

ANNEX

IPA 2015 AND 2016 INFORMATION AND COMMUNICATION PROGRAMME

1 IDENTIFICATION

Beneficiary	IPA II Beneficiaries ¹
CRIS/ABAC Commitment references Total cost =EU Contribution Budget line	2015/037-909 for year 2015 EUR 10 million On budget line 22.020401 2016/038-330 for year 2016 EUR 10 million On budget line 22.020401
Management mode	Direct management by the European Commission
Final date for contracting	For the budgetary commitment of year 2015 at the latest by 31 December 2016 For the budgetary commitment of year 2016 at the latest by 31 December 2017
Final date for operational implementation	For the budgetary commitment of year 2015 at the latest by 31 December 2019 For the budgetary commitment of year 2016 at the latest by 31 December 2020
Programming Unit	Unit A2 Inter-institutional Relations and Communication, DG Neighbourhood and Enlargement Negotiations
Implementing Unit/ EU Delegation	Unit A2 Inter-institutional Relations and Communication, DG Neighbourhood and Enlargement Negotiations for activities implemented at Commission headquarters and European union Delegations and the EU Office in Kosovo* for activities implemented in the IPA II beneficiaries.

¹ The Icelandic government has decided to put the EU accession negotiations on hold. In this context, the European Commission, in agreement with the Icelandic government, has suspended preparatory work on IPA for the period 2014-2020.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

2 DESCRIPTION OF THE ACTION PROGRAMME

2.1 PRIORITIES SELECTED UNDER THIS ACTION PROGRAMME

- Rationale for the selection of the specific priorities under this programme:

The Instrument for Pre-Accession Assistance (IPA) 2015 and 2016 Information and Communication Programme belongs to the horizontal support to sector policies and reforms. This programme aims at contributing to public support in the beneficiaries for Enlargement policy and the subsequent reforms to be implemented by national authorities through the integration process. This programme, to be implemented by EU Delegations, the EU Office in Kosovo and the European Commission, will support the priorities selected for EU assistance in the Country Strategy Papers (CSPs) and in the Multi Country Strategy Paper (MCSP) 2014 – 2020. At the same time, the programme will contribute to the communication of the EU as a stronger global actor, and equally to the communication of other corporate priorities such as migration, energy union, jobs, growth and investment etc.

Public understanding of the benefits that the EU has already brought and can bring to the region is vital to encourage political leaders to pursue the required reforms vigorously. Effective communication on how the enlargement process works and what the implications for the citizens' lives are remains therefore essential to ensure public support in the countries. This requires a joint effort of the EU and its Member States as well as of the aspiring countries' governments and civil society.

Within this framework the Information and Communication Programme in each of the beneficiaries is defined according to the specific priorities linked to the stage that the integration process has already reached and the level of public support for the enlargement process. In doing so, the IPA Information and Communication Programme 2015 and 2016 will also take into account the corporate communication priorities of the European Commission, and in particular the corporate theme "EU as a global player". It is not foreseen that the Instrument for Pre-accession (IPA II) contributes financially to corporate communication in 2015 and 2016, in accordance with 3(2) (c) of the Common Implementing Regulation. However, this is without prejudice to the fact that it shall do in future exercises, as agreed by the Commission in the Communication SEC (2013)486 final of 23.9.2013.

- Overview of past and on-going EU, other donors' and/or IPA II beneficiary's actions in the relevant sectors:

In all IPA II beneficiaries, the EU Delegations and EU Office have strengthened their outreach activities in different ways: developing information centres networks, supporting the production and broadcasting of TV programmes, organising various activities and events in order to reach a specific public, like small municipalities, youth, media, civil society.

In Albania, the information centres set up in Tirana, Shkodra and Vlora focused their action on the organisation of outreach activities. They organised numerous events such as conferences, debates, exhibitions, European week, Enlargement week, cultural activities to provide information on EU and its policies, and more specifically about EU actions in Albania and the impact and results of the EU financial assistance

to the country, to media, youth and civil society. In addition, the EU Delegation to Albania increased the activity of the EU Information Relay for businesses across the country. The EU Delegation also reached a more general public with the broadcast of six talk shows on EU and Albania.

The EU Delegation to Bosnia and Herzegovina addressed opinion-shapers and multipliers through specific targeted activities, such as seminars, briefings for media, debates. The EU Delegation continued to ensure that the activities and messages are reaching out beyond towns and to target smaller municipalities and rural areas. With the establishment of stakeholder partnerships with civil society and municipalities, the EU Delegation increased awareness of EU programmes throughout the country. The EU Delegation developed also activities to reach general public, youth and children, civil society and to inform them about EU policies and the benefits of EU assistance in different sectors, through other channels like various events and competitions.

