



Brussels, 12.12.2017
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COMMISSION IMPLEMENTING DECISION

of 12.12.2017

on the pilot project: 'Developing knowledge-based European journalism relating to Europe's neighbours, through educational activities delivered by the Natolin Campus of the College of Europe' financed from the general budget of the Union

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THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union

Having regard to Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002¹, and in particular Articles 54(2)(a) and 84(2) thereof,

Whereas:

- (1) The objective pursued by the pilot project to be financed from the general budget of the Union is to develop knowledge-based European journalism relating to Europe's neighbours, through educational activities delivered by the Natolin Campus of the College of Europe, aiming at educating journalists from the European Union, the Neighbourhood South and the Eastern Partnership in the different aspects of the European Neighbourhood Policy.
- (2) The action entitled 'Developing knowledge-based European journalism relating to Europe's neighbours, through educational activities delivered by the Natolin Campus of the College of Europe' will train approximately 150 journalists from the European Union and the Neighbourhood countries and regions through classroom courses, online courses and field visits on the different aspects of the the European Neighbourhood Policy.
- (3) It is necessary to adopt a financing Decision the detailed rules of which are set out in Article 94 of Commission Delegated Regulation (EU) No 1268/2012².
- (4) It is necessary to adopt a work programme for grants the detailed rules on which are set out in Article 128(1) of Regulation (EU, Euratom) No 966/2012 and in Article 188(1) of Delegated Regulation (EU) No 1268/2012. The work programme is set out in Annex.
- (5) The authorising officer responsible should be able to award grants without a call for proposals only in the exceptional cases set out in Article 190 of Delegated Regulation (EU) No 1268/2012.
- (6) It is necessary to allow for the payment of interest due for late payment on the basis of Article 92 of Regulation (EU, Euratom) No 966/2012 and Article 111(4) of Delegated Regulation (EU) No 1268/2012.

¹ OJ L 298, 26.10.2012, p. 1.

² Commission Delegated Regulation (EU) No 1268/2012 of 29 October 2012 on the rules of application of Regulation No 966/2012 of the European Parliament and of the Council on the financial rules applicable to the general budget of the Union (OJ L 362, 31.12.2012, p. 1).

HAS DECIDED AS FOLLOWS:

Article 1

Adoption of the measure

The pilot project: 'Developing knowledge-based European journalism relating to Europe's neighbours, through educational activities delivered by the Natolin Campus of the College of Europe', as set out in the Annex, is adopted.

Article 2

Financial contribution

The maximum contribution of the European Union for the implementation of the pilot project referred to in Article 1 is set at EUR 750,000 and shall be financed from the budget line 22.04.77.06 of the general budget of the Union for 2017 .

The financial contribution provided for in the first paragraph may also cover interest due for late payment.

Article 3

Implementation modalities

The elements required by Article 94(2) of Delegated Regulation (EU) No 1268/2012 are set out in the Annex to this Decision.

Grants may be awarded without a call for proposals by the authorising officer responsible in accordance with Article 190 of Delegated Regulation (EU) No 1268/2012.

Done at Brussels, 12.12.2017

For the Commission
Johannes HAHN
Member of the Commission



This action is funded by the European Union

ANNEX

of the Commission Implementing Decision
on the Pilot project: 'Developing knowledge-based European journalism relating to Europe's neighbours, through educational activities delivered by the Natolin Campus of the College of Europe'

Action Document for 'Developing knowledge-based European journalism relating to Europe's neighbours, through educational activities delivered by the Natolin Campus of the College of Europe'

INFORMATION FOR POTENTIAL GRANT APPLICANTS

WORK PROGRAMME FOR GRANTS

This document constitutes the work programme for grants in the sense of Article 128(1) of the Financial Regulation (Regulation (EU, Euratom) No 966/2012) and in the section 5.3.2. concerning grants awarded directly without a call for proposals.

1. Title/basic act/ CRIS number	'Developing knowledge-based European journalism relating to Europe's neighbours, through educational activities delivered by the Natolin Campus of the College of Europe CRIS number: ENI/2017/040-746 financed under European Neighbourhood Instrument
2. Zone benefiting from the action/location	The action shall be carried out at the following locations and/or involve citizens from the following countries: <ul style="list-style-type: none"> • European Union, • the Eastern Partnership countries namely Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine and • the European Neighbourhood South countries , namely Algeria, Egypt, Israel¹ , Jordan, Lebanon, Libya, Morocco, Palestine ² , Tunisia and Syria.
3. Programming document	N.A. Parliamentary pilot project

¹ See Guidelines on the eligibility of Israeli entities and their activities in the territories occupied by Israel since June 1967 for grants, prizes and financial instruments funded by the EU from 2014 onwards on http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C_.2013.205.01.0009.01.ENG.

² This designation shall not be construed as recognition of a State of Palestine and is without prejudice to the individual positions of the Member States on this issue.

