# Communication and Visibility

## Manual for European Union-funded Humanitarian Aid Actions

**European Commission**

**Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO)**

**November 2023**

*The* **Communication and Visibility Manual for European Union-funded Humanitarian Aid actions** *provides general guidance on the implementation of contractual visibility and communication obligations. The concrete application depends on and may be adapted to the specific circumstances of the individual project. Partner organisations are invited to consult DG ECHO in case of doubt (see Contacts at the end of this document).*

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# Why this Manual?

Humanitarian Partners receiving EU support have a **contractual obligation** to provide visibility to and communicate about the EU humanitarian assistance they receive.

The aim of Partners' visibility and communication activities about EU-funded projects and actions is to:

- ensure public awareness of how the EU is helping;
- provide accountability as to where the funding is going;
- foster continued strong support for humanitarian aid among key stakeholders and the general public.

For communication to be effective, it must be undertaken in close cooperation with the EU's humanitarian Partners and the EU's Civil Protection and Humanitarian Aid Operations (henceforth, for the purposes of this document, DG ECHO).

As provided for in the legal basis for EU-funded humanitarian aid actions[1] DG ECHO allocates dedicated funds to Partners for them to meet their visibility and communication obligations when receiving EU funds.

The present Manual provides practical guidance and explanations on the implementation of the obligations on visibility and communication as set out in the applicable contractual arrangements. The Manual should serve as Partners' primary source of orientation when planning and implementing the "standard visibility" activities **(Section 12.1.A and Section 12.1.B in the e- Single Form)** as part of their EU- funded humanitarian aid action.

Partners are required to prepare detailed Communication plans if they opt for "above-standard visibility (ASV)". When developing these plans, Partners should be in contact with the relevant Regional Information Officer (RIO)[2] and consult the document Above-Standard Visibility -- Designing Communication Campaigns, also attached as an Annex to this document. See below, Above-Standard Visibility.

The Manual complements existing general guidelines but with a focus on communication on EU humanitarian aid. It does not replace the general guidelines, nor does it alter them. The EC-UN guidelines[3] remain applicable for UN humanitarian Partners when working with DG ECHO. In case of direct contradiction with this Manual, this Manual takes priority. The same applies to the 2022 EU External Actions Manual.

1 Council Regulation (EC) 1257/96, Article 4.

2 See list at the end of this document.

3 Currently under revision.

**Major amendments compared to the previous version of the Manual (issued in December 2021) :**

| PREVIOUS MANUAL | CURRENT MANUAL |
|---|---|
| The budget for Standard Visibility (field visibility and external communication) can be up to 1% of direct eligible costs, with a ceiling of EUR 10,000. | The budget for Standard Visibility (field visibility and external communication) can be up to 1% of the EU's contribution to the project, i.e. NOT on the basis of the total project budget. |
| For large-scale projects above EUR 5 million, a Communication Plan must be submitted. The budget for Standard Visibility can be up to 0,5% of direct eligible costs, with no ceiling. | Special arrangements for large-scale projects are abolished. |
| | A communication plan must be submitted ONLY if a partner opts for Above-Standard Visibility. A template is attached to this Manual. |
| | A checklist for the partner to fill in and submit with the Interim and Final Report is attached to this Manual. |
| | A guide on designing communication campaigns (to be used if the partner opts for Above-Standard Visibility) is attached to this Manual. |
| | Added note: Failure to comply with the visibility and communication obligations may result in the reduction of the DG ECHO contribution for breach of substantial obligations. |
| | Added note: the non-implementation of visibility and communication activities justified on Partner's "internal policies or guidelines" will not be accepted. |

DG ECHO has a dedicated and regularly updated website on visibility that complements this Manual. On this website, Partners can find further explanations, examples and best practices. Partners are invited to regularly consult the website for guidance and inspiration:

https://www.dgecho-partners-helpdesk.eu/visibility

The Partner's "internal policies or guidelines are to be distinguished from the 'privileges and immunities' as foreseen under the HACA article 8 General Conditions.

## NOTE

Partners are expected to ensure **full compliance** with the visibility requirements in accordance with the applicable contractual arrangements and the Humanitarian Partnership Certificate 2021-2027 and with specific visibility requirements agreed upon in the e-Single Form, which forms an integral part of individual agreements.

Failure to do so may result in the reduction of DG ECHO contribution for breach of substantial contractual obligations.

# Visibility requirements in the e-Single Form

Visibility is covered in the e-Single Form Partners use in order to submit a proposal to DG ECHO under Section 12 of the Form, with two points:

- 12.1 "standard visibility" [**mandatory**, comprising of both *field visibility* (12.1.A) and external communication (12.1.B)] and
- 2.2 "*above-standard visibility*" (**optional**).

The formal distinction between the two lies in the size of the budget allocated, the type of actions proposed by the Partner, and the primary audience.

## Standard Visibility - Section 12.1 (12.1.A and 12.1.B)

All DG ECHO Partners have a contractual obligation to provide standard visibility of the EU as a donor. This applies to all types of EU-funded humanitarian aid projects. The obligation on standard visibility means that DG ECHO Partners must ensure EU **field visibility** (Section 12.1.A) and communicate about the EU support **in their external communication**, (Section 12.1.B) through:

- The prominent display of the EU emblem with the accompanying text on project sites, relief items and equipment, as specified in **Section 12.1.A** of the Single Form (see below, on the display of the EU emblem), AND

- Meaningful and proactive communication towards EU and local audiences throughout the lifecycle of the project with broad dissemination as specified in **Section 12.1.B** of the Single Form. All communication should clearly reference and acknowledge EU support. Standard visibility is compulsory for all Partners, unless a derogation for field visibility has been granted (see below, Alternative Arrangements).

When filling in the Single Form, all Partners **must complete Section 12.1**, indicating which concrete standard visibility activities they are foreseeing under the two mandatory subcategories: A and B. For these standard visibility activities, Partners can allocate up to 1% of the project's budget, calculated on the basis of the EU's contribution to the action.

**To further note:**

- When a Partner works through an **implementing partner (IP)**, it has to ensure that their obligations on visibility and communication also apply to the implementing partner(s).
- In consortia, all DG ECHO Partners should implement the visibility and communication obligations, for example, by ensuring EU visibility on their individual homepage.

## i. Displaying the European

Visibility and communication activities implemented under Sections 12.1.A and 12.1.B of the e- Single Form must acknowledge EU support[4] and display the European flag (emblem) together with one of the following funding statements (translated into local languages, where appropriate):

- For field visibility under Section 12.1.A, **"Funded/Co-funded by EU Humanitarian Aid"**;
- For external communication activities under Section 12.1.B, **"Funded/Co-funded by the European Union"**

The EU emblem can be downloaded from the Partners' Website.

The emblem must remain distinct and separate and cannot be modified by adding other colours, visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of Partners or sponsors), the EU emblem must be displayed at least as prominently and visibly as the other logos. The EU emblem should not be used in *joint* logos – logos should remain distinct.

The placement of the EU emblem in external communication, for example on press releases, videos etc, should not give the impression that the Partner is part of the EU institutions. Therefore, it is recommended to place the EU emblem well apart from the partner's logo.

