

HUMANITARIAN IMPLEMENTATION PLAN (HIP)
Public Awareness, Information and Communication actions
in the Humanitarian Aid field

0. MAJOR CHANGES SINCE PREVIOUS VERSION OF THE HIP

To release resources for employment in ongoing crises an unspent amount of EUR 373 231.51 has been transferred to the world wide decision operational reserve.

1. CONTEXT

Effective communication about the values and impact of EU humanitarian aid is key to the continuing awareness on the importance of the deployment of relief assistance. Actions proposed under this HIP relate to communication and awareness-raising in accordance with the fifth indent of Article 4 of Council Regulation (EC) N°1257/96 of 20 June 1996.

Such actions are also in conformity with the last indent of point 97 of the European Consensus on Humanitarian Aid (COM(2007)317 final) that envisages communication on the impact and importance of European humanitarian aid to the European public.

2. IDENTIFIED NEEDS

The European Union is one of the most important humanitarian aid actors in the world yet the role and the magnitude of the humanitarian work of the EU remains somewhat unrecognised by European citizens. While **68%** are aware that the EU funds humanitarian aid only **30%** feel well informed (though up from 18% in 2010)¹. Awareness of the EU funding humanitarian aid is consistent throughout the EU and over 50% in all Member States. It's at the lowest in Hungary (51%) and Italy (52%) and the highest in Luxembourg (83%) and the Netherlands (80%). Television (62%) and the internet (51%) are by far the most favourite information sources, followed by the press (34%) and radio (22%).

On the other hand, **88%** consider it important for the EU to fund humanitarian aid (79% in 2010). This is a significant increase of nine percentage points since 2010. An increase in support can be noted in all Member States, with the exception of Austria where the approval rate of 68% is the lowest (decreased by 2% since 2010). The strongest support has been recorded in Cyprus (96%). Lithuania recorded the biggest increase (+22%). **84%** agree that the EU should continue to fund humanitarian aid in spite of the current economic crisis. The strongest support was expressed in Greece (93%), Denmark (92%), Portugal (91%) and Bulgaria (91%). The largest share of respondents opposed was recorded in Belgium (21%) and Austria (19%).

Therefore there is a need to further increase the 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, in view of the fact that the EU and its Member States feature among the world's biggest humanitarian aid donors.

¹ Special Eurobarometer 384 on Humanitarian Aid 2012.

3. PROPOSED RESPONSE

The European Commission's communication approach for humanitarian aid has been developed to take into account the specificity and distinctive nature of humanitarian aid as a policy, which is based on the principles of impartiality, neutrality, independence and a solely needs-based approach. It aims at enhancing awareness, knowledge, understanding and support for EU humanitarian aid policy and actions among the EU citizens through awareness-raising and communication actions implemented in the framework of the partnership between the Commission and humanitarian actors.

Actions selected under this HIP shall be:

- High-impact communication actions to be implemented by ECHO²'s partners, 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;

or:

- Actions implemented directly by the Commission by awarding service contracts.

The indicative allocation of funds for the different types of actions is defined below under section "4.2. Financial Info".

The requirements for the different types of actions are defined below under section "4.3. Proposal assessment".

4. OPERATIONAL AND FINANCIAL DETAILS

The provisions of the financing decision **ECHO/WWD/BUD/2013/01000** and the general conditions of the Framework Partnership Agreement (FPA) with the European Commission shall take precedence over the provisions in this document.

4.1. Contacts³

Operational Unit in charge: ECHO.A2

Contact persons at HQ: Mihela Zupancic

4.2. Financial info

Allocation: EUR 1 626 768.49 (Humanitarian Aid: EUR 1 626 768.49), of which:

- (1) EUR 349 696.21 will be used in support of the EU Children of Peace Initiative (humanitarian projects financed with the 2012 EU Nobel Peace Prize award) in order to inform the EU citizens and raise awareness about the initiative, the EU's action in this area and the needs of children affected by conflict, through a service contract as per the relevant

² European Commission, Directorate-General Humanitarian Aid and Civil Protection – ECHO.

³ Single Forms will be submitted to DG ECHO using APPEL (e-SingleForm).

applicable Commission procedures established in the EU Financial Regulation⁴;

- (2) EUR 68 200 will be allocated for establishing a new joint communication platform with humanitarian partner organisations in order to strengthen a joint communication approach as recommended by the evaluation of the FPA, using a service contract as per the relevant applicable Commission procedures established in the EU Financial Regulation⁵;
- (3) EUR 1.2 million (indicative amount) will be dedicated for joint communication campaigns with humanitarian partner organisations through grants.

4.3. Proposal Assessment

Assessment round 1

- a) *Description of the actions relating to this assessment round as described under section 3 of this HIP:*

Joint communication campaigns with humanitarian partner organisations

Requirements

Proposals must:

- Actively target the population in several EU Member States. Proposals must include a cross-border component targeting the defined priority audience (EU citizens) in several (at least three) EU Member States.
- Highlight the role the EU plays as one of the world's biggest humanitarian aid donors and the effectiveness and impact of EU humanitarian aid.
- Highlight the partnership with ECHO.
- Reach the widest audience possible.

Priorities

Priority will be given to proposals that meet ECHO's strategic expectations for the implementation of joint campaigns in 2013/2014.

⁴ Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 ('the Financial Regulation'), OJ L 298, 26.10.2012, p. 1.

⁵ Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 ('the Financial Regulation'), OJ L 298, 26.10.2012, p. 1.

For the period 2013/2014, ECHO's objective is to support up to three campaigns with partners, of the following type:

- Campaigns involving direct engagement with the public at sports and other mass events and/or celebrity goodwill ambassadors;

and/or

- Campaigns employing direct media action, such as magazine and newspaper ads, online/social media and print; high impact audio-visual projects including cinema/TV spots.

In terms of themes and issues, proposals for campaigns should highlight the partnership between ECHO and the Partner in humanitarian action with a focus on the EU's leading role as a humanitarian donor. Within that context, priority will be given to proposals for campaigns focusing on one or more of the following issues which reflect the strategic priorities of ECHO:

- Resilience and disaster preparedness
- Helping children in emergencies
- Severe Acute Malnutrition / EU Food Assistance
- Forgotten crises
- Humanitarian principles & protection of the humanitarian space,
- Response to the Syria crisis, or any other major and current humanitarian crisis

- b) *Indicative amount to be allocated in this round of proposals: EUR 1 200 000.*
- c) *Costs will be eligible from 1 September 2013 or later.⁶ Actions will start from 1 October 2013 onwards.*
- d) *The expected initial duration for the Action is up to 15 months.*
- e) *Potential partners: All DG ECHO Partners.*
- f) *Information to be provided: single form and accompanying summary.*
- g) *Date for receipt of the above requested information: by 9 September 2013.*
- h) *The assessment of proposals is based on the evaluation criteria described and detailed in a Guidance Note for Partners.⁷*

⁶ The eligibility date of the Action is not linked to the date of receipt of the Single Form. It is either the eligibility date set in the Single form or the eligibility date of the HIP, whatever occurs latest.

⁷ http://ec.europa.eu/echo/funding/decisions_2013_en.htm