



Brussels, 10.7.2013  
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2013/0238 (COD)

Proposal for a

**DECISION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**

**on the European Year of Development (2015)**

{SWD(2013) 265 final}

## EXPLANATORY MEMORANDUM

### 1. CONTEXT OF THE PROPOSAL

Development cooperation has changed in recent decades against a background of increasing global challenges and interdependence, differentiation among developing countries and new actors in development.

2015 will be a pivotal year for development: it is the last year for achieving the collectively agreed Millennium Development Goals (MDGs) and the year in which major decisions will have to be taken on the framework that will replace them.

Four years after the adoption of the Communication on the *Agenda for Change*<sup>1</sup>, 2015 will also be a good time to communicate the concrete results of the reform of development policy which that represented.

The EU is the biggest donor of official development aid (ODA) in the world, providing more than half of all aid given worldwide. Its strong commitment to supporting partner countries dates back to 1957, when the Treaties of Rome first established a European development policy.

The Lisbon Treaty has firmly anchored development policies, with their overall objective of poverty eradication, in the EU's external action in support of its interest in a stable and prosperous world. Development cooperation is also part of the Europe 2020 Strategy.

Lastly, important EU policy initiatives such as Policy Coherence for Development and Aid Effectiveness have consistently contributed to improving the programming and implementation of EU development cooperation.

### 2. A EUROPEAN YEAR FOR DEVELOPMENT

#### • Challenges

Despite this strong commitment to supporting partner countries, EU citizens often lack information on development cooperation, why it is needed and on the added value of development policies at EU level. The October 2012 Eurobarometer survey highlighted significant areas of ignorance, with 53% of respondents indicating that they know nothing about where EU aid goes (44% are unaware of where their country's bilateral aid goes)<sup>2</sup>.

The survey also showed that personal commitment is decreasing slightly and that perceptions of development cooperation and the importance attached to it differ across the EU.

In a rapidly changing world, people need information as to how an outward-looking Europe can help to ensure global sustainability. It is important to raise European citizens' awareness of our global interdependence. In general, EU citizens are keen to understand how they can make a difference and being informed is the first step towards taking action.

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<sup>1</sup> *Increasing the impact of EU Development Policy: an Agenda for Change*, Commission Communication (2011) 637 final, and Council conclusions of 14 May 2012.

<sup>2</sup> *Solidarity that spans the globe: Europeans and development aid*, Special Eurobarometer 392, October 2012.

Development policies have undergone a paradigm shift in recent years. Moving away from the traditional donor-beneficiary relationship, the emphasis today is increasingly on an approach to global challenges of mutual interest which is based on parity with partner countries.

Nevertheless, major EU development policy objectives need public commitment. Given the strains of the global crisis, for instance, strong public opinion may help to achieve the target of channelling 0.7% of GNP to development funding<sup>3</sup>.

Furthermore, the importance attached to development cooperation varies from one Member State to the next. The EYD2015 is an opportunity to improve the level of information in all Member States. The approach will address the different national target groups. With this in mind, the involvement of Member States and the EU Representations will be particularly important.

The fact that the EU is a global player and vector for change is important to continued support for its development policy. The EU needs to be seen to be coordinating and cooperating with Member States and other donors. Citizens are largely unaware of the effectiveness and positive effects of aid and this needs to be presented in less technical terms.

#### • **Opportunities**

Organising the European Year of Development specifically in 2015 will require significant additional effort, but also represent an opportunity to mobilise Europe-wide momentum both among policy-makers and EU citizens at large. The EYD2015 can generate greater public awareness and put the EU's international development role in the spotlight. It can also raise the level of knowledge in the population at large as to how development, sustainable development, climate change, food security, biodiversity, and other relevant issues are interrelated, and how this affects the poorest people on the planet and promote the concept of policy coherence. It can tie in with all the communication initiatives that Member States and other actors in development cooperation are no doubt planning for that year in particular.