4. Sector of concentration/ thematic area	N.A			
5. Amounts concerned	Total estimated cost: EUR 833,333 Total amount of EU budget contribution: EUR 750,000 Other: EUR 83,333 Budget line: 22.04.77.06			
6. Aid modality(ies) and implementation modality(ies)	Project Modality Direct management of a grant through direct award			
7. a) DAC code(s)	15150 Democratic participation and civil society			
b) Main Delivery Channel	50000 Other			
8. Markers (from CRIS DAC form)	General policy objective	Not targeted	Significant objective	Main objective
	Participation development/good governance	<input type="checkbox"/>	<input type="checkbox"/>	x
	Aid to environment	x	<input type="checkbox"/>	<input type="checkbox"/>
	Gender equality (including Women In Development)	<input type="checkbox"/>	x	<input type="checkbox"/>
	Trade Development	x	<input type="checkbox"/>	<input type="checkbox"/>
	Reproductive, Maternal, New born and child health	x	<input type="checkbox"/>	<input type="checkbox"/>
	RIO Convention markers	Not targeted	Significant objective	Main objective
	Biological diversity	x	<input type="checkbox"/>	<input type="checkbox"/>
	Combat desertification	x	<input type="checkbox"/>	<input type="checkbox"/>
	Climate change mitigation	X	<input type="checkbox"/>	<input type="checkbox"/>
	Climate change adaptation	X	<input type="checkbox"/>	<input type="checkbox"/>
	9. Global Public Goods and Challenges (GPGC) thematic flagship	Not applicable		
10. SDGs	Main SDG Goal: 4. "Quality education" Secondary SDG Goal: 16. "Peace, Justice and strong Institutions"			

SUMMARY

The overall objective of this Pilot Project is to strengthen knowledge-based journalism and the capacities of communication/ media centres, freelancers, and multipliers, located in both EU and ENP countries, in reliable, professional and data-driven reporting, encompassing the national characteristics of and expertise in EU-ENP mutual relations and regional ethnography. The action will target: journalists and reporters, editors and editors-in-chief of

media organisations, news managers, Think Tanks and multipliers, academic institutions and research centres (especially journalism educators and trainers) and civil society.

The action shall be carried out at the following location: EU, European Neighbourhood Policy (ENP) countries (South and East), Poland (Natolin Campus of the College of Europe). It is planned that, during the Pilot phase, that 150 persons will be direct beneficiaries of the Pilot (divided up between the EU, ENP-East and the ENP-South countries).

1 CONTEXT

1.1 Regional context

At present, there is a dearth of factual knowledge among journalists in the European Union (EU) and in the European Neighbourhood Policy (ENP) regarding EU's relations with the Neighbourhood countries, which leads to risks of reporting untrustworthy or irrelevant content by those working on or in European Neighbourhood. Often, reporting tools used are those that were developed over a century ago, but are not suited to today's demands. Building capacities among relevant journalists is all the more pressing given the frequently fragile situations in the European Union's Neighbourhood.

Faced with a growing need for reliable, knowledge-based information and communication regarding the EU's neighbouring region, and striving to respond to urgent needs for professionalisation of journalism on ENP related issues, the enhancement of journalism capacity would enable a free, fair, balanced and ethical flow of information, countering possible media abuse and misinformation about EU's relations with the Neighbourhood countries, strengthening reliability and transparency of journalism on Europe's neighbourhoods. It will build networks of reliable information sources between journalists from EU and the European Neighbourhood countries.

1.1.1 Public Policy Assessment and EU Policy Framework

Access to professional, credible and pluralist media is an essential safeguard for a healthy democracy. It is closely related to freedom of expression, a core EU value, enshrined in the Charter of Fundamental Rights of the Union, and to the ENP founding documents. The Commission's 2016 Colloquium on Fundamental rights stressed that media markets are rapidly changing, with some consumers losing trust in the media. It concluded that steps must be taken to help and protect journalists, especially those who conduct investigative work. The EU's enlargement policies stress the importance of both media freedom and media integrity. A European Parliament report on the EU's strategic communication to counteract propaganda (2016/2030(INI)) puts a deep emphasis on 'media credibility'. Journalists and media outlets can only effectively counter propaganda if they are seen as professional and reliable. Finally, DG Enlargement has also diagnosed the problems that modern media institutions face, compiling guidelines for EU support to media freedom and media integrity.

This Pilot Project is fully linked to priorities stipulated in the European Neighbourhood Policy and responds to the need to improve a consistent, credible and efficient communication between ENP and EU countries, and focuses on ensuring

better visibility and outreach for the policy and its outcomes. This should include enhanced strategic communication efforts, including related support to partners and support to independent media in the Neighbourhood. The European Neighbourhood Policy's Strategy Paper similarly emphasises that the EU must focus on 'activities in the fields of media and journalists' exchanges' within its neighbourhood activities (COM/2004/0373). This Pilot Project falls within the scope of the Strategy Paper. Other ENP-related documents also stress such a focus on the development of journalism and media.

