

EC-UNDP Workshop on

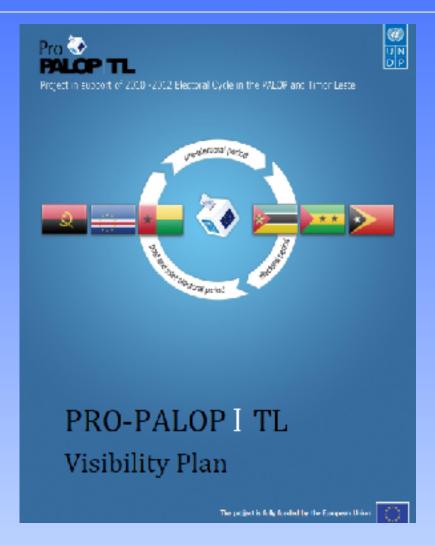
Formulating and Implementing Electoral Assistance Projects in the Context of the EC UNDP Partnership

FAFA Provisions and EC-UN Joint Visibility Guidelines – the PALOP Case

Fabio Bargiacchi, JTF Coordinator, UNDP Brussels



Pro-PALOP-TL Visibility Plan



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





Logo and website



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





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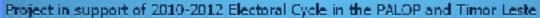
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Pro PALOP/TL strategy

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Upcoming Trainings



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Galleries



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

launch of the publication.

Communications	Visibility Elements	Frequency	Target Audlence	Performance Indicators
Pro PALOP/TL Project Materials				
Presentations	- UNDP & EU phrase &/or flag - EU & UNDP Links - EU Disclaimer	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 I 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 PATOP/II newsletter will be available on line on the Pro PATOP/II website for downloading which updates the important developments)	
Pro PALOP/TL Publications	- UNDP & EU phrase &/or flag - EU & UNDP Links EU Disclaimer	As set in AWPs	Lusophone electoral practitioners	 Number of publication made available in Portuguese; number of requests/email for to the



Project & promotional materials





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Newsletter

UNDP - EC Partnership

Updates of ProPALOP-TL

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Activities of ProPALOP-TL

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