EC-UNDP Workshop on

Formulating and Implementing Electoral Assistance Projects in the Context of the EC-UNDP Partnership

FAFA provisions and EC-UN Joint Visibility Guidelines

Ana Martinez Alonso, Team Leader Public Relations, Communication and Visibility, DEVCO

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The framework

The European Commission has agreements with leading International Organisations :

❏ EC/World Bank guidelines on visibility, (March 2009)

❏ Joint Visibility Guidelines for EC-UN Actions in the Field (April 2008)

❏ EC/UNDP operational guidelines for the implementation of electoral assistance programmes and projects (Art.3.5) 2008

Commitments in principle must be put into practice

Objectives

« the objective of visibility activities is the communication of the positive results of the partnership »

-> raise awareness of the reasons and impact of the UN/EU cooperation

-> identify EU support for the action and the impact of this action

BE CONCRETE!

why we fund….what we fund….results obtained….impact….testimonies…..

In practice

❏ A **budget for communication** must be set down in the Contribution Agreement (article 6 – visibility and transparency)

❏ During the inception Phase, partners elaborate a **Communication Plan** in cooperation with the EU Delegation

Reporting

❑ **At least** one section of reports must contain detailed description and evaluation of communication activities - with concrete examples - and impact

❑ Indicators should be objective and specific

❑ **Whenever possible** illustrated with press cuttings, audio-visual transcripts, etc.

The EC Visibility and Communication Manual

beyond static visibility

❑ Covers the written and **visual identity** of the EU

❑ Sets out **requirements and guidelines** for all relevant communication activities and tools

❑ provides guidance on **budgeting**, drafting and implementing a **communication plan** and on **reporting**

COMMUNICATION AND VISIBILITY MANUAL for European Union External Actions

Examples of good joint communication

Examples of good cooperation

FAO and WFP / EU cooperation on the Food facility

à **Common communication plans**

EC/FAO visibility

**Visibility plan and strategy
EU Food Facility**
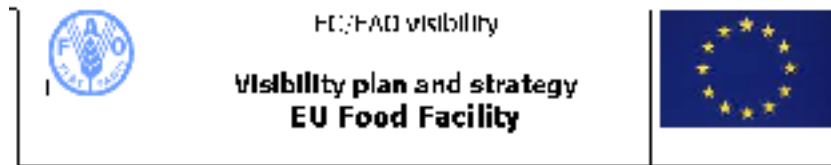
EC-UNICEF portal: specific pages to feature our cooperation

Tools

CASE STUDIES

Online application (ECAS password)

Lively and tangible <u>results</u> of our actions in the field – human stories

Inclusion in Websites (delegation and headquarters)

Packaged and branded for specific events

Illustrated with pictures and videos

SHARE YOUR PICTURES

Photo library : Online application (ECAS password) to upload pictures available soon !

http://ec.europa.eu/europeaid/multimedia/photos/library/

SHARE YOUR VIDEOS

Video library : contact EuropeAid-PHOTO-LIBRARY@ec.europa.eu

http://ec.europa.eu/europeaid/multimedia/videos/index_en.htm

SPECIFIC TRAINING IN COMMUNICATION for EU financed projects

Conclusion

Essentials

❏ More **pro-active attitude** should be adopted as far as communication is concerned primarily towards local audiences but also EU citizens

❏ A **Communication plan** must be drafted for **each project**

❏ The **budget for communication** must be set down in the Financing Agreement/contract

❏ UNDP headquarters should ensure that **country offices** receive clear **instructions on the joint guidelines**.

❏ Project Managers must **involve Delegation** Press and Information Officers in the **approval of the communication plans**