

EN
ANNEX

Annual work programme for 2024 for information outreach and the promotion of coordination between the Union and Member States on the humanitarian aid budget

1. INTRODUCTION

The annual work programme for 2024 for information outreach and the promotion of coordination between the Union and Member States on the Union humanitarian aid budget concerns expenditure under the following budgetary items:

- 14 20 04 03 – Information policy and strategic communication for external action: EUR 1 495 419
- 14 20 04 05 – Promotion of the coordination between the Union and Member States on development cooperation and the humanitarian aid: EUR 602 750.

The annual work programme for 2024 is based on the objectives and tasks resulting from the Commission’s institutional prerogatives, as provided for in Article 58(2), point (d) of the Regulation (EU, Euratom) 2018/1046 (‘the Financial Regulation’)¹ and follow further guidance on the implementation of these tasks by the following documents:

- “A stronger Europe in the world” in “A Union that strives for more – My agenda for Europe by candidate for President of the European Commission Ursula von der Leyen - Political Guidelines for the next European Commission 2019–2024”²;
- “Shared Vision, Common Action: A Stronger Europe - A Global Strategy for the European Union’s Foreign And Security Policy”³;
- Joint Communication from the Commission and the European External Action Service on Tackling COVID-19 disinformation – Getting the facts right of 10 June 2020⁴;
- Commission Staff Working Document General Guidelines on Operational Priorities for Humanitarian Aid in 2024⁵; and
- Communication from the Commission to the European Parliament and the Council on the EU’s humanitarian action: new challenges, same principles⁶.

On the basis of the objectives given in the institutional prerogatives, this work programme contains the actions to be financed and the budget breakdown for the year 2024 as follows:

¹ OJ L 193, 30.07.2018, p. 1.

² https://ec.europa.eu/info/sites/default/files/political-guidelines-next-commission_en_0.pdf.

³ https://eeas.europa.eu/sites/eeas/files/eugs_review_web_0.pdf.

⁴ JOIN/2020/8 final - <https://op.europa.eu/en/publication-detail/-/publication/08c7a6a3-ab40-11ea-bb7a-01aa75ed71a1/language-en/format-PDF/source-274339257>.

⁵ SWD(2023) 354FINAL– https://ec.europa.eu/info/files/annual-priorities-humanitarian-aid-2023-general-guidelines-operational-priorities-humanitarian-aid-2024_en.

⁶ COM(2021)110 - <https://op.europa.eu/en/publication-detail/-/publication/a45c7136-818f-11eb-9ac9-01aa75ed71a1/language-en/format-PDF/source-274339651>.

- (a) procurement (under direct management) to increase awareness, understanding of and support for humanitarian issues: EUR 1 415 449 (point 2.1);
- (b) procurement (under direct management) for the organisation of events, dialogues and exchanges between the Commission, Member States, international organisations and other international actors: EUR 449 612 (point 2.2);
- (c) for corporate IT costs: EUR 110 108 (point 3.1);
- (d) for other actions the Commission's membership fees and contributions to the international organisations and networks: EUR 123 000 (point 3.2);

The objectives set out below are designed to support the information and communication activities of the Union's humanitarian aid actions. Early adoption of the Decision is intended to ensure the availability of the budgetary funds at the beginning of 2024.

Legal basis

Article 58(2), point (d) and Article 110 of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012⁷.

Budget lines

14 20 04 03 and 14 20 04 05

Objectives pursued

The overall objective is to support proactive information, communication and public outreach activities and to increase the visibility and understanding of the Union's external action within the Union when communicating themes having a significant international dimension, in third countries and with international organisations.

Expected results

Increased awareness and support for humanitarian issues within the Union and outside and contribution to the corporate communication actions of the Commission. The organisation of international events should lead to improved cooperation with Member States and other donors and a more effective humanitarian system.

⁷ OJ L 193, 30.07.2018, p. 1.

2. PROCUREMENT

The estimated global budgetary envelope reserved for procurement contracts in 2024 amounts to EUR 1 865 061.

2.1. Information outreach on the Union's humanitarian aid actions

Subject matter of the contracts envisaged (*communication activities*)

The funds under this section will be used to increase awareness, understanding of and support for humanitarian issues, especially in Europe and in third countries where the Union is funding important humanitarian operations, by organising high impact public awareness, information and communication actions. These also serve to highlight the partnership between the Commission, specifically the Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO), and its partners in delivering relief assistance to people affected by humanitarian crises. Communication actions will also contribute, where appropriate, to the corporate communication of the Commission.

