

# 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.

<b>Partner's name:</b>		
<b>Title of action / project reference</b>		
<b>Contact for communication:</b> Name, telephone, email		
<b>Field Visibility (Section 12.1.A)</b>	<b>Communication objectives and goals (Section 12.1.B)</b>	<b>Identification of key audiences (priority to EU audiences)</b>
<b>Actions:</b>	<p><b>Key objectives</b> (<i>e.g. awareness, engagement</i>):</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> </ol> <p><i>(add more as needed)</i></p> <p><b>Objectives of the communication action:</b> <i>(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)</i></p>	<p>Country/ies:</p> <p>Region(s):</p> <p>Socio-demographics:</p> <p>Languages:</p> <p>Communication channels used by target group(s):</p>

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. 2. <i>(add more as needed)</i>		<p><b>Owned media</b> <i>(specify):</i></p> <ul style="list-style-type: none"> <li>• website</li> <li>• Facebook page</li> <li>• ...</li> </ul> <p><b>Paid media</b> <i>(specify):</i></p> <ul style="list-style-type: none"> <li>• Online</li> <li>• Offline               <ul style="list-style-type: none"> <li>• Print</li> <li>• Outdoor advertising</li> <li>• Other:</li> </ul> </li> </ul> <p><b>Earned media</b> <i>(specify):</i></p> <ul style="list-style-type: none"> <li>• Partners:</li> <li>• Media relations:</li> </ul>
Timeline / sequencing of actions	Impact assessment / Evaluation	Budget requested (with breakdown on main activities, including field visibility)
	<p><b>Key Performance Indicators</b> relevant for each communication channel:</p> <p><i>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.</i></p>	<p><b>Production</b> <i>(1/3 of the total budget is recommended):</i></p> <p><b>Dissemination</b> <i>(2/3 of the total budget is recommended):</i></p>

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