

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

**PERIOD COVERED: 2024-2025**

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### **Disclaimer:**

***The purpose of this multi-annual work programme is to inform potential applicants that the European Parliament intends to award grants in 2024-2025. It does not constitute an obligation to publish calls for proposals or to provide financial support during that period.***

## **I. SUBJECT OF THE WORK PROGRAMME**

The European Parliament (EP) hereby adopts a multi-annual work programme for communication grants covering the period 2024-2025.

The EP may award grants for communication activities on the basis of Article 180(4) of the Financial regulation<sup>1</sup>. The grants programme is an instrument of the EP's communication strategy in order to reach the objectives mentioned below.

The objective of this two-year multi-annual work programme is to ensure continuity in funding priorities and a maximum transparency. This multi-annual work programme shall be implemented through the publication of calls for proposals on the European Parliament's website and on the Funding and Tender Portal. Applicants shall apply for funding following the requirements set out in the calls for proposals.

## **II. OBJECTIVES OF THE GRANTS PROGRAMME AND EXPECTED RESULTS**

The objectives of the EP communication grant 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 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 European Union (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 (including digital players and online platforms), public and private stakeholders – from Civil Society Organisations (including youth and cultural) to Non-Governmental Organisations (NGOs), general interests groups, think tanks, business umbrella organisations, professional associations, trade unions – 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.

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<sup>1</sup> 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 966/2012, *OJ L 193, 30.7.2018, p. 1–222*

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.

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. GENERAL CONDITIONS APPLICABLE TO GRANTS**

Grants are financial contributions by way of donation in order to finance an action intended to help achieve an EU policy objective (action grants) or the functioning of a body which has an objective forming part of, and supporting, an EU policy (operating grants). The award of a grant follows, in general, a call for proposals' procedure.

#### **3.1. Publication of calls for proposals and submission process**

The EP multi-annual work programme for communication grants, calls for proposals and appropriate guidance are published on the EP website Grants page under Multimedia and events section<sup>2</sup>.

The EP calls for proposals are also published on the Funding and Tender Opportunities Portal (SEDIA) under the EU Programme: European Parliament (EP)<sup>3</sup>.

Proposals must be submitted on the Funding and Tender Opportunities Portal under the relevant call for proposals.

#### **3.2. Essential eligibility criteria selection and award criteria for action grants**

Grant applicants must meet the following essential eligibility conditions:

- be legal person constituted and registered as legal entity;
- in one of the Member States of the European Union;
- with non- partisan political affiliation.

Political affiliation means membership of or close association with a political party. In line with the non-political affiliation criteria, entities in which Members of the European Parliament (MEPs) hold executive functions on their administrative Board or any other executive body of their organisation, or act as their legal representative, are ineligible. The same applies for entities that qualify as a political party active at European, national, regional or local level, as well as for their youth organisation or foundations.

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<sup>2</sup> <https://www.europarl.europa.eu/contracts-and-grants/en/grants/media-and-events>

<sup>3</sup> <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/ep>

## Mono-beneficiary actions

Unless otherwise specified in a call for proposals, the grants awarded under the EP communication grants programme are **mono-beneficiary actions**. This means that only proposals submitted by one single legal entity are eligible. Proposals submitted by a consortium of partners are not eligible.

Other entities that may participate in a proposed action are affiliated entities<sup>4</sup> and subcontractors<sup>5</sup> subject to conditions set out in each call for proposals (for additional information, consult the Guide for applicants<sup>6</sup>).

### **3.3. Selection, exclusion and award criteria**

Grant applicants must meet the selection criteria:

- they must have stable and sufficient sources of funding to maintain their activity throughout the duration of the grant and to participate in its funding (financial capacity);
- they must have sufficient operational and professional capacities to implement the activities for which co-funding is requested (operational capacity).

The selection criteria are further specified in the calls for proposals.

Applicants that are subject to EU administrative sanctions (i.e. exclusion or financial penalty decision) or are in one of the exclusion situations set out in Articles 137 and 141 of the Financial regulation that bar them from receiving EU grants can NOT participate in the calls for proposals.

Award criteria are defined in the call for proposals.

