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# Communication and Visibility Manual

for European Union-funded Humanitarian Aid Actions

March 2020



Funded by  
European Union  
Civil Protection and  
Humanitarian Aid

*The **Communication and Visibility Manual for European Union-funded Humanitarian Aid Actions** provides general guidance on the implementation of contractual visibility and communication. 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.*

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# 1. Why this Manual?

Humanitarian partners receiving EU support have a contractual obligation to communicate about the EU humanitarian assistance they receive.

The **aim** of Partners' communication about EU-funded actions is to:

- ensure that the public is aware of how the EU is helping;
- provide accountability as to where the funding is going to; and
- 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 between the EU's humanitarian partners and the EU's Civil Protection and Humanitarian Aid Operations department (henceforth, for the purposes of this document, ECHO).

As provided in the legal basis for EU-funded humanitarian aid actions, ECHO allocates dedicated funds to Partners for them to meet their visibility and communication obligations when receiving EU funds<sup>1</sup>.

The present Manual should serve as Partners' primary source of orientation when planning and implementing the "**standard visibility**" activities (Section 9.1.A and Section 9.1.B in the Single Form) as part of their EU-funded humanitarian aid action.

For more detailed ("**above-standard**") communication targeting European audiences, Partners are invited to consult ECHO, either through the relevant Regional Information Officer (RIO) or at headquarters' level in Brussels.

The Manual provides practical guidance and explanations on the implementation of the obligations on visibility and communication as set out in the applicable contractual arrangements, namely the Framework Partnership Agreement (FPA) and its annexes with Humanitarian Organisations; the General Conditions applicable to EU-funded humanitarian action of Member States' specialised agencies; the FPA and its annexes with International Organisations; and the Financial and Administrative Framework Agreement (FAFA) and the Indirect Management Delegation Agreement with the United Nations.

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](#) remain applicable for UN humanitarian partners when working with ECHO. In case of direct contradiction with this Manual, the EC-UN guidelines take priority. The same applies to the [2018 EU External Actions manual](#).

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<sup>1</sup> [Council Regulation \(EC\) 1257/96, Article 4](#)

ECHO has a dedicated and regularly updated **website** on visibility that complements this Manual. On this website, Partners can find further explanation, examples and best practices. Partners are invited to regularly consult the website for guidance and inspiration: [www.echo-visibility.eu](http://www.echo-visibility.eu)

**NOTE:**

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

## 2. What is Standard Visibility?

All Partner organisations have a **contractual obligation** to provide **standard visibility** for the EU as a donor. It applies to all types of EU-funded humanitarian aid projects.

The obligation on standard visibility means that ECHO Partners ensure EU visibility **on the field and in their communication** through:

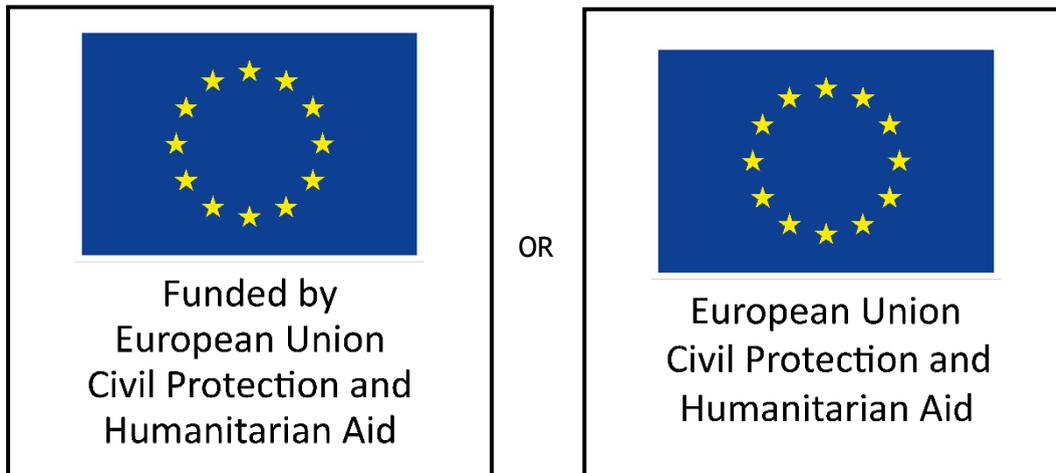
- the **prominent display of the EU emblem** with the accompanying text on project sites, relief items and equipment (see Section 3), AND
- **structured and proactive communication at different stages of the project (beginning, during the implementation, at the end)** with broad dissemination (press releases, social media [preferably through central accounts too], webpages, blogs, media interviews or articles about the project) with clear reference to the EU support received.

