

MULTI-ANNUAL WORK PROGRAMME FOR GRANTS IN THE AREA OF COMMUNICATION

PERIOD COVERED: 2020-2021

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Disclaimer:

- *The purpose of this multi-annual work programme is to inform potential applicants that European Parliament intends to award grants in 2020-2021. It does not constitute an obligation to publish calls for proposals or to provide financial support during that period.*
- *Under the current circumstances linked to the COVID-19 outbreak, the provisional timetable under section VI may be reviewed as required by the circumstances.*

I. SUBJECT OF THE WORK PROGRAMME

In accordance with the Regulation on the financial rules applicable to the general budget of the European Union¹, and in particular Articles 180(4) thereof (“legal basis”), the European Parliament (EP) hereby adopts a multi-annual work programme for communication grants covering the period 2020-2021.

This multi-annual work programme for grants shall be implemented through the publication of calls for proposals on the European Parliament’s website. Applicants shall apply for funding following the requirements set out in the calls for proposals.

The grants programme is an instrument of the EP’s communication strategy in order to reach the objectives mentioned below.

II. OBJECTIVES OF THE GRANTS PROGRAMME AND EXPECTED RESULTS

The objectives of the EP communication grants programme are fully aligned with the EP institutional communication strategy. The EP communication strategy aims notably to emphasise how decisions taken by the European Parliament have a strong impact on the lives of citizens; and even more importantly, that they are legitimate because they are the result of a fully democratic process.

Democratic process and democratic engagement are the foundation of the European Parliament. European elections are a key moment in the democratic life of the EU and the results of voting, be it at local, regional, national, or European level, impact the lives of Europeans in profound ways.

However, democratic engagement goes beyond just elections: it is about understanding what is at stake well enough to make informed decisions. It is also about making one’s voice heard beyond the act of voting; it is about spreading the word and helping raise awareness about issues that concern us and our future. The freedom to do all this exists only in a democracy. It is up to each and every citizen to ensure that this is maintained; and it is up to the European Parliament to help them do so.

In order to foster the democratic process and democratic engagement, the EP relies on several key channels of “strategic engagement”. This refers to the engagement of the EP with stakeholders in order to work with them to accomplish a specific goal. This means helping them understand and communicate what the European Parliament is, what it does and what it stands for. For the purpose of the grants programme, the channels of specific engagement are notably the media, the public and private stakeholder networks– from civil society organisations, to NGOs or to private companies (including digital players and online platforms), and citizens. For this purpose, these key stakeholders should be able to access EP funding to implement their communication actions on the role and activities of the EP and ultimately to foster the European democratic process and engagement. Therefore, the principal objective of the grants programme can be defined as follows:

- To contribute to raise citizens’ awareness of the role and democratic values of the EP by promoting strategic engagement with media and other key public and private stakeholders.

¹ Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018, OJ-L 193/30.07.2018, p. 1.

The expected result of the programme is to increase the reach towards targeted audiences more effectively with messages related to the work of the European Parliament, to add legitimacy to EP campaigns and reinforce the importance of citizen involvement and representation in European decision-making.

The key performance indicator to measure the achievement of the principal objective of the grants programme is the number of communication actions co-financed and the hours of attention generated by the co-financed actions.

III. ACTIONS CO-FINANCED BY EP COMMUNICATION GRANTS

The EP intends to award grants covering the period 2020-2021 on the basis of at least three calls for proposals, as described below. Grants will be awarded in accordance with the requirements of the subsequent calls for proposals, in order to co-finance work programmes or actions.

Co-financing of projects by the EP will be limited to a maximum of 80% of the project's eligible costs.

1. Grants for media partnerships and media actions

The EP is looking to co-finance multimedia projects in the fields of television, radio, online and written press aimed at providing citizens with non-partisan and factual information about the EP and showing the impact and relevance of the EP and EU action on people's daily life. Complete editorial freedom will be given to the grant beneficiaries, who should, in turn, guarantee impartial, balanced and open debate. The target of such projects is the general public, or specific target audiences defined by the EP in the call for proposal. The reach, audience and impact of the project are key criteria for awarding the grants. All the projects should be multimedia, outlining a strategy for online distribution in the application.

Types of actions: the EP intends to award grants for a series of actions set out in a work plan (media partnership) and/or specific actions (media action grants).

