



**COUNCIL OF
THE EUROPEAN UNION**

Brussels, 12 July 2013

12278/13

**Interinstitutional File:
2013/0238 (COD)**

**DEVGEN 191
ACP 113
RELEX 649**

PROPOSAL

from: European Commission
dated: 10 July 2013

No Cion doc.: COM(2013) 509 final

Subject: Proposal for a Decision of the European Parliament and of the Council on the European Year of Development (2015)

Delegations will find attached a proposal from the Commission, submitted under a covering letter from Mr Jordi AYET PUIGARNAU, Director, to Mr Uwe CORSEPIUS, Secretary-General of the Council of the European Union.

Encl.: COM(2013) 509 final



EUROPEAN
COMMISSION

Brussels, 10.7.2013
COM(2013) 509 final

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*¹, 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)².

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.

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

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

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.

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 funding³.

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.

³ 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 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.

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*⁴.

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.

⁴ *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).

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 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 Commission⁵. 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 OJ C 13, 20.1.2009, p. 3.

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).

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 Committee⁶,

Having regard to the opinion of the Committee of the Regions⁷,

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 dimension⁸.
- (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 OJ C xxxx, p.

⁷ OJ C xxxx, p.

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

- (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 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*⁹. 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*¹⁰, 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

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

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

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 Eurobarometer¹¹ showed strong support from EU citizens for helping people in partner countries (85%). In spite of the current economic climate, 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 2012¹², 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 Regulation¹³. 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

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

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

¹³ 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.

Regulation (EU) No 966/2012¹⁴ 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 Europe in Partnership* signed on 22 October 2008 by the European Parliament, the Council and the Commission¹⁵.
- (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

¹⁴ OJ L 298, 26.10.2012, p.1

¹⁵ OJ C 13, 20.1.2009, p. 3.

- 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;
 - 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)¹⁶ 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 irregularities¹⁷ 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."

¹⁶ OJ L 136, 31.5.1999, p. 1.

¹⁷ OJ L 292, 15.11.1996, p. 2.

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 21st 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

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) 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.

LEGISLATIVE FINANCIAL STATEMENT

1. FRAMEWORK OF THE PROPOSAL/INITIATIVE

- 1.1. Title of the proposal/initiative
- 1.2. Policy area(s) concerned in the ABM/ABB structure
- 1.3. Nature of the proposal/initiative
- 1.4. Objective(s)
- 1.5. Grounds for the proposal/initiative
- 1.6. Duration and financial impact
- 1.7. Management mode(s) envisaged

2. MANAGEMENT MEASURES

- 2.1. Monitoring and reporting rules
- 2.2. Management and control system
- 2.3. Measures to prevent fraud and irregularities

3. ESTIMATED FINANCIAL IMPACT OF THE PROPOSAL/INITIATIVE

- 3.1. Heading(s) of the multiannual financial framework and expenditure budget line(s) affected
- 3.2. Estimated impact on expenditure
 - 3.2.1. *Summary of estimated impact on expenditure*
 - 3.2.2. *Estimated impact on operational appropriations*
 - 3.2.3. *Estimated impact on appropriations of an administrative nature*
 - 3.2.4. *Compatibility with the current multiannual financial framework*
 - 3.2.5. *Third-party contributions*
- 3.3. Estimated impact on revenue

LEGISLATIVE FINANCIAL STATEMENT

1. FRAMEWORK OF THE PROPOSAL/INITIATIVE

1.1. Title of the proposal/initiative

European Year of Development 2015

1.2. Policy area(s) concerned in the ABM/ABB structure¹⁸

1.3. Nature of the proposal/initiative

The proposal/initiative relates to **a new action**

The proposal/initiative relates to **a new action following a pilot project/preparatory action**¹⁹

The proposal/initiative relates to **the extension of an existing action**

The proposal/initiative relates to **an action redirected towards a new action**

1.4. Objective(s)

1.4.1. *The Commission's multiannual strategic objective(s) targeted by the proposal/initiative*

No multiannual strategic objective considering the specificity of the initiative which is a European Year

1.4.2. *Specific objective(s) and ABM/ABB activity(ies) concerned*

Specific objective No

1. To inform EU citizens about EU development cooperation and showcase the results that the European Union can already achieve as the biggest aid donor in the world and what it is capable of achieving by drawing on the combined strength of its Member States and its institutions.

2. To stimulate the active interest of European citizens in development cooperation, making them aware of their responsibilities and opportunities as regards policy formulation and implementation.

