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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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**
« 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.
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**
Examples of good joint communication

United for Mother and Child Health

Logo
Photos
Videos
Information tool
Concrete facts on results
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
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
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


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**.