In the former Yugoslav Republic of Macedonia, the EU Delegation continued to provide information about the EU, its policies and programmes both to the general public and to specific target groups (media, civil society, business community, academic circles, youth, public administration) using the EU information centre in Skopje and the EU information network established across the country, as well as audio-visual production and dissemination of information products through web sites, face book, twitter account, press releases and publications.

The Office in Kosovo communication work focused on different target groups, and more specifically on media, civil society and youth. The EU Office maintains regular communication with media, through daily press releases, posting on EU Office Facebook page and the web site. The EU Office multiplied activities at local level with the organisation of visits and events in municipalities, using the two EU Information and Cultural centres in Pristina and North Mitrovica.

In Montenegro, the EU Delegation focused its communication programme on target groups such as media, decision makers, civil society, business community, local communities and youth. To inform these target groups about the EU policy and the integration process, the EU Delegation implemented different communication activities: organisation of EU Delegation representatives visits to municipalities, across the country, distribution of brochures, production and broadcast of a TV programme, Quiz "Ready for Europe", press conferences and roundtables on the EU and EU funded projects, thematic weeks, with the support of the EU Information centre.

The EU Delegation to Serbia identified key target groups such as youth and students, journalists, business community, civil society, academia to deliver key messages. The communication focused on raising awareness about the EU and its policies, the integration process and the EU funded projects. The instruments used were mainly TV series, social media, events and thematic campaigns (EU projects events, Women's day, Roma Day, Europe month events, Green week, Mobility week, Enlargement week, International Belgrade book fair), dissemination of EU brochures translated in Serbian and study trips.

The EU Delegation to Turkey actively engaged with media and the public to convey clear messages in support of the EU agenda and values. It targeted key audiences, like media with press trips and conferences, youth, women and local population with

actions such as European youth forum, Women's forum, various educational and cultural events throughout the country with the support of the EU information Centres network. In particular the European youth forums provided a platform for informed debates about the EU and key elements in the accession process, such as fundamental rights.

The EU Delegations and EU Office cooperate regularly with EU Member States embassies and cultural institutes, through cultural and press meetings, exchange of information and coordination with the press, information and cultural departments of the EU embassies as well as for the organisation of joint events.

2.2 DESCRIPTION AND IMPLEMENTATION OF THE ACTIONS

Support measure	Information and communication	EUR 20 Million
Action 1	Information and communication about the EU and its policies and about the integration process	EUR 19 Million: In 2015: EUR 9.5 Million In 2016: EUR 9.5 Million

(1) Description of the Action, objective, expected results and key performance indicators

This action will be implemented in the IPA II beneficiaries by the EU Delegations concerned and the EU Office in Kosovo.

The global objective of this action is to raise public awareness about the EU, its policies and to ensure an informed public debate on integration into the EU, its benefits and challenges, in terms of reforms and EU support in reinforced cooperation with the Member States.

It will be reached through the achievement of the following specific objectives:

- To inform various target groups about the EU, its values, its policies and programmes and their impact on citizens' everyday life, including youth and municipal level;
- To increase frequency and quality of media coverage and public debate on EU related issues;

- To ensure visibility of EU external assistance programmes, including sector budget support, their objectives and results;
- To increase the understanding of the implications of the integration process and the long term benefits it brings to citizens and to stimulate public debate

The main results expected are:

- the dissemination of more accurate information, the increase of information about EU policies and values, an increased number of citizens informed across the regions;
- an increased number of students, representatives of civil society and business community are informed about the areas of reforms, the reform process, the benefits of the enlargement process to help facilitate an informed debate about these issues among the different target groups;

To reach the objectives mentioned above the following range of activities will be implemented depending on each beneficiary's communication context and stage of progress towards EU integration:

- Production and broadcast of TV programmes and video clips on EU integration and EU financial assistance on national and local TV channels
- Production of audio material to be aired nationwide
- Opinion polls and surveys, media monitoring and press analysis
- Organisation of press briefings, trips, training and seminars for journalists
- Dissemination of information through web sites and social media
- Organisation of events on EU funded projects
- Organisation of various debates, conferences, information days, cultural events, festivals, European week events, thematic days
- Organisation of permanent exhibitions in municipalities
- Organisation of debates and networking events with stakeholders on EU policies

- Multiplication of opening of various EU information relays where citizens can find information about the EU and development of EU information networks activities throughout the countries
- Distribution of publications and promotional material about EU policies and on IPA projects results
- Master classes by EU experts for university students and series of lectures by ambassadors in high schools and universities