To further note:

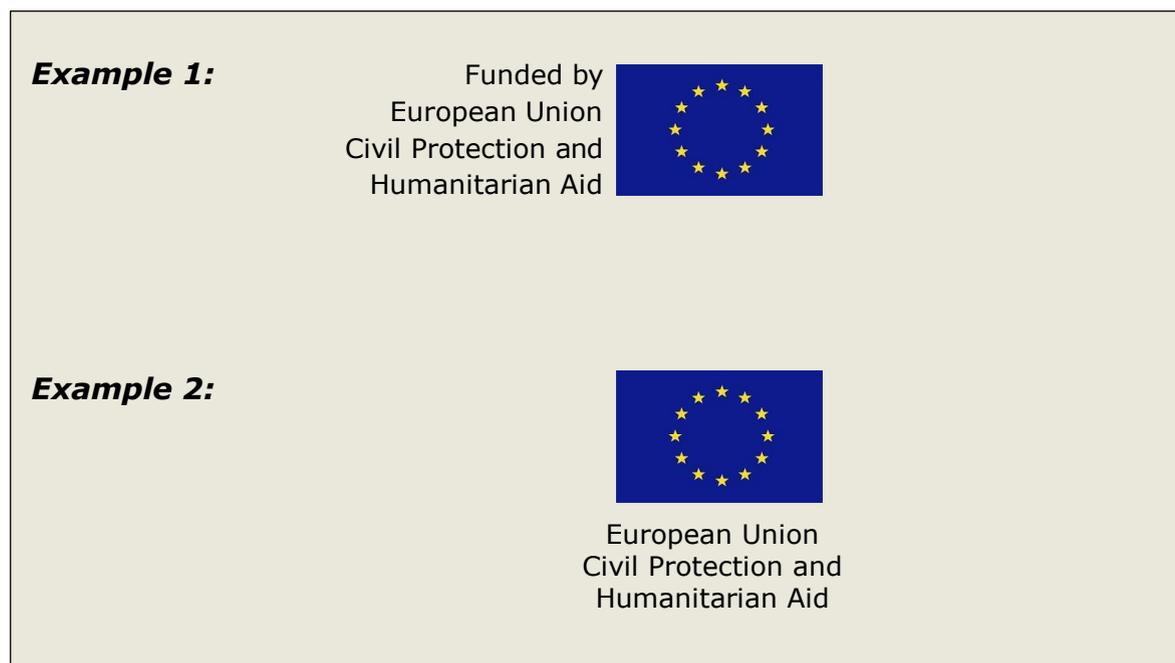
- Where a Partner works through an **implementing partner** (within grant agreements) or a grant beneficiary (within delegation agreements), the visibility and communication obligations are still fully applicable. The responsibility for ensuring compliance and reporting remains with the ECHO contracting Partner.
- When ECHO is **one of several donors** to a project (multi-donor or co-financed projects), as a general rule, EU visibility should be ensured in a manner proportional to the ECHO contribution.
- In **consortia**, all partners - not only the Partner holding the ECHO contract - should implement the visibility and communication obligations, for example, by ensuring EU visibility on their individual homepage.

### 3. Displaying the European Union emblem

Partners have an obligation to prominently display the **European Union emblem** with the accompanying text, as indicated below, when implementing standard visibility (under Section 9.1.A in the Single Form) and in their communication actions (under Section 9.1.B in the Single Form). Partners can also display their own logo alongside the EU emblem.



The format of how the EU emblem and the text are displayed can be adapted (with some examples shown below) to the context in which they are going to be used.



