



EUROPEAN PARLIAMENT

**Directorate-General for Communication**

**Annual activity report  
1 January – 31 December 2009**

**Authorising officer by delegation: Francesca R. Ratti**

## 0. Budget overview:

Code	Appropriation type	€ or %
	<b>2009 appropriations</b>	
A	Initial appropriations	80.935.000,00
B	Final appropriations	80.935.000,00
C	Commitments	75.690.328,19
D	Commitments as a % of final appropriations	0,94
E	Payments	54.438.541,54
F	Payments as a % of commitments	0,72
G	Cancellations of 2009 appropriations	5.244.671,81
H	Cancellations as a % of final appropriations	0,06
	<b>Carryovers of appropriations (automatic and non-automatic) from 2009 to 2010</b>	
I	Automatic carryovers from 2009 to 2010	21.251.786,65
J	Automatic carryovers from 2009 to 2010 as a % of commitments	0,28
K	Non-automatic carryovers from 2009 to 2010	0,00
L	Non-automatic carryovers from 2009 to 2010 as a % of final appropriations	0,00
	<b>Carryovers of appropriations (automatic and non-automatic) from 2008 to 2009</b>	
M	Automatic carryovers from 2008 to 2009	41.665.816,68
N	Payments against appropriations automatically carried over from 2008 to 2009	39.502.540,55
O	Payments against appropriations automatically carried over from 2008 to 2009 as a % of automatic carryovers	0,95
P	Cancellations of appropriations automatically carried over from 2008 to 2009	2.163.276,13
Q	Cancellations of appropriations automatically carried over from 2008 to 2009 as a % of automatic carryovers from 2008 to 2009	0,05
R	Non-automatic carryovers from 2008 to 2009	8.315.729,00
S	Payments against non-automatic carryovers of appropriations from 2008 to 2009	6.245.139,99
T	Payments against non-automatic carryovers of appropriations from 2008 to 2009 as a % of non-automatic carryovers from 2008 to 2009	0,75
U	Cancellations of non-automatic carryovers of appropriations from 2008 to 2009	2.070.589,01
V	Cancellations of non-automatic carryovers of appropriations from 2008 to 2009 as a % of non-automatic carryovers from 2008 to 2009	0,25
	<b>2009 assigned revenue</b>	
W	Appropriations from 2009 current assigned revenue	466,67
X	Appropriations from assigned revenue carried over to 2009	37.491,21
Y	Payments against 2009 assigned revenue appropriations (current and carried over)	17.059,76
Z	Payments against 2009 assigned revenue appropriations as a % of 2009 assigned revenue appropriations (current and carried over)	0,45
AA	<b>Appropriations for 'mopping-up' transfer ('ramassage')</b>	0,00

## **1. Objectives**

### **1.1. DG objectives**

As 2009 was a European election year, in the first half of the year information and communication activities focused on the elections and the Bureau-approved institutional election campaign conducted both centrally and in all the Member States.

Throughout the year, DG COMM also performed its principal role of ensuring the broadest possible media coverage of Parliament's activities and providing the general public and opinion multipliers with information about the institution.

#### **Main focus for the first half of 2009**

Information and institutional communication campaign for the European elections:

1. Implementation, both centrally and in the Member States, of the information and communication campaign adopted by the political authorities;
2. Interinstitutional cooperation in the run-up to the elections, at both European and national levels;
3. Stepping up all DG communication activities in the run-up to the elections;
4. Launching the Elections web page in mid-January 2009;
5. Preparing for and running 2009 European election night;
6. Devising and conducting opinion polls in the Member States.

#### **Other projects**

1. EuroparlTV: programme consolidation, marketing effort, getting up to speed and providing coverage of the election campaign, content placement on other multimedia platforms and television channels, synergy with the Europarl site;
2. Visitors Centre: presentation to political authorities and media in spring 2009, and public opening in late 2009.  
*With the agreement of the President's Office, it was finally decided not to hold the pre-opening event and media presentation. Owing to the project's complexity, particularly at the advanced stage that had been reached in its development, the scheduled opening date was put back to the last quarter of 2010;*
3. Opening and phased development of the new Audiovisual Centre in the JAN Building;
4. Further development of the Europarl site and conduct of a site accessibility study;
5. Introduction of simultaneous web streaming of more than one committee meeting;
6. Organisation and development of annual communication events such as: International Women's Day, European Day for Terror Victims, Open Days, Charlemagne Youth Prize, Lux Prize, Prize for Journalism, Sakharov Prize and any other events the political authorities decide should be held;
7. Presentation of the seventh parliamentary term;
8. Adjustment of all communication products and publications to Parliament's new composition;

9. Communication concerning the constituent part-session of the new Parliament, as well as the new Commission and the hearings of the Commissioners-designate;
10. Possible entry into force of the Lisbon Treaty: development of ad hoc communication products and adjustment of DG COMM's working methods and arrangements to the new situation;
11. *Commemoration of the fall of the Berlin Wall and democratic change in Central and Eastern Europe,*

### **Human and budgetary resources**

1. Recruitment: filling of vacant posts, particularly Head of Office posts;
2. Decentralising responsibility for mission orders in the Member State to information offices;
3. Continuing efforts to rationalise DG COMM's human resources; consolidating the reform commenced in 2004 and involving the redefinition of the responsibilities of some units, as well as internal reorganisation and redeployment. Decision for submission to the Bureau at its meeting on 17 June;
4. Further consolidation of budgetary implementation: circuits, centralisation of invoicing, payment periods;
5. Developing ex post verification and periodic reporting.