The indicators against which to measure the outputs and appreciate the impact of the activities implemented to reach the mentioned specific objectives include the following:

- To inform different target groups about the EU (decision makers, journalists, civil society, think tanks, the youth, rural population) its policies and programmes and their impact on citizens' everyday life, including youth and municipal level:
Number of events, information sessions, competitions organised per target audience and number of participants, number of TV programmes broadcast and number of channels broadcasting the programmes, number of new structures opened and number and reach of activities deployed by the EU Information networks.
- To increase frequency and quality of media coverage and public debate on EU related issues:
Number of seminars for journalists organised, number of participants, overall accuracy of articles published and of the information disseminated through the media, number of TV programmes and number of TV channels broadcasting the programmes.
- To ensure visibility of EU's external assistance programmes:
Number of events organised and number of participants, coverage in the national and local media.
- To increase the understanding of the implications of the integration process and the long term benefits it brings to citizens and to stimulate public debate:
Number of TV programmes and number of TV channels broadcasting the programmes, degree of visibility of material on social media, number of visitors in EUIC interested in these issues, number of publications distributed, number of conferences, debates organised and number of participants, opinion polls and surveys, articles published in the national and local media.

(2) Assumptions

The expected results are based on the assumptions that media remain interested in EU related information, that the EU integration process remains a political priority, with commitment of all stakeholders and willingness of organisations and institutions to stimulate the debate on EU related issues. Major domestic or international political

developments could risk taking precedence over the communication efforts towards the EU integration process.

(3) Implementation arrangements for the action:

Direct management by the European Union Delegations in Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey, and the European Union Office in Kosovo.

(3)(a) Essential elements of the action (for direct management)

Procurement (EUR):

a) the global budgetary envelope reserved for procurement under action 1 amounts to EUR 18,279,000.

b) the indicative number and type of contracts:

The information and communication programme will be implemented by the concerned EU Delegations and EU Office in Kosovo, through service, supply and work contracts, following procurement procedures (new contracts, extension of existing contracts). Their indicative number is as follows: The EU Delegation in Albania will manage six service contracts, the EU Delegation in Bosnia and Herzegovina will manage four service contracts and two supply contracts, the EU Delegation in the former Yugoslav Republic of Macedonia will manage four service contracts, one supply contract and two lease contracts, the EU Office in Kosovo will manage three service contracts and two supply contracts, the EU Delegation in Montenegro will manage two service contracts, two work contracts and two lease contracts, the EU Delegation in Serbia will manage nine service contracts and one supply contract. The EU Delegation in Turkey will manage two service contracts.

c) indicative time frame for launching the procurement procedure:

The procurement procedures that will be managed by the EU Delegations and EU Office in Kosovo have the following indicative time for launching:

by the EU Delegation in Albania: two in the second semester of 2015 and four in the second semester of 2016;

by the EU Delegation in Bosnia and Herzegovina: three in the second semester 2016 and three in the second semester 2017;

by the EU Delegation in the former Yugoslav Republic of Macedonia: two in the second semester 2015, two in the first semester 2016, one in the second semester 2016 and two in the first semester 2017;

by the EU Office in Kosovo: two in the second semester 2015, one in the first semester 2016 and two in the second semester 2016;

by the EU Delegation in Montenegro: five in the first semester 2016 and one in the first semester 2017;

by the EU Delegation in Serbia: seven in the first semester 2016, two in the second semester 2016 and one in the first semester 2017;

by the EU Delegation in Turkey: one in the second semester 2015 and one in the first semester 2016.

Grant – Call for proposal (EUR): 721,000.

The EU Delegation in Serbia will launch a call for proposals in four areas – (1) TV products, (2) radio products, (3) NGO events and campaigns, (4) EU shelves in the EU events and campaigns - on EU–Serbia relations, functioning of the EU, EU values, accession to the EU, reforms needed and EU assistance to support them.

a) Objectives and foreseen results:

The objectives are the following:

- communicating to Serbian citizens about, and familiarising them with, functioning of the EU accession to the EU and EU assistance to enable them to engage in informed dialogue;
- empowering Serbian multipliers to communicate about functioning of the EU, accession to the EU and EU assistance to enable them to engage in informed dialogue with citizens;
- highlighting the EU financial assistance programmes that have been developed to support accession and the reform process in the country;
- empower EU shelves in Serbian libraries to share and increase access to information about EU values, the functioning of the EU, accession to the EU and EU assistance.