As shown in the Eurobarometer, the evident need to improve communications on the EU's development cooperation is matched by an overall receptiveness on the part of EU citizens to helping the poor in partner countries. Support for helping partner countries is consistently high (85%). More than six out of ten Europeans think that aid to partner countries should be increased. However, communication strategies on EU development cooperation always need to be geared to national circumstances.

The EU has a broad and active network of non-governmental development cooperation organisations which liaise closely with EU institutions. The NGOs have a key role to play in addressing and involving EU citizens.

The private sector and international foundations are increasingly active in development cooperation and international opinion leaders are becoming important players as regards development aid. They are influential in creating synergies, including in terms of communicating on development cooperation to a wider audience.

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<sup>3</sup> This refers to the repeated commitment of the world's governments to commit 0.7% of rich-countries' gross national product (GNP) to official development assistance.

The dense network of European Union Delegations all over the world makes it possible to gather information on the results of EU development cooperation and disseminate it in partner countries.

The EYD2015 will help to give leverage to the ongoing communication efforts on EU development cooperation. It will reinforce the visibility and results-based focus of that cooperation.

- **Objectives and proposed activities**

The aim of the EYD2015 is to inform EU citizens about EU development cooperation, highlighting what the European Union can already achieve as the biggest aid donor in the world and how it could do even more with the combined strength of its Member States and its institutions.

The EYD2015 seeks to stimulate the active interest of European citizens in development cooperation and foster a sense of responsibility and opportunity as regards their participation in policy formulation and implementation.

It will raise awareness of the role of EU development cooperation, which brings a wide range of benefits not only for recipients but also for EU citizens, in a changing and increasingly interdependent world.

The main messages to be conveyed during the year should flow from the recent Communications *Increasing the impact of EU Development Policy: an Agenda for Change* and *A decent life for all, ending poverty and giving the world a sustainable future*<sup>4</sup>.

A broad approach, covering both EU development cooperation and humanitarian aid, will be taken to communicating about EU aid in during the EYD2015. Where possible, action for the EYD2015 will be designed and implemented with strategic partners. Existing fora will be used to promote the EYD2015, therefore, but innovative partnerships should also be sought.

All activities should be as close as possible to citizens in and outside the EU and be easily understood by them. Specific target groups, including young people, will be addressed in order to have a greater impact.

As far as possible, advantage will be taken of existing communication initiatives, e.g. European Development Days, the Development Education and Awareness Raising (DEAR) initiative, awards such as the Lorenzo Natali Prize or publications on EU development cooperation such as EuropeAid's Annual Report.

Activities in other policy fields, e.g. external relations, trade, enlargement, employment and social policy, education and culture, health, agriculture, and research and innovation, already contribute directly or indirectly to promoting development. The Commission will draw on these activities to add to the impact of the EYD2015.

As in previous European Years, additional measures will include communication campaigns, conferences, events, initiatives, studies and surveys at European, national, regional and local level, to convey key messages, disseminate information

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<sup>4</sup> *Increasing the impact of EU Development Policy: an Agenda for Change*, Commission Communication (2011) 637 final, and Council conclusions of 14 May 2012; *A decent life for all, ending poverty and giving the world a sustainable future*, Commission Communication (2013) 92 final. European Parliament resolution of 23 October 2012 on *An Agenda for Change: the future of EU development policy* (2012/2002/INI).

on EU development cooperation and invite EU citizens to participate and actively contribute. The Commission may identify other activities to contribute to the objectives of the EYD2015.

Action under the EYD2015 needs to be tailored to the needs and circumstances of individual Member States. Lessons from previous European Years will be taken into account. Member States are invited to appoint a national EYD2015 coordinator. National coordinators will consult closely with a wide range of stakeholders and, where appropriate, act as the national agencies or contact points for the relevant EU activities.

EYD2015 action taken together with Member States will take into consideration each country's existing communication strategies. Member States will thus be invited to communicate on EU development cooperation in the widest sense.