3. In a changing and increasingly inter-dependent world, to raise awareness about the role of EU development cooperation, to the extent that it brings a wide range of benefits not only to recipients but also to EU citizens.

ABM/ABB activity(ies) concerned

¹⁸ ABM: activity-based management – ABB: activity-based budgeting.

¹⁹ As referred to in Article 54(2)(a) or (b) of the Financial Regulation.

Chapter 21 08 — Policy strategy and coordination for the ‘Development and relations with ACP States’ policy area; and

Chapter 19 11 — Policy strategy and coordination for the ‘External relations’ policy area

1.4.3. *Expected result(s) and impact*

Specify the effects which the proposal/initiative should have on the beneficiaries/groups targeted.

1. Information and communication campaign increase visibility of European Union development cooperation and of the impact of European Union development policies in citizens' daily lives.
2. Citizens react positively and play an active role in organising the EYD2015.

1.4.4. *Indicators of results and impact*

Specify the indicators for monitoring implementation of the proposal/initiative.

1. Level of EU citizens' general awareness and knowledge of post-MDG, development policies and instruments, (through Eurobarometer and TR-related AID).
2. Number of outputs in the framework of the media based campaign, conferences/events organised and activities organised with CSOs and NSAs.
3. Level of involvement of EU citizens reached through activities under the EYD2015.

1.5. Grounds for the proposal/initiative

1.5.1. *Requirement(s) to be met in the short or long term*

Short term: to inform EU citizens about EU development cooperation and showcase the results that EU can already achieve as the biggest aid donor in the world.

Long term: in a changing and increasingly inter-dependent world, to raise awareness about the role of EU development cooperation, to the extent that it brings a wide range of benefits not only to recipients but also to EU citizens.

1.5.2. *Added value of EU involvement*

In line with the short and long term requirements, to give an opportunity to Member States and stakeholders at all levels to implement and formulate EU development cooperation policy and external instruments.

1.5.3. *Lessons learned from similar experiences in the past*

The previous European Years have proven their value as effective awareness raising instruments which had an impact on both the general public and multipliers, and have created synergies between different areas of intervention at EU and Member States level.

1.5.4. *Compatibility and possible synergy with other appropriate instruments*

The EC as well as other EU institutions have wide range of instruments at their disposal in the field of informing about promoting EU development cooperation, such as DEAR programme managed by the Commission.

1.6. Duration and financial impact

- Proposal/initiative of **limited duration**
 - Proposal/initiative in effect from 01/01/2015 to 31/12/2015
 - Financial impact from 2013 to 2015
- Proposal/initiative of **unlimited duration**
 - Implementation with a start-up period from YYYY to YYYY,
 - followed by full-scale operation.

1.7. Management mode(s) planned²⁰

For the 2013 budget

- Centralised direct management** by the Commission
- Centralised indirect management** with the delegation of implementation tasks to:
 - executive agencies
 - bodies set up by the Communities²¹
 - national public-sector bodies/bodies with public-service mission
 - persons entrusted with the implementation of specific actions pursuant to Title V of the Treaty on European Union and identified in the relevant basic act within the meaning of Article 49 of the Financial Regulation
- Shared management** with the Member States
- Decentralised management** with third countries
- Joint management** with international organisations (**to be specified**)

From the 2014 budget

- Direct management** by the Commission
 - by its departments, including by its staff in the Union delegations;
 - by the executive agencies;
- Shared management** with the Member States
- Indirect management** by delegating implementation tasks to:

²⁰ Details of management modes and references to the Financial Regulation may be found on the BudgWeb site: http://www.cc.cec/budg/man/budgmanag/budgmanag_en.html

²¹ As referred to in Article 185 of the Financial Regulation.

- third countries or the bodies they have designated;
- international organisations and their agencies;
- the EIB and the European Investment Fund;
- bodies referred to in Articles 208 and 209 of the Financial Regulation;
- public law bodies;
- bodies governed by private law with a public service mission to the extent that they provide adequate financial guarantees;
- bodies governed by the private law of a Member State that are entrusted with the implementation of a public-private partnership and that provide adequate financial guarantees;
- persons entrusted with the implementation of specific actions in the CFSP pursuant to Title V of the TEU, and identified in the relevant basic act.
- *If more than one management mode is indicated, please provide details in the "Comments" section.*

Comments

- At European Union level funds will be managed through direct management by the Commission.
- At Member States national level funds will be managed through indirect management by National Coordination Body determined by European Union Member States.

2. MANAGEMENT MEASURES

2.1. Monitoring and reporting rules

Specify frequency and conditions.