The expected results are :

- increased knowledge about values and the functioning of the EU among the population at large;
- increased awareness and understanding about the accession process, EU assistance and reform needed among Serbian citizens.

b) The essential eligibility criteria:

The types of actions eligible are TV products, radio products, NGO events and campaigns, EU shelves in the EU events and campaigns, which contribute to increase information on EU–Serbia relations, functioning of the EU, EU values, accession to the EU, reforms needed and EU assistance to support them.

To be eligible, the applicants must

- be legal persons, and
- be television or radio broadcasters, independent TV or radio production house or organisation which performs TV or radio broadcasting and/or TV or radio production as one of their registered activities, or
- be NGO or think tank active in the area of Serbia's European integration, or
- be library and
- be established in a Member State of the European Union, a country that is a beneficiary of the IPA Regulation (EC) N° 1085/2006, a country that is a beneficiary of the European Neighbourhood and Partnership Instrument or a Member State of the European Economic Area and be directly responsible for the preparation and management of the action with their partners, not acting as an intermediary.

In addition to these categories, the following are also eligible: universities, audio visual libraries, television channels, production companies established in a Member State of the European Union or in a country which is beneficiary of the IPA Regulation (EC) N° 1085/2006.

- c) The essential selection criteria are financial and operational capacity of the applicant.
- d) The essential award criteria are relevance, effectiveness and feasibility, sustainability and cost-effectiveness of the action.
- e) Maximum rate of EU co-financing:
The maximum possible rate of EU-co-financing for grants under this call is 90% of the eligible cost of the action. The minimum percentage is 50% of the total eligible costs of the action.
- f) Indicative amount of the call: EUR 721,000.
The size of grants differ according to the applicant and action and must fall between the following minimum and maximum amounts:
Libraries: between EUR 5,000 and EUR 10,000,
NGOs: between EUR 10,000 and EUR 20,000,
TV products: between EUR 50,000 and EUR 80,000,
Radio products: between EUR 15,000 and EUR 30,000.
- g) Indicative date for launch of the call for proposals: First semester 2016.

Support measure	Information and communication	EUR 20 Million
Action 2	Information and communication in the beneficiaries through activities with a regional angle	EUR 1 Million: In 2015: EUR 500,000 In 2016: EUR 500,000

(1) Description of the Action, objective, expected results and key performance indicators

This action will be implemented by the European Commission, Directorate General Neighbourhood and Enlargement Negotiations.

The general objective of this action is to deliver activities which will complement and support the activities undertaken by the EU Delegations and the EU Office in Kosovo.

It will be reached through the achievement of the following specific objective:

- To increase knowledge and support amongst key stakeholders and multipliers about the enlargement policy and the accession process, taking in particular into account the priority areas of the annual enlargement strategy.

The main results expected are the dissemination across the region of more accurate information taking into account regional and common elements and an enlarged debate about integration and fundamental reforms among the citizens of the countries concerned.

The beneficiaries are citizens from IPAII beneficiaries.

To reach the objectives mentioned above, activities from the following range of activities will be implemented when the products and activities can address the common needs of audiences in several beneficiaries:

- Journalists and other stakeholder trips to EU Member States and within the region
- Communication trainings for staff implementing projects
- Events for opinion-formers and multipliers from across the region
- Audio-visual and other information products
- Web and social media communication activities
- Evaluations of information and communications activities
- Opinion polls and surveys might also be carried out in one or more countries where relevant to the overall enlargement policy.

The indicators against which to measure the outputs and appreciate the impact of the activities implemented to reach the mentioned specific objective include the following:

- To increase the knowledge and support amongst key stakeholders and multipliers:
 - Number of events and trips for opinion formers and multipliers, number of participants and their satisfaction with the activity.
 - Number of trips for journalists and importance of the participation, degree of participation to the social media and web communication activities, degree of

participation to and satisfaction with the communication trainings, number of audio-visual products disseminated.

- Number of articles, events, communication activities and importance of the participation, audience.

(2) Assumptions

The expected results are based on the assumptions that media remain interested in EU related information, that the EU integration process remains a political priority with commitment of all stakeholders and willingness of organisations to stimulate the debate on EU related issues.

(3) Implementation arrangements for the action

Direct management by European Commission, Directorate General Neighbourhood and Enlargement Negotiations.

(3) (a) Essential elements of the action (for direct management)

Procurement (EUR):

- a) the **global** budgetary envelope reserved for procurement: EUR 1,000,000.
- b) the indicative number and type of contracts:
Service contracts: approximately ten specific contracts based on existing framework contracts: communication services, services related to conferences, receptions related to exhibitions and conferences, organisation of seminars and visits for journalists, organisation of communication trainings, opinion polls, studies and surveys, evaluations, production and dissemination of publications, translation services.
- c) Indicative time frame for launching the procurement procedure: two during the first semester 2016, three during the second semester 2016, two during the first semester 2017 and three during the second semester 2017.