### **3. RESULTS OF CONSULTATIONS WITH THE INTERESTED PARTIES**

In May 2011, responding to an initial proposal by the European NGO Confederation for Relief and Development (CONCORD), the European Economic and Social Committee proposed designating 2015 the European Year for Development.

In October 2012, the European Parliament called on the Commission to make 2015 the European Year for Development, expressing its hope that this would raise the profile of development cooperation.

The Commission services and the External Action Service have been informally consulted on the idea of the EYD2015.

The European Parliament and Member States have been informally contacted on the organisation of the EYD2015.

The EYD2015 is an item on the agenda for the regular meeting with Member States' Directors-General responsible for development in June 2013.

Discussions on organisation have been held with the inter-institutional EYD2015 task force made up of representatives of CONCORD, the European Economic Social Committee, the Committee of the Regions, Members of the European Parliament and Member States.

Plans for the EYD2015 have been shared with the Development Education Awareness Raising (DEAR) forum, which aims to strengthen NGOs' awareness-raising capacities and educate and involve the European public in worldwide poverty eradication and social inclusion. The substance of the initiative is widely welcomed, and the growing number of requests for further information and active support indicate that there is strong demand for it.

Given the external relations dimension of the EYD2015, informal discussions have also taken place with international organisations.

### **4. LEGAL ELEMENTS OF THE PROPOSAL**

- **Legal basis**

Article 209 TFEU provides the legal basis for the development and implementation by the EU of its development policy, as defined in Article 208.

Article 210 TFEU provides that, in order to promote the complementarity and efficiency of their action, the Union and the Member States should coordinate their

development cooperation policies and consult each other on their aid programmes, including in international organisations and during international conferences. They may undertake joint action. Member States should contribute if necessary to the implementation of Union aid programmes. The Commission may take any useful initiative to promote the coordination.

The main purpose of the proposal for a decision on the EYD 2015 is to raise public awareness of the added value of a European dimension in cooperation in view of global interdependence and changing EU development policy.

As such, this objective falls within the ambit of both articles mentioned above.

- **Subsidiarity principle**

The primary responsibility for raising citizen's awareness of development issues rests with Member States. Action at Union level complements and supplements national actions in this respect, as highlighted in the political declaration *Communicating Europe in Partnership* signed on 22 October 2008 by the European Parliament, the Council and the Commission<sup>5</sup>. Since, due to the need for multilateral partnerships, transnational exchange of information and Union-wide awareness-raising and dissemination of good practices, the objectives of the European Year of Development cannot be sufficiently achieved by the Member States and can therefore, given the scale of the European Year of Development, be better achieved at Union level, the Union may adopt measures, in accordance with the principle of subsidiarity as set out in Article 5 of the Treaty on European Union.

- **Proportionality principle**

The action to be implemented in the proposed European Year does not go beyond what is necessary to achieve its objectives. The proposal therefore respects the principle of proportionality, as set out in Article 5 TEU.

## 5. BUDGETARY IMPLICATION

The flexibility for annual or multiannual priority-setting based on the Commission's budget lines and programmes provides sufficient financial margin for running the EYD2015 under the current preliminary planning (see Annex).

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<sup>5</sup> OJ C 13, 20.1.2009, p. 3.

Proposal for a

**DECISION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**  
**on the European Year of Development (2015)**

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,  
Having regard to the Treaty on the Functioning of the European Union, and in particular Article 209 and Article 210(2) thereof,  
Having regard to the proposal from the European Commission,  
After transmission of the draft legislative act to the national Parliaments,  
Having regard to the opinion of the European Economic and Social Committee<sup>6</sup>,  
Having regard to the opinion of the Committee of the Regions<sup>7</sup>,  
Acting in accordance with the ordinary legislative procedure,

Whereas:

- (1) Development cooperation consists of promoting human development and the fulfilment of human beings in all respects, including the cultural dimension<sup>8</sup>.
- (2) The European Union has been providing development cooperation aid since 1957 and is the largest donor of official development aid in the world.
- (3) The Lisbon Treaty has firmly anchored development policy within EU external action in support of the EU's interest in a stable and prosperous world. Development policy also helps address other global challenges and contributes to the EU-2020 Strategy.
- (4) The EU has been a leader in formulating and implementing the concept of policy coherence for development, which aims at strengthening synergies between non-aid policies and development objectives.
- (5) The fight against poverty remains the primary objective of the European Union's development policy, as laid down in Article 21 of the Treaty on European Union and Article 208 of the Treaty on the Functioning of the European Union.
- (6) In 2000, the international community undertook to take concrete steps by 2015 to fight poverty, with the adoption of the Millennium Development Goals, objectives which were accepted by the Union and its Member States.
- (7) The world has undergone enormous change over recent years, including major shifts in the global economic and political balance. New actors, including private and other non-governmental players, have emerged in the global arena. While developed and emerging economies account for most of global GDP, the latter have now become the

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<sup>6</sup> OJ C xxxx, p.

<sup>7</sup> OJ C xxxx, p.

<sup>8</sup> European Parliament resolution of 23 October 2012 on *An Agenda for Change: the future of EU development policy* (2012/2002/INI).

key drivers of global growth and already have a significant impact on the world economy.

- (8) Continued support for development cooperation is vital in a rapidly changing world. Around 1.3 billion people still live in extreme income poverty and the human development needs of many more are still not being met. Inequalities within countries have increased in most parts of the world. The natural environment is under increasing pressure and the developing countries are hit particularly hard by the effects of climate change. These challenges are universal and inter-related and need to be addressed by all countries acting together.
- (9) Discussions on the post-2015 framework have started and the European Commission has set out its views in the Communication *A decent life for all, ending poverty and giving the world a sustainable future*<sup>9</sup>. This policy proposal aims to address the shortcomings of the current development framework and set out a common approach to bringing together poverty eradication and sustainability concerns in an overarching international framework. It builds on the 2011 Communication *Increasing the impact of EU Development Policy: an Agenda for Change*<sup>10</sup>, which has already resulted in a major reorientation of EU development policies.
- (10) A European Year of Development in 2015 will provide a timely opportunity to raise general public awareness of the current orientation of European development policy. Information is needed on how an outward-looking Europe can help to ensure global sustainability. This includes raising awareness of global interdependence and illustrating that development is more than just aid.
- (11) 2015 should be an emblematic and pivotal year, being the last year for achieving the collectively agreed Millennium Development Goals and thus offering a unique opportunity to take stock of the international commitments from 2000. 2015 will also be the year in which a major international decision should be taken on the development framework that will replace the MDG framework over the coming decades.
- (12) The same year could also be the appropriate time to present the results of EU development policy following implementation of the principles set out in the *Agenda for Change* Communication adopted in 2011.
- (13) Key to the successful impact of Union action for development is the extent to which it enjoys broad popular and political support. The European Year should therefore act as a catalyst for raising awareness, building momentum and exchanging best practices between Member States, local and regional authorities, civil society, social partners and international entities and organisations involved in development issues. It should help to focus political attention and mobilise everyone concerned in order to drive forward and promote further action and initiatives at Union and Member State level, in association with the beneficiaries of aid development and their representatives.
- (14) The October 2012 Eurobarometer<sup>11</sup> showed strong support from EU citizens for helping people in partner countries (85%). In spite of the current economic climate,

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<sup>9</sup> *A decent life for all, ending poverty and giving the world a sustainable future*, Commission Communication (2013) 92 final.

<sup>10</sup> *Increasing the impact of EU Development Policy: an Agenda for Change*, Commission Communication (2011) 637 final, and Council conclusions of 14 May 2012.

<sup>11</sup> *Solidarity that spans the globe: Europeans and development aid*, Special Eurobarometer 392, October 2012.



more than six out of ten Europeans think that aid for people in partner countries should be increased. At the same time, the Eurobarometer showed clearly that there is a lack of knowledge on EU development cooperation, which calls for better communication.