### **Professional training**

1. Continuing training programme for DG administrators;
2. Developing job-specific training courses for the DG;
3. Revising the rules governing staff seconded to information offices.

### **1.2. Assessment of feasibility and likely risks**

One of the DG's principal objectives was to conduct the **institutional information campaign for the European elections (EE09)**. The main risk resided in conducting a campaign both centrally and via the information offices in a limited period of time with no additional human resources.

The pan-European campaign was to be conducted on the basis of a single theme, using various communication tools (TV, radio, Internet, installations, etc.), while taking due account of the requirements of the individual Member States. The campaign was conducted under the communication framework contract signed in June 2008, following an open invitation to tender.

All the campaign targets were met, and the campaign concluded successfully with a major election night event and the posting of the results on a dedicated Internet site.

The risks associated with the **JAN Audiovisual Centre** concerned both the difficulties involved in planning and coordinating the various works and risks relating to technical issues, such as air conditioning. However, those problems were solved and did not hamper the implementation of the various contracts.

An audiovisual/resources task force was set up in response to the failure to renew the project consultancy and assistance contract (as a result of non-compliance with the Financial Regulation). Thanks to the task force's efforts, the equipment was installed on schedule and final payments were made against the commitments made from non-automatic and automatic carryovers.

The **Visitors Centre** is an ambitious and extremely complex project. As has already been pointed out, the experiences over recent months have shown that it would have been better to choose a 'turnkey' solution provided by specialist outside organisations. A project of this kind requires a level of technical and logistical expertise that neither the DG nor Parliament as a whole possesses, and this made an objective assessment of lead times and human and budgetary resources impossible.

The project is nonetheless moving forward. The contract for the supply of portable multimedia guides is ongoing. The LED facade was installed in the last quarter of 2009. However, delays in the award of the contracts for fitting-out operations (equipment plus works) and media hardware, as well as the implementation of the current contract for the production of multimedia contract pushed the forecast opening date back to late 2010. Further information on the above issues is provided in section 2.5, under Visitors Centre.

There were also delays – the reasons for which are given later in this report – in the production of multimedia content, resulting in the non-implementation of part of the non-automatic carryovers.

## **2. Assessment of results and shortcomings identified**

### **2.1. Overall situation in the directorate-general**

In the first six months of the year, the DG's work focused mainly on the institutional and pan-European information campaign for the European elections (EE09).

The post-electoral period provided an opportunity to assess various aspects of the campaign, with particular reference to the use made of Parliament's budgetary and human resources, impact, relevance of the tools used, and compliance with contractual obligations by the communication agency. This assessment was submitted to the Bureau's communication working party and then forwarded to the Secretary-General (see Note (2009)63189).

At the same time, work on the Visitors Centre continued, with the publication of calls for tenders for fitting-out operations (works plus equipment) and media hardware.

In late December 2009, evaluation of those tenders was nearing completion, but intellectual-property-related problems (in connection with media hardware) and errors in price schedules (dozens of pages long) considerably delayed the process. However, the evaluation reports and the final award decision may be expected to be submitted to the authorising officer responsible in February 2010.

The non-automatic carryover of appropriations for the calls for tenders in respect of the Visitors Centre and the JAN Audiovisual Centre enabled budgetary commitments to be made in respect of the projects before the end of March 2009, as required by the rules. The rate of payments against commitments stood at 75%. The non-payment of 25% of commitments ( $\pm$  €2 million) resulted from problems with implementation of the media content production contract for the Visitors Centre (see section 2.5, under Visitors Centre).

All the JAN Audiovisual Centre projects in progress were implemented. All the equipment was installed on schedule. Final payments could thus be made against both automatic and non-automatic carryovers.

#### **Establishment plan**

The two vacant director posts in Directorate B (Information Offices) and Directorate C (Relations with Citizens) were filled.

All the managerial posts in the directorate-general are now filled (the posts had been vacant since 2007).

Further to the reform commenced in 2004, a proposal for the redefinition of the responsibilities of some units and internal reorganisation and redeployment was submitted to the Bureau, which adopted it at its meeting of 17 June 2009.

The Press Unit and the Web Communication Unit were organised with reference to the policy departments existing in DG IPOL and DG EXPO.

The arrangements for coordinating these sectors and the two units also take account of the fact that most members of staff are required not only to have an increasingly high level of expertise but also to provide multilingual coverage of both plenary sittings and committee meetings for both the accredited media and the general public via the Europarl site.

DG PRES, DG IPOL and DG EXPO agreed to include the 'communication planning board' project in the work of the recently set up horizontal planning group, so as to ensure highly efficient coordination without creating new, parallel structures.

The reorganisation also took account of the outreach component, to which attention was also drawn in the information offices' new mission statement.

This outreach to the public and the media can only be achieved by stepping up communication efforts in the Member States and making still greater use of synergies between the information offices and central departments.

In accordance with the Bureau decision on the matter, patronage activities now come under Directorate B.

The patronage service was allocated a further two AD posts and two AST posts from the Media Directorate, in addition to an AST post from the Correspondence with Citizens Unit.