For actions funded by DG ECHO with a contribution from a Member State (*External Assigned Revenue – EAR*), where applicable, the Partner must acknowledge the support of both the European Union and the Member State institution providing the EAR. Therefore, both the European Union flag and funding statement, and the logo of the Member State institution providing the EAR, shall be used ensuring equal treatment between them in terms of size and visibility.

### The EU emblem in field visibility (Section 12.1.A of the e-Single Form)

According to the obligations under Section 12.1.A of the e-Single Form, Partners are required to clearly display the EU as a donor in the field.

For **safety and security reasons**, the text accompanying the emblem for field visibility includes the reference to **Humanitarian Aid** (which is not the case for external communication).













### The EU emblem is to be shown on items such as:

- Building signage (e.g. Partner premises, health centres, distribution points);
- Equipment (e.g. vehicles, water tanks, containers);
- Shipments and goods for distribution as part of the humanitarian response (e.g. blankets, sacks, tents, buckets, hygiene kits, debit cards);
- Branding of the operational materials/outreach materials addressing beneficiaries;
- Clothing items worn by project staff (e.g. T-shirts, field vests, caps);

For signboards and similar displays, the EU emblem is to be displayed in a way that clearly explains the EU's role as a donor. To this end, the EU emblem should be accompanied by a short explanatory text or a relevant joint message on the project.

For examples on the use of the EU emblem in field visibility, see *Standard Visibility - Section 12.1 (12.1.A and 12.1.B)* of this Manual.

4 Unless otherwise agreed - for international NGOs: Article 17 of the Model Grant Agreement and Annex 5 thereto. For UN: Article 11 of the FAFA and Article 8 of the HACA's General Conditions. For ICRC: Article 8 of the FFPA and Article 8 of the HACA's General Conditions. For IFRC: Article 10 of the FFPA and Article 8 of the HACA's General Conditions

### The EU emblem in external communication (Section 12.1.B of the e-Single Form)




The EU emblem with the accompanying text must used when producing material for external communication, including but not limited to:

- Press releases, press conferences, other media outreach
- Videos
- Photos
- Human interest stories
- Social media posts
- Events
- Print materials (e.g. brochures, fact-sheets etc.)

It is accepted that items mentioned under Section 12.1.A, appearing on audio-visual material produced under Section 12.1.B, apply the visual identity of Section 12.1.A (EU emblem with accompanying text **"Funded/ Co-funded by European Union Humanitarian Aid"**).

### Downloading the EU emblem/additional information

The EU emblem with the accompanying text in different languages can be downloaded at the following link: https://www.dgecho-partners-helpdesk.eu/visibility/visual-identity-official-logo

The EU emblem on its own (the European flag) can be downloaded here: https://europa.eu/european-union/about-eu/symbols/flag_en

The "Graphics Guide to the European emblem" (useful for printing the visual identity) is available at: http://publications.europa.eu/code/en/en-5000100.htm

Operational guidelines for recipients of EU funding: The use of the EU emblem in the context of EU programmes 2021-2027

### How to refer to the EU

In visibility and communication products (press releases, photo stories, blogs etc), the following terms should be used in the text:

- *European Union*
- *EU*

### The following can also be used:

- *The EU Humanitarian Aid Operations*
- *EU Humanitarian Aid*
- *The Directorate General for European Civil Protection and Humanitarian Aid Operations*

**NOTE**

The standalone acronym "ECHO" must be avoided.

## ii. Field Visibility - e-Single Form Section 12.1.A – Compulsory display of EU Humanitarian Aid Visual identity

As mentioned above, all Partners must complete Section 12.1, indicating which concrete standard visibility activities they are foreseeing under the two mandatory subcategories: A and B. For these standard visibility activities, Partners can allocate up to 1% of the project's budget, calculated on the basis of the EU's contribution to the action.

In **Section 12.1.A** of the e-Single Form, **all five options**[5] are selected by default. If they are deselected, the Partner must provide a justification in the box that will appear automatically at the end of the Section 12.1.A. Moreover, if the implementation of field visibility activities may harm the safety and security of any persons involved in the Action, Partners must introduce a request for a visibility alternative arrangement in Section 14.1 – using the drop-down menu (for NGOs) or using free text in Section 14.2 (for IOs). (*See also Alternative Arrangements*).

If the Partner(s) cannot implement one or more of the mandatory activities under Section 12.1.A, because it is not planned as part of the Action (i.e. distribution of goods), this needs to be justified in the text box that appears under Section 12.1.A with no need for an alternative arrangement under Section 14 of the e-Single Form. Partners will still need to fulfill the obligations under Section 12.1.B.

5 Building signage, Equipment, Shipments and goods for distribution, Branding of operational material, Clothing items.

## 1. Building signage




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© EU, 2022




© UNHCR, 2022




© Charbel Kosseifi, NRC, 2023




© EU, 2023




© People in need, 2022

## 2. Equipment (for e.g. vehicles, water tanks, containers)



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© European Union, 2022



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### 3. Shipments and goods for distribution as part of the humanitarian response (e.g. blankets, sacks, tents, buckets, hygiene kits, debit cards).




© European Union, 2022, photographer: Said Yusuf Warsame

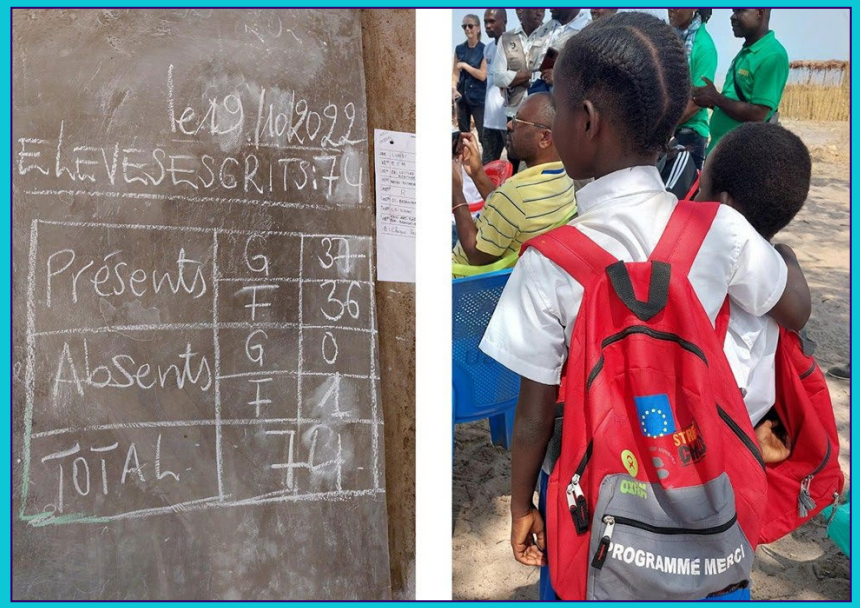


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© European Union, 2022 (photographer: Tofiq Babayev)

## 4. Branding of the operational materials/outreach materials addressing beneficiaries (e.g. training materials, flyers, notebooks, posters)




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© Norwegian Refugee Council, 2020.

## 5. Clothing items worn by project staff (e.g. T-shirts, field vests, caps)

**NOTE**

DG ECHO does NOT ask for logos on clothing items worn by final beneficiaries.

A removable "badge" (i.e. Velcro logos) can be used.