- (15) In its resolution of 23 October 2012<sup>12</sup>, the European Parliament invited the Commission to make 2015 the European Year of Development, expressing its hope that this would raise the profile of development cooperation.
- (16) Efficient coordination between all partners contributing at Union, national, regional and local levels is a fundamental prerequisite for an effective European Year. Local and regional partners have a particular role to play in promoting EU development policy.
- (17) The differing national socioeconomic and cultural contexts and sensitivities call for some of the activities of the European Year to be decentralised to national level, in accordance with Article 58 of the Financial Regulation<sup>13</sup>. However, the setting of policy priorities at national level should be coordinated by the Commission with a view to guaranteeing consistency with the strategic objectives of the European Year.
- (18) Participation in the European Year activities to be financed should be open to the Member States and the candidate countries benefiting from a pre-accession strategy, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes as laid down in the Framework Agreement and in Association Council decisions, respectively.
- (19) Consistency and complementarity with other Union action should be ensured, in particular with the Development Cooperation Instrument (DCI) including the Development Education and Awareness Raising programme (DEAR) programme, the European Development Fund (EDF), the European Neighbourhood Partnership Instrument (ENPI) and other EU financing instruments for external action where relevant to development policy.
- (20) The financial interests of the Union should be protected through proportionate measures throughout the expenditure cycle, including the prevention, detection and investigation of irregularities, the recovery of funds lost, wrongly paid or incorrectly used and, where appropriate, administrative and financial penalties in accordance with Regulation (EU) No 966/2012<sup>14</sup> of the European Parliament and of the Council on the financial rules applicable to the annual budget of the Union.
- (21) In order to optimise the effectiveness and efficiency of the activities envisaged for the European Year of Development, it is important that a set of preparatory actions be carried out in 2013 and 2014.
- (22) The Commission has already taken various initiatives to promote development policies and inform citizens about its development cooperation. These existing initiatives should be used as much as possible for the European Year 2015.
- (23) The primary responsibility for raising citizens' awareness of development issues rests with Member States. Action at Union level complements and supplements national actions in this respect, as highlighted in the political declaration *Communicating*

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<sup>12</sup> European Parliament resolution of 23 October 2012 on *An Agenda for Change: the future of EU development policy* (2012/2002/INI).

<sup>13</sup> Regulation (EU, EURATOM) No 966/2012 of the European Parliament and 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 1605/2002.

<sup>14</sup> OJ L 298, 26.10.2012, p.1

*Europe in Partnership* signed on 22 October 2008 by the European Parliament, the Council and the Commission<sup>15</sup>.

- (24) Since, due to the need for multilateral partnerships, transnational exchange of information and Union-wide awareness-raising and dissemination of good practices, the objectives of the European Year of Development cannot be sufficiently achieved by the Member States and can therefore, given the scale of the European Year of Development, be better achieved at Union level, the Union may adopt measures, in accordance with the principle of subsidiarity as set out in Article 5 of the Treaty on European Union. In accordance with the principle of proportionality, as set out in that Article, this Decision does not go beyond what is necessary in order to achieve those objectives,

HAVE ADOPTED THIS DECISION:

*Article 1*

***Subject***

2015 shall be designated the ‘European Year of Development’ (hereinafter referred to as ‘the European Year’).

*Article 2*

***Objectives***

The general purpose of the European Year shall be:

- to inform EU citizens about EU development cooperation, highlighting what the European Union can already achieve as the biggest aid donor in the world and how it could do even more with the combined strength of its Member States and its institutions.
- to stimulate the active interest of European citizens in development cooperation and foster a sense of responsibility and opportunity as regards their participation in policy formulation and implementation; and
- to raise awareness of the role of EU development cooperation, which brings a wide range of benefits not only for recipients but also for EU citizens, in a changing and increasingly interdependent world.