In 2009, the directorate-general was given a further:

- four AD posts, which were allocated to the Visitors Centre (two) and the Webmaster Unit (two);
- nine AST posts, seven of which were allocated to information offices in the new Member States and two to the Visitors Centre. The Visitors Centre was also allocated three temporary AST posts for 2009 only.

All of the new posts allocated under the 2009 budget were filled, with the exception of one of the temporary AST posts for the Visitors Centre, for which no one meeting the requirements of the job description could be recruited.

The heads of the information offices in Bulgaria, Romania and Belgium took up their posts, as did the press officer for the information office in Belgium.

DG COMM will take on responsibility for activities relating to the organisation of exhibitions, the purchase of art works and the management of Parliament's art collection with effect from 1 January 2010. All the related staff and budgetary arrangements have been made, and responsibility for the relevant budget line was transferred to DG COMM on 1 January 2010.

The Correspondence with Citizens Unit now comes under DG PRES.

## New technology

Greater and more systematic use needs to be made of the modern communication systems now in place with in Parliament, with a view to meeting the ambitious target of ensuring continuous coverage of Parliament's activities in the media and a closer relationship between the institution and the general public.

In this connection, extremely extensive use was made of the Europarl Internet site and the web TV channel EuroparlTV as communication tools in the election campaign during the first half of the year. The figures show that there was enormous public interest in these tools, with more than 130 million visitors on election night alone.

EuroparlTV is now fully operational and is approaching the expected figure of 300 hours of programmes per year. An 'Inner Circle' marketing campaign was commissioned in December 2009, with a view to promoting this tool by means of banners on various sites (social networking and other Internet sites).

## **2.2. Human resources**

	Establishment plan posts <b>01/01/2008</b>	Establishment plan posts <b>01/01/2009</b>	As at 31/12/2009			TOTAL
			<i>Officials</i>	<i>Temporary staff</i>	<i>Contract staff</i>	
AD	244	249	174	61	20	255
AST	423	435*	362	52	53	467
TOT.	667	684	536	113	73	722

\* including three temporary posts for the financial year 2009 only

## **2.3. Budgetary implementation**

- **Final appropriations** (€80 935 000) matched initial appropriations.
- **Commitments** (€75 690 328) accounted for a total of 94% of final appropriations. At the end of September, that rate already stood at 86%, owing to the fact that the main focus of the DG's activities, both centrally and in the information offices, was information campaign EE09, coming principally under budget lines 03242 and 03248. The post-election period provided an opportunity to update basic documentation and provide information on the composition of the new Parliament, as well as to organise the events already scheduled and, in addition, the celebrations surrounding the anniversary of the fall of the Berlin Wall and the resulting democratic changes in Central and Eastern Europe. The bulk of the 6% of appropriations that were not used was spread over the following lines:
  - 03244-01: fewer visitors groups were invited by Members than was expected (owing to the fact that it was an election year);
  - 02140-09: the invitation to tender for hourly paid work for the PHS Building could not be issued owing to the need to fine-tune the technical requirements on the basis of various parameters;



- 03220-09: copyright payments (press review) were lower than forecast.
- **Payments** were made against 72% of commitments. The remaining 28% ( $\pm$  €21.25 m) was carried over to 2010. This was a marked improvement on 2008, when more than €41 m was carried over to 2009.
- Ninety-five per cent of **automatic carryovers** (€41 665 816) were utilised. Given that the appropriations are spread over a wide range of spending areas (33 information offices and regional offices), a 100% utilisation rate is difficult to achieve. Against line 03248-02 (web streaming), contractual spending obligations were lighter than expected, resulting in an underspend of €446 000 (out of a total of €2.1 m).
- Ninety-eight per cent of **non-automatic carryovers** (€8 315 729) were committed. The request made in December 2008 covered the Visitors Centre and D5 audiovisual equipment.

All of the appropriations for the **Visitors Centre** were committed for the following three contracts:

- portable multimedia guides (€809 638.5): payments totalling  $\pm$  €548 000 were made in respect of implementation of this contract (see section 2.5, under Visitors Centre);
- production of interactive multimedia content (€2 961 449.68): problems and delays prevented this contract from being implemented on schedule, resulting in an unpaid balance of  $\pm$  1.645 m (see section 2.5, under Visitors Centre);
- supply and installation of an LED wall (€694 640.82): following receipt of an urban planning permit in September, the contract was implemented and the appropriations were fully utilised.

The balance of commitments against non-automatic carryovers for the Visitors Centre thus stood at €1 906 235.

All of the invitations to tender for **JAN audiovisual equipment** resulted in the award and signing of contracts for:

- system for archiving, digitising and moving the fond (€2 208 863 – 3 lots);
- FTP web site (€893 699);
- multimedia filming equipment (€590 962.59).

The bids for the archives contract were lower than the estimated value of the contract, as a result of which  $\pm$  €156 000 of the total of almost €4 m was not used.

Final acceptance of all the services and supplies under the contracts was performed on schedule in the last quarter of 2009. As a result, the rate of utilisation of payment appropriations stood at 99.78%.

- **Assigned revenue** stood at € 37 957.88. A sum of ± € 18 000 remains against old budget lines that do not appear in the 2009 budget. This matter will be brought up with the Accounting Officer.

## **2.4. Performance indicators**

The performance indicators for the Visitors Centre will be laid down at a later date, before the centre opens. The indicators will be based on factors such as visitor numbers and the number of requests for information, but it is too early to state specifically what form they will take in this report.