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## iii. External Communication - Section 12.1.B

In **Section 12.1.B** of the e-Single Form, the Partner is expected to select **at least five options** from the items listed in B1 to B8[6]. In the comments box, the Partner must provide more details on the selected options (including B8 "other", where relevant). For each Action, the Partner is also asked to provide the scope, timeline, and channels to be used along with the number of people to be reached through the communication activities, as well as information on how the impact will be measured. It is sufficient to provide this in several bullet points, such as:

> *"6 social media posts in the second trimester of the action, posted on the central social media accounts which have XX followers [YY on X (formerly Twitter), ZZ on Facebook]".*

If selecting the option to communicate via social media, the Partner should publish **at least two social media posts on their organisation's central account**, throughout the implementation of the project.

Communicating in a meaningful way on EU-funded project entails, *inter alia*, that:

- Partners appoint a staff member responsible for communication and share the latter's contact details with the ECHO Regional Information Officer (see *Contacts* at the end of this document).
- Partners coordinate the planning and implementation of communication actions with the relevant ECHO Regional Information Officer.
- Partners ensure that their Communication Officers are aware of what has been committed to under the communication obligations in the Single Form (Section 12.1.A and Section 12.1.B, and where relevant, Section 12.2).
- Partners plan out in advance the communication activities on EU-funded projects (before the launch of the project), laying out clearly how they intend to put their communication obligations into practice at pre-identified stages throughout the duration of the project and the projected reach of each communication activity.
- The **messages** clearly mention that the project is supported by the EU (e.g., *Thanks to EU support, XXX people are getting access to clean water… or With support from the EU, XXX is helping….*). This also applies to social media posts and audio-visual products.
- **Operational communication**, for example informing beneficiaries about a vaccination campaign, or about about the results of a training module is not considered part of external communication for the purposes of this Manual and will not be funded under the visibility and communication budget.
- **Internal trainings** for Partners' staff members are not considered part of external communication for the purposes of this Manual and will not be funded under the visibility and communication budget line.
- **Advocacy** (i.e., addressing messages to governments, international organisations, officials etc.) is not considered external communication for the purposes of this Manual.
- The **primary target audience** of Partners' communication actions should be identified within the general public in the European Union and in third countries where EU-funded actions are carried out.
- Always respect and protect the safety and dignity of beneficiaries.
- As a general guideline, Partners are recommended to dedicate approximately **30 percent** of the communication budget for the production of material and the remaining **70 percent** for dissemination.
- Partners can look at the **Above-Standard Visibility** template for inspiration, even if they do not opt for an ASV.
- As to the design of communication activities themselves, there is no one-size-fits-all model. Communication actions must always be designed to fit the **target audiences**, the key messages, the concrete project, and the **capacity** of the Partner.
- **In summary:** Partners are expected to implement their communication activities on EU- funded actions in a meaningful way throughout the project cycle and not only towards the end of the project. All communication should clearly reference and acknowledge EU support. It is only by communicating at the beginning, at meaningful stages during the implementation, and then at the closure of the action that communication activities can have the most impact, be most cost-effective and are able to show how aid is being given in an impartial, needs-based approach.

6 1. Press releases, press conference, other media outreach
2. Videos
3. Photos
4. Human interest stories with visuals
5. Social media posts
6. Events
7. Print materials (brochures, factsheets, etc)
8. Other

## 1. Media Outreach under Section 12.1.B

### 1.a. Press Releases

A press release can be issued inside the EU (i.e., by the European Commission) and/or in the country/Region of implementation, as applicable to each specific project.

If the Partner opts for issuing a press release, it is recommended that this is issued at the launch and/or the conclusion of the project. The press release is to display the EU emblem alongside that of the Partner.

The press release text must clearly state that the project is funded by the European Union. Preferably, the text includes tangible figures/examples of the (expected) impact of the project, such as the number of beneficiaries. Technical language must be avoided (e.g. "*non-food items*", "*WASH*", etc.).

Where relevant, press releases can include a quote by a EU representative (for example, the relevant experts/Head of DG ECHO Office/Head of Delegation in the field or from a DG ECHO staff member at the headquarters in Brussels).

Procedure to be followed: This quote will be provided to the Partner by the Regional Information Officer, in coordination with DG ECHO's Communication Unit. The Partner must send the draft press release to the Regional Information Officer as early as possible prior to publication. Quotes by EU representatives must always be approved by DG ECHO prior to publication, thus more time should be allowed for this.

Press releases may also include the contact details of a relevant EU representative for follow-up questions by media (Regional Information Officer, press officer of the EU Delegation). The contact person must be approved by ECHO.

Partners are also invited to include the following text at the end of joint press releases:

**About EU Civil Protection and Humanitarian Aid:** The European Union and its Member States are among the world's leading donors of humanitarian aid. Relief assistance is an expression of European solidarity with people in need all around the world. It aims to save lives, prevent and alleviate human suffering, and safeguard the integrity and human dignity of populations affected by disasters and human-induced crises. Through the Directorate General for European Civil Protection and Humanitarian Aid Operations of the European Commission, the European Union helps millions of victims of conflict and disasters every year. With headquarters in Brussels and a global network of field offices, the EU provides assistance to the most vulnerable people on the basis of humanitarian needs.

### 1.b Interviews

When speaking to the media on EU-funded projects, the partner should aim at acknowledging the partnership with the European Union and explain the tangible results achieved thanks to EU funding.

In emergency situations, if EU funds are envisaged, this fact should also be acknowledged in contacts with the media.
Partners should:

- inform the relevant DG ECHO field office in advance about media interest in the project and provide the names of the media organisations and journalists concerned;
- advise journalists who to contact at DG ECHO (Regional Information Officer) for further details.

### 1.c Press Conferences

Whenever a press conference is organised in the context of an EU-funded humanitarian project, the European Commission – through the DG ECHO headquarters, the DG ECHO field office and/or the relevant Delegation - must be informed in advance and be invited to participate. Partners also must acknowledge the role of the EU.

### 1.d Media Visits

Media visits to EU-funded projects are eligible for funding under the visibility budget of projects. For such visits, Partners must ensure that:

- DG ECHO – including the Regional Information Office - is informed well in advance to allow for input and enable efficient and effective planning
- journalists are offered the opportunity to interview a DG ECHO expert in the field
- the EU's support is visible through panels, stickers etc.
- Whenever journalists visit EU-funded projects, Partners must ensure that the EU's role as the donor is fully acknowledged and explained.

Partners are encouraged to share with DG ECHO relevant press clippings following an EU-funded media visit.

## 2. Social Media

Social media communication is a high-impact way of creating visibility among the general public and specific target audiences. It is recommended, therefore, that it forms an integral part of the communication strategy on any project and complements all other planned visibility actions.

Partners are expected to make full use of their social media channels and incorporate DG ECHO- related posts throughout the lifecycle of projects to provide followers with an interactive or "real- time" experience.

