

Visibility and communication are among the requirements for all EU funded projects.

Implementers of EU funded projects often have issues related to the visibility and communication aspects, which have a direct impact on how the project is seen by the promoters themselves as well as by the public both in terms of the impact and the sustainability of their results.

At the same time, a strong and positive image of the EU resulting from good project visibility allows the Delegation to share the results and lessons learned by the project at the highest level.

This template arose from the need to strengthen a *cultural communication* in the management of EU funded projects in Cape Verde. Always refer to the *Communication and Visibility Handbook for EU external actions*, the main reference of this document:

https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en_0.pdf



In case of doubt or contradictory information, refer to the above mentioned Manual.

COMMUNICATION AND VISIBILITY GUIDE

**FOR EU-FUNDED PROJECTS
IMPLEMENTED by
International Organizations in
Cape Verde.**

Introduction

The United Nations and the European Union have developed a strong partnership in the pursuit of shared humanitarian and development goals. These have been outlined in a number of strategic policy and programme frameworks. Both the United Nations and the EU are also committed to increasing the effectiveness of aid in line with the principles of the Paris Declaration, managing joint actions in around 140 countries.

The European Union set clear rules on communication and visibility. A budgeted communication and visibility plan must be included in any EC-funded or co-funded action, aiming at highlighting the external communication activities that need to take place at each key project stages. The level of detail should be proportionate to the nature, extent and cost of the communication activities envisaged, which clearly depends on the dimension of the action. Any implementing organisation should care of identifying and focussing first and foremost on the key audiences in the host/beneficiary country, as well as at EU and International level.

The submission of a complete and consistent plan (CVP) to the European Union Delegation (EUD) will be the responsibility of the implementing organization, and must be assessed and validated by the EUD prior **the signature of the EU-UN Agreement**. The CVP will be part of the EU-UN Agreement.

It is important that the communication of the project takes into account the EU's pillars of cooperation in Cape Verde, such as the ***Special Partnership*** Agreement.

This information can be found on the EUD website https://eeas.europa.eu/delegations/cape-verde_en

Legal requirements

Unless otherwise requested or agreed by the European Union, contractors for services, supplies, works or grant beneficiaries, as well as entities managing funds on behalf of the European Commission (delegated cooperation), must take the necessary measures to ensure the visibility of the EU financing or co-financing. Such measures must be in accordance with the applicable rules on the visibility of external action laid down and published by the Commission and in line with the communications and visibility strategy of the Delegation.

- **EU visibility is a contractual obligation under the new contractual framework PAGODA (Annex II - General Conditions, Art. 8)**
- **Visibility & Communication Plan is required before signing the EU-UN Agency Agreement.**
- **Budget for communications & visibility plan must be foreseen in Annex 3.**

For more information on the Visibility rules for actions implemented by International Organizations, please refer to section **# 3 of the C & V Handbook (pag.11)**.

Any breach of the obligations on visibility will be dealt with according to the contractual provisions concerning breach of contracts or eligibility of costs (e.g. suspension or termination of contracts, declaration of non-eligibility of incurred costs), depending on the seriousness of the breach and having in mind the principle of proportionality, as would be the case with any other contractual obligation.

C&V Orientations

1. Relations with the EUD

It is fundamental that the management team in partnership with the UN-Agency implementing the project/action engage firmly with the EU Delegation in Cape Verde and share all visibility and communication materials for validation, as well as informing frequently the EUD in advance about the foreseen activities.