On the basis of the DG's objectives, the most significant indicators by sector are:

### Audiovisual

- TV studio utilisation rate (number of crews)
- number of audiovisual services provided to media and other clients
- number of radio and photo operations
- number of audiovisual archives
- number of committee meeting web streaming and VOD (video on demand) operations
- productions for EbS (Europe by Satellite)

### Internet

- number of EuroparlTV programme hours
- EP presence on social networks
- number of visitors and page impressions

### Information offices

- number of times involved in exhibitions and seminars
- number of Citizens' Forums organised
- number of publications
- number of people reached by the various measures
- number of TV and radio products

### Media

- number of seminars organised
- number of briefings and publications (Newsletter, EP Today, National Angle, etc.)
- number of journalists covering part-sessions
- number of press conferences in Brussels and Strasbourg

## **2.5. Results achieved**

The figures for the sector-specific indicators are as follows:

### Audiovisual

- TV crews: 1.561
- audiovisual services provided to media and other clients: 10 377 hours of editing, recording, etc.; 5 032 broadcasting, ENG, web encoding and other operations
- number of radio operations: 1 887 hours; multimedia operations: 672 hours; photo operations: 207 795 (prints, downloads, archives, etc.)
- number of audiovisual archives (plenary and other AV material) 19.900.
- committee meeting web streaming: 374 operations and more than 425 000 hits. VOD (video on demand): 330 operations, close to 40 000 visitors and more than 322 000 hits
- productions for EbS (Europe by Satellite): 750

On a more general level, the following major developments in connection with audiovisual services should be noted:

- committee meeting web streaming capacities rose from six simultaneous streams to 13, and the monthly number of streams from 25 to 40 at the start of the year to more than 160 in November 2009. In all, there were more than 520 web streams in 2009;
- the development and creation of an audiovisual site aimed at professionals and offering high-quality video, photo and sound files, which will be launched in the spring of 2010;
- expansion of the EP's digital archives, with 12 000 hours of audiovisual resources;
- more vigorous promotion of audiovisual products: TV programme production at Parliament doubled in 2009 (252 in 2009, as against 120 in 2008), as did the number of radio operations (2003 in 2009, as against 1 110 in 2008).

### Internet

- Europarl: number of visitors: 3.35 m; number of page impressions: 48.3 m.
- establishment of an EP presence on social networking platforms such as Facebook (58 000 fans), MySpace, YouTube, Flickr and Twitter. These tools allow Parliament to adopt a 'Web 2.0' (i.e. interactive, rather than one-sided) approach to communication with the public.

- design, development and publication of novel products (EU time travel machine, an Christmas eco-quiz, various widgets). The web studio produced more than 1 000 graphic elements (banners, vignettes, visuals, logos, electronic signatures, etc.). The Webmaster Unit did the demo work (jpeg, XHTML integration, flash integration) for twenty or so projects in connection with events such as the hearings of Commissioners-designate and the Open Days;
- editorial planning for and daily updating of the Headlines page (average of two articles per day in 22 languages, photo of the day, etc.);
- analyses to improve the Internet site: modernisation of committee pages, insertion of EuroParlTV videos in editorial products, integration of sharing functions. In all, more than 1 200 pages of analysis were drawn up and forwarded to the technical teams;
- production of 190 hours of programmes for EuroParlTV;
- launch of a major overhaul of EuroParlTV on the basis of the experience gained during its first year in operation. The results of this overhaul will be viewable online in the spring of 2010;
- launch of a EuroParlTV marketing campaign, which helped, to some extent, to expand the viewer base. The efforts made in 2009 highlighted the need for careful targeting of potential users;
- adjustments to the EP site – in particular the news section and the press service – to meet the needs identified during the DG COMM reform.

In line with the administrative programme laid down by the Secretary-General, the Director-General set up a working party to look into overhauling the digital media information strategy by 2012. Initial strategic recommendations could be submitted to the political authorities in June/July 2010.

#### Information offices

- number of times involved in exhibitions and seminars: 107 in 25 Member States
- number of Citizens' Forums organised: 105
- number of publications: 155 brochures/leaflets distributed in 24 Member States
- number of people reached directly by the various measures: put at 7 million, through coverage provided by 2 734 media organisations (regional, national and Internet)
- number of TV and radio products: 291 productions or coproductions

#### Media

- number of seminars organised: 37
- number of briefings and publications (Newsletter, EP Today, National Angle, etc.): 745
- number of journalists covering part-sessions: 846
- number of press conferences in Brussels and Strasbourg: 432 + 5 technical briefings

**The following results were achieved with the major projects:**

EE09

A comprehensive assessment of the institutional campaign for the European elections is set out in a draft note to the Bureau submitted to the Secretary-General by the Director-General for Communication (D(2009)63189).