1.1.2 Stakeholder analysis

EU and ENP publics and decision-makers need knowledge-based, trustworthy and coherent reporting on the EU's neighbouring countries and region. Poor quality journalism can hinder the success of the Neighbourhood Policy, while – conversely – coherent and knowledge-based reporting can contribute to the Policy's impact and positive visibility.

1.1.3 Priority areas for support/problem analysis

Repeated Eurobarometer polls show that citizens in both EU and Neighbourhood countries mistrust journalistic standards. Reports continue to point out problems with coverage of ENP-related matters such as internal reforms or migration. Journalists are often unwilling to probe official narratives or pursue deeper investigative research. The pilot project will therefore aim to organise workshops that train at least 150 journalists (divided between journalists coming from the EU, ENP-East, and ENP-South), as to boost their professional skills and improve the overall quality of Neighbourhood reporting. The project will include some distance learning elements, allowing it to reach journalists who are not able to attend the workshops or did not qualify for them.

2 RISKS AND ASSUMPTIONS (max. 1 page, section completed during identification)

Risks	Risk level (H/M/L)	Mitigating measures
Possible political, economic, social instability in selected ENP countries (especially ENP-South) may affect interest in the project and planned activities, inter alia, missions in targeted countries cancelled for security reasons, lower number of participants finishing the follow up country-based assignments due to political barriers.	M	Monitoring of the situation Non-inclusion of countries in crisis will not hamper project implementation, as this is a regional project that can be flexible in the countries it targets
Different levels of technological development in selected regions (sources and speed of Internet	M	Technical risk very limited as journalists are likely to come from professional media with technical equipment of sufficient

access, IT devices). Possible restrictions as to the freedom of expression and the press in selected countries, including internet freedom (political and technological risks).		level Monitoring of the situation. Non-inclusion of countries in crisis will not hamper project implementation, as this is a regional project that can be flexible in the countries it targets
Discriminatory practices towards women's right to education and work in selected countries may affect the number of women in the project.	H	Online courses will allow women to participate regardless of their location; for a limited number of female students measures such as being accompanied by a male family member can be foreseen
Assumptions		
<p>All project staff will be available on time, in line with the project's schedule.</p> <p>Experts will be available and interested in undertaking and completing necessary assignments during the envisaged timeframes.</p> <p>All funding will arrive on time.</p> <p>The educational materials compiled by the project organisers will be appropriate for the purposes of the project aims, as will the IT architecture.</p>		

3 LESSONS LEARNT, COMPLEMENTARITY AND CROSS-CUTTING ISSUES

3.1 Lessons learnt

Recent results of Eurobarometer surveys, aiming at representing the state of media pluralism and independence across the European Union show two worrying trends: a majority of EU citizens believe that the media in their countries lack independence and trustworthy transfer of information and 75% of respondents have experienced hate speech on social media. The results highlight that, according to the Europeans, there is still room for improvement in key areas and in ensuring the professionalisation and independence of national media – a vital cornerstone of a democratic EU. Media4EU, one major research effort that aims to look at the state of European reporting, argues that journalists are, due to declining advertising revenues, forced to ‘cut coverage of [...] non-national political developments’. This could often lead to EU journalists cutting corners when analysing Neighbourhood affairs. This is a troubling development, especially given a general lack of knowledge among the European public when it comes to issues such as Ukrainian politics. Journalists in the EU and Neighbourhood region alike often lack the necessary area studies expertise and knowledge needed to create deep, analytical articles. Some journalists from the European Neighbourhood region would furthermore benefit immensely from practical trainings that look into the journalistic craft, investigative journalism, and similar topics. Many Neighbourhood countries do not have a tradition of a free media and could benefit from exchanges of journalistic information and expertise. There is, moreover, a clear research gap when it comes to studies of media in the ENP-East and ENP-South regions, with the latter receiving significantly more attention in academic and popular literature. This project will help close this gap

somewhat by conducting detailed analyses of media in the ENP-East region. This project should also contribute immensely as an additional analytical tool of the EU.

The Pilot Project would also build upon the College of Europe Natolin's prior experiences. The Natolin Campus has led the development of the *E-Platform for Neighbourhood* – an e-learning project that taught countless Neighbourhood-based civil servants, activists, journalists, and others about the EU's structure and policymaking. The E-Platform and current Pilot project would complement each other as both involve significant knowledge transfer to the Neighbourhood, teaching participants about the EU's political and media environments, allowing Neighbourhood journalists to cover EU affairs in a more professional fashion.