- Focus on communicating results (to be agreed with the EUD)
- Prior agreement/validation on the display of logos of EU and UN Agency (and other partners)
- Prior agreement on the core message about the project
- Disclaimers on publications, logos on assets & deliverables
- Acknowledgements on publications/websites
- Share all docs/releases/reports with the EUD in advance
- Report on visibility (progress & final reports), whenever possible illustrated with press clips, audio-visual transcripts
- Keep the EUD informed on the implementation of the main activities/public events/ visibility actions, by sending every 6 months a calendar listing the foreseen activities for each semester;
- Ensure the participation of the **EUD at the highest level** (checking in advance the availability of the EU Ambassador or his representative) in the opening/closing ceremony and other relevant events (see column E of the matrix);
- The EUD to Cape Verde strongly encourages the production of **promotional videos**, short-documentaries (1 or more depending on the length and the purpose) showing project's impact, best practices, lessons learned, "story telling" ***possibly told by the beneficiaries themselves***;
- Social media management: see section on social media #1
- **Reporting:** Along with the Interim Reports and the Final reports to be submitted to the EU Delegation, it is compulsory to attach a Visibility Annex including all media coverage, photos, description of the realized events, images/pics of the realized communication materials, and other relevant material. Besides these reports, the EUD could require ad-hoc follow-up reports on specific activities/Comm. Issues.

3. Media relations

- Produce a press releases for each activity/public event;
- Media Pitching & Briefing opportunities: Organise informal meetings with journalists such as columnists and radio anchors to speak about the project and try to influence the journalist into writing or speaking on the radio about it. The idea is here also to promote the project and the partners at events that are outside of the scope of the project's direct activities and events.
- Advertising. Could a radio spot reinforce our visibility? Which would be the appropriate radio station? Could it be valuable to finance a billboard?
- Audiovisual: The EUD strongly encourages the production of promotional videos, short-documentaries (at least 2 - **depending on the length and the purpose**);

3. Social media

Social Media are increasingly important for communication, if the action is designed to have a long life and will give rise to significant material that could be communicated (photographs of the evolution of the action, short interviews, videos, press material, etc.) or building a community or network and seeks to establish a dialogue, you should ensure the communication on your action through your social networks OR more likely, in the CVP it should be agreed the establishment of independent social media accounts related to the action.

As a minimum, projects should follow the social media accounts of the EU Delegation:

Website: https://eeas.europa.eu/delegations/cape-verde_pt

FB: <https://www.facebook.com/eudelegationcv/>

Twitter: @EUinCapeVerde

Instagram: <https://www.instagram.com/euincapeverde/?hl=en>

In the Activities Matrix, at least the following items should be included, with an indication of the type of information that will be uploaded and the frequency.

- **Promotion of project milestones on Web Site** (of project, Organisation or Delegation)
- **Promotion of Project Milestones on Social Media** (including blogs, forums or sites abroad being used by international audiences such as academics, thematic experts or taxpayers)

- **Example**



Suggested tags:

#EU tags

[@EU](#)

[@eudelegationcv](#)
[@EUinCapeVerde](#)

[@europeaid](#)
[@EU_Commission](#)
[@eeas](#)

[@UNDPEU](#)

Depending on the issues:

[@eu_echo,](#) [@EU_MARE](#) [#ClimateAction](#)

Etc...

4. Where can I find the official EU flag / logo?

You can download the different version of the official logo through the link below:

https://europa.eu/european-union/about-eu/symbols/flag_en

Underneath the logo you should clearly mention:

"This project is funded by the European Union"

N.B. The colors and versions of the link are official and cannot be changed.

4. Compulsory sentence:

In case of a publication/study/audiovisual, etc, funded in the framework of your project, you should always include the following mention:

"The content of this publication / study / film is the exclusive responsibility of the <name of the author / contractor / implementing partner> and should in no way be considered to reflect the view of the European Union"

(See also section 5 of the EU C&V Manual)

The Communication and Visibility Plan - Template

This template is compulsory and must be fill in all sections with all required information (you can delete the part in *italic*)