Attention should be drawn to the fact that the European elections media campaign conducted by Parliament's Press Service played a part in securing the highest ever level of media coverage. The campaign included the following measures:

- The early launch, on 19 January 2009, of the 22-language election site on Parliament's Internet site. In May 2009, there was an unprecedented increase in the number of visitors to Parliament's site. As compared with the monthly average for 2008, the number of visits increased by 191.3% (3.35 m as against 1.4 m) and the number of page impressions by 245% (48.3 m as against 14 m).
- The drafting, publication and distribution of the 22-language elections press pack. Between February and June 2009, some 8 000 press packs were distributed; the press pack was also available online.
- 145 media seminars were held in Brussels and in Member States, and were attended by 2 200 journalists.
- Closer contacts with established with media editors through the holding of dedicated seminars.
- The production of audiovisual products for the elections. The promotional clip for TV was broadcast free of charge 7 500 times on 220 TV channels (estimated media space value: €4 m) and in more than 1 000 cinemas in 19 Member States (estimated audience: more than 2.2 m). The radio spot, 30 versions of which were produced, was broadcast more than 18 000 times on 290 radio stations and 13 radio networks (a budget of €2.2 m was used to purchase radio time in Member States in which the turnout was expected to be low).
- The directorate's press officers helped to negotiate free advertising space for the TV and radio clips.
- Novel web products and initiatives for the elections, in particular on social networking sites and for viral marketing. The viral videos were watched 500 000 times on YouTube, and millions of viewers saw them once they had been taken up by the TV channels. On election day, Parliament had 50 000 fans on Facebook. Election night on 7 June was covered in 22 languages on Twitter.
- A special elections programme schedule on EuroParlTV.
- The organisation of election night events, with the provision of assistance to the media in the press room and in the Member States, which included the provision of studio sets for TV channels, live broadcasting on EuroParlTV and the design, production and roll-out of a site providing the results in 23 languages on election

night, which was also accessible via a mobile Internet connection. Close to 1 000 journalists were at Parliament on election night, which was an unprecedented success in terms of broadcast-media coverage, with 350 live feeds on the various TV channels and 150 live radio broadcasts (twice as many live feeds as for the European Council). Over the first 24 hours, the results site was visited by one million people, with 4.8 m page impressions.

The institutional campaign for the European elections provided an opportunity to launch a large number of new projects and products generating high added value and providing excellent value for money, with particular reference to Parliament's online communication strategy. Development of these tools will continue in 2010.

#### JAN (formerly D5) Building audiovisual equipment

New studios were gradually brought into service in the JAN Building during the course of 2009, including the TV studio, six radio studios and two multimedia studios.

The investment period came to a close with the conclusion of the final tender procedures, in respect of three of which (archives, FTP servers and multimedia filming equipment) a non-automatic carryover request was made in December 2008.

Following the approval of that request by DG FINS, the three contracts were awarded and the necessary appropriations were committed by 31 March 2009. The new equipment was installed on schedule and all final payments were made before the end of the 2009 financial year. The Audiovisual Centre is now operational.

#### Visitors Centre

A major investment was made in design work and alterations to existing infrastructure for the Visitors Centre.

The approval of the non-automatic carryover request enabled the contract for the purchase of portable multimedia guides to be signed and three complex tender procedures to be concluded for:

- the installation of an LED wall;
- the production of interactive multimedia content;
- alterations to existing infrastructure.

The authorising officer by delegation decided not to award the works contract, the value of which had been put at €750 000, owing to the fact that the two bids received were abnormally high (more than three times the estimated value of the contract).

The contract awarded for the production of multimedia contract was worth €3.5 m, as against an initial estimate of €2.5 m.

The preparations for collecting texts to be converted into multimedia content proved more complicated than expected, which had a knock-on effect on the schedule. The main reason for this was the need to adjust to the new parliamentary term and the constitutional changes (Lisbon Treaty), to produce high-quality translations in an easy-to-read style and to deal with copyright payment formalities. The end result was that non-automatic carryovers totalling ± €1.6 m were not used.

The portable multimedia guides were supplied. It proved necessary to sign an addendum to the contract in order to address a technical problem with the wireless communication between the guides and the base stations forming part of the Centre's infrastructure.

The contract awarded for the supply and installation of an LED facade was worth €800 000. Following receipt of an urban planning permit from the Brussels authorities, the works were carried out in November.

The two tender procedures for general equipment (furniture, internal fittings, lighting, infrastructure alteration works, etc.) for the Visitors Centre and for media hardware, the value of which was put at €7.5 m, were published in the OJ, and the evaluation process was in its final stages at the end of December, having been delayed by intellectual property problems (media hardware) and errors in price schedules (fitting-out). The contracts should be awarded in February 2010.

### Events

In 2009, in addition to annual events such as the Sakharov Prize, the Lux Prize and the Open Day, events were held to commemorate the fall of the Berlin Wall and democratic change in Central and Eastern Europe. A series of events for young people were held, with the participation of other political authorities.

### Budgetary management

Following an analysis of imprest accounts, the guide to the use of such accounts was consolidated and forwarded to all information offices.

The grant checklists were updated and posted on our Intranet site.

Arrangements were made to monitor spending under the communication framework contract, by lot. Spending was high for Lot 1 (information and communication campaign), in particular on the EE09 campaign, accounting for 80% of the budget for the contract. Spending was lower on Lot 2 (special events) and Lot 4 (graphic material), with a utilisation rate of no more than 15% of the budget for the contract.

Lot 3 (promotional material), which was not awarded at the same time as the others, was published by the Events Unit in September 2009, with a different approach and set of requirements, under the new title 'Communication through objects'. The invitation to

tender met with an extremely good response, and the large number of tenders received are currently being evaluated.

The recording system for the internal invoices circuit is now fully operational, as is the contracts and bank guarantees database.