### **3.4. Co-financing principle, form of grants and funding rate**

The grants awarded by the EP are subject to the co-financing principle which means that the resources necessary to carry out the action shall not be provided entirely by the grant. The part of an action not covered by the grant should be provided in the form of beneficiary's own resources, income generated by the action or financial or in-kind contributions from third parties.

The grants awarded by the EP usually take the form of a reimbursement of costs actually incurred by the beneficiary up to a maximum funding rate (or co-financing rate) set out in the calls for proposals.

## **IV. ACTIONS CO-FINANCED BY EP COMMUNICATION GRANTS**

The EP intends to award grants in the period 2024-2025 on the basis of calls for proposals, as described below. Grants will be awarded in accordance with the requirements of the calls for proposals in order to co-finance work programmes or actions.

### **4.1. Grants for media actions**

The EP is looking to co-finance media actions by news agencies, television channels, radio stations, digital media and written press aimed at providing citizens with non-partisan and factual information about the EP

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<sup>4</sup> Affiliated entities are legal entities having a legal or capital link with applicants, which is neither limited to the action nor established for the sole purpose of its implementation (e.g. members of networks, federations, trade unions).

<sup>5</sup> Subcontractor means economic operator that is proposed by a beneficiary to perform part of tasks co-financing by a grant.

<sup>6</sup> <https://www.europarl.europa.eu/contracts-and-grants/files/grants/media-and-events/en-guide-for-applicants.pdf>

and showing the impact and relevance of the EP and EU action on people’s daily life. Digital media includes both digital-only media and digital platforms of other media.

The projects should have a multimedia component, outlining a strategy for online distribution in the application.

Beneficiaries work under their **editorial responsibility and freedom** ensuring, however, an impartial and balanced coverage of the subjects.

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.

Targeted applicants: news agencies, television channels, radio stations, digital media and written press. Digital media includes both digital-only media and digital platforms of other media.

Types of actions: action grant

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.
- Reports, news, opinion articles, blogs, debates, interviews, etc. (both in multimedia and written formats).
- Multimedia actions with high views and engagement rates, including strong distribution via social media, and possibly participation/interaction with public.
- Actions with a trans-European dimension (cooperation of different media across Europe).
- Actions that contribute to fact-checking and to counter disinformation, providing a high level of audience, including actions targeting EU-based minorities in non-EU languages.
- Media actions that promote participation and engagement of citizens and civil society organisations in the European Parliament’s activities
- Polls, data visualisation, surveys and other forms of visual communication.

Expected EU contribution per project: The EU contribution per project is expected to range between EUR 30.0000 and EUR 200.000 with a funding rate up to maximum 70% of eligible costs actually incurred.

Indicative budget for the call: EUR 5 million

<b>Indicative timetable and deadlines</b>	
Call opening:	November 2024
Deadline for submission:	<b>January 2025</b>

## 4.2. Grants with multipliers

The pan-EU multipliers grants aim to raise awareness about the role of the European Parliament, the legislative work of its Members and the democratic values of the institution as the voice of EU citizens. The grants also aim at engaging more deeply on EP Priorities with pan-European multipliers by promoting strategic engagement with EU citizens along the full legislative cycle. Building on learnings from the European elections campaign 2024, which key multipliers have contributed strongly to these outreach and multiplication activities, two different channels are established: pan-EU Civil Society multipliers (including youth and cultural organisations), e.g. general interest groups, NGOs, think tanks, as well as pan-EU business umbrella organisations, professional associations and trade unions.

Targeted applicants: pan-EU Civil Society multipliers (including youth and cultural organisations), e.g. general interest groups, NGOs, think tanks, and pan-EU business umbrella organisations, professional associations and trade unions.

Type of actions: action grant

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 and its core tasks of legislation, budget and scrutiny tasks as embodied in the work of its Members;
- Large-scale event or series of events where the applicant 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 topics directly linked to the European Parliament and its core tasks as embodied in the work of its Members;
- Structured activities such as information stands, door-to-door canvassing, marches, rallies, leafleting, street activities, games, flash mobs, etc., aimed at amplifying the European Parliament's information activities and 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 topics directly linked to the European Parliament and its core tasks as embodied in the work of its Members;
- Online discussion groups, fora and other social media activities offering members and/or followers the possibility to discuss and exchange views on topics directly linked to the European Parliament and its core tasks as embodied in the work of its Members;
- 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 topics directly linked to the European Parliament and its core tasks as embodied in the work of its Members;
- Enhanced outreach of the planned activities via support from web and social media tools;

- Capacity building sessions providing multiplier organisations with the necessary tools to effectively engage their audiences and networks.