*Article 3*

***Initiatives involved***

1. The measures taken to achieve the objectives set out in Article 2 may include the following initiatives organised at Union, national, regional or local level, as detailed in the Annex to this Decision:
  - communication campaigns to disseminate key messages targeted at the general public and more specific audiences, including through social media;
  - the organisation of conferences, events and initiatives with all relevant stakeholders, to promote active participation and debate, and to raise awareness at European level;

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<sup>15</sup> OJ C 13, 20.1.2009, p. 3.

- concrete initiatives in the Member States aimed at promoting the objectives of the European Year, in particular through the exchange of information and sharing of experience and good practices among national, regional, local administrations and other organisations; and
  - undertaking studies and surveys and disseminating their results.
2. The Commission may identify other activities as contributing to the objectives of the European Year and may allow references to the European Year to be used in promoting those activities, insofar as they contribute to achieving the objectives set out in Article 2.

#### *Article 4*

#### ***Coordination with Member States***

1. Each Member State is invited to appoint a national coordinator to be responsible for organising its involvement in the European Year, and shall inform the Commission of that appointment.
2. The national coordinators shall, in close coordination with the Commission, consult and cooperate with a wide range of relevant stakeholders, including civil society, national parliaments, social partners and, where appropriate, the national agencies or contact points for the relevant Union programmes.
3. By 1 June 2014, Member States are invited to transmit to the Commission their proposed work programme, which shall set out details of the national activities planned for the European Year of Development, according to the objectives listed in Article 2 and the details of the measures set out in the Annex.
4. Before approving the work programmes, the Commission shall verify that the activities comply, in accordance with the Financial Regulation and its Rules of Application, with the objectives set by the present Decision.

#### *Article 5*

#### ***Participating countries***

Participation in the activities of the European Year to be financed shall be open to:

- Member States;
- candidate countries benefiting from a pre-accession strategy, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes as laid down in the Framework Agreement and in Association Council decisions, respectively; and

#### *Article 6*

#### ***Coordination at Union level and implementation***

1. The Commission shall implement this Decision at the level of the Union, in particular by adopting the necessary financing decisions in accordance with the Regulations establishing the Financing Instruments relevant to the actions concerned.
2. The Commission shall cooperate closely with Member States, the European Parliament, the European Economic and Social Committee, the Committee of the Regions and the bodies and associations active in development issues.

3. The Commission shall convene meetings of the national coordinators to coordinate implementation of the European Year and to exchange information on implementation at EU and national level.
4. The Commission shall convene meetings of stakeholders and representatives of European organisations or bodies active in the field of development to assist it in implementing the European Year at Union level.
5. The Commission shall make the theme of the European Year a priority in the communication activities of its Representations in the Member States and the European Union Delegations in partner countries. Similarly, relevant key Union-level networks receiving support from the general budget of the Union for their running costs shall make the theme of the European Year a priority in their work programmes.

#### *Article 7*

#### ***Consistency and complementarity***

In accordance with the Regulations establishing the Financing Instruments relevant to the actions concerned, the Commission shall ensure that the measures provided for in this Decision are consistent with any other Union, national and regional schemes and initiatives that help attain the objectives of the European Year, and fully complement the existing Union, national, regional initiatives and resources.

#### *Article 8*

#### ***Specific provisions on financial and non-financial support***

1. Measures which are Union-wide in nature and referred to in Part A of the Annex shall give rise to a procurement or the award of grants financed from the general budget of the Union in accordance with Title V and Title IV of the Financial Regulation.
2. Measures which are Union-wide in nature and referred to in Part B of the Annex may be co-financed by the general budget of the Union.
3. The Commission may award co-financing to each national coordinating body in accordance with the procedure set out in Part C of the Annex.
4. Where appropriate, and without prejudice to their objectives and budget, existing programmes which contribute to the promotion of development may support the European Year.
5. Non-financial support may be granted by the Commission for activities undertaken by public and private organisations which comply with Article 3(2).

#### *Article 9*

#### ***Protection of the Union's financial interests***

1. The Commission shall take appropriate measures ensuring that, when actions financed under this Decision are implemented, the financial interests of the Union are protected by the application of preventive measures against fraud, corruption and any other illegal activities, by effective checks and, if irregularities are detected, by the recovery of the amounts wrongly paid and, where appropriate, by effective, proportionate and dissuasive administrative and financial penalties.