3.2 Complementarity, synergy and donor co-ordination

The activities included in this component will take into account the main programmes implemented by the major donors in the region. With its exclusive focus on the European Neighbourhood policy through class room teaching and visits, it will complement the OPEN Media Hub project which focuses on hand-on training to improve balanced and independent reporting using projects funded under the European Neighbourhood Instrument (ENI) as examples of EU - Neighbourhood co-operation.

3.3 Cross-cutting issues

Activities within this programme will treat as a priority and proactively disseminate the principles of gender equality, especially in the activities targeting the media. Principles of good governance, the importance of a constitutional system based on the rule of law, respect for human rights and civil society participation as well as climate change and environment challenges will be particularly highlighted in the trainings provided. The course will ensure a gender balance in participants.

Activities may promote environmental and climate change awareness through media, being a priority item of concern.

4 DESCRIPTION OF THE ACTION

4.1 Objectives/results

Overall objective:

To strengthen knowledge-based journalism and the capacities of communication/media centres, freelancers, and multipliers, based in either the EU or the ENP countries, in reliable, professional and data-driven reporting, encompassing the national characteristics of and expertise in EU-ENP mutual relations and regional ethnography.

The specific objectives are:

- Deepen knowledge on EU-neighbours and the historical, cultural or environmental backgrounds of selected ENP regions, as well as EU institutions and EU-ENP mutual relations and the state of media sector in selected regions, through digital tools.

- Accompany journalists in translating the theoretical knowledge into practical stories through stationary workshops (accompanied by study visits and field trainings) and followed up by country-based assignments.
- Develop a network of journalists to exchange expert know-how between EU and ENP journalists, experts, gauging and reflecting the ‘true’ public opinion in ENP states.

This programme is relevant for the Agenda 2030 and contributes to progress towards Goal 16. "Peace, Justice and strong institutions". This does not imply a commitment by the countries benefiting from this programme.

4.2 Main activities

Objective 1: Deepen knowledge on EU-neighbours and the historical, cultural or environmental backgrounds of selected ENP regions, as well as EU institutions and EU-ENP mutual relations and the state of media sector in selected regions, through digital tools.

Expected results:

1. Development of the digital component consisting of 5 thematic knowledge-based courses and supplies/channels of electronic communication, aligning the new digital tools/platform with the E-Platform for Neighbourhood IT environment and already implemented courses.
2. Development of skills workshops consisting of 5 thematic sections, supplemented by study visits and field trainings, followed by sub-project assignments.

Activities planned:

1. a) Market analysis:

During the first three months, the contractor will compile a market analysis. This is a document that looks at many factors, including the social and political impact of journalism, the quality and structure of media markets in selected countries, and the challenges and opportunities that this project could encounter. Several research and academic organisations, including the College of Europe Natolin as well as individual experts, will be involved. Its findings will be used to design a training program for journalists on the European Neighbourhood Policy combining online elements, class teachings and site visits.

The analysis will look at a representative sample of EU, ENP-East, and ENP-South countries and regions and will attempt to extrapolate its findings to other areas as well. The analysis will aim to investigate at least three EU countries or regions, three countries or regions from the Eastern Neighbourhood, and three from the Southern Neighbourhood. The exact number of countries and regions will be determined at the start of the analysis and will depend on several factors, including available expertise and resources.

1. b) Digital component - Distance learning and electronic platform:

The contractor will develop a set of short on-line knowledge-based courses that will look into topics such as regional studies or the historical, cultural or environmental backgrounds of selected ENP regions. Those courses, open to all who apply, could take one of several forms, including reading lists, links and sources for further research (including e-books), and e-learning modules. They would prepare learners

for the upcoming professional skills workshops. They could also include courses and elements from the E-Platform for Neighbourhood. The contents of the digital courses will in part be based on the priorities that were outlined in the media sector analysis above. They will be chosen carefully in order to ensure complementarity with trainings presented by other EU-funded projects, such as the Open Media Hub.

Tests or exercises will be used to select the best candidates who would then qualify for a place at the subsequent workshops. The electronic platform (with personalised profiles/accounts) will also be used for constant communication between learners, experts leading the workshops, the authors of the on-line knowledge-based courses, and/or the Project Team. It could also serve as a monitoring tool related to the follow-up stage of the workshops (a set of sub-projects conducted by the journalists in their home countries) as well as an online forum allowing learners to communicate during the workshops. The platform will be accessible to learners while they are conducting in-person workshops at Natolin Campus of the College of Europe as well.

1. c) Workshops organised by the College of Europe – Natolin Campus of the College of Europe:

The Project will, as outlined above, comprise of five editions of trainings (e.g. five set of courses). Each one of those trainings will last at least five days and consist of two parts: a workshop and an offsite training. Participants will attend an initial 3-day intensive workshop, supplemented and followed by an offsite training that would last at least 2 days and be composed of one study visit and one field training in ENP or EU countries, conducted during each edition of the course.