Supported activities may include but are not limited to:

- TV shows or parts of them, including integration of slots in shows with established viewing figures or in peak times; audience outside the EU27 is not considered an asset.
- Radio programmes, including integration of slots in programmes with established airing figures or in peak times; audience outside EU27 is not considered an asset.
- Multimedia projects with high views and engagement rates, including strong distribution via social media, and possibly participation/interaction with public.
- Projects with a trans-European dimension (cooperation of different media across Europe).
- Projects that contribute to fact-checking and to counter disinformation, providing a high level of audience.

2. Engagement grants

The EP is looking to co-finance actions aimed at promoting the role of the EP and its democratic values and supporting citizens' democratic engagement, targeting a predefined audience

via specific engagement channels, such as civil society organisations, public and private stakeholders fostering the representation and participation of citizens in the European democratic life. Such organisations may target specifically the youth target groups via specific events (European youth events) and may work in collaboration with volunteers supporting EP communication activities, in particular the community “together.eu”. The EP is also looking to promote its role and democratic values showcased during specific events and campaigns embedded in the legislative schedule (such as the Sakharov prize for the freedom of thought, the Lux Film Prize for cultural diversity, etc.).

Type of actions: the EP intends to award grants for a series of actions set out in a work plan (partnership) and/or specific actions (action grants).

Supported activities may include but are not limited to:

- Events or series of events aimed at providing citizens and/or civil society representatives with an opportunity to discuss topics directly linked to the European Parliament;
- large-scale event or series of events where the applicant is either the main organiser, a co-organiser, or is participating in the event or series of events as a sponsor, holder of a stand or provider of (part of) an activity included in the event programme dedicated to informing event participants about the European Parliament or its activities;
- structured activities such as information stands, door-to-door canvassing, marches, rallies, leafleting, street activities, games, flash mobs, etc., aimed at increasing the visibility of the European Parliament campaigns;
- series of information sessions, presentations, workshops, organised by the applicant in schools (target audience of first-time voters), universities, within organisations, etc. and aimed at informing participants about the European Parliament;
- online discussion groups, fora and other social media activities offering members and/or followers the possibility to discuss and exchange views on topics related to the European Parliament;
- dedicated video channels, websites, apps, web tools and social media accounts producing original content directly related to the European Parliament’s campaigns and engaging the viewers/followers/members in a discussion about the topic, encouraging them to share the content and/or informing them about the European Parliament;
- enhanced outreach of the planned activities via support from web and social media tools.

3) Grants awarded to identified beneficiary(ies)

Grant to the Jean Monnet Association to implement an annual work plan in coordination with the activities of the Jean Monnet House.

IV-. INDICATIVE TIMETABLE AND BUDGET FOR 2020-2021

The **indicative timetable for 2020-2021** is as follows:

Publication of the multi-annual work programme:	31 March 2020
<i>Grants for media</i>	

Publication of the call for proposals:	1 May 2020
Application deadline:	15 June 2020
Evaluation period:	June/July 2020
Information to applicants:	September 2020
Signature of partnerships or grant agreements:	As of October 2020
Implementation period:	1 October 2020 (earliest start date) - 30 June 2022 (latest end date)
Evaluation of completed projects:	Final reports must be submitted by beneficiaries within 2 months following the end of the action
<i>Engagement grants</i>	
Publication of the call for proposals:	15 June 2020
Application deadline:	15 September 2020 Or permanent open call. Applications must be submitted two months before the event and award is subject to the availability of corresponding funds in the budget
Evaluation period:	October/November 2020
Information to applicants:	November 2020
Signature of partnerships or grant agreements:	December 2020
Implementation period:	1 December 2020 (earliest start date) - 31 March 2022 (latest end date)
Evaluation period:	Final reports must be submitted by beneficiaries within 2 months following the end of the action

<i>Grant to an identified beneficiary</i>	
Grant to the Jean Monnet Association to implement an annual work plan in coordination with the activities of the Jean Monnet House:	Application must be submitted before the beginning of the financial year of the beneficiary.

The **indicative budget available** for media and engagement grants in 2020-2021 is € 8.8 million, subject to the availability of corresponding funds in the EU budget.

The indicative budget available for the grant awarded to an identified beneficiary is € 50,000.

Contact: Questions of clarification may be sent by e-mail to: dgcomm-subvention@ep.europa.eu. Questions drafted in English or French will receive a reply within 5 working days. It should be noted that this time-limit could be extended in case a translation from any EU official language to English or French would be required.