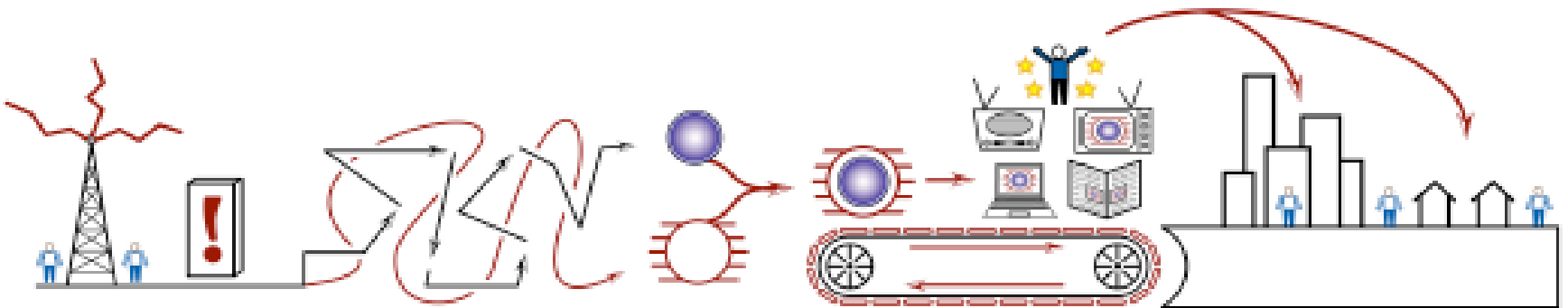


# COMMUNICATIONS AND VISIBILITY TRAINING

## creating and implementing a communication plan



# Ensuring Visibility and Communicating EU funding

*10 "Golden Rules"*

# Communication and Visibility Plan

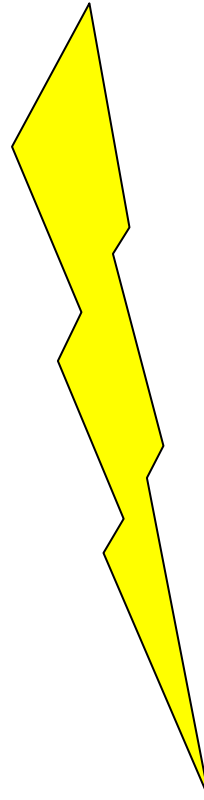
## Requirements:

- 1. Included in the project's work plan*
- 2. Include activities that take place at key stages of the project's life*
- 3. Agreed on with the Delegation (Project Officer + Com Coord.)*
- 4. Reporting to EU must provide update on communications activities, with supporting evidence*
- 5. Share information: Project Officer needs to be kept abreast of upcoming events & campaigns*



European  
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# Visibility



# Communication

*Telling the story*



This school was rebuilt with the support of the **European Union**



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# The Plan – Minimum Requirements

- 1. Objectives & target audience*
- 2. Activities*
- 3. Measurement*
- 4. Resources*

# 1. Objectives and targets

## Objectives

1. Overall communication and visibility objectives
2. Target audiences
  - **Within the country**
  - **Within the EU**
3. Specific objectives for each target group related to the action's objectives and the phases of the project cycle

*Is there a clear focus on communication and visibility objectives? ... and not confusion with the objectives of the project? Is there a story to tell?*

# Define your targets

*Who you want to communicate with?*

- Male/female?
- Young/old?
- Rural/urban?
- High/low levels of education?

***Are chosen targets relevant?***

*e.g. main targets should be beneficiary population, local media, stakeholders (regional and local authorities, civil society ...)*

# Hitting your targets

- *Identify your target audiences*
- *Always try to look at things from their point of view (e.g. use R instead of €)*
- *Consult people who know the target audience*
- *If necessary, hire professionals*