Checks were run on the archives and the availability of all accounting documents during 2009. Such checks are run at regular intervals with a view to ensuring that the rules on the keeping of accounting documents are being followed.



### **3. Evaluation and effectiveness of internal controls**

In 2009 the budget coordination team comprised nine financial initiators, three ex ante verifiers and two A-grade coordinators, one responsible for grants and the other for budget follow-up.

The unit is organised in the same way as in 2008, with the information offices and the central departments split up among the financial initiators, who are the reference point (desk). Imprest accounts are verified and settled by the financial initiators, in order to ensure proper oversight and control. The central departments also have imprest accounts to cover various items of expenditure, such as refunds for journalists invited to part-sessions in Strasbourg, the EUVP and so on.

All invitations to tender, whether issued by central departments or information offices, are checked by the Resources Unit prior to publication, in order to ensure that they comply with all the rules and budgetary requirements. The same applies to grants, which are administered by the central departments.

Management and internal control was improved once again, with the emphasis being placed on preventive measures which include the provision of technical support by financial initiators to operational units right from the start of all operations and at every stage in the relevant procedures. The operational initiators also received training on budgetary procedures and procurement.

The above measures resulted in a marked improvement in the quality of the documents received.

This focus on prevention in the internal control system is also illustrated by the drafting of specific documentation on each area (commitments, payments, contracts, grants, etc.).

The management and control arrangements were fleshed out with the appointment of an ex post verifier.

## **4. Conclusions**

DG COMM had a very busy year in 2009.

The campaign for the European elections involved a wide range of activities, such as the production of traditional communication materials – as well as novel materials including the choicebox –, the production and broadcasting of TV and radio spots, measures to ensure a steady EP presence on the Internet via the Europarl site and social networking sites, and the organisation of events geared to the media and the general public.

These measures generated a heavy workload for staff in the central departments and the information offices, who had to work together in order to comply with the communication strategy and timetable laid down. Proper coordination was essential in order to be able to conduct a wide range of activities over a broad geographical area, while ensuring that the pan-European campaign remained cohesive.

Election night was an enormous success and attracted huge interest both from TV channels and other media (120 TV channels, 200 radio stations, 1 000 journalists) and from the general public. There were record number of visits to the web TV and Europarl sites. All of this was made possible by the hard work and technical support delivered by the relevant units. The site coped with 150 million visitors with peaks of up to 103 873 visitors per hour, 268 page impressions per second and 13 000 requests (for pages, images and objects) per second –without developing any faults.

A huge amount of work also went into two of the DG's other major projects, namely the Visitors Centre and the JAN Audiovisual Centre.

Following the award of the final contracts, all the equipment was installed and brought into service before the end of the financial year and the non-automatic carryovers were utilised. The Audiovisual Centre is now operational.

Evaluation of two complex open invitations to tender in connection with the Visitors Centre that were issued in June and July is now nearing completion. However, owing to problems (as referred to earlier in this report) that arose during the evaluation of the relevant tenders, the Centre is now expected to open in late 2010. Various matters relating to the day-to-day running of the Visitors Centre will be looked into in 2010, as will the issue of invitations to tender in connection with the souvenir shop and floor staff.

All possible steps, including the internal redeployment of staff and the granting of new posts in 2009, are being taken to ensure that what is a very large and complex project is brought to fruition as swiftly as is possible.

The director posts in Directorates B and C were filled in accordance with the Bureau decision on the reorganisation of some of the DG's units.

All the new posts granted under the 2009 budget were filled, and the rate at which vacant posts are filled increased considerably as a result of the positive response to the notices of vacancy published by the DG.



## **5. Declaration by the authorising officer by delegation**

I, the undersigned, Francesca Ratti,

Director-General for Communication,

hereby declare in my capacity as authorising officer by delegation

that the information contained in this report is true.

I can state with reasonable assurance that the resources allocated to the activities described in this report have been used to the intended ends and in accordance with the principle of sound financial management, and that the control procedures put in place provide the necessary guarantees as to the legality and regularity of the underlying transactions. This reasonable assurance is based on my own judgment and on the information at my disposal, such as, for example, the results of self-assessment, ex-post controls and remarks by the Internal Audit Service, as well as information derived from the reports of the Court of Auditors on financial years preceding that in which this declaration is made;

I also confirm that I am not aware of any fact not set down herein that could be prejudicial to the interests of the institution.

Done in Brussels,

Signature

## 6. Annexes

### 6.1 Tableau d'exécution budgétaire

#### 6.1.1. Crédits courants

Postes	Initiaux	Finaux	Engagés	%	Payés	%
2140	4.500.000	4.500.000	3.873.321,67	86,07	1.958.694,03	50,57
2300	80.000	80.000	67.670,51	84,59	56.306,74	83,21
3220	1.000.000	1.000.000	539.251,69	53,93	281.492,46	52,20
3242	16.290.000	16.590.000	16.280.618,53	98,14	11.317.179,24	69,51
3243	3.900.000	3.900.000	3.897.236,76	99,93	961.207	24,66
3244	27.105.000	27.105.000	24.485.352,52	90,34	19.962.876,00	81,53
3245	1.750.000	1.750.000	1.659.914,46	94,85	993.054,34	59,83
3246	9.000.000	9.000.000	8.787.767,35	97,64	6.724.078,37	76,52
3248	16.200.000	15.900.000	15.124.447,23	95,12	11.429.879,82	75,57
3250	1.110.000	1.110.000	974.747,47	87,82	753.773,17	77,33
Total	80.935.000	80.935.000	75.690.328,19	93,52	54.438.541,54	71,92

