



European Commission
United Nations Development Programme
Joint Task Force on Electoral Assistance



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

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Brussels 1 – 4 February 2011



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.**



Tools

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 TEMPLATE

GENERAL COMMUNICATION GUIDANCE

Objectives

1. Overall communication objectives
2. Objectives
3. Defining communication areas for action: a) institutional; b) thematic; c) geographic
4. Overall objectives for each broad area related to the action objectives and the overall communication strategy

Elements of communication activities

1. Action that the beneficiary should know of the activity: partner and the EU in the activity
2. How beneficiaries' individual population or groups are affected by the partner and the EU following an activity or a particular action
3. How beneficiaries' benefits will be perceived, together to support education, health and environment

Operational activities

1. How activities will be implemented, including the overall communication and visibility plan
2. The nature of the activity
3. The responsibility for carrying the activity
4. Resource allocation: human
5. Budget: details of activities of partner, beneficiary, activities of the EU and other

MONITORING AND EVALUATION

1. Integration of the communication objectives
2. Overall monitoring and evaluation framework and progress
3. Resources for monitoring and evaluation
4. How data of assessment forms or other means can be perceived and used to assess activities

REPORTING

1. Overall framework
2. Reporting structure to monitor and communicate activities
3. How reporting and management will be organized for communication activities
4. Financial resources
5. Budget reporting: information communication activities in annual budgets and as a percentage of overall budgeted activity



Examples of good joint communication

Logo

United for Mother and Child Health



unicef

This project is financed by the European Union and implemented with technical assistance from UNICEF



Information tool

Photos



Media Centre

Child deaths in Samarkand hospital drop rapidly through joint EC and UNICEF support

By Matthew Taylor

Samarkand, Uzbekistan, August 5, 2006 - A baby boy was recently rushed into Samarkand's Farahatov Hospital Number 1. He was in shock, dehydrated and his arms and legs were cold.



Better diagnoses and improved emergency care is saving young lives in Samarkand.

Sign up to our newsletter

Email

Sign up

Concrete facts on results

Quick Facts

- Nearly 10,000 health workers to be trained across 8 regions
- New training centres will be established in 5 regions and
- Newborn & child survival packages will be introduced into medical colleges (universities) of across the region.

Videos



Video

Voting

How would you evaluate this website?

- Very useful, a lot of information
- User friendly
- Overloaded with pictures
- Could be better

Voting

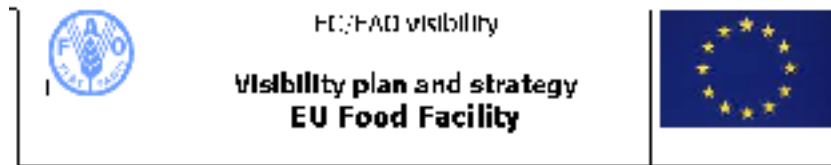
Feedback mechanism

News from the field



Examples of good cooperation

FAO and WFP / EU cooperation on the Food facility à Common communication plans



EC-UNICEF portal: specific pages to feature our cooperation





Tools

CASE STUDIES

Online application (ECAS password)

Lively and tangible results 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

EuropeAid

Protection sociale et emploi

OBJECTIF 8
Appuyer la transformation productive et durable des petites entreprises

En 2015, l'Union européenne a financé 11 millions d'euros de projets de développement dans le secteur de la protection sociale et de l'emploi. Ces projets visent à améliorer les conditions de travail, à renforcer les compétences des travailleurs et à promouvoir l'emploi décent.

Contexte – Les défis sociaux et économiques sont de plus en plus pressants. La pandémie de COVID-19 a exacerbé les inégalités et a entraîné une perte massive d'emplois. L'Union européenne s'engage à soutenir les efforts des pays partenaires pour relever ces défis.

Objectifs – Appuyer la transformation productive et durable des petites entreprises, améliorer les conditions de travail, renforcer les compétences des travailleurs et promouvoir l'emploi décent.

Impact – L'Union européenne a financé 11 millions d'euros de projets de développement dans le secteur de la protection sociale et de l'emploi. Ces projets visent à améliorer les conditions de travail, à renforcer les compétences des travailleurs et à promouvoir l'emploi décent.

UNION EUROPÉENNE
LE DÉVELOPPEMENT DURABLE

CND 2-Pau+Rég



Tools

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**