

Action Fiche for ENPI regional communication programme 2011-2013

1. IDENTIFICATION

Title/Number	ENPI regional communication programme 2011-2013		
Total cost	EU contribution: EUR 14 million by : - EUR 10 million ENPI South - EUR 4 million ENPI East		
Method of implementation	Project approach Centralised direct Management		
DAC-code	99820	Sector	<i>promotion of development awareness</i>

2. RATIONALE

2.1. Sector context

This programme lies within the particular concern for a human dimension of the cooperation. As mentioned in the Regional Indicative Programme 2011-2013 for the Euro-Mediterranean Partnership "boosting the involvement of the population through its comprehension of the EU cooperation and its understanding of the challenges foreseen" is one of the important elements of the European Neighbourhood Policy (ENP) success. This involvement of the population and its comprehension is also essential while the model of the EU has been damaged by recent economic crisis¹. This programme would be the third one of this type. The first two succeeded in raising awareness and increase the visibility of the EU policy and cooperation. However there is still much to be done, especially in the area of deep knowledge and comprehension among the wider public of the beneficiaries countries of the European Neighbourhood Policy Instrument (ENPI) to contribute to a better involvement of the population. This programme seeks to address more specifically the lack of knowledge and understanding of the EU relations and cooperation among the wider public², due to a weak access to comprehension. This programme will of course consolidate and improve the work already done in the 2003-2007 and 2007-2010 Regional Information and Communication Programmes by building on its successes, while also learning from its shortcomings. The programme will be of particular relevance in the coming years considering the ENP strategic review undertaken at the request of member States. This process will require an update of existing information material and will contribute to the public diplomacy efforts to be deployed in partner countries for a better understanding of the European Neighbourhood Policy.

This programme will also respect the special status of Russia as a beneficiary country of the ENPI regulation, but not an ENP partner country. Therefore, the programme

¹ Comments from Delegations in ENPI countries during the press and information officers seminar in Brussels held in May 2010.

² Opinion polling undertaken during the current regional programme showed a positive image of the EU but a low knowledge of cooperation objectives and results.

will try to integrate Russia in activities that are accurate for the country in order to support the promotion of the EU-Russia relations, particularly the Partnership for Modernisation.

2.2. Lessons learnt

The experience of the previous Regional Information and Communication Programme has proven instructive. The evaluation report, the opinion polling results and the feedback from ENPI Delegations, demonstrate a need for quality and sustainability in communicating and promoting cooperation. Efforts to enhance the visibility of the EU had tangible results but deep knowledge and comprehension, particularly in the area of external relations remains vague among the wider public. More efforts should be directed towards a better sustainability of communication activities (including a reinforcement of main disseminators' capacities and competences), a better access to comprehension among the wider public particularly through local language information and the use of the new technology, the internet network. If internet penetration rate is quite unequal among the ENPI beneficiaries it is in a progression phase of penetration rate rather than in a regress phase and therefore a regional programme planned for more than one year should take this into consideration.

2.3. Complementary actions

A comprehensive overview of the complementary activities is detailed in point 3.2 for each activity. In summary, the activities outlined within this programme will be linked and/or completed by other activities/projects in order to reinforce the sustainability and avoid duplications. In the field of journalists training, where there are numerous activities, a mapping of existing EU funded training (Member States included) will be undertaken before the launching of this regional programme in order to avoid potential duplication.

2.4. Donor coordination

There is no co-ordination with other Donors needed in this case, since the activities foreseen are designed to promote specifically EU-partner country/territory relations, who are not necessarily the concern for other donors. However, any duplication or conflicting activities in the communications domain will try to be avoided.

3. DESCRIPTION

3.1. Objectives

The overall objective of this programme is to contribute to improve the knowledge of the EU policy, namely the European Neighbourhood Policy, its relation with the ENPI beneficiaries' countries and its cooperation policy among the wider public in the ENPI countries.

The purposes are the following:

- (1) Enhance access to comprehension;

- (2) Reinforce the main disseminators' capacity and competences in the field of communication.

3.2. Expected results and main activities

In addressing this lack of deep knowledge and comprehension this programme proposes to focus on:

- Increasing access to information in local language and through accurate channels of dissemination;
- Working with multipliers, especially the local media with a view to maximise outreach to the general public;
- Reinforcing the main disseminators³ capacities and competences in the field of communication in order to ensure sustainability.

This programme should deliver the following results:

- 1.1 Increase the quality of the EU presence in local ENPI media;
- 1.2 Increase the knowledge of the EU cooperation programmes in the local ENPI media and among international correspondents;
- 1.3 Increase the wider coverage and dissemination of the bilateral and regional EU cooperation;
- 1.4 Adapt the internet dissemination tools at technical and language level;
- 2.1 Reinforce the communication capacities and competences of the EU cooperation projects staff (at bilateral and regional level);
- 2.2 Support Ad-hoc EU Delegations requests in the field of important communication activities;
- 2.3 Provide HQ and Delegations with accurate and regular impact analysis.

