

# Working with NGOs Communication and Visibility

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Annie Martinez Alonso

AIDCO/04

[annie.martinez-alonso@ec.europa.eu](mailto:annie.martinez-alonso@ec.europa.eu)



## Mainstreaming Communication :

- Reinforce “communication culture” and skills
- Integrate communication in management processes
- Visibility, communication = eligible costs
- Maximise synergies (HQ / Delegations / projects)

## Visibility clause :

-Practical Guide - Grants

Visibility clause : article 2.3.5 (link to the Communication manual)

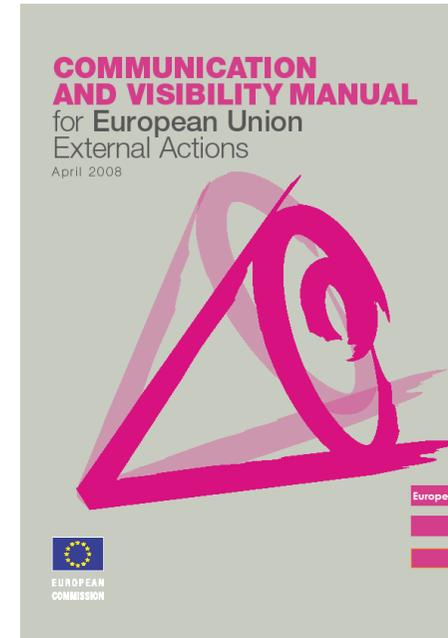
-Annex « Budget for the Action » :

Eligible costs 5.8 « Visibility actions » : not only on publicising EU support but on outcome and impact

# “The Communication and Visibility Manual for EU External Actions”

“The Communication Manual” for short, it is

*“designed to ensure that actions that are wholly or partially funded by the EU incorporate ... communication activities ... to raise awareness ... of the reasons for the action and [of] the EU support ... as well as the results and the impact of this support.”*



# The Communication Manual: Contents

## The manual:

- covers the written and visual identity of the EU
- sets out requirements and guidelines for all relevant communication activities and tools\*
- gives guidance on how to develop a dynamic communication strategy
- details compulsory requirements to be followed by all contractors and implementing partners
- provides guidance on budgeting, drafting and implementing a plan and reporting

\* Also at

[http://ec.europa.eu/europeaid/work/visibility/index\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/index_en.htm)

# What's new about the manual?

## It:

- Goes beyond static visibility: promotes dynamic communication
- Sets out a format for communication plans
- Provides a chapter on international organisations
- Available in EN, FR and ES

## Chapter 2: Written and visual identity

- The core of the manual and all communications – everything links back to this
- All the main tools and their various uses and applications are detailed (in Chapter 4)
- “EU Visual Identity Elements”, their various uses and applications, are detailed (in Annex 2)
- Annex 3 contains “Templates for Communication Products”
- **So, a “One-Stop Shop”**

## Chapter 2: Visibility

### Core principles:

- **Clear identity:** prominent European flag
- **Coherence and complementarity:** connect project to overall EU policy and strategy in the region
- **Common approaches and crossed references** from one project to another
- Involve/inform **Press & Information Officers:** i.e. in communication plans, assessment and follow-up of activities, promote a “visibility culture”

# Chapter 2: Communication planning

## Essentials

- A Communication plan must be drafted for each project
- The budget for communication must be set down in the project proposal

### Key criteria :

- Size of the project
- Urgency
- Nature of the action
- Other considerations : e.g. *instability/insecurity*, local *political sensitivities*, need for *political neutrality*, etc

# Chapter 2: Communication planning

## The Communication Plan template

**The new template in Chapter 2 – a very useful tool.**

**It will help staff to oversee**

- planning
- management
- evaluation

**of communication of projects for which they are responsible.**

<b>Objectives</b>
1. Overall communication objectives
2. Target groups
3. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle
<b>Communication Activities</b>
4. Main activities that will take place during the period covered by the communication plan
5. Communication tools chosen
<b>Indicators of achievement</b>
6. Completion of the communication objectives
7. Provisions for feedback (when applicable)
<b>Resources</b>
8. Human Resources
9. Financial resources