INDICATIVE BUDGET TABLE – SUPPORT MEASURES - MULTI-COUNTRY PROGRAMME

2015				2016				Total Financing Decision
	where applicable	where applicable	Total expenditure	where applicable	where applicable	Total expenditure		
	EU Contribution	IPA II beneficiary Co-financing		EU Contribution	IPA II beneficiary Co-financing			
Priority 1 Support measure	10,000,000	NA	10,000,000	10,000,000	NA	10,000,000	20,000,000	
ACTION 1	9,500,000	NA	9,500,000	9,500,000	NA	9,500,000		
<i>EU Delegation to Albania</i>	<i>950,000</i>	<i>NA</i>	<i>950,000</i>	<i>950,000</i>	<i>NA</i>	<i>950,000</i>		
<i>EU Delegation to Bosnia and Herzegovina</i>	<i>700,000</i>	<i>NA</i>	<i>700,000</i>	<i>700,000</i>	<i>NA</i>	<i>700,000</i>		
<i>EU Delegation to the former Yugoslav Republic of Macedonia</i>	<i>900,000</i>	<i>NA</i>	<i>900,000</i>	<i>900,000</i>	<i>NA</i>	<i>900,000</i>		
<i>EU Office in Kosovo</i>	<i>650,000</i>	<i>NA</i>	<i>650,000</i>	<i>650,000</i>	<i>NA</i>	<i>650,000</i>		
<i>EU Delegation to Montenegro</i>	<i>700,000</i>	<i>NA</i>	<i>700,000</i>	<i>700,000</i>	<i>NA</i>	<i>700,000</i>		
EU Delegation to Serbia	1,600,000	NA	1,600,000	1,600,000	NA	1,600,000		
<i>EU Delegation to Turkey</i>	<i>4,000,000</i>	<i>NA</i>	<i>4,000,000</i>	<i>4,000,000</i>	<i>NA</i>	<i>4,000,000</i>		
ACTION 2 - DG Neighbourhood and Enlargement Negotiations, Unit A2 Inter-institutional Relations and Communication	500,000	NA	500,000	500,000	NA	500,000		
TOTAL	10,000,000	NA	10,000,000	10,000,000	NA	10,000,000	20,000,000	

3 IMPLEMENTATION MODALITIES AND GENERAL RULES FOR PROCUREMENT AND GRANT AWARD PROCEDURES

DIRECT MANAGEMENT:

This programme shall be implemented by direct management by the Commission / by the Union Delegations in accordance with article 58(1)(a) of the Financial Regulation and the corresponding provisions of its Rules of Application.

Procurement shall follow the provisions of Part Two, Title IV Chapter 3 of the Financial Regulation No 966/2012 and Part Two, Title II, Chapter 3 of its Rules of Application.

Grant award procedures shall follow the provisions of Part Two Title IV Chapter 4 of the Financial Regulation No 966/2012 and Part Two Title II Chapter 4 of its Rules of Application.

Under the Financial Regulation, Parts One and Three of the Financial Regulation apply to external actions except as otherwise provided in Part Two.

The Commission will also use services of Framework Contracts concluded by other Directorates General of the Commission following Part One of the Financial Regulation.

4 PERFORMANCE MONITORING ARRANGEMENTS

As part of its performance measurement framework, the Commission shall monitor and assess progress towards achievement of the specific objectives set out in the IPA II Regulation on the basis of pre-defined, clear, transparent measurable indicators. The progress reports referred to in Article 4 of the IPA II Regulation shall be taken as a point of reference in the assessment of the results of IPA II assistance.

The Commission will collect performance data (process, output and outcome indicators) from all sources, which will be aggregated and analysed in terms of tracking the progress versus the targets and milestones established for each of the actions of this programme, as well as the Country Strategy Paper.

The overall progress will be monitored through the following means: a) Result Orientated Monitoring (ROM) system; b) IPA II Beneficiaries' own monitoring; c) self-monitoring performed by the EU Delegations; d) joint monitoring by DG Neighbourhood and Enlargement Negotiations and the IPA II Beneficiaries, whereby the compliance, coherence, effectiveness, efficiency and coordination in implementation of financial assistance will be regularly monitored by an IPA II Monitoring committee, supported by Sectoral Monitoring committees, which will ensure a monitoring process at sector level.