DG ECHO's communication approach for humanitarian aid takes into account the specificity of humanitarian aid, with a view to preserving a distinct identity for principled, needs-based humanitarian action, in line with the European Consensus on Humanitarian Aid⁸. The Union is one of the world's leading humanitarian aid donors and plays an important role in shaping the global humanitarian landscape. Providing transparent and accountable information about the impact of the Union's humanitarian aid and disaster response and the underlying values to stakeholders in the wider sense is crucial to underpinning and mobilising continued support and relief assistance.

Joint communication actions with the European Commission's humanitarian partners are integral to this approach. Operational activities funded by DG ECHO will thus fully integrate this imperative, aligned with the visibility requirements of the Commission's Corporate Model Grant Agreement, which came into force under the umbrella of the new long-term budget in 2021.

Communicating the Union's response to sudden onset, ongoing and protracted crises remains at the core of communication planning, together with awareness-raising on more strategic themes, such as the humanitarian consequences of climate change, food security, international humanitarian law, the humanitarian principles and 'forgotten crises'.

Communication channels and actions funded under this budget line will include, inter alia, traditional print media, digital and social media products, journalist visits, audio-visual programmes and media partnerships, online and offline content promotion, and strategic actions with humanitarian partners on key campaigning issues. Priority will be given to large-scale and integrated actions, enabling engagement with specific target audiences.

Total budget: EUR 1 415 449

Budget line

14 20 04 03

⁸ https://ec.europa.eu/echo/who/humanitarian-aid-and-civil-protection/european-consensus_en.

Method of implementation

Contracts will be awarded and managed under direct management by DG ECHO, where possible using corporate framework contracts with specialised service providers. The Commission ensures that the EU appropriate rules and procedures for providing financing to third parties are respected, including review procedures, where appropriate, and compliance of the action with EU restrictive measures⁹.

For the implementation of the outreach and communication on the ground, DG ECHO and the contractor(s) should loop in the EC Representations in the Member States to make sure that country specific aspects and political sensitivities are taken into account prior to the launch.

2.2. Organisation of events, dialogues and exchanges between the Commission, Member States, international organisations and other international actors, including preparation of and participation to international fora or under the policy stream financing for development and humanitarian aid

Subject matter of the contracts envisaged

Activities (e.g. events and research) contributing to support the European Commission's humanitarian aid priorities. These may include, inter alia, donor outreach and exchanges, high-level humanitarian events in the UN framework, initiatives and expertise to support the effectiveness and efficiency of the humanitarian system.

An amount of **EUR 200 000** will be used as the DG ECHO's contribution to the Syria pledging conference, organised by DG NEAR in the first half of N+1.

The total amount for the organisation of events, dialogues and exchanges between the Commission and international actors such as donor and pledging conferences and the organisation of events, dialogues and exchanges between the Commission and international organisations is set at **EUR 449 612**.

Budget line

14 20 04 05

Method of implementation

Contracts will be awarded and managed under direct management by DG ECHO, where possible using corporate framework contracts with specialised service providers. The Commission ensures that the EU appropriate rules and procedures for providing funds to third parties are respected, including review procedures, where appropriate, and compliance of the action with European Union restrictive measures.

For the implementation of the outreach and communication on the ground, DG ECHO and the contractor(s) should loop in the EC Representations in the Member States to make sure that country specific aspects and political sensitivities are taken into account prior to the launch

⁹ www.sanctionsmap.eu. Please note that the sanctions map is an IT tool for identifying the sanctions regimes. The source of the sanctions stems from legal acts published in the Official Journal (OJ). In case of discrepancy between the published legal acts and the updates on the website, it is the OJ version that prevails.

3. OTHER ACTIONS OR EXPENDITURE

3.1. Corporate IT costs

Legal basis

Article 58(2), point (d) and Article 110 of the Financial Regulation

Budget lines

14 20 04 03 and 14 20 04 05

Amount

EUR 110 108

Description and objective of the implementing measure

Following amounts are allocated to central corporate IT activities implemented by DG DIGIT, in line with the Communication on the guidelines on financing of the IT corporate systems¹⁰:

Budget line 14 20 04 03: EUR 79 970

Budget line 14 20 04 05: EUR 30 138

Total budget: EUR 110 108

Method of implementation

The implementation method of corporate IT will be direct management. The Commission ensures that the EU appropriate rules and procedures for providing funds to third parties are respected, including review procedures, where appropriate, and compliance of the action with European Union restrictive measures.

