

## TABLE OF SELECTED PROPOSALS

### Commission decision ECHO/INF/BUD/2011/01000

on the Financing of Public Awareness, Information and Communication actions in the Humanitarian Aid field

	Organisation	Target audience	% requested	Amount requested	Date signature
<b>Summary</b>					
Awareness campaign by FAO in partnership with the Association of European Professional Football Leagues (EPFL) to sensitize public opinion in Europe and third countries on the role of ECHO and FAO in restoring food security of people hit by natural or manmade disaster. (1) Match Day against Hunger (2) Field visits with VIP footballers (3) 4 events: Soccerex & fairs in EU (4) website and social media. Estimated audience: at least 15 million (in 13 countries including at least 7 EU member states)	FAO	15.000.000	<b>58%</b>	432.000	8/12/2011
Urban refugees- Raising awareness. High impact multimedia campaign focused around the work by award- winning photographer Andrew McConnell in order to raise awareness and communicate the hidden, humanitarian crisis unfolding in many urban areas of the world where more and more people seek refuge from crisis and disaster and demonstrate the need for humanitarian aid delivered by actors such as ECHO and IRC. (photo exhibition, multimedia content, web, media)	IRC	1.060.000	<b>80%</b>	<b>64.216</b>	10/04/2012
The communications campaign will aim to set a "European Day on Silent Disasters" highlighting silent disasters to raise awareness among EU citizens. The communications campaign will culminate in the launch of an ECHO-RCRC co-branded cinema/TV spot to be broadcasted on the same day in cinemas and TVs. It will be complemented by an online web platform, social media efforts, and traditional media outreach.	IFRC	10.000.000	<b>73%</b>	<b>603.783</b>	TBC
<b>TOTAL GRANTED</b>				<b>1.099.999</b>	
TOTAL DECISION				<i>1.100.000</i>	