



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 – the PALOP Case

Fabio Bargiacchi, JTF Coordinator, UNDP Brussels

Brussels 1 – 4 February 2011



Pro-PALOP-TL Visibility Plan

Pro **PALOP TL**
Project in support of 2010-2012 Electoral Cycle in the PALOP and Timor Leste

UNDP

PRO-PALOP I TL
Visibility Plan

The project is funded by the European Union

In accordance with the Joint Visibility Guidelines for EC-UN Actions in the Field, the Pro PALOP/TL Visibility Plan will raise awareness around the achievements and positive impacts attained with EU-funding in favour of the PALOP and Timor Leste and in the context of the EC UNDP Partnership on Electoral Assistance.



Objectives

- ✓ **To acknowledge the EU funding in the context of the EC-UNDP Partnership on EA by integrating cohesively across activities and communications materials produced within the PALOP Project.**
- ✓ **To communicate “positive results of the partnership” (Joint Action Plan on Visibility).**
- ✓ **Visibility activities will focus on inputs, outputs and the impact of the action’s results.**





Approach

The PALOP Visibility Plan works across two levels, addressing activities and/or communications:

- ✓ **Created to raise awareness around the Pro PALOP/TL project, for example project communications and initiatives, key meetings and coverage of workshops/initiatives/activities;**
- ✓ **Produced in support of PALOP key stakeholders/ partners (EMBs, NGOs, Media etc.) for technical assistance, funded activities and/or campaigns.**



Messaging

- ✓ **A fully funded EU project in support of the cooperation between the EU and PALOP Timor Leste**
- ✓ **A strong partnership between the EC and UNDP on electoral assistance and the electoral cycle approach.**
- ✓ **A distinctive Community of Countries program where activities at regional/ country levels are inter-dependent and mutually reinforcing.**
- ✓ **An innovative concept that responds to common needs of the beneficiary countries but considers specificities of each one of them regarding political context, legal and institutional framework, as well as their specific needs within the different project's entry points.**



Considerations

- ✓ **Compliance with visual identity elements of the EU and UNDP**
- ✓ **Good communication relations with the Press and Information Officer at the EU Delegation on issues related to info/communication/visibility activities + ensure the inclusion of the PM in this process**
- ✓ **Ensure internally required political clearance for press statements**
- ✓ **EU flag & “This project has been fully funded by the EU” on communication materials**
- ✓ **Ensure the use of EU disclaimer**
- ✓ **Consider potential cultural diversity, respect national/regional environment**
- ✓ **Timely delivery of info, materials etc.**
- ✓ **Clear and accurate information**



Activities

**Leaflets, brochures
and newsletters**

Audiovisual productions

Public events and visits

Joint press releases

Promotional items

Joint press conferences

Press releases

Display panels

Websites

Press visits

Information campaigns

Photographs

Supplies and equipment

Press conferences

Banners



Logo and website

Pro 
PALOP TL 

Project in support of 2010 -2012 Electoral Cycle in the PALOP and Timor Leste





Website

Pro PALOP TL
Project in support of 2010-2012 Electoral Cycle in the PALOP and Timor Leste

Home | Contact | Courses | Documents | Staff & Personnel | Creators | Publications | Jobs | Contact

Preceding the initiation of the project in support of the 2010-2012 Electoral Cycle in the PALOP and Timor Leste (Pro PALOP/TL).

The Pro PALOP/TL has in partnership worked with the states of providing 2010 electoral cycle assistance program. The support offered by the project goes beyond those needed only to facilitate and advance electoral cycle management & support the needs of the PALOP and Timor Leste electoral management bodies (EMBs) throughout their electoral cycle phases and processes.

Pro PALOP/TL strategy

The project strategy is to put together and make available a budget bidding, internet and e-voting, knowledge and resources by facilitating, adapting them to the Pro PALOP and Timor Leste context. Finally, the project aims to provide the subject electoral assistance activities in the broader democratic governance framework, through the strengthening of the legislatures (parliaments and assemblies and, especially women) and to promote more effective relations between traditional institutions and civic domestic associations.

To conduct this, the project implementation will benefit from the support of the [United States of America](#) through the [USAID](#) Project Management and U.S. Global Leadership and Priorities Act, and from the [European Union](#) through the [European Union](#) Global Access to Information and Knowledge (GAIK) program.

Upcoming Trainings

1-3-10-10 PM members on Formulating & Implementing Electoral Assistance Programs (14-15 February)

[View more events](#)

Galleries

<http://propalop-tl.org>



Visibility budget

Year	Funds	Activities
2010	13.487 \$	Website and other visibility activities
2011	14.250 \$	Website and other visibility activities
	32.000 \$	Support project and partnership visibility with actions targeting and involving project's stakeholders within the PALOP and Timor Leste (peer 2 peer exchange & other visibility actions).
2012	16.309 \$	Website and other visibility activities
	22.000 \$	Support project and partnership visibility with actions targeting and involving project's stakeholders within the PALOP and Timor Leste (peer 2 peer exchange & other visibility actions).



Detailed visibility plan - sample

Communications	Visibility Elements	Frequency	Target Audience	Performance Indicators
Pro PALOP/TL Project Materials				
Presentations	- UNDP & EU phrase &/or flag - EU & UNDP Links EU Disclaimer	At least one per country/per year	Key stakeholders and meetings, interlocutors.	Number of presentations
Press Releases	UNDP & EU phrase &/or flag	Indicatively 6 per year	Key stakeholders and general public	Number of press coverage; (Publicity across different media channels and organization.)
Pro PALOP/TL Website	UNDP & EU phrase &/or flag - EU & UNDP Links	Base Pages + Monthly updates (articles, photos, videos, tweets, data, etc.)	General Public	Number of updates; as and when new articles/Information made available.
Annual General Report	- UNDP & EU phrase &/or flag - EU & UNDP Links	Annually	Key stakeholders – senior management of UNDP-EU; EU Delegations; etc.	Report prepared and distributed on time bearing visibility component.
Pro PALOP/TL Brief/Newsletter	-UNDP & EU phrase &/or flag - EU & UNDP Links EU Disclaimer	Quarterly	General public. (Pro PALOP/TL newsletter will be available on line on the Pro PALOP/TL website for downloading which updates the important developments)	Number of hits per update. Number of key development/progress by partners reported and publicized.
Pro PALOP/TL Publications	- UNDP & EU phrase &/or flag - EU & UNDP Links EU Disclaimer	As set in AWP's	Lusophone electoral practitioners	- Number of publication made available in Portuguese; number of requests/email for to the launch of the publication.



Project & promotional materials



PENS



BAGS



USB



NOTEBOOKS



Newsletter

UNDP - EC Partnership

Updates of ProPALOP-TL

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste.

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.



ProPALOP-TL is published by



UNITED NATIONS - Office for Timor-Leste
P.O. Box 1000, Dili, Timor-Leste
Tel: +670 25833

ProPALOP-TL

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste.



United Nations Office for Timor-Leste
NF 1 / 08 March 2010

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.

Mission of ProPALOP-TL

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.



This helicopter is used for transport and medical evacuation in Timor-Leste.

This helicopter is used for transport and medical evacuation in Timor-Leste.

Activities of ProPALOP-TL

ProPALOP-TL is a joint initiative of UNDP and EC, aimed at supporting the development of the private sector in Timor-Leste. It focuses on providing technical assistance and training to entrepreneurs and businesses.





Thanks!