- Ex-post evaluation
- European Year of development work programme
- Establishing of a Steering Committee

2.2. Management and control system

2.2.1. Risk(s) identified

- Acceptance of EU development cooperation decreases
- Exaggerated expectations regarding the impact of the EYD2015
- Lack of commitment from stakeholders
- Non appropriateness of activities directed to citizens
- No change of behaviour
- Limited cooperation from the media or even negative coverage from the media

2.2.2. Information concerning the internal control system set up

2.2.3. Estimate of the costs and benefits of the controls and assessment of the expected level of risk of error

- Dialogue with civil society organisations, Member States and EU institutions in the preparation and implementation of the Year
- Regular risk assessment during the Steering Committee

2.3. Measures to prevent fraud and irregularities

Specify existing or envisaged prevention and protection measures.

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)²² 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 irregularities²³ 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."

²² OJ L 136, 31.5.1999, p. 1.

²³ OJ L 292, 15.11.1996, p. 2.

3. ESTIMATED FINANCIAL IMPACT OF THE PROPOSAL/INITIATIVE

3.1. Heading(s) of the multiannual financial framework and expenditure budget line(s) affected

- Existing budget lines

In order of multiannual financial framework headings and budget lines.

Heading of multiannual financial framework	Budget line	Type of expenditure	Contribution			
		Diff./non-diff. ⁽²⁴⁾	from EFTA countries ²⁵	from candidate countries ²⁶	from third countries	within the meaning of Article 21(2)(b) of the Financial Regulation
IV – External relations	21 08 02 - Coordination and promotion of awareness on development issues; and	Diff.	NO	YES	NO	NO
IV – External relations	19 11 03 - The European Union in the world	Diff.	NO	YES	NO	NO

- New budget lines requested

In order of multiannual financial framework headings and budget lines.

Heading of multiannual financial framework	Budget line	Type of expenditure	Contribution			
	Number [...][Heading.....]	Diff./non-diff.	from EFTA countries	from candidate countries	from third countries	within the meaning of Article 21(2)(b) of the Financial Regulation
	[...][XX.YY.YY.YY]		YES/N O	YES/N O	YES/N O	YES/NO

²⁴ Diff. = Differentiated appropriations / Non-Diff. = Non-differentiated appropriations.

²⁵ EFTA: European Free Trade Association.

²⁶ Candidate countries and, where applicable, potential candidate countries from the Western Balkans.

3.2. Estimated impact on expenditure

No additional funding is sought for the European Year of Development. The flexibility for annual priority settings based on the budget lines and programmes of the Directorate General for EuropeAid, Transparency and Communication Unit 04 provides sufficient margin for running the Year on a EUR 15 million scale. The total amount for running the Year includes spending for the preparatory and implementing actions for the Year²⁷. Therefore the amounts inserted are for information only.

3.2.1. Summary of estimated impact on expenditure

EUR million (to three decimal places)

Heading of multiannual financial framework		Number	IV Heading – External relations					TOTAL
			Year 2013	Year 2014	Year N ²⁸	Year N+1	Enter as many years as necessary to show the duration of the impact (see point 1.6)	
• Operational appropriations								
Number of budget line 21 08 02		Commitments (1)	4.980	7.500				12.480
		Payments (2)	1.800	3.820	6.180	1.470		13.270
Number of budget line 19 11 03		Commitments (1a)	1.490					1.490
		Payments (2a)	0.700					0.700
Appropriations of an administrative nature financed from the envelope of specific programmes ²⁹								
Number of budget line		19 01 04 02 11 or 21 01 04 01 11 or 21 01 04 04	0.150	0.150	0.150			0.450

²⁷

In 2013, within the general budget for the year 2012, the Commission intends to reattribute EUR 1.030.000 to preparatory actions of European Year of Development 2015 using 2012 budgetary appropriations of the Directorate General for EuropeAid, Transparency and Communication Unit 04.

²⁸

Year N is the year in which implementation of the proposal/initiative starts.

²⁹

Technical and/or administrative assistance and expenditure in support of the implementation of EU programmes and/or actions (former "BA" lines), indirect research, direct research.