The workshops will serve two purposes. They will teach participants vital skills, for example how to analyse and revise large quantities of information, and increase their journalistic skills and competencies. Such knowledge will be beneficial not only for the participants' professional progress or further career paths, but also for their capacities to mobilise resources and manage larger media projects in the future.

The workshops will be compulsory for all participants and will include topics such as good governance reporting, practical cybersecurity skills for journalists such as encryption and authentication, reporting crises and disasters, and recognising and combating fake news and propaganda. The classes looking at poor journalistic classes, fake news, and propaganda, are also crucial – they aim to address some of the main problems of modern media and allow journalists to appreciate how their work can play into a wider geopolitical context. Those topics will, as with the digital learning elements, be selected following a consultation with experts and the European Commission, and a media sector analysis. They will not overlap with other EU-funded media projects such as the OPEN Media Hub.

The workshops will be complemented by additional lectures conducted by Journalism and Media Experts (Project Team), highly-qualified practitioners in the concerned field, who will also, inter alia, contribute to the development of e-modules and workshop programmes. Each group will also be supported by an Intercultural Advisor (dedicated sessions). Moreover the Intercultural Advisor will conduct training sessions for the Project Team.

Workshops will be held on the premises offered by the Natolin Campus of the College of Europe. At least 5 editions of trainings will take place (each edition will cover about 30 persons).

Objective 2: Accompany journalists in translating the theoretical knowledge into practical stories through stationary workshops (accompanied by study visits and field trainings) and followed up by country-based assignments.

Expected results:

Tested methodology enabling journalists to apply theoretical knowledge to their work and demands of their editors while being committed to the principles of independent and balanced reporting.

2. a) Study visits and field trainings

The contractor will also organise a series of study visits and field trainings that will complement the workshops outlined above. Such visits and trainings would most likely take place in EU and ENP countries (for EU citizens in ENP countries and for citizens from the European Neighbourhood region in member states of the European Union

2. b) Sub-projects – follow up assignments

The contractor will organise a contest/competition conducted by the participants in their home countries (individually or through team work, including international teams) once the workshops have come to a conclusion. Those sub-projects aim to evaluate participants' journalistic activity following the training. The sub-projects could involve, but are not limited to, group writing exercises, joint investigative journalism projects, joint data journalism projects, and in depth research efforts. Such projects will be conducted remotely, with participants conducting them online, at times contacting the Pilot Project organisers and instructors.

The purpose of such projects will be twofold. First, they will verify whether the participants learned the necessary journalistic skills from the workshop. Secondly, the projects could also be marked and used, perhaps in conjunction with other marking criteria, to select the best-performing participants from the course. The top three participants, from the EU, Southern and Eastern Neighbourhood respectively, will be granted one year scholarships for studying at Natolin Campus' advanced Master programme, in order to specialise in ENP-related issues.

2. c.) Develop a scholarship programme

The top three participants, from the EU, Southern and Eastern Neighbourhood respectively, will be granted one year scholarships for studying at Natolin Campus' advanced Master programme, in order to specialise in ENP-related issues

Objective 3: Develop a network of journalists to exchange expert know-how between EU and ENP journalists, experts, gauging and reflecting the 'true' public opinion in ENP states

Expected results:

The 150 journalist's trained will remain in contact to exchange knowledge, understanding, stories and sources on the ENP region.

Activities:

3. a) An on-line Media Forum, administrated and moderated by the experts leading the workshops and e-learning courses, as well as, the project Team, will bring together practitioners and scholars working on, or interested in the European Union - or/and ENP-related matters for exchange of professional knowledge and journalistic experiences.

3. b) Final conference: The project will conclude with a small conference, which would gather key journalists as well as the best-performing candidates from all 5 editions of the journalist trainings. The conference would aim to summarise the project's conclusions, generate ideas for the project's final publication, and discuss its impact and implications.

3. c) After-project publication: The College of Europe, Natolin Campus, will also produce an electronic after-project publication. This could include a description of the project activities, participants' views, expert commentary, and a section outlining best practices for journalists and recommendations for future ENP correspondents. This will be published in addition to a final Pilot Project report prepared for the European Commission.

3. d) The Organisers will furthermore draft a journalistic manual.

Such a manual will include content created by the project team as well as leading experts who were invited to take part in the design of the e-learning environment and the in-person workshops. The manual will include a list of best practices as well as samples that showcase the participants' best work

4.3 Intervention logic

With a view at reaching the objectives and implementing the activities as described in sections 4.1 and 4.2, the present contribution will be delivered through a direct grant awarded to the College of Europe Natolin Campus.

5 IMPLEMENTATION

5.1 Financing agreement

In order to implement this action, it is not foreseen to conclude a financing agreement with the partner countries, referred to in Article 184(2)(b) of Regulation (EU, Euratom) No 966/2012.