# Define & Analyse your own message(s)

***Make your message clear and easy to understand:***

*What am I trying to say with this message?*

*Which target am I trying to reach?*

*How is this message going to be perceived by my target?*

*Language accessible, concise & attractive (local)*

*→ Catchy slogans & simple messages*

***Avoid Jargon & Acronyms!!***

***e.g. The MTR of the RCF showed that PDIs benefited from BBBEE initiatives and incubator progs.***

## 2. Activities & tools

### Communication Activities

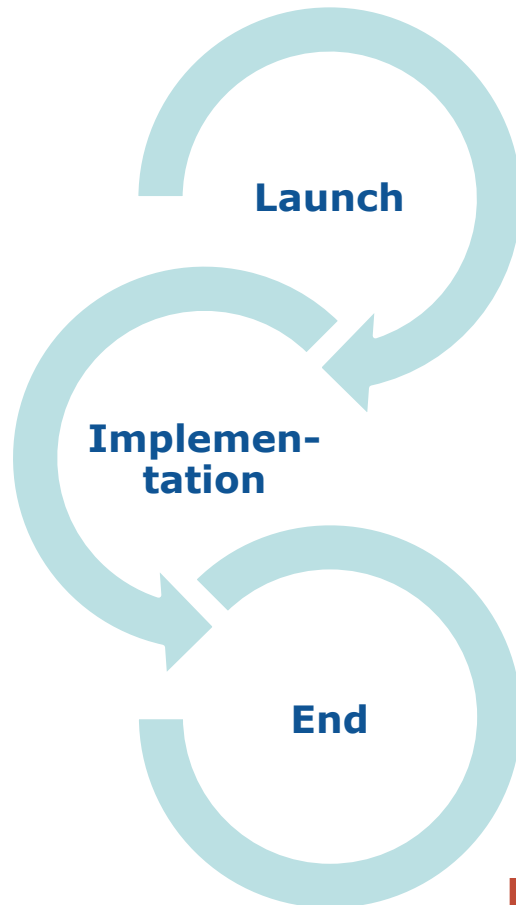
4. Main activities that will take place during the period covered by the communication plan