The activities to be undertaken within this programme are described in the frame below along with the complementary activities and also the Russia component. Due to the particular status of Russia described in point 2.1, some activities will not be accurate for the country.

Activities	Complementary actions	Russia
1.1.1 - On the job training of local ENPI journalists about EU policy/relation/cooperation	ENPI Journalists visits in Europe under former Relex communication activities. Mapping of existing journalists training.	Yes
1.2.1 – Field visits of EU	Local communication activities	No

³ Management staff of EU funded projects in the field

funded cooperation programme for local ENPI journalists and international correspondents	undertaken by EU Delegation under the "global allocation" budget and former Relex budget for information activities	
1.3.1 – Production of ready to use material in local languages	Material produced by each EU Delegation	Yes
1.3.2 – Wide dissemination of information and material produced		Yes
1.3.3 – Coverage of EU policy/relation/cooperation by international press agency		Yes
1.4.1 – Reinforce the internet portal (ENPI IC) and the presence in social media		Yes
1.4.2 – Increase the presence in the internet network of EU cooperation programmes (bilateral and regional)		No
2.1.1 – Workshops on "communicating projects"	- Local communication activities undertaken by EU Delegation under the "global allocation" budget - former Relex budget for information activities - Training session of EU Delegation staff managed by DEVCO 04	No
2.2.1 – Provision of ad-hoc support for EU Delegations	- Local communication activities undertaken by EU Delegation under the "global allocation" budget - former Relex budget for information activities - FWC COM 2011 (to be available in January 2011 and comprising, in lot 2: organisation of events, communication strategies, production of audiovisual materials)	Yes
2.3.1 Regular ENPI barometers: measurement of the EU image (external)	Local surveys undertaken by EU Delegations	Yes for the external

measurement of communication activities impact (internal)		item
2.3.2 – media monitoring and media landscape		Yes

3.3. Risks and assumptions

The main risks identified for this programme are:

- Political instability and constraints in some the ENPI countries prevent some activities to be undertaken and/or completed or harm the efficiency of the results. In the case of the survey to be carry out under the results 2.3 (provide with accurate and regular impact analysis), special attention should be paid in Syria, Tunisia and Belarus;
- The response to the calls for tenders may not reach a minimum standard, in terms of quality of offering. To prevent this risk, it will be essential to launch the tenders before the end of the current contracts concerned;
- Internally EU agents do not consider promoting results of their programmes to a general public as a priority;
- EU Delegations do not have enough human resources dedicated to communication.

In identifying this programme, the following assumptions have been made:

- (a) At the level of media (local and international):
 - High interest from the local ENPI media to the EU topic;
 - Willingness to participate in the activities;
 - Willingness to disseminate the information.
- (b) at the level of EU cooperation project staff:
 - Team is pro-active and ready to promote cooperation programme;
 - Results are enough interesting and appealing for the public to engage promotion.
- (c) at the level of internet tool
 - Internet rate access per country is regularly progressing.
- (d) at the level of audience
 - Information is sufficiently vulgarised to access wider public;
 - EU remains at high interest for the population.

3.4. Crosscutting Issues

Activities within this programme will recognise the priority of gender equality, especially in the activities targeting the media. Principles of good governance and respect for human rights as well as climate changes challenges will be particularly highlighted in the material that will be produced and the promotion activities.

3.5. Stakeholders

The main beneficiaries of the activities will be the key disseminators of information, namely the local ENPI media (from public and private sectors) and the staff managing the EU cooperation programmes in the field. Enhancing the communication capacities and "culture" of these beneficiaries is essential to ensure a sustainability of the EU visibility.

Beneficiaries and targets of the programmes are described below:

Activities	Beneficiaries	Targets
1.1.1 - On the job training of local ENPI journalists about EU policy/relation/cooperation	Local ENPI media	Local ENPI wider public
1.2.1 – Field visits of EU funded cooperation programme for local ENPI journalists and international correspondents	Local and international media correspondent (when appropriate)	Local ENPI wider public and EU public
1.3.1 – Production of ready to use material in local languages	Del, cooperation projects, HQ	
1.3.2 – Wide dissemination of information and material produced		Civil society, opinion leaders, cooperation projects beneficiaries, local and international media, online media, social networks groups, EU public
1.3.3 – Coverage of EU policy/relation/cooperation by international press agency		Wider public (ENPI local and international)
1.4.1 – Reinforce the internet portal (ENPI IC) and the presence in social media		Wider public (ENPI local and international)
1.4.2 – Increase the presence in the internet network of EU cooperation programmes (bilateral		Wider public (ENPI local and international)

and regional)		
2.1.1 – Workshops on "communicating projects"	Cooperation programmes staff	
2.2.1 – Provision of ad-hoc support for EU Delegations	Del PIO	
2.3.1 - Regular ENPI barometers: measurement of the EU image (external) measurement of communication activities impact (internal)		HQ, DEL, cooperation programmes (EU and ENPI public when appropriate)
2.3.2 – Media monitoring and media landscape		HQ, DEL, cooperation programmes

4. IMPLEMENTATION ISSUES

4.1. Method of implementation

The implementation will be carried out under the direct centralised management scheme.