### 3.1 The EU emblem in field visibility

Under **Section 9.1.A** of the Single Form, Partners are required to display clearly **in the field** the EU as a donor. The EU emblem is to be shown on items such as:

- Stickers, signboards, display panels, banners and plaques
- Supplies and equipment (such as vehicles, food sacks, water tanks, containers, tents, plastic sheeting, individual packaging used for foodstuffs or NFIs)
- Clothing items, such as T-shirts and caps worn by project staff (if produced with EU funding)
- Operational publications and materials, such as training manuals, notebooks and posters.

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. An example is provided below as guidance.

**Example:**

**[Project's Name]**  
Implemented by: [Partner's Logo]

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 Funded by  
European Union  
Civil Protection and  
Humanitarian Aid

**Joint message:**  
***e.g. "Acting together to help vulnerable children"***

### 3.2 The EU emblem in communication

The EU emblem with the accompanying text must also be applied when producing visibility and communications material for dissemination beyond the beneficiary country, including for example:

- websites
- videos
- social media posts
- posters and other campaign material
- publications (excluding training manuals and similar operational material)

The EU emblem must also be used in all "above-standard" actions (see Section 5.2).

### 3.3 Downloading the EU emblem/additional information

The EU emblem with the accompanying text in different languages can be downloaded at the following link:

<http://www.echo-visibility.eu/standard-visibility/visual-identity/>

The EU emblem on its own (the European flag) can be downloaded here:

[https://europa.eu/european-union/about-eu/symbols/flag\\_en](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>

<b>NOTE:</b>	Whilst the accompanying text to the EU emblem is mandatory for all actions, depending on the type action "Civil Protection and Humanitarian Aid" may be replaced by "Civil Protection" or "Humanitarian Aid" (as shown in the examples below) <b>subject to prior approval of DG ECHO.</b>	
		
	Funded by European Union Humanitarian Aid	European Union Civil Protection

## 4. How to refer to the EU

In visibility and communication activities, the following terms should be applied (indicated in our order of preference):

**European Union** (and its acronym "EU") is the preferred term for basic visibility activities, when communicating with the media etc. The term "EU Humanitarian Aid" may also be used.

**TO AVOID:** the stand-alone acronym **ECHO** should be avoided.

## 5. The Single Form and the 0.5% threshold

Visibility is covered in the Single Form (SF) **under Chapter 9** with two points: 9.1 "**standard visibility**" (mandatory) and 9.2 "**above-standard visibility**" (optional). The formal distinction between the two lies in the size of the budget allocated and the type of actions proposed by the Partner.

### 5.1 Standard Visibility Sections (Sections 9.1.A and 9.1.B)

All Partners must complete Section 9.1, 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 a budget of up to 0.5% of the direct eligible costs of the action (with a ceiling of €8,000).

Under **Section 9.1.A** (Display of EU visual identity), **both** boxes must be selected.

Under **Section 9.1.B** (Written and verbal acknowledgement of EU support in communication), **at least four boxes must be selected.**

The Partner must also provide information as to what is concretely foreseen under each option (including B7, as applicable) in the comments box, such as, the location of signboards, type of supplies, where the visual identity will be displayed, etc.

**Standard visibility in the field (Section 9.1.A) and in public communication (Section 9.1.B) remains a contractual obligation for the ECHO Partner** (unless a derogation has been explicitly granted for the project in question).

### 5.2 Derogation

If a box under Section 9.1.A and/or more than three boxes under Section 9.1.B are not ticked, a [derogation](#) must be requested under Section 11 of the Single Form.

To note:

- Any **derogation** from the contractual visibility obligations is granted on a case-by-case basis and must be agreed in writing based on justified safety concerns.

- The scope of the derogation must be specified in each case, as derogation from field visibility does not automatically imply exemption from the obligation to comply with other types of standard visibility, such as under Section 9.1.B. In most cases, **there will be possibilities to comply with the visibility requirements even if display of the EU emblem on the project site is not possible for security reasons.**
- Requests for derogations should be introduced in the Single Form under Section 11.

### 5.3 Standard Visibility for large-scale projects

As a result of recent developments, ECHO may sign large-scale contracts (defined as individual contracts that go from **€5 million upwards**).

