EUROPEAN COMMISSION

DG COMMUNICATION

Call for expressions of interest for the Pan-European working groups

Brussels, 10 March 2010

1. Context

DG Communication has decided to create Pan-European working groups for Europe Direct Network members to enhance co-operation and pool expertise around a particular subject, thereby capitalising on the knowledge and experience of the members for the benefit of the whole network.

DG Communication will publish calls for expression of interest for each working group to which Network members may apply on the basis of their interest and respective experience.

The working groups will have a maximum of 20 members and will operate for the period of one year.

Following the launch of the new Europe Direct Intranet, the working groups will function mainly as e-working groups on a specific web-based communication platform. In addition, a meeting will be held once a year for the members of the individual working groups.

2. Objectives

- Creation of a knowledge-base using a bottom-up approach to take into account members' experiences and to valorise existing know-how within the Network;

- Transforming this knowledge into tangible outputs in the form of information and communication products for dissemination among fellow Network members;

- Re-injection of this knowledge into the Network;

- Availability of experts on a particular subject who could act as "contact points" for further assistance to fellow Network members.

3. Added value of joining a working group

In exchange for sharing their expertise for the benefit of the whole network, members of the working groups will have a unique opportunity to:

- Exchange good practices with fellow Network members from other countries in their particular area of interest;

- Evolve as an expert in a specific field within the Europe Direct Network with added value for his/her own host structure;

- Benefit from visibility in the communication products/events created organised by DG COMM (e-newsletter, Intranet, training sessions, annual general meetings);

- Benefit from support from experienced moderators;

- Use of the dedicated Intranet platform;

- Participate for free in a meeting in a Member State of the European Union.

Each working group will be moderated by an expert provided by DG COMM's contractor ESN (European Service Network) currently in charge of the operational management of the information, communication and promotion activities of the Europe Direct Network. The <u>moderator</u> will define the working group's annual work programme on the basis of members' suggestions, and will coordinate the communication and exchange of information on the web-based platform with the selected members.

The moderator of each working group will be supported by the <u>Project Manager Networking</u> (ESN) for the definition of the networking activities in order to make available the working group's knowledge to Europe Direct Network members.

4. Themes

The following themes will be covered by the 2010 working groups:

- Europe Direct Information Centres and media relations;

- Europe Direct Information Centres and web 2.0 (including social networks, etc.);

- European Documentation Centres and electronic repositories of information sources.

The working group "<u>Europe Direct Information Centres and media relations</u>" will identify good practices as regards the co-operation between the EDICs and local/regional media, and will help the EDICs to engage with local media and understand their needs.

The working group "<u>Europe Direct Information Centres and web 2.0</u> (including social networks)" will examine how the EDICs could make better use of web 2.0 and social media in order to reach out to various target groups and to increase the promotion and visibility of EDIC activities at regional/local level.

The working group "<u>European Documentation Centres and electronic repositories of information and documents</u>" will identify/analyse existing projects in this particular area, explore synergies between these projects, propose new complementary projects and make recommendations on how to use these products as information and training tools in European universities.

5. Financial support

The working groups will operate mainly as e-working groups on a specific web-based communication platform, complemented by one meeting in a Member State to be defined.

DG Communication will cover the travel and accommodation expenses of the working group members for the annual meeting of their group, including coffee breaks, lunch and dinner on the day of the meeting.

6. Eligibility criteria

Applicants for the working groups should fulfil the following criteria:

- any applicant from an <u>EDIC</u> may apply for the working groups on "<u>EDICs and media relations</u>" and/or "<u>EDICs and web 2.0</u> (including social networks, etc.)";

- any applicant from an <u>EDC</u> may apply <u>only</u> for the working group "<u>EDCs and electronic repositories of information sources</u>";

- an applicant expressing interest in a working group should have been a member of the respective Europe Direct Network (EDIC or EDC) for at least one year and should work there on a regular basis;

- the application form must be complete, dated and signed;

- the application must be received before the closing date mentioned below.

7. Selection criteria

Applicants' <u>knowledge of English</u> must be sufficient to enable efficient communication between the members selected from all over Europe in order to achieve the objectives of each working group.

In addition, applicants must also have at least one year's <u>relevant experience</u> in the fields covered by the working group for which they are applying so as to be able to contribute constructively to achieving the group's objectives.

8. Award criteria

Evaluation of the expressions of interest will be carried out by an independent evaluation team in accordance with the award criteria described below. The expression of interest must include all those elements which are required to assess the application.

The evaluation will be carried out in accordance with the following award criteria:

Overall quality (20)

- To what extent is the overall application clear and coherent?

Motivation (10)

- How well does the applicant motivate his/her interest in contributing to the activities of the working groups?

Relevance (30)

- To what extent are the proposed topics relevant to the objectives of the corresponding working group?

Methodology (20)

- To what extent is the outline of the proposed group activity suitable for the objectives of the corresponding working group?

Networking (20)

- To what extent is the methodology proposed by the applicant appropriate to ensure efficient dissemination of the working group's outcome(s) to fellow Network members?

The applicant should consider each of the above-mentioned aspects in his/her proposal.

During the evaluation process, the award criteria will be weighted as follows:

1. Quality	/20
2. Motivation	/10
3. Relevance	/30
4. Methodology	/20
5. Networking	/20
Maximum total score	/100

9. Submission of expressions of interest

The expressions of interest should be written using the attached application form.

For any questions or requests for clarifications regarding this call for expression of interest, please contact Yannis Pouliovalis, Project Manager Networking (ESN), at the following e-mail address: ypo@esn.eu

All correspondence should be carried out in English, including the submission of the application form. All questions and requests for clarification will be answered within a maximum of three working days.

The applications should be submitted by 26 March, to the mailbox wkgroup@esn.eu

10. Provisional time schedule

- Publication of the call: 10/03/2010
- Deadline for submitting proposals: 26/03/2010
- Estimated date for closing the award procedure: mid-April
- Estimated launch of working groups' activities: beginning of May

This provisional time schedule is subject to change.