Expected EU contribution per project: The maximum EU contribution per project is expected to be EUR 180.000 with a funding rate up to maximum 80% of eligible costs actually incurred.

Indicative budget for the call: EUR 2 million

<b>Indicative timetable and deadlines</b>	
Call opening:	suspended
Deadline for submission:	<b>suspended</b>
Implementation:	suspended

### **4.3. Local EYEs 2026**

The objective is the organisation of two events by two different organisers that will be local editions of the EYE (local EYEs) and take place over the weekend in two different EU Member States in 2026.

Local EYEs aim at bringing the European Parliament closer to young people in peripheral regions of Europe, promoting European democracy and creating a two-way communication channel. They should aim at raising awareness about the relevance of the European Parliament to young people while collecting ideas and expectations of young people from the local and national levels on the future of Europe.

As local EYEs should be events for young people and by young people, the organisations selected for funding are expected to be local or national youth organisations. Collaboration with a public authority for the implementation of the event will be considered an asset, as it ensures a strong link with the local level and contributes to the operational capacity.

The award of grants does not interfere with the independence and autonomy of the organisations in charge, allowing them to continue working under their usual practices, according to the objectives and target of the activities to be implemented in the grant agreements.

The main objective of this call for proposals is the organisation of two local EYEs in an in-person format aimed at:

- offering young people opportunities to learn about European democracy as the foundation of the EU and raise awareness about the key role of civil society organisations in the democratic process;
- inspiring and engaging young people as European citizens through meetings with European decision-makers and Members of the European Parliament (MEPs);

Local EYEs should be organised under the EYE spirit and branding and designed to be accessible (for young people who cannot afford traveling to Strasbourg to the central EYE) and inclusive (offering activities in national language(s)).

Targeted/Types applicants: local or national non-profit youth organisations

Type of actions: action grants

Expected EU contribution per project: The maximum EU contribution per project is expected to be EUR 110.000 with a funding rate up to maximum 80% of eligible costs actually incurred.

Indicative budget for the call: EUR 220.000

<b>Indicative timetable and deadlines</b>	
Call opening:	June 2025
Deadline for submission:	<b>September 2025</b>
Implementation:	January – December 2026

#### **4.4. Grants awarded to identified beneficiary(ies)**

##### European Audience Film Award

A grant is awarded to the European Film Academy for the communication activities of the yearly edition of the LUX- the European Audience Film Award co-organised by the European Parliament and the European Film Academy in partnership with the European Commission and Europas Cinemas. The amount of the grant is maximum EUR 60.000 per edition.

## **V. SUMMARY INDICATIVE TIMETABLE AND BUDGET FOR 2024-2025**

The **indicative timetable for 2024-2025** is as follows:

Publication of the multi-annual work programme:	July 2024
<i>Grants for media actions</i>	
Publication of the call for proposals:	November 2024
Application deadline:	<b>January 2025</b>
Implementation period:	June 2025
<i>Grants with multipliers</i>	
Publication of the call for proposals:	suspended
Application deadline:	<b>suspended</b>
Implementation period:	suspended



<i>Organisation of two local EYES 2026</i>	
Publication of the call for proposals:	June 2025
Application deadline:	<b>September 2025</b>
Implementation period:	January-December 2026
<i>Grant to an identified beneficiary</i>	
European Audience Film Award 2025	April 2025
European Audience Film Award 2026	April 2026

The **indicative budget available** for grants in communication activities in 2024-2025 is estimated at EUR 5.34 million, subject to the availability of corresponding funds in the EU budget.

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Contact: Questions of clarification may be sent by e-mail to: [dgcomm-subvention@ep.europa.eu](mailto: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 can be extended in case a translation from any EU official language to English or French is required.