4.2. Procurement and grant award procedures

All contracts implementing the action must be awarded and implemented in accordance with the procedures and standard documents laid down and published by the Commission for the implementation of external operations, in force at the time of the launch of the procedure in question.

Participation in the award of contracts for the present action shall be open to all natural and legal persons covered by the ENPI regulation (EC) N°1638/2006 of 24 October 2006. Further extensions of this participation to other natural or legal persons by the concerned authorising officer shall be subject to the conditions provided for in 21(7) ENPI.

Concerning component 2: **Journalists training and networking**, the participation to the "journalist training project" will also be opened to persons from the following countries: United Emirates Arabs and Qatar. The two major regional satellites Arabic TV channels with a high impact are located in these countries (Al-Jazeera in Doha and Al-Arabia in Dubai). According to official statistics and to EU Delegations, the channels have the most important penetration rate among the Arab speaking public in the ENPI southern countries.

4.3. Budget and calendar

The ENPI regional communication programme will be funded through two budget lines: EUR 10 million from ENPI South and EUR 4 million from ENPI East budget.

Activities will be implemented according to the needs of each region, nevertheless respecting the granted amount for the two sub-regions.

Components, indicative breakdown of overall budget, timeframe for launching procedure and operational duration are detailed as below:

A) Component 1: Information support campaign (ENPI Info Centre)

Activities included under this component (as refereed in point 3.5):

- 1.2.1 Field visits of EU funded cooperation programme for local ENPI journalists and international' correspondents;
- 1.3.1 Production of ready to use material in local languages;
- 1.3.2 Wide dissemination of information and material produced;
- 1.3.3 Coverage of EU policy/relation/cooperation by international press agency;
- 1.4.1 Reinforce the internet hub of information (ENPI IC) and the presence in social media;
- 1.4.2 Increase the presence in the internet network of EU cooperation programmes (bilateral and regional);
- 2.1.1 Workshops on "communicating projects";
- 2.2.1 Provision of ad-hoc support for EU Delegations.

Indicative budget:

- EUR 5.5 million.

Operational duration:

- 36 months: end 2011 – end 2014.

Procedure:

Extension of the current contract for the same amount with the contractor managing the current ENPI Info Centre, foreseen in point 10 (scope for additional services) of the original service procurement notice⁴ and as provided in Art. 242.2.b of the Implementing Rules of the Financial Regulation.

B) Component 2: Journalists training and networking

Activities under this component:

- 1.1.1 On the job training of local ENPI journalists about EU (relations/cooperation/policy) and networking of journalists from the ENPI zone to reinforce dialogue and shared experiences.

Indicative budget:

- EUR 4.5 million.

Operational duration:

- 36 months: end 2011 – end 2014.

⁴ Publication reference: EuropeAid/126683/C/SER/R03.

Procedure:

- Call for tenders for service contract - indicative date of launching procedure: May 2011.

C) Component 3: Analysis tools

Activities under this component:

- 2.3.1 Regular ENPI barometers: measurement of the EU image (external) measurement of communication activities impact (internal);
- 2.3.2 – media monitoring and media landscape.

Indicative budget:

- EUR 4 million.

Operational duration:

- 36 months: end 2011 – end 2014.

Procedure:

- Call for tenders for service contract – indicative date of launching procedure: May 2011.

4.4. Performance monitoring

Performance monitoring of the programme will be carried out as a continuous on-going activity. Objectives and subjective means will be used to measure progress, due to the nature of the programme that target the public behaviour.

Tools analysis (media monitoring, and ENPI barometers) foreseen under the programme to support and adjust the implementation of communication activities, will be available also as key items to measure objective progress (i.e. increase of media coverage, level of knowledge).

Delegations feedbacks and internet monitoring will be used as subjective means of measurement (i.e. local population reaction, observation of internet traffic from and toward ENPI info centre social media networks, comments and reactions through the internet)

Key indicators are also classified as objective and subjective ones.

Some key objective indicators:

- Knowledge of the EU gets more than 60% in opinion polling in each zone (east and south);
- EU cooperation programmes and EU specific relation with the country get a regular media coverage per month (TV, radio, publications);
- (at least) 10 case studies targeting programmes/projects on bilateral cooperation are submitted per year and per country by cooperation project;
- (at least) 60% of the of bilateral cooperation project staff is trained;

- (at least) 20 journalists are trained per year and per country;
- Production of (at least) 200 news in international' news wire.

Some key subjective indicators:

- Increase of the internet traffic from and to the ENPI info centre and social media component (facebook);
- Increase the quality of media coverage;
- Potential creation of EU/ENPI column/slot in the media (publication/TV/radio);
- Increase the number of requests for training, for information, for information materials;
- Placement of ready-t-use material in local media.

4.5. Evaluation and audit

Expenditure incurred will have to be certified, as part of the obligations of the contracted parties in the framework of the implementation of this project. Mid-term and final ROM will also be carried out for each component.

4.6. Communication and visibility

Since this is in itself an information and communication programme, there is no need for additional communications or visibility activities relating to the programme itself.