To maximise impact, Partners are expected to:

- Publish visually attractive content from EU-funded projects, targeted to a non-expert audience of EU citizens on a continual basis. To fulfil the visibility requirements, these posts should specify EU assistance and be posted on accounts with sizable followings;
- Publish at least two social media posts on their organisation's central account, throughout the implementation of the project;
- Tag the accounts below AND refer to DG ECHO as **the EU** or **the European Union;**
- Like/follow/subscribe/share the following platforms:



https://www.facebook.com/ec.humanitarian.aid (tag: @ec.humanitarian.aid)



https://twitter.com/eu_echo (tag: @eu_echo)



https://www.instagram.com/eu_echo/ (tag: @eu_echo)



https://www.flickr.com/photos/eu_echo



https://www.youtube.com/user/HumanitarianAidECHO



https://civil-protection-humanitarian-aid.ec.europa.eu/news-stories/ stories_en



https://eu-civil-protection-humanitarian-aid.exposure.co

- Use DG ECHO-related hashtags, for example **#EUHumanitarianAid**, **#EUSolidarity** and other thematic ones (for example, **#EUCivilProtection**, **#TeamEurope**, **#EducationNoMatterWhat**, **#TogetherOneStepAhead**, **#ZeroHunger**, **#NotATarget**, **#WithRefugees**.

DG ECHO encourages the use of content from DG ECHO's website and social media platforms by Partners, provided that DG ECHO is appropriately credited/tagged.

## 3. Web Communication

Ongoing EU-funded projects should be mentioned on the Partners' websites, acknowledging the EU's role as a donor and highlighting the partnership aspect.

The EU emblem and a link to DG ECHO's website must appear on the Partner's website (for example, on the page listing Partners or donors, on the page describing financing, or on pages dedicated to projects financed by the EU).

The URL address of DG ECHO's website is https://civil-protection-humanitarian-aid.ec.europa.eu

Costs related to the general development of Partners' websites are not eligible for funding. The costs of new project-specific webpages will be supported only if these pages are part of a wider joint communication action. It is recommended to always produce an English version of the project webpages, in addition to other relevant languages.

**NOTE**

Project-specific websites concerning EU-funded Actions cannot contain Partner's own fundraising appeals (unless specifically envisaged in the project agreement).

## 4. Publications

The EU emblem should generally be reproduced wherever the Partner's logo is also displayed in reports, brochures, leaflets, flyers, posters, newsletters and other publications, printed or electronic, relating to EU-funded projects.

When a Partner's publication features an EU-funded humanitarian project, this fact should be acknowledged in the text.

**Example:**

*"The project, funded/co-funded by the EU, supports 10,000 refugees living in temporary camps..."*

The role of the EU as a donor should be clearly mentioned in the text/story. DG ECHO may also be able to provide stories/input for partner publications and encourages the use of quotes by its field experts or other representatives (in coordination with DG ECHO's Regional Information Officer).

When space allows, and if the Partner includes a presentation box on its own organisation, a box with the following text should be included:

*"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."*

If in doubt of the wording, please consult DG ECHO: the contact details are provided at the end of this document.

## 5. Photos

Partners are encouraged to promote photos of the project on social media with a clear acknowledgement of the EU partnership.

While the project is running, Partners are also invited to send to DG ECHO (through the Regional Information Officer) high-resolution photos in the form of photo stories – i.e. a series of 6-9 photos with short explanatory captions. The photos should also be accompanied by an explanatory sheet with background information (date, country, city/region, project, name and role of the person on the photo if applicable). DG ECHO reserves the right to edit the text of the provided photo captions to fit the editorial style of its website and social media platforms.

The name of the organisation/person that owns the copyright should always be included to allow DG ECHO to ensure that the photos are properly credited.

The Partner is obliged to comply with the applicable EU and local legislation on copyright and image rights.

The Partner is obliged to comply with Data Protection rules as established by the contract in place with the European Commission. Please refer to Chapter 4 – Data Protection.

When taking photographs of people their written consent must be secured. For minors, the written consent of a parent or guardian must also be secured.

The visibility and communication budget can be used to employ professional photographers to cover EU-funded humanitarian operations only within the framework of a specific communication project where visuals are needed or which is based on visuals, such as web-based or social media communication plans, photo exhibitions, photo-books and similar instances.

Photos taken by an EU-funded professional photographer are to be sent to DG ECHO in digital format (preferably containing at least 5 million pixels), through the Regional Information Officer.

**NOTE**

At photo exhibitions, the EU should be clearly identified as the donor in all advertisements, programmes, invitations, websites, blogs, brochures, leaflets, etc., and at the venue of the event.

Where possible, the message below should be added next to the EU emblem:

**About EU Civil Protection and Humanitarian Aid:** The European Union and its Member States are among the world's leading donors of humanitarian aid. Relief assistance is an expression of European solidarity with people in need all around the world. It aims to save lives, prevent and alleviate human suffering, and safeguard the integrity and human dignity of populations affected by disasters and human-induced crises. Through the Directorate General for European Civil Protection and Humanitarian Aid Operations, the European Union helps millions of victims of conflict and disasters every year. With headquarters in Brussels and a global network of field offices, the EU provides ...assistance to the most vulnerable people on the basis of humanitarian needs.



The European Commission is entitled to use or reproduce photos made by a Partner under a grant or delegation agreement.

## 6. Audio-visual Products

The aim of audio-visual products is to highlight the tangible impact of EU-funded humanitarian aid. The European Union's role must be clearly emphasised by integrating it into the story line and by including, for instance:

- images of items displaying the EU emblem;
- images of a DG ECHO expert at work in the field;
- an interview with the relevant EU Commissioner, a senior official or a DG ECHO expert in the field.

For **social media videos**, the format, duration and editing must be in line with the current social media dissemination standards and best practices (i.e. one minute or less duration, square or vertical format, edited for watching without sound, with large text/subtitles, no acronyms, etc.)

### Some hints on producing videos for social media:

- Always produce the videos in square or vertical format when producing videos for Facebook, Instagram and X. It is best to film the videos with this format in mind.
- Produce social media videos to be watched with sound OFF. 85% of viewers watch without turning the sound on.
- When using text in the video, make the text big, bold, simple and as brief as possible.
- Try to give your video a cinematic look to grab attention.
- Always use subtitles when there is speech. Make the subtitles big and easy to read (and, if necessary, simplify what is said to make it easier to read).
- Make the video edit as short as possible – fifteen-second videos are the most popular on Facebook. Aim for one-minute productions maximum.
- Tell simple, engaging stories with attractive footage. Try to make them relatable to your audience. The video should give people a small idea of what we do, not have it explained to them in detail. Never use any jargon or acronyms.
- You only have 2-3 seconds to catch people's attention on social media with your video. Use it well and start with the most exciting part of the story (not with general footage or long explanatory text). Statistically, videos showing a person in the first couple of seconds retain viewers best. You could also start with an intriguing emotional soundbite.

For more information on technical requirements and advice on how to optimise the production of audio-visual material, the Partners are invited to contact the Regional Information Officer.

In general, the following steps must be followed when producing audio-visual material:

**Before production:** submit to the DG ECHO Regional Information Officer (1) a draft storyboard describing the themes to be covered in the video and (2) information on the intended means of dissemination, target audience and estimates of potential outreach.

**During production:** submit a draft of the video before finalising the audio-visual project and at a point where it is still possible to make changes based on DG ECHO's comments.

**Upon completion of the production:** DG ECHO must be informed of the actual distribution of the video. If the video incorporates music, DG ECHO will be made aware of the title, author and type of license. Whenever feasible, a signed permission of the person(s) featured in the video should also be submitted to DG ECHO.

Include the **EU's emblem/branding** in the first 10 seconds of the video, not only as a final slide in the end - the vast majority of viewers do not watch that far. "Branding" can use a colour EU emblem at the top corner that disappears after a few seconds, people dressed in EU clothes, etc.