Due to the scale of these projects, the standard ceiling (0.5% of the budget and a cap at €8,000) does not guarantee adequate EU visibility, including for field visibility, in proportion to the budget allocated to the project. To counter this, in such projects no absolute ceiling will be applied, meaning that the visibility budget can go up to 0.5% of the direct eligible costs of the action, even when this amount exceeds €8,000.

As part of the project proposal, Partners must specify in the Single Form how the amount allocated for visibility will be spent and **a communication plan** is requested. Particular emphasis should be placed on:

- The display of the EU emblem at project sites and on EU-funded relief items and equipment (Single Form Section 9.1.A1 + Section 9.1.A2),
- media outreach (Single Form Section 9.1.B1),
- social media (Single Form Section 9.1.B3).

Partners are to use the same [standardised communication plan template](#) that is available for the Above-Standard Visibility. The plan is to clearly indicate what media outlets Partners intend to use, the frequency of their messages on social media, and the media products they plan to produce for their communication activities.

### 5.4 Above-Standard Visibility

In addition to standard visibility, Partners can opt for "**above-standard visibility**" under Section 9.2 of the Single Form.

The **purpose** of such more elaborate communication actions is to:

- raise awareness of humanitarian issues particularly among defined audiences in the EU Member States, and
- showcase the tangible results of EU-funded humanitarian aid.

Above-standard visibility could, for example, include:

- audio-visual productions (including social media versions),
- journalists' visits to project sites,
- paid advertising and/or content placement in the media (print, audio-visual, online) and on social media,
- billboard and other out-of-home 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 its implementation.

For above-standard actions, ECHO can provide budget that goes beyond the standard 0.5% of the direct eligible costs of the action. To this end, a separate communication plan, including a budget with a breakdown of the main activities, must be submitted and approved by ECHO before the contract is signed. The plan must be inserted as an Annex in the Single Form.

The **communication plan template** is available on the visibility website:

<http://www.echo-visibility.eu/above-standard-visibility-template/>

The proposed communication plan is to be first discussed with ECHO's Regional Information Officer (RIO) covering the region and finally evaluated by ECHO's Communication Unit (ECHO.A4), also considering the plan's feasibility and the estimated impact/outreach of the action.

During the implementation of above-standard actions, regular contact should take place between ECHO and the Partner at the Partner's initiative to ensure mutual benefit and maximum impact.

## 6. Communication

The primary target audience of Partners' communication actions should be the general public, both in the European Union and in third countries where EU-funded actions are carried out, while duly respecting and protecting the safety and dignity of beneficiaries.

Partners are expected to implement their communication activities on EU-funded actions **in a meaningful way throughout the project cycle** and not as a side detail, towards the end of the project only. 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.

**Communicating in a meaningful way** on EU-funded projects entails that:

- Partners ensure that their **Communication Officers are aware** of what has been committed to under the communication obligations in the Single Form (Section 9.1.A and Section 9.1.B, and where relevant, Section 9.2);
- Partners **plan out** in advance the communication activities on EU-funded projects before the project starts rolling, laying out clearly how they intend to put into practice their communication obligations at pre-identified stages throughout the duration of the project and the reach they are projecting;
- The messages are thoughtfully put together and **clearly mention that the project is supported by the EU** (by saying, for example, *Thanks to EU support, XXX people are getting access to clean water...* or *With support from the EU, XXX is helping...*). This also applies for tweets and audiovisual products.

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.

In addition, in order to ensure effective use of the communication budget, Partners are strongly encouraged to already, at the start of the project, have their communication activities planned out. Partners can look at the [above-standard visibility template](#) for inspiration.

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.

The visibility and communication obligations generally imply that the mentioning of the European Union and/or display of the EU emblem must be included on an equal footing with that of the Partner. For further details on the use of the EU emblem, please refer to Section 3 of this Manual.

**NOTE:**

Partners are invited to coordinate the planning and implementation of communication actions in the field with the relevant ECHO Regional Information Officer.

ECHO encourages Partners to identify in their offices a focal point for visibility and communication in the field.

## 6.1 Media Outreach

This section explains the application of EU visibility and communication requirements in media-related activity.