3.2. Commission's membership fees and contributions to international organisations and networks

Subject matter of the contracts envisaged

Commission's membership fees and contributions to the Active Learning Network for Accountability and Performance (ALNAP), the Cash Learning Partnership (CaLP) and the Inter-agency Network for Education in Emergencies (INEE)

Alnap

Based on Commission Decision C(2021) 4020 final, the Commission has started its participation in 2021 as a formal, paying member of the Active Learning Network for Accountability and Performance (ALNAP), under the Commission's rules for participation in private-law bodies. Similar Commission decisions are expected to be adopted for the Cash Learning Partnership (CaLP) and the Inter-agency Network for Education in Emergencies (INEE).

¹⁰ C(2020)6126, 09.10.2020.

ALNAP's activities support DG ECHO's implementation of the Commission's Better Regulation Guidelines¹¹, which have a strong focus on learning (as well as on accountability) and clarify that 'Better Regulation means designing Union policies and laws so that they achieve their objectives at minimum cost'. Better Regulation is a way of working to ensure that political decisions are prepared in an open, transparent manner, informed by the best available evidence and backed by the comprehensive involvement of stakeholders.

ALNAP's objectives and general activities are well aligned with the objectives of Council Regulation (EC) No 1257/96 concerning humanitarian aid¹², which is based on the fundamental principles of humanitarian aid¹³.

Budget: EUR 100 000

CaLP and INEE partnerships

The Cash Learning Partnership (CaLP) is a network of actors with the primary objective of maximising the potential that humanitarian cash and vouchers assistance (CVA) can bring to people in contexts of crises. DG ECHO has made multiple policy commitments, most recently reiterated in the 2021 Communication on the EU's humanitarian action¹⁴, to scale-up the quality and scale of cash assistance.

Membership of CaLP will enable DG ECHO to be actively and proactively engaged in the collective mission of the network. This will publicly demonstrate to DG ECHO's humanitarian partners and other stakeholders – including donors in the Donor Cash Forum which DG ECHO chairs – that DG ECHO is committed to advancing CVA and best practice across the sector.

Membership will allow DG ECHO to strategically influence cash assistance, by shaping influential technical developments (e.g., developing common standards and good practice guidance), shaping the global research agenda to further strengthen the evidence base for cash, influencing CaLP's policy work, including identifying priority issues to shape the future of cash-based assistance, and influencing strategic direction and oversight, for instance through the Board, Technical Advisory Group and Working Groups.

The Inter-agency Network for Education in Emergencies (INEE) is an open, global, non-profit network of members working together within a humanitarian and development framework to ensure all persons the right to quality, safe, and relevant education. DG ECHO membership in its Steering Group will provide an opportunity to strategically influence the global policy development in the education in emergencies sector, contributing to strengthening the position of the EU as a global actor in this field. It will also be a platform for further encouraging the humanitarian-development-peace nexus approach and steering the engagement with policymakers, donors and practitioners on the complete scope of education in emergencies issues.

Budget: EUR 23 000

Total budget: EUR 123 000

Budget line

14 20 04 05

Method of implementation

Following Article 239 of the Financial Regulation on membership fees and other payments of subscriptions, the Union may pay contributions as subscriptions to bodies of which it is a member or an observer.

¹¹ SWD(2017) 350.

¹² Council Regulation (EC) No 1257/96 of 20 June 1996 concerning humanitarian aid (OJ L 163, 2.7.1996, p. 1).

¹³ https://ec.europa.eu/echo/who/humanitarian-aid-and-civil-protection/humanitarian-principles_en.

¹⁴ COM(2021) 110 final.

Appendix 1
Allocations by actions in Euro

	Budget Line 14 20 04 03
Procurement concerning actions on information outreach on EU external relations.	EUR 1 415 449
Actions for Corporate IT	EUR 79 970
Total amount	EUR 1 495 419
	Budget Line 14 20 04 05
Procurement activities (e.g. events and research) contributing to support the European Commission's humanitarian aid priorities.	EUR 449 612
Membership fees	EUR 123 000
Actions for Corporate IT	EUR 30 138
Total amount	EUR 602 750