Partners should always refer to **the EU** or **the European Union** in external communication (including videos), never as ECHO.

Videos must display the EU emblem with the accompanying text "**Funded/Co-funded by the EU**" at the end.

The **narrative** should also mention the EU early on, for example:

*"Thanks to EU funding/support, XXX has managed to help XXX people affected by floods."*

Audio-visual productions on humanitarian actions funded by the EU are eligible for visibility funding. DG ECHO does not finance audio-visual productions whose sole purpose is to promote another organisation.



The European Commission is entitled to use or reproduce, wholly or in part, audio-visual productions made by a Partner under a grant or delegation agreement.

### 7. Public Events

The organisation of public events – such as conferences, roundtables, information events or artistic performances – is eligible for funding, subject to prior agreement with DG ECHO on the specific terms and messages. Whenever an event is planned, DG ECHO must be consulted at the preparation stage.

EU visibility must be ensured before and during the event: on invitations, programmes, banners and display boards, etc. and in the local language, where relevant.

Please also refer to Chapter 4 below – Data Protection.

## iv. Alternative Arrangements

Alternative arrangements from communication and visibility obligations are possible only in cases defined in the relevant legal acts[7]. Therefore, they are granted only in case of **safety and security concerns**.

All requests for alternative arrangements should be duly justified and targeted. An alternative arrangement on field visibility activities (listed in Section 12.1.A e-Single Form) does not automatically grant a derogation for implementing external communication activities (listed in Section 12.1.B e-Single Form).

Alternative arrangements based on Partners' "internal policies or guidelines" will not be accepted.

When Partners are not in a position to implement one or more field visibility activity(ies) they must provide a justification and request, when necessary, an alternative arrangement in Section 14 e- Single Form. Please see additional information in the following Sections.

### Alternative Arrangements under Section 12.1.A of the e-Single Form8

| | NGOs | UN and International Organisations |
|---|---|---|
| Reason for requesting an alternative arrangement | Safety and security of persons involved in the Action | Safety and security of persons involved in the Action |
| Encoding the alternative arrangement in the e-Single Form | 1. Provide a justification in Section 12.1A e-Single Form<br><br>2. Select the appropriate alternative arrangement (based on safety and security concerns) using the drop- down menu in Section 14.1 e- Single Form. | 1. Provide a justification in Section 12.1.A e-Single Form<br><br>2. Request the alternative arrangement (based on safety and security concerns or privileges and immunities) in Section 14.2 e-Single Form using free text. |
| Other cases | In case Partners cannot implement some activities under Section 12.1.A of the e-Single From due to the nature of the Action (e.g. no distribution of goods), the specific activity must be marked as 'NO' and a justification must be provided in the text box under Section 12.1.A. It is possible that some points under Section 12.1.A could still be implemented, e.g. the Partner could provide at least partial visibility, e.g. in their premises. The Partner must still implement the visibility and communication obligations under Section 12.1.B. | |

### Alternative Arrangements under Section 12.1.B of the e-Single Form

All justifications for choosing fewer than the obligatory five options should be detailed in the text box at the end of the section.

7 For international NGOs: Article 17 of the Model Grant Agreement and Annex 5 thereto. For UN: Article 11 of the FAFA and Article 8 of the HACA's General Conditions. For ICRC: Article 8 of the FFPA and Article 8 of the HACA's General Conditions. For IFRC: Article 10 of the FFPA and Article 8 of the HACA's General Conditions.

8 Please note that Member State Specialised Agencies (MSSA) work with DG ECHO either on the basis of the MGA (NGOs) or of the HACA (International Organisations). The table above applies to them accordingly.

## Above-Standard Visibility – Section 12.2

In addition to Standard Visibility, Partners can opt for "Above-Standard Visibility (ASV)" under Section 12.2 of the e-Single Form. The Above-Standard Visibility option is intended for Partners planning to go beyond the communication activities foreseen under Section 12.1.B, complementing the latter.

ASV actions are more than merely putting extra resources into the standard communication approach. ASV plans should not only focus on the quantitative output, but also – and more importantly – on creativity, quality and impact.

The main target audience of an ASV plan should be identified within the European public. The purpose of such communication actions is to:

- raise awareness of humanitarian issues and EU aid, particularly among defined audiences in the EU Member States (also as a matter of accountability to EU taxpayers), and
- showcase the tangible results of EU-funded humanitarian aid. Above-standard visibility could, for example, include:
  - audio-visual productions (including social media versions);
  - media visits to project sites;
  - paid advertising and/or content placement in the media (print, audio-visual, online) and on social media;
  - billboards and other outdoors advertising campaigns in the EU;
  - exhibitions or other types of events with a significant outreach to the European public and media.

Actions on a larger scale may also foresee joint dissemination at key stages of the project's implementation.

For above-standard actions, DG ECHO can provide a budget that goes beyond the ceiling of 1% of the direct eligible costs of the action. To this end, a separate communication plan and budget, including a breakdown of the main activities, must be submitted and approved by DG ECHO before the contract is signed. The plan must be inserted as an Annex to the Single Form. The ASV communication plan template is attached to this Manual as an Annex and it is also available on the visibility section of the DG ECHO Partners' Website.

The partner must consult with the Regional Information Officer and obtain DG ECHO's approval for the ASV communication plan prior to the signature of the contract. The communication plan's feasibility and projected impact will also be taken into account when deciding on its approval.

Partners can also consult the document Above-Standard Visibility -- Designing Communication Campaigns, attached as an Annex to this Manual.

## Special Actions

### 1. Programmatic Partnerships

The Programmatic Partnership (PP) model aims at developing multi-annual programmes to support strategic geographic priorities of shared interest between DG ECHO and the Partner (or consortium of Partners). This allows the PP to put in place activities requiring a longer timeframe such as local Partners' capacity building, or promoting/scaling up innovative policy approaches.

All Partners in a PP are bound by the 1% ceiling, calculated on the basis of the EU's contribution, for their Standard Visibility activities throughout the implementation of the action. In their communication activities, Partners are expected to:

- target first and foremost the EU public, on how EU funding is helping those most vulnerable;
- plan actions in a manner that spans the Programmatic Partnership;
- communicate in a meaningful manner throughout the lifecycle of the project;
- establish links to DG ECHO's and the European Commission's priority sectors of action[9], where relevant;
- communicate extensively on output;
- take advantage of relevant events to communicate on the PP.

Given the multi-year nature of the Programmatic Partnerships, Partners are requested to already have some ideas at the outset of the programme of how to structure communica-

9 As presented, inter alia, in the annual Humanitarian Implementation Plans.

tion activities in a year-on-year continuum, throughout the project implementation. While these ideas can be presented as a package in the first year of the programme, the annual communication plans will be finalised at the beginning of each programme year. The plans will be finalised in consultation with the Regional Information Officer and DG ECHO's Communication Unit, which will approve the annual plans.

Partners in a PP are encouraged to opt for Above-Standard Visibility, although this is not compulsory. Before deciding whether to apply for Above-Standard Visibility, Partners should consider the feasibility of their proposed action.

## 2. Country-based Pooled Funds

Country-based Pooled Funds (CBPFs) are multi-donor Funds established by the United Nations.