5.2 Indicative implementation period

The indicative operational implementation period of this action, during which the grant will be awarded and the activities described in section 4.1 will be carried out and the corresponding contracts and agreements implemented, is 40 months from the date of the adoption by the Commission of this Action Document.

Extensions of the implementation period may be agreed by the Commission's authorising officer responsible by amending this Decision and the relevant contracts and agreements; such amendments to this Decision constitute technical amendments in the sense of point (i) of Article 2(3)(c) of Regulation (EU) No 236/2014.

5.4 Implementation modalities

5.4.1 Grant: direct award *Developing knowledge-based European journalism relating to Europe's neighbours, through educational activities delivered by the Natolin Campus of the College of Europe (direct management)*

(a) Objectives of the grant, fields of intervention, priorities of the year and expected results

The objective of the grant is to allow the College of Europe Natolin Campus to pilot a journalist training targeting journalists from the EU, the Neighbourhood South and the Eastern Partnership Countries.

(b) Justification of a direct grant

Under the responsibility of the Commission's authorising officer responsible, the grant may be awarded without a call for proposals to Natolin Campus of the College of Europe.

Under the responsibility of the Commission's authorising officer responsible, the recourse to an award of a grant without a call for proposals is justified because of the specific characteristics of the action requiring the unique competence of the Natolin Campus of the College of Europe, the only university with an ENP chair and the required prior experiences, notably through the development of the E-Platform for Neighbourhood – an e-learning project that taught countless Neighbourhood-based civil servants, activists, journalists, and others about the EU's structure and policymaking.

(c) Essential selection and award criteria

The essential selection criteria are the financial and operational capacity of the applicant.

The essential award criteria are relevance of the proposed action to the objectives of the call; design, effectiveness, feasibility, sustainability and cost-effectiveness of the action.

(d) Maximum rate of co-financing

The maximum possible rate of co-financing for this grant is 90% of the eligible costs of the action.

In accordance with Articles 192 of Regulation (EU, Euratom) No 966/2012, if full funding is essential for the action to be carried out, the maximum possible rate of co-financing may be increased up to 100%. The essentiality of full funding will be justified by the Commission's authorising officer responsible in the award decision, in respect of the principles of equal treatment and sound financial management.

(e) Indicative trimester to conclude the grant agreement.

4th quarter of 2017.

5.5 Scope of geographical eligibility for procurement and grants

The geographical eligibility in terms of place of establishment for participating in procurement and grant award procedures and in terms of origin of supplies purchased as established in the basic act and set out in the relevant contractual documents shall apply, subject to the following provisions.

The Commission’s authorising officer responsible may extend the geographical eligibility in accordance with Article 9(2)(b) of Regulation (EU) No 236/2014 on the basis of urgency or of unavailability of products and services in the markets of the countries concerned, or in other duly substantiated cases where the eligibility rules would make the realisation of this action impossible or exceedingly difficult.

5.6 Indicative budget

	EU Contribution	Co-financing
Direct grant (direct management)	750,000	83,333
Total	750,000	83,333

The Natolin Campus of the College of Europe is expected to provide an in-kind contribution in the form of a total of 3 scholarships for the top three participants (from the EU, ENP South and ENP East respectively).

The Natolin European Centre (CEN), a Polish State-Treasury founded institution, responsible for administering the Natolin Estate (along with the whole infrastructure) and a separate legal entity from the Natolin Campus of the College of Europe, is expected to provide an in-kind contribution in the form of office, meeting and conference rooms, accommodation for participants and experts of the projects, as well as consultancy and support services.

5.7 Organisational set-up and responsibilities

This action will be managed by Commission Services (Directorate-General for Neighbourhood and Enlargement Negotiations) and, where relevant in close collaboration with other relevant EU institutional stakeholders (European Parliament, EEAS, EU Member States). An appropriate inter-service consultation mechanism will be created to ensure the coherence of the project and synergies with the similar projects ongoing in the Neighbourhood East and the Western Balkans.

5.8 Performance monitoring and reporting

The day-to-day technical and financial monitoring of the implementation of this action will be a continuous process and part of the implementing partner’s responsibilities. To this end, the implementing partner shall establish a permanent internal, technical and financial monitoring system for the action and elaborate regular progress reports (not less than annual) and final reports. Every report shall provide an accurate account of implementation of the action, difficulties encountered, changes introduced, as well as the degree of achievement of its results (outputs and direct outcomes) as measured by corresponding indicators, using as reference the logframe matrix (for project modality) or the list of result indicators (for budget support). The report shall be laid out in such a way as to allow monitoring of the means envisaged and employed and of the budget details for the action. The final report, narrative and financial, will cover the entire period of the action implementation.

The Commission may undertake additional project monitoring visits both through its own staff and through independent consultants recruited directly by the Commission for independent monitoring reviews (or recruited by the responsible agent contracted by the Commission for implementing such reviews).