### 6.1.1 Press releases

It is highly recommended to issue a press release at the start and at the conclusion of a project. A press release can be issued inside the EU and/or in the beneficiary country/region, as relevant for the concrete 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 is to be avoided.

Where relevant, press releases can include a quote by an ECHO representative (for example, the relevant experts/Head of Delegation in the field or from an ECHO representative at the headquarters in Brussels). This will be given by ECHO's Regional Information Officer, in coordination with ECHO's Communication Unit, when the Partner sends in the draft press release to ECHO's Regional Information Office.

Partners are generally encouraged to share a draft of the press release with ECHO before its publication. Quotes by ECHO representatives must always be approved before publication.

Press releases may also include the contact details of a relevant ECHO representative for follow-up questions by media (expert, Head of Office or RIO). 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 the world's leading donor 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 natural disasters and man-made crises.*

*Through its [Civil Protection and Humanitarian Aid Operations department](#), 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.*

### 6.1.2 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 be equally acknowledged in contacts with media.

Whenever journalists visit EU-funded projects, Partners must ensure that the EU's role as the donor is fully acknowledged and explained.

Partners should generally:

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

### 6.1.3 Press Conferences

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

### 6.1.4 Journalists' Visits

Media visits to EU-funded projects are eligible for funding under the visibility budget of projects. Partners must, in such cases, liaise with ECHO in advance for joint planning to maximise the impact.

For media visits funded under the visibility budget of projects, Partners must ensure that:

- ECHO is informed well ahead to allow for input and enable efficient and effective planning
- the relevant ECHO regional information officer is informed well in advance of the date of the trip and its likely focus (through the Regional Information Office)
- journalists are offered the opportunity to interview an ECHO expert in the field
- the EU's support is visible through panels, stickers etc.

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

## 6.2 Social Media

Social media communication is a high-impact way of creating visibility among the general public and specific target audiences. It should, therefore, be an integral part of the communication strategy related to any project, and complementing all other planned visibility actions.

Partners are expected to make full use of their social media channels and incorporate ECHO-related posts **throughout the life-cycle 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;
- tag AND refer to ECHO as **the EU, EU Humanitarian Aid** or **EU Civil Protection** (as relevant), whichever is clearer for the general public;
- like/follow/subscribe to ECHO's social media platforms:

- Facebook: <http://facebook.com/ec.humanitarian.aid>  
(tag: @ec.humanitarian.aid)
  - Twitter: [https://twitter.com/@eu\\_echo](https://twitter.com/@eu_echo) (tag: @eu\_echo)
  - Instagram: [https://instagram.com/eu\\_echo](https://instagram.com/eu_echo) (tag: @eu\_echo)
  - Flickr: [http://www.flickr.com/eu\\_echo](http://www.flickr.com/eu_echo)
  - YouTube: <http://www.youtube.com/user/HumanitarianAidECHO>
  - Blog: [http://ec.europa.eu/echo/field-blogs\\_en](http://ec.europa.eu/echo/field-blogs_en)
- use ECHO-related hashtags, when relevant: #EUaid #EUCivPro #rescEU

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

### 6.3 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 ECHO's website must appear on the Partner's website (for example, on the page listing partners or listing donors, on the page describing financing or on pages dedicated to projects financed by the EU).

The URL address of ECHO's website is <https://ec.europa.eu/echo/> .

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.

#### **NOTE:**

Project-specific websites concerning EU-funded Actions cannot contain Partner's own fund-raising appeals (unless particularly provided for in the project agreement).

## 6.4 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 by EU humanitarian aid, supports 10,000 refugees living in temporary camps..."*

The role of the EU as a donor should be clearly mentioned in the text/story. 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 ECHO's Regional Information Officer).

When space allows, and if the Partner includes a presentation box concerning its own organisation, a box with the following text should be included<sup>2</sup>:

### **Example:**

*The European Union and its Member States are the world's leading donor of humanitarian aid. Through its Civil Protection and Humanitarian Aid Operations department (ECHO), 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.*

Information and publications, in any form or medium, including web-based, shall include the following **disclaimer**:

*"This document covers humanitarian aid activities implemented with the financial assistance of the European Union. The views expressed herein should not be taken, in any way, to reflect the official opinion of the European Union, and the European Commission is not responsible for any use that may be made of the information it contains."*

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<sup>2</sup> If in doubt on the wording, please consult ECHO: the contact details are provided at the end of this publication.