- **What kind of activities?**
- **Who will deliver them?**

5. Communication tools chosen

- **What kind of tools?**
- **Why them?**

# Activities change with the project cycle

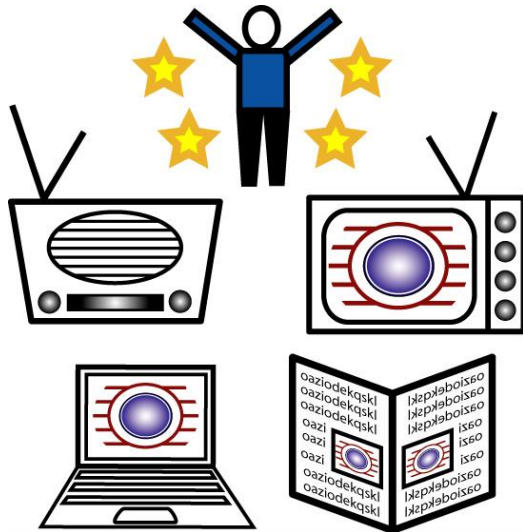


**Consider:**  
Local level  
National level  
International level

# Define your tools

## *How to say your message*

*...so that your target will hear you*



***Are the tools chosen appropriate?***

# The different media

## press

**Publications** range from publishing a newspaper to editing a book or distributing leaflets, etc.

## radio

**Radio** can be Hertzian, short waves, long waves, local, international, on the net

## television

**Television** it is also the cable, satellite, mobile TV and webTV

## internet

**Internet** from the thematic portal to social network, from online game to discussion blogs, podcasts

## social media

**Facebook, Twitter, Instagram** offer efficient new ways to get traction for key messages



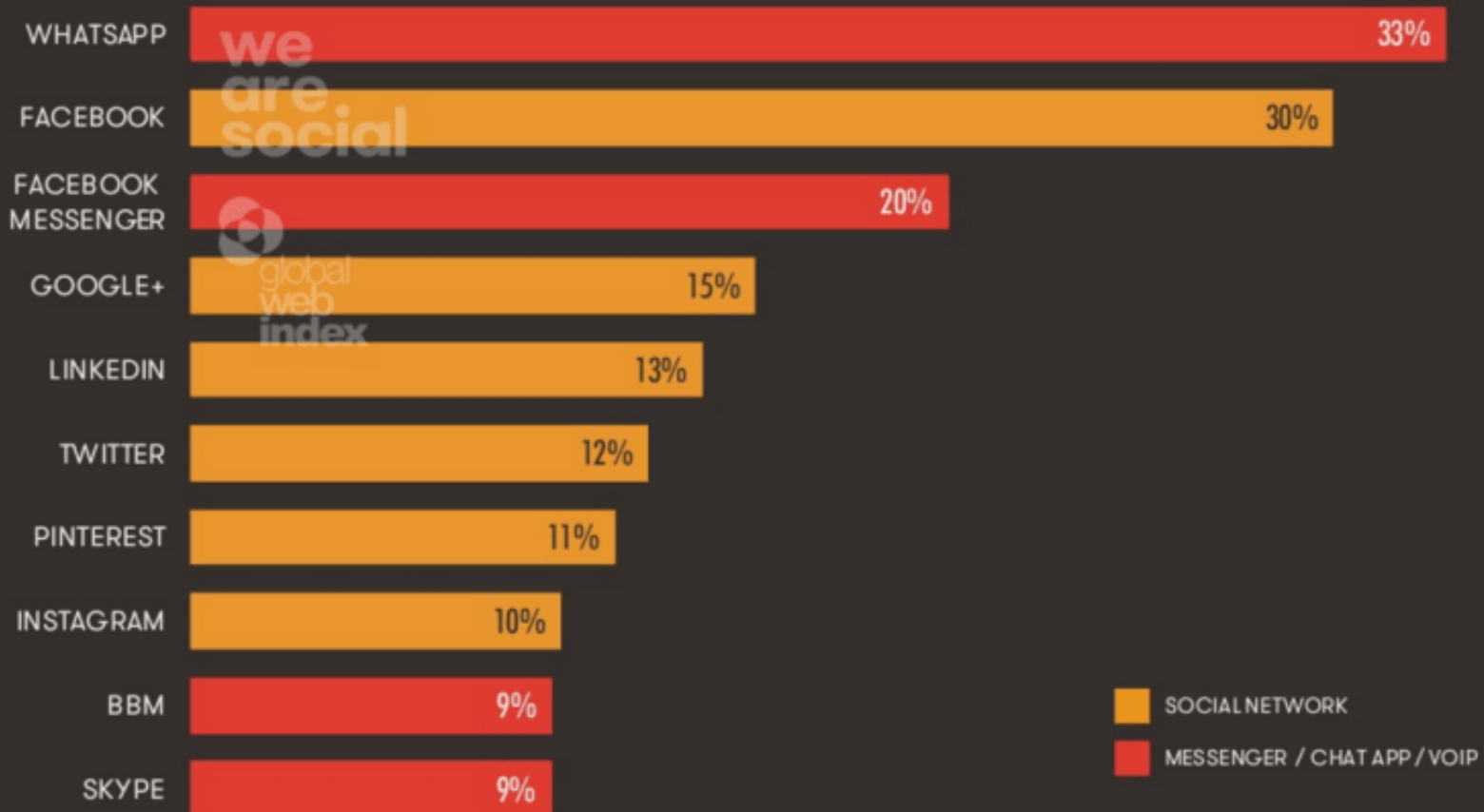
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2016

