANTI-FRAUD MEASURES, PREVENTIVE AND CORRECTIVE ACTIONS

The accounts and operations of all activities carried out under the programme are subject to supervision and financial control by the Commission (including the European Anti-fraud Office) and the Court of Auditors. This includes measures such as ex-ante verification of tendering and contracting carried out. In order to ensure efficient protection of the financial interests of the Community, the Commission can conduct on-the-spot checks and inspections in accordance with the procedures foreseen in Council Regulation (Euratom, EC) N° 2185/96 dated from 11 November 1996, concerning on-the-spot checks and inspections carried out by the Commission in order to protect the European Communities' financial interests against fraud and other irregularities.

The controls and audits described above are applicable to all contractors and subcontractors who have receive Community funds.

Beneficiary states shall inform the Commission services without delay of any element of information indicating the possible existence of irregularities or fraud.

Irregularity shall mean any infringement of the Financing Proposal, resulting contracts or Community legislation resulting from an act or omission by an economic operator, which has, or would have, the effect of prejudicing the general budget of the Communities or budgets managed by them, either by reducing or losing revenue accruing from own resources collected directly on behalf of the Communities, or by an unjustified item of expenditure.

Fraud shall mean any intentional act or omission relating to:

i. The use or presentation of false, incorrect or incomplete statements or documents, which has as its effect the misappropriation or wrongful retention of funds from the general budget of the European Communities or budgets managed by, or on behalf of, the European Communities,

ii. Non-disclosure of information in violation of a specific obligation, with the same effect;

iii. The misapplication of such funds for purposes other than those for which they are originally granted.

The procedures foreseen in Commission Regulation N°1681/1994 of 11 July 1994 on the communication in case of irregularities and the putting in place of a system to administrate the information in this field shall apply.

The applicability of the Financial Regulation includes the application of administrative and financial sanctions, as provided for in Articles 93 to 96 and 114 of the Financial Regulation, and Article 133 of the Implementing Rules.

10 VISIBILITY AND PUBLICITY
In implementing this programme the Commission and its Representation shall provide for the maximum visibility of all activities financed.