## 6.5 Photos

Partners are encouraged to **promote on social media photos on the project** with a clear acknowledgement of the EU partnership, as explained in section 6.2.

While the project is running, Partners are also invited to send to ECHO (through the Regional Information Office relevant to the project) 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). 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 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. Whenever feasible, the written consent from the person depicted should be sent to ECHO.

The visibility 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 ECHO-funded professional photographer are to be sent to ECHO in digital format (preferably containing at least 5 million pixels), through the Regional Information Office.

### 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:

*The European Union and its Member States are the world's leading donor 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 natural disasters and man-made crises.*

*Through its Civil Protection and Humanitarian aid Operations department (ECHO), 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.

## 6.6 Audio-visual products

The aim of audio-visual products is to highlight to EU citizens 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 an ECHO expert at work in the field;
- an interview with a Commissioner, a senior official or an ECHO expert in the field.

For videos made for social media, the format, duration and edit must be in line with the current standards and best practices of social media dissemination (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 Twitter. 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 simplify what is said to make it easy 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. The video should give people a small idea of what we do, not explain it 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 that show a person in the first couple of seconds retain viewers best. You could also start with an intriguing emotional soundbite.

- Try to include ECHO's emblem/branding in the first part of the video, not only as a final slide in the end - the vast majority of viewers do not watch that far. Branding can be an EU emblem at the top corner that disappears after a few seconds or people dressed in EU clothes, etc.
- Partners should ALWAYS refer to us as the EU or EU Humanitarian Aid in external communications, never as ECHO, which is not understandable for average EU citizens.

In videos for social media, ECHO should always be referred to as **the EU** or **EU Humanitarian Aid** or **EU Civil Protection** (as relevant).

Videos must display the EU emblem with the accompanying text "Funded by EU Civil Protection and Humanitarian Aid" at the end. The narrative should also mention the EU early on, such as by saying: *Thanks to EU funding/support, xxx has managed to help xxx people affected by floods.*

**Before production:** submit to ECHO a (1) 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 the finishing off the audiovisual project and at a point where it is **still possible to make changes** based on ECHO's comments.

**Upon completion of the production:** ECHO must be informed of the actual distribution of the video. If the video incorporates music, ECHO shall 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 ECHO.

Audio-visual productions on humanitarian actions funded by the EU are eligible for visibility funding. 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.

## 6.7 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 ECHO on the specific terms and messages. Whenever an event is planned, 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.

## **6.8 Best Practices**

Partners are encouraged to have a look at our Best Practices sections on the [ECHO visibility website](#) and the brief [Do's and Don'ts](#) video clip. The more innovative and creative communication is, the more impact it will have!

## 7. Monitoring and Final Reporting

The items indicated in the Single Form at the application 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 options indicated in the Single Form must be explained and justified.

When submitting the **Interim and Final Report**, the Partner should include a report, **with relevant supporting evidence**, of field visibility (Section 9.1.A of the Single Form) and for each of the options ticked under Section 9.1.B.

This includes photos of relevant items (EU emblem on vehicles, supplies, signboards etc.), copies of/links to press releases and press cuttings, references to relevant publications, links to project related website posts, etc.

The amount of supporting evidence provided does not need to be exhaustive. However, it must in a credible way demonstrate that the activities committed to in the 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 that their communication actions had**.

Communication and visibility expenses can only be approved when accompanied by adequate supporting material. Failure to comply may result in the application of a penalty at the liquidation stage.

**In addition to the final report, for above-standard visibility actions**, the Partner should also provide ECHO with regular updates during the course of the action, until it is completed. The final report will need to be compliant with the initially approved communication plan.

To note:

- When submitting the Final Report for liquidation, Partners must document that the contractual visibility and communication activities have been implemented in accordance with the agreement at contracting stage.
- In general, expenses pertaining to the *internal* communication needs of the Partner (such as training, internal manuals, telephone costs, general website maintenance, etc.) are not eligible for funding under the visibility line.
- In the course of a project, Partners are strongly encouraged to inform and share with ECHO significant communication products on their EU-funded humanitarian action. Normally, this can be done by the Partners contacting ECHO's Regional Information Office in their region. This will

enable relevant joint communication (e.g. via social media), help us disseminate further your messages, and facilitate monitoring.