### 6.1.2. Crédits reportés automatiques

Postes	Montant des CR	Payés	%
2140	7.922.846,48	7.717.579,63	97,41
2160	5.826,82	5.826,82	100,00
2300	22.613,79	22.613,79	100,00
2350	33.391,22	33.391,22	100,00
2360	87.887,86	75.955,95	86,42
2370	4.744,92	4.744,92	100,00
2380	3.655,92	3.375,92	92,34
3220	228.626,49	214.721,07	93,92
3242	16.835.192,48	16.131.694,72	95,82
3243	125.928,69	77.544,93	61,58
3244	6.102.046,76	5.617.393,26	92,06
3245	1.903.134,14	1.814.334,77	95,33
3246	2.764.220,43	2.603.824,99	94,20
3248	5.625.700,68	5.179.538,06	92,07
TOTAL	41.665.816,68	39.502.540,05	94,81

### 6.1.3. Crédits reportés non-automatiques

Poste	Reportés	Engagés	%	Payés	% sur CE
2140-12 (D5)	3.850.000,00	3.693.524,59	95,94	3.685.646,81	99,79
3243 (Centre Visites)	4.465.729,00	4.465.729,00	100,00	2.559.493,18	57,31
Total	8.315.729,00	8.159.253,59	98,12	6.245.139,99	76,54

### 6.1.4. Recettes affectées

Poste	Montant	Engagé	%	Payé	% sur CE
2140	149,41	0,00	0,00	0,00	0,00
2350	12.362,13	0,00	0,00	0,00	0,00
2820	2.323,80	2.323,35	99,98	0,00	0,00
2830	1.032,00	1.032,00	100,00	0,00	0,00
3242	5.723,87	5.723,87	100,00	1.159,76	20,26
3248	15.900,00	15.900,00	100,00	15.900,00	100,00
Total	37.491,21	24.979,22	66,63	17.059,76	68,30

## 6.2 Rapport sur le respect des délais de paiement

DG	PAYMENT	INTEREST	INVOICE AMOUNT (EUR)	INTEREST AMOUNT (EUR)	NUMBER OF INVOICES	
DG - COMM	ON TIME	NO INTEREST AMOUNT	68.632.889,74		2416	
	ON TIME	Sum:	68.632.889,74		2416	
	LATE PAYMENT	INTEREST AMOUNT > 200		662.862,07	6.003,17	10
		INTEREST AMOUNT <= 200		3.800.112,92	6.547,98	278
		NO INTEREST AMOUNT		23.015,20		34
	LATE PAYMENT	Sum:	4.485.990,19	12.551,15	322	
DG - COMM		DG Totals:	73.118.879,93	12.551,15	2738	

### **6.3. Résultat des contrôles des obligations contractuelles de longue durée envers les tiers**

#### Contrat avec Euronews pour la production et la diffusion des magazines TV Parlamento

Contrat venant à expiration le 3 octobre 2009 après 4 années d'existence.  
Il a été exceptionnellement prolongé jusqu'au 31 décembre 2009 en attendant le résultat de l'appel d'offres ouvert publié au JO le 1er août 2009.



#### 6.4. Liste des exceptions

Ord. compétent	Objet	Avis vérificateurs		Décision	
		Conforme/ non conforme	Justification	Ordon. compétent	Justification
Jaume Duch	Provisionnels pour le Webstreaming 1er trimestre 2009 - 195.460 € et 119.421 € (ED 25225+25224)	conforme avec observation pour non-préalabilité	Demande d'ED introduite le 20 janvier pour prestations démarrant au début du mois. Retard invoqué par surcharge de travail en raison de la campagne EE09	Jaume Duch	Visa - nécessité de couvrir les obligations contractuelles.
Jaume Duch	Abonnement Globecast pour 2 lignes pour 2009 - 12.928 € (ED25227)	conforme avec observation pour non-préalabilité	Demande d'ED introduite le 20 janvier pour prestations démarrant au début du mois. Retard invoqué par surcharge de travail en raison de la campagne EE09	Jaume Duch	Visa - nécessité de couvrir les obligations contractuelles.
Jaume Duch	Video on Demand Contrat Telindus pour hosting pour 2009 - 39.842,5 € (ED25226)	conforme avec observation pour non-préalabilité	Demande d'ED introduite le 20 janvier pour prestations démarrant au début du mois. Retard invoqué par surcharge de travail en raison de la campagne EE09	Jaume Duch	Visa - nécessité de couvrir les obligations contractuelles.
Jaume Duch	BI Athènes - contrat pour coupures de presse - 34.605 € (ED25761)	conforme avec observation pour non-préalabilité	Contrat en cours depuis 2008, le BI n'a pas demandé d'ED pour couvrir les prestations en 2009	Jaume Duch	Visa - nécessité de couvrir les obligations contractuelles.

