

ANNEX 1

SUPPORT MEASURE FOR COMMUNICATION ON ENLARGEMENT (IPA II 2017-2018)

1 IDENTIFICATION

	Budgetary commitment 2017	Budgetary commitment 2018
Beneficiary	IPA II Beneficiaries ¹ and EU Member States	
CRIS/ABAC commitment	2017/039-348	2018/040-252
Total cost = EU Contribution	EUR 27,300,000	
	EUR 14,620,000	EUR 12,680,000
Budget line	Budget line: 22.020401	
Management mode	Direct management by the European Commission	
Final date for contracting	31 December 2018	31 December 2019
Final date for operational implementation	31 December 2021	31 December 2022
Programming Unit	NEAR.A2 Inter-institutional Relations and Communication	
Implementing Unit / EU Delegation/Office	NEAR.A2 Inter-institutional Relations and Communication, EU Delegations/Office in the enlargement region	

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.

2 DESCRIPTION OF THE ACTION PROGRAMME

2.1 DESCRIPTION AND IMPLEMENTATION OF THE ACTIONS

Action 1	Support measure for communication on enlargement	EUR 27,300,000 EUR 14,620,000 (2017) EUR 12,680,000 (2018)
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(1) *Description of the Action, objectives, expected results and key performance indicators*

Description of the Action

Effective communication on how the enlargement process works and its implications for the citizens' lives both in the enlargement region and in the EU remains essential to ensure public support. Public understanding of the benefits of the EU membership and the enlargement process is also vital to encourage political leaders in the candidate countries and potential candidates to pursue the necessary reforms vigorously. This requires a joint effort of the EU and its Member States, as well as of the aspiring countries' governments and civil society.

The General Affairs Council Conclusions of December 2015 stressed the need for the EU to step up its efforts and actions, along with the continued engagement of Member States and partners in this area, and to enhance through improved strategic communication the public understanding of the benefits and obligations of enlargement.

In response to that European Commission services and the European External Action Service (EEAS) have jointly developed a strategic communication framework based on clear objectives, a common and compelling EU narrative and thematic communication on key priorities. This framework is implemented through the following measures:

- further **professionalisation** of strategic communications work by better use of media opportunities during high level visits and events, more variety in messaging and used platforms, tailored content creation and story-telling, backed up by better knowledge of audiences and evaluation of concrete results and impact;
- developing a set of **key messages** for each candidate country and potential candidate and for the EU audience in order to support clearer and more coherent communication by all EU actors, including the EU Member States, making best strategic use of EU Info Centres to disseminate the narrative and the key messages to a wider public and advocating to national authorities in the region closer alignment with this narrative and these messages;
- drawing on the experience in the Eastern Partnership region, setting up a Western Balkans **StratCom Task Force** to coordinate effort and shape media messaging and positive campaigning, and to respond to disinformation activities by external actors;
- strengthening of the **strategic communications network** by bringing together the European Commission services and the EEAS staff from headquarters and delegations in order to improve the coherence and complementarity of activities and make best use of experience and skills,

- closer *cooperation with Member States* in planning and coordinating communication activities, in particular, aligning messages, sharing information and organising joint events;
- enhanced coordination with the *European Parliament, IFIs/IOs, think tanks* and *civil society*;
- targeted use of *modern technologies* to reach out to various audiences, with a special focus on social media (Twitter, Facebook, Instagram, Storify, etc.)

The Support Measure for Communication on Enlargement, financed from the Instrument for Pre-Accession II (IPA II), will provide funding to continue the implementation of the strategic communication framework and its measures. It will target both the audiences in the enlargement region (mostly through activities implemented by the EU Delegations/Office) and in the EU Member States (mostly through stakeholders activities implemented by the Directorate-General Neighbourhood and Enlargement Negotiations).

The programme will also contribute to the promotion of the EU as a stronger global actor, and the communication of other corporate priorities such as security, migration, jobs, growth and investment. It will thus supplement the European Commission's corporate communication actions, to which the Directorate-General Neighbourhood and Enlargement Negotiations is contributing IPA II funds through a separate financing decision.