DG ECHO is engaged in selected CBPFs, including the South Sudan Humanitarian Fund and the Ukraine Humanitarian Fund.

Due the nature of the CBPFs, where field visibility is limited "due to the nature of the action", Partners implementing such funds should focus on external communication under Section 12.1.B (for example, short films linking donor contributions to the impact of humanitarian action, or joint social media campaigns targeting a European audience).

## 3. Pooled Visibility Funds

Certain Partners have an agreement with DG ECHO on the allocation of a part of their Standard Visibility budget for other communication actions/campaigns. These are ad hoc arrangements, and do not form part of this Manual.

## 4. European Humanitarian Response Capacity Operations (EHRC)

The visibility and communication requirements for European Humanitarian Response Capacity operations follow the same principles as the guidance given to humanitarian aid partner organisations receiving EU funding.

DG ECHO Partners and their implementing Partners (if any) contributing to the development or deployment of capacities under the EHRC are bound by the standard visibility obligations, as described in the e-Single Form. In their communication activities, these capacities will be referred to as "*EU capacities*". See also European Humanitarian Response Capacity.

Entities *benefitting* from EHRC operations (humanitarian organisations, Member States, destination countries and others) are encouraged to support DG ECHO in raising public awareness on the EHRC and the use of the EU budget.

# Monitoring and final reporting

The items indicated in Sections 12.1.A and 12.1.B of the e-Single Form at the proposal stage will serve as a benchmark when monitoring and reporting on whether a project's standard visibility requirements are met or not. Any deviations from the activities indicated in the e-Single Form must be explained and justified. Failure to fully comply with the visibility and communication requirements may result in the reduction of the DG ECHO contribution for breach of substantial obligations.

In addition to the final report, for Above-Standard Visibility actions the Partner should also provide DG ECHO with regular updates during the course of the action. The final report must reflect the approved communication plan.

When reporting to DG ECHO, the Partner should provide supporting evidence of field visibility (Section 12.1.A of the e-Single Form) and for each of the options ticked under Section 12.1.B.
This includes:

- filling in a standardised checklist (attached);
- providing photos of relevant items (EU emblem on vehicles, supplies, signboards, etc.), copies of links to press releases and press clippings, references to relevant publications, links to project-related website posts, links to social media posts where the partner provided visibility to the EU.

The amount of supporting evidence provided does not need to be exhaustive. However, it must demonstrate in a credible way that the activities committed to in the e-Single Form have been implemented as an integral part of the project and at different stages.

In addition, Partners are required to indicate, in quantifiable terms, the reach and engagement of their communication actions.

## NOTE

- In general, expenses pertaining to the Partner's internal communication needs (such as training, internal manuals, telephone costs, general website maintenance, etc.) are not eligible for funding under the visibility budget line.
- During the implementation of a project, Partners are strongly encouraged to inform and share with DG ECHO significant communication products on their EU-funded humanitarian Action. This can be done by the Partners by contacting DG ECHO's Regional Information Officer. This will enable relevant joint communication (e.g. via social media), resulting in further dissemination of the Partner's message, and facilitate monitoring.

# Data Protection

Partners must ensure an appropriate protection of personal data.

For NGOs, the Partner must process personal data in compliance with Article 15.2 of the General Conditions of the Model Grant Agreement. Partners must comply with Regulation 2016/679 the General Data Protection Regulation [GDPR] (where the conditions of application of the latter are met - for a practical example, see below).

For UN agencies, the Partner must process personal data in compliance with Article 7, Annex II (General Conditions) of the Humanitarian Aid Contribution Agreement.

For ICRC, the Partner must process personal data in compliance with Article 7 of the Annex II (General Conditions) of the Annex I ("Humanitarian Aid Contribution Agreement") of the Financial Framework Partnership Agreement.

For IFRC, the Partner must process personal data in compliance with Article 7, Annex II (General Conditions) to the Financial Framework Partnership Agreement.

Photos, videos or any audio-visual products made or produced by Partners in connection with an EU-funded humanitarian aid action will most likely also be published or reproduced or otherwise used in Europe (for instance or Partners' website, social media or in the press at the behest of the Partner concerned). In such cases, the GDPR would in principle apply (on top of the above- mentioned contractual clauses). It is therefore crucial for Partners to ensure either that such photos, videos and other audio-visual products do not display personal data (that is, natural persons featured in the photo, video or audio-visual product are non-identifiable – as they are only seen from the back or from afar), or, if they do, that such display and any related data processing is done in compliance with data protection rules. In practical terms, this would imply in principle that requesting written consent from the natural persons whose personal data is being processed.

Partners' attention is also drawn to the fact that the Commission is in principle licensed under the applicable contractual agreements to use photos, videos and other audio-visual products made or produced in the context of an EU-funded humanitarian aid action. The Commission may be willing to do so as part of its efforts to raise awareness of the public at large about EU humanitarian aid. As the Commission may only do in in compliance with the EU Data Protection Regulation (2018/1725), it is essential for Partners to be able to warrant to the Commission that any photos, videos or any other audio-visual products to be (re-)used by the Commission have been made or produced in full respect of the rights of the natural persons concerned.

# Contact information

Partners are welcome to contact the DG ECHO Communication Unit and/or the Regional Information Officer for questions related to visibility/communication activities at any stage. For major communication projects, you are strongly advised to contact DG ECHO before the proposal is finalised.

Please do not hesitate to call the Secretariat of DG ECHO's Communication Unit and ask for the Communication Officer responsible for your project's country or thematic area:

### At headquarters in Brussels

Tel: (+32 2) 295 44 00

Email: echo-comm-sec@ec.europa.eu

Website: http://ec.europa.eu/echo/en

### At regional level

DG ECHO has a Regional Information Officer (RIO) based in each of its Regional Offices (see list attached).

Do not hesitate to contact the RIO at any stage of your communication project. For the list and contact details of all DG ECHO field offices, please refer to: https://www.dgecho-partners-helpdesk.eu/visibility/list-of-contacts



# DG ECHO Communication

## Regional Information officers 2023-2027

### Amman

#### Daniele PAGANI

Regional Information Officer

daniele.pagani@echofield.eu

+962 6 460 7000
+962 79 557 0203

#### Jacques DAVID

Regional Information Officer
(Ukraine, Southern Europe,
Neighbourhood region, Yemen)