2. The Commission or its representatives and the Court of Auditors shall have the power of audit, on the basis of documents and on the spot, over all grant beneficiaries, contractors and subcontractors who have received Union funds under the Decision.
3. The European Anti-Fraud Office (OLAF) may carry out investigations, including on-the-spot checks and inspections, in accordance with the provisions and procedures laid down in Regulation (EC) No 1073/1999 of the European Parliament and of the Council of 25 May 1999 concerning investigations conducted by the European Anti-Fraud Office (OLAF)<sup>16</sup> and Council Regulation (Euratom, EC) No 2185/96 of 11 November 1996 concerning on-the-spot checks and inspections carried out by the Commission in order to protect the European Communities' financial interests against fraud and other irregularities<sup>17</sup> with a view to establishing whether there has been fraud, corruption or any other illegal activity affecting the financial interests of the Union in connection with a grant agreement or grant decision or a contract funded under the Decision."

*Article 10*

***Monitoring and evaluation***

By 31 December 2016, the Commission shall submit a report to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on the implementation, results and overall assessment of the initiatives provided for in this Decision.

*Article 11*

***Entry into force***

This Decision shall enter into force on the 21<sup>st</sup> day following that of its publication in the *Official Journal of the European Union*.

Done at Brussels,

*For the European Parliament*  
*The President*

*For the Council*  
*The President*

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<sup>16</sup> OJ L 136, 31.5.1999, p. 1.  
<sup>17</sup> OJ L 292, 15.11.1996, p. 2.

## **ANNEX**

### **Details of the measures referred to in Article 3**

Implementation of the European Year will centre on a broad Union-wide information and communication campaign complemented by action taken by the Member States. Both Union and national action can also involve civil society, social partners and other stakeholders with a view to creating a sense of ownership among key actors.

The Union will grant financial support, including written authorisation to use the logo, once this has been developed, and other materials associated with the European Year, to initiatives carried out by public or private organisations, where they provide assurances to the Commission that the initiatives in question are or will be carried out in 2015 and are likely to make a significant contribution to achieving the objectives of the European Year.

#### **A. DIRECT UNION INITIATIVES**

Financing will generally take the form of the direct purchase of goods and services under existing framework contracts. It may also take the form of grants. Initiatives may include:

- Information and promotion campaigns including:
  - production and dissemination of audio-visual and print material which reflect the messages outlined in Article 2;
  - high-visibility events and fora for exchanging experience and good practices;
  - measures to publicise the results and raise the profile of European Union programmes, schemes and initiatives contributing to the objectives of the European Year;
  - establishment of an information website on Europa ([http://europa.eu/index\\_en.htm](http://europa.eu/index_en.htm)) dedicated to action taken in the context of the European Year.
- Other initiatives:
  - the provision of linguistic services (translation, interpretation, multilingual information);
  - monitoring surveys and audits at Union level to assess and report on the preparation, effectiveness and impact of the European Year.

#### **B. CO-FINANCING UNION INITIATIVES**

High-visibility events on a European scale that aim to raise awareness of the objectives of the European Year, possibly organised in cooperation with the Member States holding the Council Presidency in 2015, may receive a Union grant of up to 80% of the final costs of the activities.

#### **C. CO-FINANCING MEMBER STATES' INITIATIVES**

Each national coordinating body may submit a work programme for Union co-financing to promote the European Year. The work programme shall describe the national coordinating body's specific actions, to be funded. The application shall be accompanied by a detailed prospective budget setting out the total costs of the initiatives or work programme proposed and the amount and sources of possible co-funding. The EU final co-financing may cover up to 80% of the final costs of the activities. The Commission shall determine indicative amounts to be made available for co-financing to each national coordinating body and the deadline for

submission of the applications. The criteria should take into account the population, the cost of living and a fixed amount per Member State to guarantee a minimum level of activities.