The following range of activities will be implemented, taking into account the target audience and the communication context, in particular, the stage of progress towards EU integration in the individual candidate countries and potential candidates:

- establishment and management of EU Information Centres and Info Points in the region;
- outreach and networking (e.g. organisation of visibility events, seminars, conferences, fairs, study visits, workshops and trainings, including events for specific target groups, e.g. women, pensioners, business, youth);
- cultural diplomacy (e.g. film festivals, book fairs, youth and sports events, video and writing competitions);
- media relations and media rebuttal (e.g. media monitoring, production of media materials, press events, training for journalists, press and media trips);
- online and social media activities (websites, Twitter, Facebook, Instagram, Storify, etc.);
- production of different information tools and products (publications, audio-visual materials, EU branded promotional materials);
- thematic awareness raising campaigns linked to political priorities of individual candidate countries and potential candidates;
- regional awareness raising campaigns (e.g. regional cooperation, connectivity, environment, mobility, youth, business, rule of law, public administration reform, economic governance);
- opinion polling on awareness of and support for EU enlargement and EU values, policies and programmes,
- communication training for staff and implementing partners;
- assessment of information and communication actions (survey-based evaluations).

Objectives

The overall objective of this Action is to raise public awareness about the EU values, policies and programmes and to ensure an informed public debate on benefits and challenges of the EU enlargement process and the EU membership, in reinforced cooperation with the Member States.

The specific objects are:

- to inform various target groups about, and increase the support for, the ***EU values, policies and programmes*** and their impact on people's everyday life, where necessary dispelling myths and misconceptions and addressing disinformation;
- to increase the understanding of, and the support for, the ***EU enlargement process*** with the accompanying ***reforms*** and their long term benefits for citizens;
- to ensure ***visibility of EU funding*** in the enlargement region, focusing on objectives and results and linking project funding with policy objectives.

Expected results

The main results expected are:

- factual information about the EU values, policies and programmes, the EU enlargement process and EU funding is available and disseminated to target groups through relevant channels;
- increased debate among target groups;
- effective contacts and partnerships with relevant organisations established in order to ensure sustainability and multiplier effect.

Key performance indicators

The indicators to measure the outputs of the activities include the following:

- number of visitors in EU Information Centres and Info Points interested in EU related issues;
- number of outreach events and number of participants;
- number of seminars for journalists and number of participants;
- number of debates organised and number of participants;
- coverage in the national and local media;
- number of website hits, social media followers and engagement;
- overall accuracy of content published and of the information disseminated through the media;
- number of TV and radio programmes and number of TV and radio channels broadcasting the programmes;
- visibility of material on the web and social media;
- number of publications distributed;
- opinion polls and surveys.

(2) Assumptions

The expected results are based on the assumption that the public and media remain interested in EU related information, that the EU enlargement process remains a political priority for the national authorities in the enlargement region and in the Member States, with commitment and willingness of all stakeholders 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

The Action will be implemented through direct management by the European Commission and the EU Delegations/Office in the enlargement region.

Activities implemented by the EU Delegations/Office will focus mostly on local audiences. Activities implemented by the Directorate-General Neighbourhood and Enlargement Negotiations will target audiences in the EU Member States (mostly through stakeholders outreach) and in the enlargement region.

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

Procurement

a) the global budgetary envelope reserved for procurement

EUR 27,300,000 (EUR 14,620,000 in 2017 and EUR 12,680,000 in 2018)

b) the indicative number and type of contracts

The activities will be implemented through service, supply, works and lease contracts.

Contracts will be awarded following procurement procedures as direct contracts, specific contracts under a framework contract or extensions of existing contracts.

The indicative number of contracts is between 50 and 60.

c) indicative time frame for launching the procurement procedure

2017 budget: Q1-4 2018, 2018 budget: Q2 2018 - Q4 2019

3 INDICATIVE BUDGET TABLE – EU CONTRIBUTION IN EUR

	2017	2018	Total
EU Delegation to Albania	1,500,000	1,500,000	3,000,000
EU Delegation to Bosnia and Herzegovina	900,000	980,000	1,880,000
EU Delegation to the former Yugoslav Republic of Macedonia	1,250,000	1,250,000	2,500,000
EU Office in Kosovo*	950,000	900,000	1,850,000
EU Delegation to Montenegro	1,312,000	88,000	1,400,000
EU Delegation to Serbia	1,500,000	1,800,000	3,300,000
EU Delegation to Turkey	5,000,000	2,000,000	7,000,000
European Commission, DG NEAR, Unit A2	2,208,000	4,162,000	6,370,000
Total	14,620,000	12,680,000	27,300,000

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

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

This programme shall be implemented through direct management by the Commission and the EU Delegations/Office 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.

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.

5 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 Commission will collect performance data from relevant sources, which will be aggregated and analysed at the level of this programme.

The effectiveness of implemented activities and the achievement of objectives will be monitored and evaluated through quantitative and qualitative indicators and benchmarks in line with the External Communication Network's Code of Conduct on measurement and evaluation of communication activities.