



## EUROPEAN COMMISSION

DIRECTORATE-GENERAL HUMANITARIAN AID AND CIVIL PROTECTION - ECHO

A/2 - Information and Communication

Brussels,  
D(2011)

### **Commission decision on the Financing of Public Awareness, Information and Communication actions in the Humanitarian field –**

ECHO/INF/BUD/2011/01000

#### **GUIDANCE FOR PARTNERS**

As announced in the pre-information note you received on 20/7/2011, Decision ECHO/INF/BUD/2011/01000 (**C(2011)...**) was adopted on 14/9/2011

It earmarks €1.1 million under the 2011 budget to finance actions with DG ECHO partners in the form of grants in the field of public awareness, information and communication.

The following guidance has been prepared up to assist partners in drawing up and submitting proposals to the European Commission.

#### **Procedure**

Partners should submit a **single form using APPEL (e-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.

We also have an online "ECHO partners helpdesk" that provides useful general information on what to do in preparing and implementing an ECHO-funded action (<http://www.dgecho-partners-helpdesk.eu/doku.php>).

The proposal should be sent to [ECHO-CENTRAL-MAILBOX@ec.europa.eu](mailto:ECHO-CENTRAL-MAILBOX@ec.europa.eu), copy to [ECHO-info@ec.europa.eu](mailto:ECHO-info@ec.europa.eu), by one of the two following deadlines, corresponding to two selection rounds.

1<sup>st</sup> selection round: deadline for submissions 3 October 2011 – budget allocated: up to €700,000

2<sup>nd</sup> selection round: deadline for submissions 30 January 2012 – budget allocated: up to €400,000

After these deadlines, DG ECHO will organise evaluation Committees to select the projects which will be eligible for EU funding.

The following rules will be applied:

- If the funds are not entirely allocated after these two selection rounds, DG ECHO reserves the right to launch a new selection round.

-. Proposals which have qualified for fund during the first or second round, but which have not been awarded funding due to the budgetary constraints, might be entered in a "reserve list". These projects may be funded if funds become available later on

The list of projects selected will be published at the following address:  
[http://ec.europa.eu/echo/funding/decisions\\_en.htm](http://ec.europa.eu/echo/funding/decisions_en.htm).

<b>Timing</b>
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Single forms should be submitted before one of the two deadlines mentioned above.

The eligibility period for implementation of actions under this decision is 18 months, from 15 November 2011 until 15 May 2013.

It is to be noted that 2012 marks the 20<sup>th</sup> anniversary of ECHO – see thematic priorities below.

<b>Substance</b>
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Proposals should be consistent with the objectives of the decision and fulfil the following criteria:

**1. To increase awareness, understanding and support on the part of EU citizens for humanitarian aid issues and the role which the European Union plays in the field.**  
(Principal objective)

- Actions proposed must have a cross-border component aiming at targeting the defined priority audiences in at least **seven** EU Member States

**2. To organise high impact communication actions designed to enhance awareness, knowledge, understanding and support for humanitarian issues, especially on the priorities defined below, and to highlight the partnership between the Commission and its partners in delivering relief assistance to people affected by humanitarian crises.** (Specific objective)

- Proposals must include communication both on humanitarian issues and on the partnership between your organisation and the EU. 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).
- The "cost-effectiveness" element is essential. We anticipate a significant number of proposals and preference will go to those that are likely to reach the **largest** audiences.

3. Proposals that:

- actively target the population in the EU Member States,
- highlight the role the EU plays as one of the world's biggest humanitarian aid donors,
- highlight the importance of partnership; specifically within the context of the 20<sup>th</sup> anniversary of the creation of ECHO,
- highlight as the priority topic one or more of the following issues:
  - \* disaster preparedness
  - \* emergency response

- \* linking relief, rehabilitation and development,
- \* forgotten crises,
- \* humanitarian principles & protection of the humanitarian space,
- include proactive media activities,
- include active campaigns on the internet and social media networks,
- reach the widest audience possible,

will be given a high priority.

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

- Campaigns with goodwill ambassadors
- Direct engagement with priority target audiences
- Direct media actions
- High impact audiovisual projects including cinema spots
- "Proactive" web-based projects.

This list is not exhaustive.

Partners should include in their proposals an evaluation plan, including performance indicators, for assessing the impact of the proposed projects against the defined objectives as stated under point 2. of this Decision. These should include media monitoring and reviews, statistics relating to web hits, sample surveys of participants and similar activities.

#### **Budget**

As a general rule, these Actions should be co-financed, although they may also be financed in full, in line with Article 253(e) of the implementing rules of the Financial Regulation applicable to the general budget of the European Union. Requests for full financing must be justified.

#### **Technical capacities**

As an ECHO partner your technical capacities in the field of humanitarian project are already demonstrated.

However, your expertise in the field of international communication should be demonstrated. For that purpose, please use the "Section 3 of the Single form: HUMANITARIAN ORGANISATION IN THE AREA OF INTERVENTION" to include some examples of recent wide impact communication projects.

#### **Visibility toolkit**

In drawing up proposals, partners should refer to ECHO's Visibility Toolkit which sets out the basic requirements. Note that in the context of this decision, a real shared communication/visibility is expected.

[http://ec.europa.eu/echo/about/actors/visibility\\_en.htm](http://ec.europa.eu/echo/about/actors/visibility_en.htm)

#### **Monitoring**

For monitoring purpose, if your project is planned to be designed in a language other than FR/EN/ES/DE/IT, please include in the budget translation costs to allow ECHO to validate the content and/or texts during the implementation of the campaign.

<b>Contact</b>
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Do not hesitate to contact her before/during the preparation of your proposal.

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