



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR HUMANITARIAN AID - ECHO

Directorate A Operations
Unit A/6 Information and Communication

Brussels,
ECHO Information/JL /TM
ARES(2010)

**Commission decision ECHO/INF/BUD/2010/01000 on the Financing of
Public Awareness, Information and Communication actions in the
Humanitarian field**

http://ec.europa.eu/echo/funding/decisions_en.htm

GUIDANCE FOR PARTNERS (REVISED)

The above-mentioned decision, adopted in December 2009, earmarks €1 million under the 2010 budget for grants to ECHO partners in the field of public awareness, information and communication.

After a first selection of proposals, around half of that amount is still available.

The following guidance note has been prepared to inform all partners of the conclusions of the selection committee and to assist them in drawing up new proposals, if they wish to do so.

Conclusions from the first selection of proposals

All committee members expressed the impression that there seems to be a misunderstanding regarding ECHO's expectations.

ECHO expects genuine joint communication actions that **really** highlight the Commission's role and the partnership, in line with the obligation for transparency to the EU citizen. The received proposals offered mainly partner-oriented communication actions, offering more or less *visibility* to the "donor ECHO" (not to mention some proposals where there was NO visibility at all for ECHO).

However, the committee did consider that **three proposals** do offer ECHO good visibility and could, with some adaptations, meet the communication objective of highlighting the partnership. The list of selected proposals will be published as soon as/when/if the grant agreement is signed.

Procedure

This decision is subject to the same rules as normal humanitarian aid decisions. Partners should therefore submit a **single form**. If you work in communication and are unfamiliar with the procedure, you should consult operational colleagues in your organisation who have experience of single forms.

In order to avoid delay, partners may contact ECHO Information & Communication directly if they have any.

Your contact point is Julie Laduron – Julie.laduron@ec.europa.eu – Tel 32 2 296 00 69 (or the secretariat of the ECHO Information & Communication – Tel 32 2 295 44 00.

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| Substance |
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The basic criteria are set out in the text of the decision. The key elements are:

1. (Principal objective) To increase understanding of humanitarian issues **and awareness of EU-funded humanitarian intervention**, especially in Europe and in third countries where the Union is funding major humanitarian operations.

- The communication impact of your project should ideally be felt in one or more EU countries.
- You may implement your project in a country where you have projects with ECHO funding but, in this case, there should be some communication impact inside the EU as well (for example, through arrangements to obtain media coverage in the EU as well as in the country concerned).
- Proposals must include communication both on humanitarian issues and on the partnership between your organisation and the EU. ECHO will select projects that integrate a real win/win approach and a 50/50 shared message.
- In highlighting the partnership, the substance of the proposal should include a "field component" in the form of concrete and significant information about ECHO-funded projects that you are implementing (or have undertaken in the recent past).

2. (Specific objective) To organise cost-effective public communication actions designed to enhance knowledge and understanding of humanitarian issues and of EU funding in this area, and to highlight the partnership between DG ECHO and its partners in delivering relief assistance to people affected by humanitarian crises.

- The "cost-effective" element is essential. We anticipate a significant number of proposals and preference will go to those that are likely to reach the largest audiences.
- The main focus is on public communication, not actions targeting people in the humanitarian community.

3. Proposals that:

- actively involve and target young people in the 15-25 age range in the EU;
- highlight humanitarian principles and the issue of the threat to the humanitarian space; or
- feature the humanitarian consequences of climate change (including disaster preparedness)

are also welcomed in line with DG ECHO's current communication approach.

4. Examples of actions that could be financed under this decision include:

- humanitarian days involving events open to public;
- roadshows;
- school, college or university-based activities; or
- direct media actions, assuming these are high impact, including audiovisual projects, cinema spots, billboards and web-based projects.

This list is not exhaustive. Any effective communication action can be considered as long as the key message is related to the partnership between your organisation and ECHO and shows concrete results achieved thanks to European public funds.

Two concrete examples of recent successful experiences were with cinema spots produced and distributed by ICRC and UNHCR (the latter is visible on: http://ec.europa.eu/echo/media/videos/index_en.htm). Why do we consider this type of action successful? There is a strong humanitarian message; partner + ECHO speak with one voice; shared visibility; no surprises; controlled message; controlled audience; quantified results; high impact. It should be noted that polls show that the impact is stronger when the organisation is well-known in the targeted country.

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| Visibility toolkit |
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In drawing up proposals, partners should refer to ECHO's Visibility Toolkit which sets out the basic requirements as well as examples of preferred communication approaches. Note that in the context of this decision, a real shared communication is expected.

http://ec.europa.eu/echo/about/actors/visibility_en.htm

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| Timing |
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Single forms should be submitted as soon as possible and, at the latest, by 30 September 2010.

Please note that ECHO will now proceed in a different manner; it will not wait until the deadline to evaluate all proposals at once but will analyse from mid-July onwards and select them progressively. The list of projects selected will be published in real time so that all partners will know if funding is still available. http://ec.europa.eu/echo/funding/decisions_en.htm. If all funding is not committed by 30 September 2010, it will be made available for other humanitarian aid initiatives.