## A good communication plan has...

- Coherence between:
  - a. target audiences,
  - b. messages and
  - c. activities and tools for delivering b to a, and, above all
  - d. the resources available
  
- **Maxim:** the best communication plan is the one that delivers the most planned impact within resources

## Chapter 4: Tools

A Communication Plan might make use of any or all of the following tools & activities:

- Press releases
- Press conferences
- Press visits
- Leaflets, brochures and newsletters
- Web sites
- Display panels
- Commemorative plaques
- Banners
- Vehicles, supplies and equipment
- Promotional items
- Photographs
- Audio-visual productions
- Public events and visits
- Campaigns

**The Manual provides guidance on use of these tools and, where appropriate, templates.**

# Cooperation with projects (1)

## On line Case studies application

- Illustrate in a lively format tangible results of our actions in the field
- More than 200 case studies available on line on internet
- Objective: min 3 per year per Delegation to offer a wide choice on various regions and themes.
- Working on giving access to projects

The screenshot shows a webpage for a EuropeAid project in Niger. The title is 'Protection sociale et emploi' and the project is 'NIGETECH II: Appui à la formation professionnelle continue au Niger'. It features a quote from a beneficiary, a photo of a woman working, and detailed text about the program's context, objectives, and impact. The impact section lists 400 trainers, 30,000 artisans, 296 training days, and 348 modules. It also mentions the extension of benefits to disadvantaged groups.

**EuropeAid**

### Protection sociale et emploi

#### NIGETECH II

Appui à la formation professionnelle continue au Niger

*« Avant je confondais la caisse et ma poche et dépensais tout ce que je gagnais. Depuis ma formation en gestion, je me suis livrée un salaire mensuel de 30,000 F (€50) et place le reste sur un compte épargne. J'ai pu acheter une deuxième machine à coudre et une machine à broder. »*

Saly, patronne d'un atelier de couture à Niamey

Formation au métier de coiffeur

**Partenaire CE**  
Gouvernement du Niger

**Faits et chiffres**

- Contribution CE €8,4 million (100% du budget total) entre 2000-2004
- NIGETECH I lancé en 1995
- NIGETECH II (2000-2004)
- Jeune programme d'appui lancé en 2004 assurant la continuité du programme
- La valorisation des ressources humaines engendra la réduction de la pauvreté au Niger

**Le saviez-vous ?**  
Le Niger a un taux d'alphabétisation de seulement 15%\*

**Contexte** **Renforcement des compétences dans les domaines clé de l'économie**

La formation professionnelle est peu développée et presque exclusivement réalisée par les grandes entreprises, souvent dans leurs propres centres de formation au Niger. Le programme NIGETECH est né de la volonté du gouvernement du Niger de faire de la formation professionnelle une priorité dans son programme de coopération 1995-2000 avec l'Union Européenne. En 2000, une deuxième phase, NIGETECH II a été mise en place et couvre 5 régions du pays. Ainsi, ce programme financé par la Commission Européenne, vise à un renforcement des compétences des micro-entrepreneurs et leurs employés ainsi que les demandeurs d'emploi, et ce particulièrement dans le secteur de l'artisanat, domaine clé de l'économie du Niger et essentiel pour l'emploi des populations défavorisées.

**Objectif** **Appui à la formation professionnelle**

- Offrir une formation professionnelle adaptée à la demande des populations cibles
- Adapter la formation professionnelle aux exigences du marché de l'emploi

**Impact** **Qu'a-t-on accompli ?**

- Mise en place d'un réseau de plus de **400 formateurs**
- **30 000** artisans, salariés ou demandeurs d'emploi nigériens formés
- **296** journées d'information technologique organisées
- **348** modules de perfectionnement réalisés
- **Extension des groupes bénéficiaires des formations professionnelles** aux déscolarisés, chômeurs, femmes non actives, personnes handicapées, etc.