Jaume Duch	Provisionnement pour l'implémentation d'un mediaplan radio - 1.200.000 € (EDs 25892 et 25929) PN 1	conforme	voir note de dossier du 27 mai 2009 disponible à l'Unité Ressources	Jaume Duch	Visa - urgence à implémenter le mediaplan vu la proximité de la date des élections
Jaume Duch	WebTV - 2.656.987,99 € (ED 25165) Non préalable	conforme	La demande d'ED de l'Unité opérationnelle a été rédigée le 17.12.2008 pour couvrir des obligations contractuelles en 2009. La demande étant erronée (erreur de calcul dans la révision de prix), la version définitive n'a été reçue que le 30 janvier 2009, donc a posteriori pour les actions débutant au 1er janvier 2009	Jaume Duch	Visa - contrat en cours, bien qu'erronée, demande de l'Unité opérationnelle a été reçue le 17 déc. 2008 et besoin de continuité des opérations.
Jaume Duch	Auvitec - introduction de la demande de révision de prix annuelle, hors délai	conforme		Jaume Duch	Visa - circonstances exceptionnelles expliquant le (léger) retard; suite à l'annulation de 2 sessions plénières la société a dû réorganiser sa structure et mettre en congé une partie de son personnel.
Francesca Ratti	Droits d'auteur pour la revue de presse néerlandophone du B.I. de Bxl - 19.905,60 € (ED	Conforme avec observation pour non-préalabilité		Francesca Ratti	Visa - obligation de s'acquitter des montants réclamés en 2009 par la société des droits d'auteur pour 2007 et 2008

I. Darmis	25497) 2 séminaires pour journalistes en Hongrie - 6.830 € (ED 25962)	Conforme avec observation pour non-préalabilité	Bon de commande imputé sur contrat-cadre en cours sans ED spécifique au préalable	I. Darmis	Visa - obligation de couvrir l'engagement juridique envoyé au contractant
Jaume Duch	Diffusion et réception de signaux vidéo et son PE-CE	Conforme avec observation pour non-préalabilité	Voir note de dossier du 3 juillet disponible à l'Unité Ressources	Jaume Duch	Visa - obligation de couvrir l'engagement juridique envoyé au contractant
Jaume Duch	Contrat avec Euronews pour magazine Parlamento, prolongation au-delà des 4 années 141.992 € (ED26072)	Conforme	La prolongation est faite en attendant l'attribution du marché publié	Jaume Duch	Visa - nécessité de poursuivre ce magazine d'octobre à la fin de l'année tenant compte du besoin d'informer le grand public sur les élections, le traité de Lisbonne, etc.
Alain Crespinet	BI Riga, prolongation du contrat en cours avec Sia Leta - 7.712 € (ED 26143)	Conforme avec observation pour non-préalabilité		Alain Crespinet	Visa - nécessité de couvrir les obligations contractuelles.
Susanne Oberhauser	Prix Lux, DVD 30 langues - 65.000 € (ED 26348)	Conforme avec observation pour non-préalabilité		S. Oberhauser	Visa

### **6.5 Résultats des évaluations ex-post**

Les évaluations ex-post ont porté sur l'analyse des critères d'exclusion et de sélection des appels à propositions pour les subventions, d'une part, et sur l'exécution budgétaire, d'autre part.

Un document exposant l'état des lieux de la gestion budgétaire relatant l'évolution du budget depuis 2004 jusque 2009 et décrivant les différents acteurs et circuits financiers mis en place par l'Ordonnateur Délégué a été rédigé.

Un programme de travail pour la vérification ex-post a été soumis à l'Ordonnateur Délégué qui l'a approuvé ainsi qu'un document d'encadrement définissant les stratégies de contrôle, la définition des tâches et la mise en œuvre du contrôle ex-post à la DG

## **6.6 Fonctions sensibles**

L'organisation interne de la DG est structurée de sorte à minimiser les risques dans la gestion financière, conformément au statut des fonctionnaires et au règlement financier en vigueur.

La DG COMM considère que les postes sensibles se retrouvent principalement au sein des unités opérationnelles et des Bureaux d'Information, ayant le plus de contacts directs avec l'extérieur; ceux-ci sont en général occupés par les Chefs de Bureaux et pour le centre, par des fonctionnaires de grade AD, qui sont soumis à la mobilité.

## **6.7 Evaluation de la mise en oeuvre des NMCI**

## 6.7 Autoévaluation de la mise en oeuvre des Normes Minimales de Contrôle Interne

1. Environnement de contrôle					
1. Déontologie et intégrité	2. Mission, rôle et tâches	3. Compétence du personnel	4. Rendement du personnel	5. Fonctions sensibles	6. Délégation
Degré de réalisation: <i>achevée</i>					

2. Performance et gestion des risques				
7. Fixation d'objectifs	8. Programmation pluriannuelle	9. Programme de travail annuel	10. Contrôle de la performance sur la base d'objectifs et d'indicateurs	11. Analyse et gestion du risque
Degré de réalisation: <i>presque achevée</i> Toutes les actions sont achevées à l'exception de l'action 11				

3. Information et communication		
12. Information ad hoc en matière de gestion	13. Enregistrement du courrier et systèmes d'archivage	14. Signalement d'irrégularités
Degré de réalisation: <i>achevée</i>		

4. Activités de contrôle				
15. Documentation des procédures	16. Séparation des tâches	17. Surveillance	18. Relevé d'exceptions	19. Continuité des opérations
Degré de réalisation: <i>achevée</i>				

5. Audit et évaluation		
20. Identification et correction des insuffisances du contrôle interne	21. Rapports d'audit	22. Examen annuel du contrôle interne
Degré de réalisation: <i>achevée</i>		