## 8. Contact Information

You are welcome to contact the ECHO Communication team for questions related to visibility/communication activities at any stage. For major communication projects, you are strongly advised to contact us before the proposal is finalised.

Please do not hesitate to call ECHO's Communication secretariat 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

E-mail: [echo-comm-sec@ec.europa.eu](mailto:echo-comm-sec@ec.europa.eu) Website: <http://ec.europa.eu/echo/en>

At regional level

ECHO has a Regional Information Officer (RIO) based in the following Regional Offices. Do not hesitate to contact them at any stage of your communication project.

(Contact details of **ECHO's Regional Information Offices**, as of August 2019 – provided on the next page)

For the list and contact details of all **ECHO field offices**, please refer to:

[http://ec.europa.eu/echo/files/about/field\\_offices.pdf](http://ec.europa.eu/echo/files/about/field_offices.pdf)

OFFICE	RIO	Phone number	Email	ASSISTANT/s	Phone number	Email
<b>Amman</b>	Anouk Delafortrie	Mobile: +962 777 570 203 Landline: +962 64 60 70 37	<a href="mailto:Anouk.Delafortrie@echofield.eu">Anouk.Delafortrie@echofield.eu</a>	Garineh Antablian	Mobile: +962 77 923 3849 Landline: +962 64 60 70 50 ext. 153	<a href="mailto:Garineh.Antablian@echofield.eu">Garineh.Antablian@echofield.eu</a>
<b>Ankara</b>	Lisa Hastert	Mobile: +90 533 412 5663 Landline: +90 312 436 3090 ext. 135	<a href="mailto:Lisa.Hastert@echofield.eu">Lisa.Hastert@echofield.eu</a>	Begum Iman	Mobile: +90 536 866 0158 Landline: +90 312 436 3090 ext. 132	<a href="mailto:Begum.Iman@echofield.eu">Begum.Iman@echofield.eu</a>
				Bahar- Bakir Yurdakul	Mobile: +90 536 866 0159 Landline: +90 312 436 3090 ext. 131	<a href="mailto:Bahar-Bakir.Yurdakul@echofield.eu">Bahar-Bakir.Yurdakul@echofield.eu</a>
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<b>Dakar</b>	Hilaire Avril	Mobile: +221 777 409 217 Landline: +221 338 696 092	<a href="mailto:Hilaire.Avril@echofield.eu">Hilaire.Avril@echofield.eu</a>	Mariama Fall	Mobile: +221 786 381 087 Landline: +221 338 698 010	<a href="mailto:Mariama.Fall@echofield.eu">Mariama.Fall@echofield.eu</a>
<b>Nairobi</b>	Mathias Eick	Mobile : +254722 791 604 Landline: +254 709 362 301	<a href="mailto:Mathias.Eick@echofield.eu">Mathias.Eick@echofield.eu</a>	Bertha Wangari	Mobile: +254 726 427 917 Landline: +254 709 362 302	<a href="mailto:Bertha.Wangari@echofield.eu">Bertha.Wangari@echofield.eu</a>
<b>Panama</b>	Pagani Daniele	Mobile : +507 633 095 72  Landline: +507 309 6850 ext 105	<a href="mailto:Daniele.Pagani@echofield.eu">Daniele.Pagani@echofield.eu</a>	Ruth Silva	Mobile: +507 67 49 74 07 Landline: +507 30 96 850 ext. 103	<a href="mailto:Ruth.Silva@echofield.eu">Ruth.Silva@echofield.eu</a>

**Do you have more questions or would wish to see how ECHO visibility and communication is to be implemented into practice?**

To complement this general manual, ECHO has a dedicated website with examples and best practices of visibility and communication actions implemented by partner organisations. You are invited to refer to the site for inspiration and guidance and to share your own actions with other users.

[www.echo-visibility.eu](http://www.echo-visibility.eu)

On this website, you can also consult FAQs or submit questions to the visibility helpdesk.