Jacques.david@echofield.eu

+962 777 444 650

#### Garineh ANTABLIAN

Information and Communication Assistant

garineh.ANTABLIAN@ec.europa.eu

+962 6 460 7050
+962 77 9233849

### Bangkok

#### Lisa HASTERT

Regional Information Officer

lisa.Hastert@echofield.eu

+66 2 305 27 68
+66 89 811 5481

#### Mallika PANORAT

Information and Communication Assistant

mallika.Panorat@echofield.eu

+66 2 305 27 86
+66 81 841 57 00

## Panama

### Hilaire AVRIL

Regional Information Officer

hilaire.Avril@echofield.eu

+507 309 6850
+507 6330 9572

### Ruth SILVA

Information and Communication Assistant

ruth.Silva@echofield.eu

+507 309 6850
+507 6749 7407

## Dakar

### Anouk DELAFORTRIE

Regional Information Officer

anouk.Delafortrie@echofield.eu

+221 33 869 60 92
+221 77 740 92 17

### Rokhaya MBAYE

Information and Communication Assistant

rokhaya.Mbaye@echofield.eu

+221 33 869 80 10
+221 78 638 10 87

## Nairobi

### Peter BIRO

Regional Information Officer

peter.Biro@echofield.eu

+254 20 297 2301
+254 722 791 604

### Faustine CHEPCHIRCHIR

Information and Communication Assistant

faustine.Chepchirchir@echofield.eu

+254 709 362 2302
+254 726 427 917

## Kyiv

### Ivanna BEDEI

Information and Communication Assistant

ivanna.BEDEI@echofield.eu

+38 044 390 80 10
+38 0955523488

## Ankara

### Bahar Bakır YURDAKUL

Information and Communication Assistant

Bahar-Bakir.YURDAKUL@echofield.eu

+90 536 866 01 58
+90 312 436 3090 ext. 117

# Designing communication campaigns

## Above Standard Visibility (ASV) for EU-funded Humanitarian Aid Actions

*This document serves as an annex to the **Communication and Visibility Manual for European Union-funded Humanitarian Aid Actions.** It provides general guidance on the design of so-called **"Above Standard Visibility (ASV)" actions.** The purpose of such ASV actions is to raise awareness of humanitarian issues particularly among defined audiences in the EU Member States, show the tangible results of EU-funded humanitarian aid, and trigger public engagement and endorsement.*

*ASV actions are more than merely putting extra resources into the standard communication approach. ASV plans should not only focus on the quantitative output, but also – and more importantly – on creativity, quality and impact.*

*The concrete application of this guidance manual depends on and may be adapted to the specific circumstances of the individual project. Partner organisations are invited to consult DG ECHO in case of doubt.*

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# Campaign strategy

## Define your communication objectives

- Clearly describe what you want to achieve with the communication campaign in a few objectives: e.g. awareness, engagement, conversion.
- Define key performance indicators for each specific objective: impressions, clicks, content share; views to a website; subscriptions/new likes to a page, etc.
- The main objective of ASV campaigns is to raise public awareness of and support for the EU and its humanitarian work. Specify how the campaign contributes to this objective and how it complements other communication actions (by your own organisation, by the Commission).

## Define your target audience

- Clearly describe whom you want to reach: country/region; socio-demographic profile; knowledge, media consumption and general interests. This will allow your media planner to select the right media and (for social media) target the right audience. Be aware that your message and campaign style may need to be tailored to the country (culture, knowledge, public opinion, etc.).
- ASV communication campaigns should target the public at large in (parts of) the EU. Communication towards local audiences outside Europe, or advocacy initiatives towards specific stakeholders are not the priority of such campaigns.
- Do not "preach to the converted" (own networks, existing audiences on social media channels, the Brussels Bubble). Give priority to people with a neutral or fairly positive attitude towards the EU, humanitarian aid, international solidarity, climate change and environment, etc.

It is essential to set clear and measurable targets on reach and expected outcome (SMART).

# Content and style

Develop a clear, personal and visual message. An EU-funded campaign does not have to be institutional. Do not shy away from creative, disruptive or out-of-the box ideas.

- Draft your messages for the selected audience, not for your colleagues and Partners. Make sure that there is a common understanding of the terminology used. Focus on human interest, emotional stories that show how EU aid has helped your organisation assist those in need, without making the narrative or the tone-of-voice too sentimental.
- Create a "persona" (a random member of the target audience, lacking your background and expertise) in your mind and ask yourself: would this person understand fully what this is about in a few seconds? Just because it make sense to you, it will not necessarily make sense to someone else.
- Develop or adapt your messages in the languages of your audience. Avoid complex narratives and acronyms. If drafting your messages originally in English/French, avoid idioms that may not translate well.
- On social media, use creative assets in a smart way – photos, videos, GIFs are a key item of a post for the user. They attract attention and provide more information (at least contextually) compared to your text. Are the creative assets of a high quality, consistent, to the point? Is the audience receptive to them?
- In particular, for campaigns in the humanitarian sphere, readers/viewers expect a call-to- action. Make it clear what you expect from the audience: to like or share the campaign, visit a website for more information, take part in a creative challenge.

## The KISS principle:

Recent audience research by DG ECHO and its campaign Partners has shown that awareness and knowledge about EU Humanitarian Aid is relatively low. Hence the importance of keeping the message clear and to-the-point, and framing it into the basic narrative of "EU as leading humanitarian donor".

In other words: respect the KISS principle, and "Keep it Short and Simple"

# EU Branding

As shown in various evaluation reports, EU citizens hardly associate the EU – seen as a legislative and financing bureaucracy – with humanitarian aid actions. Clear and visible references to the EU are not only a formal requirement for EU-funded actions; they are essential for clear, understandable and transparent communication with the target audience.

The "European Union" (in full, not the "European Commission", "ECHO", "EU Humanitarian Aid" or other institutional references) should be clearly mentioned in the headline and/or body copy of the campaign.

In addition to this, the official emblem (with "European Union" or "Funded/Co-funded by the European Union" underneath or next to it), should be part of the graphic or audio-visual design.

### How to position the EU emblem?

- Make the emblem large enough, and link it visually to the main message of the campaign. This way, it will be clear that the EU is (one of) the sender(s) of the message (and not just an institutional sponsor).




- For videos, show the emblem throughout the whole clip (not only in the final billboard).
- For co-branded campaigns (with one or more Partners), clearly dissociate the different emblems or logos.




The official emblem is available in all official EU languages here: https://www.dgecho-partners-helpdesk.eu/visibility/visual-identity-official-logo

- Emblem + "Funded by the European Union"
- Emblem + "European Union" (simplified visual, may be more appropriate for posters, video clips)

# Media mix and outreach

## Invest in the right media mix

- Reserve 70% of your total campaign budget for distribution (media buying and outreach). For smaller-scale actions, where creative costs cannot be covered with 30% of the budget, the dissemination plan should include a well-prepared approach to generate "earned" publicity.
- Be realistic but ambitious in social media spending. Social media costs depend on the selected country, the channel, the purpose (mere reach, repetitive messaging, activation), the time of the year, etc.

## How to plan social media advertising?

- The Commission's average target for social media buying is to limit the CPM (cost per thousand impressions) to €3.5 - 4.5, and to limit the cost per video view to maximum €0.05.
- When you promote videos on social media or online channels (Youtube, pre-roll on third websites, Facebook/Instagram), try to get a completion rate (viewers watching the clip until the end) of minimum 25%; so-called bumper ads (non-skippable 6-seconds) are the best format for this
- Click-through rates of 0.2%-0.3% are realistic for awareness campaigns on humanitarian topics.

DG ECHO's social media team is at your disposal to review proposals of social media advertising plans, and to give feedback on the estimated targets. For more detailed indicators, please see the table at the end of this document.

- Look for all opportunities of generating earned media so to increase the multiplication of the campaign. Identify possible Partners and ensure they are aware of your campaign even prior to its launch. Use all tools at your disposal – tagging Partners on social media can very well be accompanied by the outdated but more direct tool of making a phone call! Keeping your Partners in the loop also adds legitimacy to your campaign. Ready- made campaign toolkits, shared ahead of the campaign launch, can ease the uptake and multiplication by your Partners.
- Try to integrate the campaign in a broader mix of communication actions (e.g. press communication on a related news topic, addressing media in the targeted country or region).
- Given the limitations of most ASV campaign budgets, we recommend going for a narrow audience segmentation and a limited duration of the campaign; instead of scattered media spending with very limited impact, a more focused approach (e.g. one or two countries/regions, one week) can be more successful.