TOTAL appropriations for DG DEVCO	Commitments	=1+1a +3	6.620	7.650	0.150				14.420
	Payments	=2+2a +3	2.650	3.970	6.330	1.470			14.420

• TOTAL operational appropriations	Commitments	(4)	6.470	7.500					13.970
	Payments	(5)	2.500	3.820	6.180	1.470			13.970
• TOTAL appropriations of an administrative nature financed from the envelope for specific programmes	Commitments	(6)	0.150	0.150	0.150				0.450
	Payments	=4+6	6.620	7.650	0.150				14.420
TOTAL appropriations for HEADING IV of the multiannual financial framework	Commitments	=5+6	2.650	3.970	6.330	1.470			14.420
	Payments								

If more than one heading is affected by the proposal / initiative:

• TOTAL operational appropriations	Commitments	(4)							
	Payments	(5)							
• TOTAL appropriations of an administrative nature financed from the envelope for specific programmes	Commitments	(6)							
	Payments	=4+6							
TOTAL appropriations under HEADINGS 1 to 4 of the multiannual financial framework (Reference amount)	Commitments	=5+6							
	Payments								

Heading of multiannual financial framework	5	" Administrative expenditure "				
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EUR million (to three decimal places)

	Year 2013 ³⁰	Year 2014 ³¹	Year N ³²	Year N+1	Enter as many years as necessary to show the duration of the impact (see point 1.6)	TOTAL
DG: DEVCO						
• Human resources	0.635	0.635	0.381			1.651
• Other administrative expenditure						
TOTAL DG DEVCO	0.635	0.635	0.381			1.651

TOTAL appropriations for HEADING 5 of the multiannual financial framework	(Total commitments = Total payments)	0.635	0.635	0.381			
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EUR million (to three decimal places)

	Year 2013	Year 2014	Year N	Year N+1	Enter as many years as necessary to show the duration of the impact (see point 1.6)	TOTAL
TOTAL appropriations under HEADINGS 1 to 5 of the multiannual financial framework	7.255	8.285	0.531			16.071
	3.285	4.605	6.711	1.470		16.071

Costs for administration, including human resources, will be assured by internal redeployment inside DG DEVCO.

³⁰

Figures are based on DG HR's average costs – 127 000 EUR / year per AD/AST

³¹

Idem

³²

Year N is the year in which implementation of the proposal/initiative starts.

3.2.2. Estimated impact on operational appropriations

- The proposal/initiative does not require the use of operational appropriations
- The proposal/initiative requires the use of operational appropriations, as explained below:

Commitment appropriations in EUR million (to three decimal places)

Indicate objectives and outputs ↓	Type ³³	Average cost	Year 2013	Year 2014	Year N	Year N+1	Enter as many years as necessary to show the duration of the impact (see point 1.6)					TOTAL			
			No		No		Cost	Cost	Cost	Cost	Cost		No total		
			0	N	0	N	0	N	0	N	0			N	
OUTPUTS															
SPECIFIC OBJECTIVE No 1³⁴	TO inform EU citizens about EU development cooperation and in particular show the results that the European Union can already achieve as the biggest aid donor in the world, and could further draw from the combined strength of its Member States and its institutions.														
Media campaign: VNRs, video clips, website, PR, seminars for journalists social media and etc.			3	0.470	3	0.450								6	0.920
Subtotal for specific objective No 1			3	0.470	3	0.450								6	0.920

³³ Outputs are products and services to be supplied (e.g.: number of student exchanges financed, number of km of roads built, etc.).
³⁴ As described in point 1.4.2. 'Specific objective(s)...

SPECIFIC OBJECTIVE NO 2.
To stimulate the active interest of European citizens in development cooperation, make them aware of their responsibilities and opportunities to participate in policy formulation and implementation.

Conferences and events: opening and closing conference, lectures, high level events, side events and etc.	2	2.500	3	0.850														5	3.350
Subtotal for specific objective No 2	2.	2.500	3	0.850														5	3.350

SPECIFIC OBJECTIVE NO 3.

To raise awareness on the role of EU development cooperation, which brings a wide range of benefits not only to recipients but also to EU citizens, in a changing and increasingly inter-dependent world.

Workshops and other outputs: workshops, awareness raising events in MS visual identity, promotion material, publications and printing, studies, funds for NGOs and MS and ect.	6	3.500	2	6.200														8	9.700
Subtotal for specific objective No 3	6	3.500	2	6.200														8	9.700
TOTAL COST	11	6.470	8	7.500														19	13.970

3.2.3. Estimated impact on appropriations of an administrative nature

3.2.3.1. Summary

- The proposal/initiative does not require the use of appropriations of an administrative nature
- The proposal/initiative requires the use of appropriations of an administrative nature, as explained below:

EUR million (to three decimal places)

	Year 2013	Year 2014	Year N³⁵	Year N+1	Enter as many years as necessary to show the duration of the impact (see point 1.6)	TOTAL
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HEADING 5 of the multiannual financial framework							
Human resources	0.635	0.635	0.381				1.651
Other administrative expenditure							
Subtotal HEADING 5 of the multiannual financial framework							

Outside HEADING 5³⁶ of the multiannual financial framework							
Human resources							
Other expenditure of an administrative nature							
Subtotal outside HEADING 5 of the multiannual financial framework							

TOTAL	0.635	0.635	0.381				1.651
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The human resources appropriations required for the coordination team to organise the EYD2015 will be met by appropriations from the DG that are already assigned to management of the action and/or have been redeployed within the

³⁵ Year N is the year in which the implementation of the proposal/initiative starts.