1. PROJECT INFORMATION	
PROJECT NAME	
SECTOR OF INTERVENTION	<i>e.g. Good Governance, Culture, Justice, Tourism, Health, etc.</i>
GLOBAL OBJECTIVE	<i>From Contract Description of Action “translate” and/or simplify the wording when necessary</i>
SPECIFIC OBJECTIVES	<i>From Contract Description of Action “translate” and/or simplify the wording when necessary</i>
PROJECT GEOGRAPHIC LOCATION	<i>Islands and Municipalities of Project Activities</i>
PROJECT START DATE	<i>From Contract Special Conditions</i>
PROJECT END DATE	<i>From Contract Special Conditions</i>
BUDGET FOR THE ACTION	<i>From Contract Special Conditions</i>
TOTAL BUDGET AVAILABLE FOR VISIBILITY	<i>From Budget (usually Contract Annex 3)</i>
MAIN CONTACT PERSON PROJECT MANAGEMENT	<i>Name, Email and phonenumber</i>
MAIN CONTACT PERSON FOR C&V IN PROJECT TEAM	<i>Name, Email and phonenumber</i>
MAIN BENEFICIARY	<i>Which entity, organisation or institution will benefit from the action (if applicable)</i>
MAIN BENEFICIARY CONTACT PERSON FOR COMMUNICATION	<i>Who is the focal person at the main beneficiary for issues pertaining to visibility and communications (if applicable) Email and phonenumber</i>
WEBSITE SOCIAL NETWORKS	

A. OBJECTIVES

1. Main objectives are of the Project's communication and visibility:

It should focus both on project- or sector-specific needs, as well as the need to use the project as a platform to further the general communication strategy of the EU, taking into account the perspectives of the different stakeholders involved in the project.

It should adapt to the different PCM stages;

For instance:

- 1) To communicate project- and sector-specific messages to target audiences in order to benefit the implementation of the project;*
- 2) To promote the beneficiary (Ministry or Public Institution) and its work in this area*
- 3) To promote the work of the EU and its partners in Cape Verde in the specific field of this project;*
- 4) To showcase how this project demonstrates the broader EU-Cape Verde partnership.*

2. Target groups

- Within the country(s) where the action is implemented;*
- Within the EU and at International level (through social media, media)*

3. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

- 1) To ensure that the beneficiary population is aware of the roles of the Organisation and of the EU in the action;*
- 2) To raise awareness among the host country population or in Europe of the roles of the Organisation and of the EU in delivering aid in a particular context;*
- 3) To promote the EU-UN partnership in dealing with specific challenges;*

NB: set specific objectives for each target group, related to the action's objectives and the phases of the project cycle

B- COMMUNICATION ACTIVITIES (SEE ANNEX 1 – MATRIX)

4. Main activities that will take place during the period covered by the communication and visibility plan

At least the following items should be included in the Matrix.

- **A *Launching event*** at the beginning the project with implementing partners and other relevant stakeholders and the media.
- **A *Closing Ceremony*** at the end of the project to discuss its achievements and lessons learnt.
- **An *annual thematic conference or workshops*** on the impact and relevance of the project where we can have a mix of project managers, project beneficiaries, local officials and academics with expertise on the theme giving presentations and debating on the topic.
- **At least one *high-level visit***, that can include the Head of Delegation and other Ambassadors of Member States in the country , members of government or local authorities, or even high-level visitors from abroad.
- **An *annual ad-hoc specific event***. How can the activity and the environment that the project operates in be turned into a medium for visibility and clever communication with a strong communications impact? An education or youth project could organise a **sports event, involving local schools, artistic competition, photo exhibition, Film festival... Be innovative and out-of-the-box!**

5. Communication tools chosen

Include details of advantages of particular tools (media, advertising, events, etc.) in the local context.

6. Completion of the communication objectives

Include measures for the different tools proposed.

7. Provisions for feedback (when applicable)

Give details of assessment forms or other means used to get feedback on the activity from participants.

C- RESOURCES

8. Human Resources

- *Person/days required to implement the communication activities;*
- *Members of the management team responsible for communication activities.*

9. Financial resources

*Budget required to carry out the communication activities (in absolute figures and as a percentage of the overall budget for the action) – **NB. these resources should be proportionate to the nature, extent and cost of the action;***