5.9 Evaluation

Having regard to the nature of the action, a final evaluation will be carried out for this action or its components via independent consultants contracted by the Commission.

It will be carried out for accountability and learning purposes at various levels (including for policy revision), taking into account in particular regarding the complementarity with other EU-funded projects and the impact such a programme can have. The Commission shall inform the implementing partner at least 1 month in advance of the dates foreseen for the evaluation missions. The implementing partner shall collaborate efficiently and effectively with the evaluation experts, and inter alia provide them with all necessary information and documentation, as well as access to the project premises and activities.

The evaluation reports shall be shared with the implementing partner and other key stakeholders. The implementing partner and the Commission shall analyse the conclusions and recommendations of the evaluations and jointly decide on the follow-up actions to be taken and any adjustments necessary, including, if indicated, the reorientation of the project.

5.10 Audit

Without prejudice to the obligations applicable to contracts concluded for the implementation of this action, the Commission may, on the basis of a risk assessment, contract independent audits or expenditure verification assignments for one or several contracts or agreements.

5.11 Communication and visibility

Communication and visibility of the EU is a legal obligation for all external actions funded by the EU.

This action shall contain communication and visibility measures which shall be based on a specific Communication and Visibility Plan of the Action, to be elaborated at the start of implementation and supported with the budget indicated in section 5.6 above.

In terms of legal obligations on communication and visibility, the measures shall be implemented by the Commission, the partner country, contractors, grant beneficiaries and/or entrusted entities. Appropriate contractual obligations shall be included in, respectively, the financing agreement, procurement and grant contracts, and delegation agreements.

The Communication and Visibility Manual for European Union External Action shall be used to establish the Communication and Visibility Plan of the Action and the appropriate contractual obligations.

The grant holder will be requested so submit a detailed Communication plan for the projects 3 months after contract signature.

6 APPENDIX - INDICATIVE LOGFRAME MATRIX (FOR PROJECT MODALITY)

The activities, the expected outputs and all the indicators, targets and baselines included in the logframe matrix are indicative and may be updated during the implementation of the action, no amendment being required to the financing Decision. When it is not possible to determine the outputs of an action at formulation stage, intermediary outcomes should be presented and the outputs defined during inception of the overall programme and its components. The indicative logframe matrix will evolve during the lifetime of the action: new lines will be added for including the activities as well as new columns for intermediary targets (milestones) for the output and outcome indicators whenever it is relevant for monitoring and reporting purposes. Note also that indicators should be disaggregated by sex whenever relevant.

	Results chain	Indicators	Baselines (incl. reference year)	Targets (incl. reference year)	Sources and means of verification	Assumptions
Overall objective: Impact	To strengthen knowledge-based journalism and the capacities of communication/ media centres, freelancers, and multipliers, located in both EU and ENP countries, in reliable, professional and data-driven reporting, encompassing the national characteristics of and expertise in EU-ENP mutual relations and regional ethnography.	<ul style="list-style-type: none"> Increased skills, knowledge and confidence of journalists Number of electronic tools developed and bases supporting knowledge-based, coherent journalism Number of media representatives (women and men) trained and actively involved in capacity building initiatives (including the e-learning and stationary formula), 	0 : no baseline existing (2017)	2019; 5 online modules developed 5 class room style workshops developed Number of manuals/publications for journalists: 1 number of e-Learning beneficiaries trained: 150, number of workshop participants trained: 150 (divided between EU, ENP South, and ENP East) Number of participants of the follow up assignments/sub-project: at least 100 Number of scholarships: 3 (top three participants, from	List of registered e-learning participants List of participants at the workshops (confirmed by signed attendance sheets) Number of persons that accessed the digital tools confirmed by IT statistics List of scholarship agreements Implementation reports	