³⁶ Technical and/or administrative assistance and expenditure in support of the implementation of EU programmes and/or actions (former "BA" lines), indirect research, direct research.

DG, together if necessary with any additional allocation which may be granted to the managing DG under the annual allocation procedure and in the light of budgetary constraints.

3.2.3.2. Estimated requirements of human resources

- The proposal/initiative does not require the use of human resources.
- The proposal/initiative requires the use of human resources, as explained below:

Estimate to be expressed in full time equivalent units

	Year 2013	Year 2014	Year N	Year N+ 1	Enter as many years as necessary to show the duration of the impact (see point 1.6)		
• Establishment plan posts (officials and temporary staff)							
XX 01 01 01 (Headquarters and Commission's Representation Offices)	5	5	3				
XX 01 01 02 (Delegations)							
XX 01 05 01 (Indirect research)							
10 01 05 01 (Direct research)							
• External staff (in Full Time Equivalent unit: FTE)³⁷							
XX 01 02 01 (CA, SNE, INT from the "global envelope")							
XX 01 02 02 (CA, LA, SNE, INT and JED in the delegations)							
XX 01 04 yy ³⁸	- at Headquarters						
	- Delegations						
XX 01 05 02 (CA, SNE, INT - Indirect research)							
10 01 05 02 (CA, INT, SNE - Direct research)							
Other budget lines (specify)							
TOTAL	5	5	3				

XX is the policy area or budget title concerned.

The human resources required for the coordination team to organise the EYD2015 will be met by staff from the DG who are already assigned to management of the action and/or will redeployed within the DG, together if necessary with any additional allocation which may be granted to the managing DG under the annual allocation procedure and in the light of budgetary constraints.

³⁷ CA= Contract Staff; LA = Local Staff; SNE= Seconded National Expert; INT = agency staff; JED= Junior Experts in Delegations).

³⁸ Sub-ceiling for external staff covered by operational appropriations (former "BA" lines).

Description of tasks to be carried out:

Officials and temporary staff	Planning and execution of the EYD2015 communication activities with a view of efficiency in terms of financial and time expenditure, ensuring interinstitutional coordination, as well as coordination with stakeholders (Member States and Civil Societies etc.)
External personnel	N/A

3.2.4.

3.2.5. *Compatibility with the current multiannual financial framework*

- Proposal/initiative is compatible the current multiannual financial framework.
- Proposal/initiative will entail reprogramming of the relevant heading in the multiannual financial framework.

Explain what reprogramming is required, specifying the budget lines concerned and the corresponding amounts.

- Proposal/initiative requires application of the flexibility instrument or revision of the multiannual financial framework³⁹.

Explain what is required, specifying the headings and budget lines concerned and the corresponding amounts.

3.2.6. *Third-party contributions*

- The proposal/initiative does not provide for co-financing by third parties.
- The proposal/initiative provides for the co-financing estimated below:

Appropriations in EUR million (to 3 decimal places)

	Year N	Year N+1	Year N+2	Year N+3	Enter as many years as necessary to show the duration of the impact (see point 1.6)			Total
Specify the co-financing body:								
TOTAL appropriations cofinanced								

³⁹ See points 19 and 24 of the Interinstitutional Agreement (for the period 2007-2013).

3.3. Estimated impact on revenue

- Proposal/initiative has no financial impact on revenue.
- Proposal/initiative has the following financial impact:
 - on own resources
 - on miscellaneous revenue

EUR million (to three decimal places)

Budget revenue line:	Appropriations available for the current financial year	Impact of the proposal/initiative ⁴⁰							
		Year N	Year N+1	Year N+2	Year N+3	Enter as many years as necessary to show the duration of the impact (see point 1.6)			
Article									

For miscellaneous ‘assigned’ revenue, specify the budget expenditure line(s) affected.

Specify the method for calculating the impact on revenue.

⁴⁰ As regards traditional own resources (customs duties, sugar levies), the amounts indicated must be net amounts, i.e. gross amounts after deduction of 25% for collection costs.