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
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.
✓ 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.
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.
✓ 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
- Promotional items
- Display panels
- Information campaigns
- Press conferences
- Audiovisual productions
- Public events and visits
- Joint press conferences
- Joint press releases
- Press releases
- Press visits
- Websites
- Photographs
- Supplies and equipment
- Banners
Pro PALOP TL
Project in support of 2010 - 2012 Electoral Cycle in the PALOP and Timor Leste
Pro PALOP/TL
Project in support of 2010-2012 Electoral Cycle in the PALOP and Timor Leste

Website
http://propalop-tl.org
<table>
<thead>
<tr>
<th>Year</th>
<th>Funds</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>13.487 $</td>
<td>Website and other visibility activities</td>
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<tr>
<td>2011</td>
<td>14.250 $</td>
<td>Website and other visibility activities</td>
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<tr>
<td></td>
<td>32.000 $</td>
<td>Support project and partnership visibility with actions targeting and involving project’s stakeholders within the PALOP and Timor Leste (peer 2 peer exchange &amp; other visibility actions).</td>
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<tr>
<td>2012</td>
<td>16.309 $</td>
<td>Website and other visibility activities</td>
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<td>22.000 $</td>
<td>Support project and partnership visibility with actions targeting and involving project’s stakeholders within the PALOP and Timor Leste (peer 2 peer exchange &amp; other visibility actions).</td>
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# Detailed visibility plan - sample

<table>
<thead>
<tr>
<th>Communications</th>
<th>Visibility Elements</th>
<th>Frequency</th>
<th>Target Audience</th>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro PALOP/TL Project Materials</td>
<td>- UNDP &amp; EU phrase &amp;/or flag, - EU &amp; UNDP Links</td>
<td>At least one per country/per year</td>
<td>Key stakeholders and meetings, interviewers.</td>
<td>Number of presentations</td>
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<td><strong>Presentations</strong></td>
<td><strong>Press Releases</strong></td>
<td><strong>Pro PALOP/TL Website</strong></td>
<td><strong>Annual General Report</strong></td>
<td><strong>Pro PALOP/TL Brief/Newsletter</strong></td>
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<td>- UNDP &amp; EU phrase &amp;/or flag</td>
<td>Indicatively 6 per year</td>
<td>UNDP &amp; EU phrase &amp;/or flag</td>
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<td><strong>EU Disclaimer</strong></td>
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<tr>
<td><strong>Base Pages</strong></td>
<td><strong>Monthly updates</strong> (articles, photos, videos, tweets, data, etc.)</td>
<td><strong>General Public</strong></td>
<td><strong>Key stakeholders – senior management of UNDP-EU; EU Delegations; etc.</strong></td>
<td><strong>General public. (Pro PALOP/TL newsletter will be available on-line on the Pro PALOP/TL website for downloading which updates the important developments)</strong></td>
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Project & promotional materials

- Pens
- Notebooks
- Bags
- USB
Thanks!