				the EU, ENP South and ENP East respectively) Electronic source base of materials prepared by the participants during the follow up stage: 1		
Specific objective(s): Outcomes	<p>SO1: deepen knowledge on EU-neighbours and the historical, cultural or environmental backgrounds of selected ENP regions, as well as EU institutions and EU-ENP mutual relations and the state of media sector in selected regions, through digital tools.</p> <p>SO2: upgrade professional qualifications and skills of media representatives through stationary workshops (accompanied by study visits and field trainings) and followed up by country-based assignments</p> <p>SO3: exchange expert know-how between EU and ENP journalists, experts, gauging and reflecting the ‘true’ public opinion in ENP states</p>	<p>SO1: skills and knowledge increased through e-learning, number of developed modules, the quality of modules, experts of appropriate quality identified for conducting the trainings, reliable media sector analysis</p> <p>SO2: skills and knowledge increased through on-site workshops - number of persons trained and involved in the follow up assignments, quality of the training programme, number of offsite trainings, experts of appropriate quality identified for conducting the trainings, number and quality of electronic tools, the quality of a handbook/manual for journalists, number of recipients (individual and institutional)</p> <p>SO3: skills, knowledge and learning experience</p>	0 : no baseline existing (2017)	<p>2019: SO1, Ind. 1: 150 participants complete the selected e-learning thematic blocks. Beneficiaries, media sector analysis elaborated</p> <p>SO1, Ind.2: 150 participants complete the selected E-Platform e-learning courses</p> <p>SO1, Ind. 3: 5 new thematic blocks</p> <p>SO2, Ind. 2: 150 participants complete the stationary workshops (5 editions, each with 30 participants, 5 thematic areas, 1 study visit and field training)</p> <p>SO2, Ind. 3: Quality of workshops and off-site trainings</p> <p>SO2, Ind. 4: at least 100 participants complete the follow up assignments</p> <p>SO2, Ind. 5: 1 source base of materials</p>	<p>Software used for digital support: IT architecture, e-learning materials, number of participants’ electronic accountants, media forum, source base of e-materials, also prepared by the participants (records on the server of data on persons taking part in the sessions, number of persons who completed the electronic modules confirmed by IT statistics;</p> <p>Participants’ lists from workshops, confirmed by signed attendance sheets;</p> <p>number of certificates issued</p> <p>Internal evaluation tools: Feed-back/evaluation questionnaires for workshops, off site training, digital tools, assessment of other technical and substantive aspects of the project activities</p> <p>Internal evaluation report</p> <p>Number of persons that accessed the project website and electronic platform confirmed by IT statistics</p> <p>Media sector analysis - report</p>	<p>Possible political, economic, social instability in selected ENP countries (especially ENP-South) may affect interest in the project and planned activities, inter alia, missions in targeted countries cancelled for security reasons, lower number of participants finishing the follow up country-based assignments due to political barriers. Different levels of technological development in selected regions (sources and speed of Internet access, IT devices). Possible restrictions as to the freedom of expression and the press in selected countries, including internet freedom (political and technological risks). Discriminatory</p>

		increased through active participation in the exchange of opinions, comments and expertise, number of registered participants on the on-line Media Forum, number of posts in discussions		prepared by the participants during the follow up stage SO3 , Ind. 1: Number of registered participants on the on-line Media Forum: 150 SO3 , Ind. 2: Number of posts in discussions: 50		practices towards women's right to education and work in selected countries may affect the number of women in the project.
Outputs	<p>Expected Result 1: Elaboration of the digital component consisting of 5 thematic knowledge-based courses and supplies/channels of electronic communication, aligning the new digital tools/platform with the <i>E-Platform for Neighbourhood</i> IT environment and already implemented courses.</p> <p>Expected Result 2: Elaboration of skills workshops consisting of 5 thematic sections, supplemented by study visits and field trainings, followed by sub-project assignments.</p> <p>Expected Result 3: An on-line Media Forum, administrated and moderated by the by experts leading the</p>	<p>1.1. Technical, functional requirements for digital components (R1)</p> <p>1.2. Quality of 7 e-learning modules and IT learning environment (R1)</p> <p>1.3 Quality of communication channels (R1)</p> <p>2.1. Quality of 5 skills workshops and offsite training (R2)</p> <p>2.2. Source base of materials prepared by project participants during the follow up stage/quality of the materials and the number of views.</p> <p>3.1. Media Forum designed (R3)</p> <p>3.2. Media Forum operational (R3)</p>	0 : no baseline existing (2017)	5 new thematic knowledge-based courses E-Platform for Neighbourhood aligned with the new IT environment Skills workshops consisting of 5 thematic sections elaborated 5 study visits and field trainings programmes organised 1 online Media Forum functional	<p>Source 1 (Indicator 1.1): Digital component operational and in line with substantive and technical requirements. Electronic manual for users.</p> <p>Source 2 (Indicator 1.2): Evaluation of the quality of courses and e-learning programme, filled in by participants, recorded by IT administrators</p> <p>Source 3 (Indicator 1.3) Evaluation sheets regarding the quality and suitability of communication channels, filled in by participants</p> <p>Source 4 (Indicator 2.1.): Evaluation sheets analysing quality and suitability of skills workshops, filled in by participants.</p> <p>Source 5 (Indicator 2.2): Electronic base of materials in line with substantive and technical requirements, number of views.</p> <p>Source 6 (Indicator 3.1-3.2): Compilation of data from the server: number of registered</p>	All project staff will be available on time, in line with the project's schedule Experts will be available and interested in undertaking and completing necessary assignments during the envisaged timeframes All funding will arrive on time The educational materials compiled by the project organisers will be appropriate for the purposes of the project aims, as will the IT architecture

	workshops and e-learning courses, as well as, the project Team, is bringing together practitioners and scholars working on, or interested in the European Union- or/and ENP-related matters for exchange of professional knowledge and journalistic experiences.				users, discussions/posts/topics.	
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