## Working with social media influencers

Celebrities and social media influencers can help amplify a message towards and through their well-defined, loyal audiences.
However, DG ECHO recommends that every such collaboration is carefully studied in advance and done on a pro-bono basis, to avoid any reputational risks related to

- associating the European Union with inadequate portfolios, visual content and political views of the personalities (e.g. excessive nudity, vulgar language, open criticism of EU policies, etc.);
- remunerating influencers for expressing their support for and encouraging solidarity with vulnerable people, which may be seen as unethical.
- Having that said, in case of projects involving travel, it is considered reasonable to reimburse the cost of transport and accommodation borne by the celebrities or influencers invited to take part.

# Campaign implementation

## Plan well in advance

- For large-scale campaigns, start the preparations well in advance and consider hiring a creative agency, with experience in working with similar projects to help you with innovative and creative ideas and reaching your goals.
- While large-scale actions should run for a limited time for best results, please note that your communication should cover the whole span of the project. This means that in addition to a large -scale action such as a campaign, you have to ensure continuous visibility of the project on your social media channels throughout the lifespan of the project.
- Your campaign does not take place in a vacuum – always be aware of what is happening in the world around you. This is useful not only for identifying opportunities, but also risks. Look for the right news "hooks" to launch and run the campaign: international days, specific national events in the target country, newsworthy summits or conferences, announcements of new policy initiatives, etc.
- Avoid competition with other humanitarian campaign initiatives. If possible, coordinate the launch of your campaigns with other Partners. By sharing your plans well in advance with the Regional Information Officer and Headquarters, you can avoid a situation where another major campaign is running in the same period and you may decide to anticipate/ postpone the action.

## Involve your ECHO counterparts

- Discuss the ASV with the Regional Information Officer (RIO), and DG ECHO's Headquarters where relevant, at the proposal stage. By the time the contract is signed, an ASV has to be agreed with the RIO and uploaded to the system (APPEL).
- Consult the RIO (with realistic deadlines) throughout the planning of the action, especially for major milestones such as concept, dissemination strategy, narrative. Consult on the content before it goes live.
- Update the RIO throughout and after the major action about the results reached. Provide a final report.
- DG ECHO can support the campaign on its social media channels. Also, for major campaigns, ECHO may liaise with the Representations in targeted EU Member States to inform about the action. For major events or interviews and depending on availability, ECHO may propose the involvement of an EU representative. Also, ECHO may provide high-level quotes for the press releases.

# Monitoring and evaluation

Regularly monitor the performance of your campaign; in particular online channels and social media allow you to see the immediate impact and correct where needed. Do not be afraid to experiment. Despite best practices and knowledge, what performs better is often what no one expects. Play with different creative assets, messages, audiences.

Monitor the engagement with the audience on social media, and prepare a good community management approach. Prepare defensives (in the languages of the campaign) to respond quickly to obvious comments or criticism.

Measure the results (during and after the campaign) in a structured and professional way (related to the SMART indicators you set for each objective, mentioned above).

Report in detail about the overall outcome, and assess to what extent the initial objectives were met. Report also on your own "lessons learnt" throughout the campaigning process.



# Above-Standard Communication Plan

The partner is invited to explain the proposed standard and "above-standard" visibility and communication action(s) with total funding. In the Single Form, please indicate in the text boxes under Sections 12.1A (Visibility) and 12.1B (Communication) that the communication plan contains information on all visibility and communication activities, and the overall budget.

| | | |
|---|---|---|
| **Partner's name:** | | |
| **Title of action / project reference** | | |
| **Contact for communication:** Name, telephone, email | | |
| Field Visibility (Section 12.1.A) | Communication objectives and goals (Section 12.1.B) | Identification of key audiences (priority to EU audiences) |
| **Actions:** | **Key objectives** *(e.g. awareness, engagement)*:<br>1.<br>2.<br>*(add more as needed)*<br><br>**Objectives of the communication action:**<br>*(Specify how the communication action contributes to raising public awareness of and support for the EU and its humanitarian work and how it complements other communication actions by your organisation and/or by the European Commission)* | Country/ies:<br>Region(s):<br>Socio-demographics:<br>Languages:<br>Communication channels used by target group(s): |

| Key messages | Communication products/events (choice of concrete tools and activities) incl. how is the EU funding highlighted | Dissemination strategy (choice of concrete channels to reach EU audiences) |
|---|---|---|
| 1.<br>2.<br>*(add more as needed)* | | **Owned media** *(specify)*:<br>• *website*<br>• *Facebook page*<br>• *…*<br><br>**Paid media** *(specify)*:<br>• *Online*<br>• *Offline*<br>  • *Print*<br>  • *Outdoor advertising*<br>  • *Other:*<br><br>**Earned media** *(specify)*:<br>• *Partners:*<br>• *Media relations:* |
| Timeline / sequencing of actions | Impact assessment / Evaluation | Budget requested (with breakdown on main activities, including field visibility) |
| | **Key Performance Indicators** relevant for each communication channel:<br><br>*E.g. reach, impressions, views on a website, click-through rate, cost per 1,000 impressions (CPM), content share, engagement, completion rate for video views, visitors per event etc.* | **Production** *(1/3 of the total budget is recommended):*<br><br>**Dissemination** *(2/3 of the total budget is recommended):* |

For more guidance on the design of large-scale communication actions, please consult https://www.dgecho-partners-helpdesk.eu/reference-documents-visibility

# Checklist for visibility and communication actions in EU-funded Humanitarian Aid projects

| | |
|---|---|
| **Project reference** | |
| **Date** | |

| | Contracting phase | | | Implementation phase | Liquidation/ Reporting |
|---|---|---|---|---|---|
| Standard Visibility and Communication | Yes | No | Comments (including whether this will be implemented by a Consortium/ implementing Partners) | Comments | Comments (including on supporting evidence) |
| The ECHO Partner is implementing EU visibility on (as per Section 12.1.A of the Single Form): | | | | | |
| Building signage | | | | | |
| Equipment | | | | | |
| Shipments and goods for distribution as part of the humanitarian response | | | | | |
| Branding of the operational materials/ outreach materials addressing beneficiaries | | | | | |
| Clothing items worn by project staff | | | | | |

| | Contracting phase | | | Implementation phase | Liquidation/ Reporting |
|---|---|---|---|---|---|
| Standard Visibility and Communication | Yes | No | Comments (including whether this will be implemented by a Consortium/ implementing Partners) | Comments | Comments (including on supporting evidence) |
| The ECHO Partner is undertaking the following external communication actions (as per Section 12.1.B of the Single Form): | | | | | |
| Press releases, press conference, other media outreach | | | | | |
| Videos | | | | | |
| Photos | | | | | |
| Human interest stories with visuals | | | | | |
| Social media posts | | | | | |
| Events | | | | | |
| Print materials | | | | | |
| Others | | | | | |
| The ECHO Partner has opted for **Above-Standard Visibility** | | | | | |
| The ECHO Partner has been granted a derogation (add the agreed *Alternative arrangements* as per Section 14 of the Single Form) | | | | | |