\* UNDP, Human Development Report 2005

COMMISSION EUROPÉENNE

Four plus d'information sur la coopération en dehors de la CE: <http://ec.europa.eu/comen/europaaid> **OMD 1-Pauvreté**

# Cooperation with projects (2)

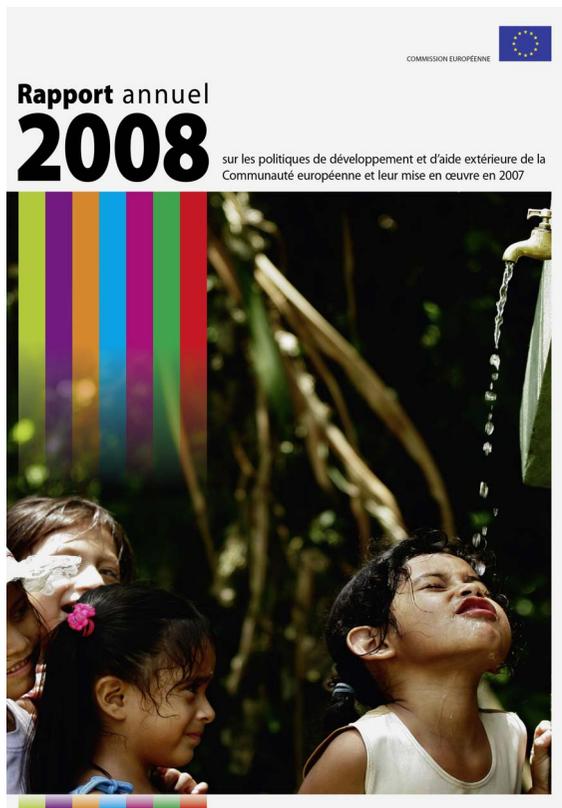
## On line photo Library

- Delegations can upload pictures via the Internet, no need for large emails or photo CD's. Metadata (author, context, etc.) automatically linked to the picture.
- Soon test to give access to projects
- Uploading and Consultation possible already via the [EuropeAid website](#)
- Visible on home pages of Delegations new Websites



# Cooperation with projects (4)

## Annual Report

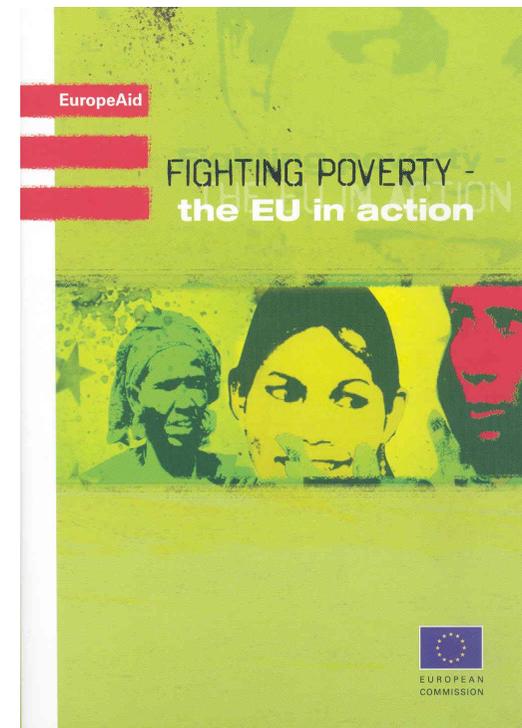


- Project pictures and case studies from the field
- 'Highlights' published in 22 languages + CD-Rom
- Full rapport in 2 languages: FR, EN

# Cooperation with projects (3)

## Video Material from projects

- On internet
- Integrated in communications products
- Proposed to [Euronews](#) or others



# Conclusion

- **Tools and processes have been adapted to mainstream communication**
  - **During the entire project cycle**
  - **Towards all partners**
- **Implementation has to be effective on the ground**
- **Reporting and monitoring of implementation will be closely examined**