# TOP ACTIVE SOCIAL PLATFORMS



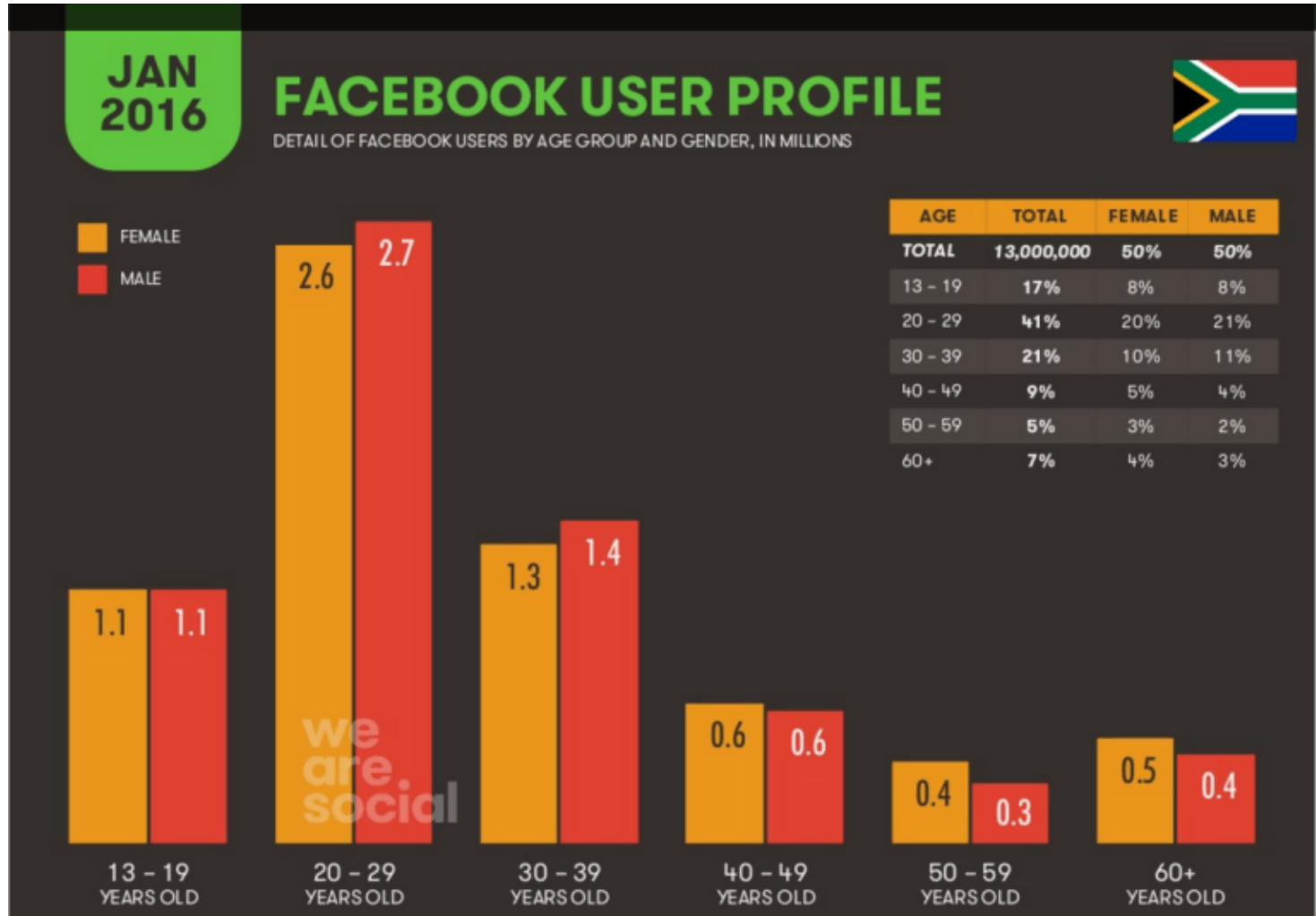
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY





European Commission

# FACEBOOK DEMOGRAPHICS



# SA TWITTER SPACE

*53% = 25-44*

*29% = 16-24*

*18% = over 55*

*Women = 56% + Men = 44%*

## *Example **tools**:*

- > Case studies and photos*
- > Audio-visual products (e.g. field testimonies)*
- > Press conferences/briefings or press visits*
- > Leaflets and/or Newsletters*
- > Public events*
- > Electronic media incl. website, Facebook, Twitter*
- > Information campaigns*
- > Display panels (e.g. infrastructure projects) and banners*
- > Promotional items*
- > Media/Press*

## 3. Implementation

### Indicators of achievement

6. Completion of the communication activities

- **What indicators to show that aims have been met?**

7. Provisions for feedback

- **What methods used to get feedback from participants?**

### Resources

8. Human Resources

- **"Man" days for communications**
- **Management inputs**

9. Financial Resources

- **Budget required**

# Evaluation of visibility actions

## Indicators :

Objective

Specific

Focused

# Example

Activity/ Output	Objectives	Time frame	Indicator of Achievement	Means of Verification
<b>National Project Launch</b>	To raise awareness of project nationally.	Year 1, Q2	- National project launch takes place with coverage in local media	<ul style="list-style-type: none"> <li>- Press release issued</li> <li>- - media (including external social media) participation and coverage recorded</li> <li>- Attendance register at launch</li> </ul>
<b>Beneficiary videos produced</b>	To promote overall programme achievements by sharing individual beneficiaries' success stories.	By Year 2, Q1	3 videos are produced and distributed	<ul style="list-style-type: none"> <li>- Video productions are available online</li> <li>- Distributed via social media &amp; electronic newsletter</li> <li>- Targeted views: X per video</li> </ul>

# Resources

## Budget and staff

- *Budget "sufficient to have a real impact, and reflect the size and the likely impact of the action"*
- *Adequate staff to carry on the scheduled activities*
- *In any case, 2-3% (or €1,000) should be set aside for basic visibility (e.g. stickers and such like) ... also depends on project.*

## ***Some other aspects to keep in mind when validating the communication plan...***

**INNOVATION**: *Are there any innovative aspects in the plan?*

**PARTNERSHIPS**: *Are there partners associated in the implementation of the communication plan?*

**LOCAL INTEGRATION**: *Is the communication plan well integrated in the context of the country and/or the region (social, cultural, media environment, donors' environment...)?*

# Ask & keep us in the loop

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



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