**ANNEX I**

**DESCRIPTION OF THE ACTION**

***Call proposals COMM/SUBV/2020/M - MEDIA***

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| **1. APPLICANT:** |
| **##########**  Click or tap here to enter text.  **##########** |
| **2. TITLE OF THE ACTION:** |
| **##########**  Click or tap here to enter text.  **##########** |
| **3. DURATION OF THE ACTION** |
| **##########**  Click or tap here to enter text.  **##########** |
| **4. DESCRIPTION OF THE ACTION** |
| **a) Describe the general and specific objectives that the action aims to achieve:**  Applicants should explain the general and specific objectives of the action in light of the national context (political, economic, and societal). Applicants should also explain how the objectives are expected to contribute to the objectives of the call for proposalsand how they relate to EP agenda and priorities.  **##########**  Click or tap here to enter text.  **##########** |
| **b) Description of the planned activities and deliverables:**  Applicant should provide details on the planned activities and deliverables, and in particular: a) if they are new or fitting into an existing format; b) the number and the length of programmes/articles; c) the length of segment devoted to EU/EP; d) the airing/publication days and times; e) whether they are available on-line or not; f) their link with the relevant objectives and target group. Please explain how the planned activities and deliverables serve the objectives of the action and the synergy between them. Please underline any innovative approach.  **##########**  Click or tap here to enter text.  **##########** |

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| **c) Methodology to be followed**  Applicants should explain the methodology they will be follow in order to meet the general and specific objectives of the action described above. In particular, applicants should provide details on the distribution of the deliverables; the involvement of opinion leaders/influencers; the sustainability of the action once completed; the proposed evaluation methods and indicators; and the visibility of EU funding during the action.  **##########**  Click or tap here to enter text.  **##########** |
| **d) Implementation of the action via subcontractors and/or affiliated entities**  Applicants should explain which part of the action will be subcontracted (list of main activities to be carried out) as well as which activities will be undertaken by affiliated entities (if applicable). If known, name of subcontractors as well as affiliated entities should be provided otherwise their costs would not be eligible for funding.  **##########**  Click or tap here to enter text.  **##########** |
| **e) Expected reach of the action**  Applicants should provide details on the expected reach of the action, including the multimedia reach (publication online front page, social media, events, etc.) and their use.  Applicants should specify the related indicators from Annex II to assess the action’s expected results in terms of reach.  **##########**  Click or tap here to enter text.  **##########** |
| **f) Arrangements for monitoring/supervision of the operation and any risks involved in its implementation:**  Applicants should explain how the action will be supervised. They should refer to risks involved in its implementation, how they might affect the objectives and outcomes of the action and how they could be mitigated.  **##########**  Click or tap here to enter text.  **##########** |

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| **5. USE OF OTHER EP RESOURCES** |
| Applicants should select the relevant option.  To implement the action do you envisage:  **a) requesting the use of the EP’s audiovisual facilities?**  **##########**  Choose an item.  **##########**  **b) inviting Members of the EP? Yes/No**  **##########**  Choose an item.  **##########**  **c) applying for reimbursement of costs under the EP programme for the invitation to journalists? Yes/No**  **##########**  Choose an item.  **##########**  **d) requesting the support of the EP Liaison Office in the Member State(s)? Yes/No**  **##########**  Choose an item.  **##########**  **e) requesting the use of EP’s premises for the venue of activities? Yes/No**  **##########**  Choose an item.  **##########** |