

## TECHNICAL ANNEX

### Public Awareness, Information and Communication actions in the Humanitarian Aid field

#### FINANCIAL, ADMINISTRATIVE AND OPERATIONAL INFORMATION

The provisions of the financing decision **ECHO/WWD/BUD/2014/01000** and the general conditions of the Framework Partnership Agreement (FPA) with the European Commission shall take precedence over the provisions in this document.

## 1. OPERATIONAL AND FINANCIAL DETAILS

### 1.1. Contacts<sup>1</sup>

Unit in charge: ECHO.A2

[echo-comm-sec@ec.europa.eu](mailto:echo-comm-sec@ec.europa.eu)

Tel.: +32 2 2954400

Contact persons at HQ: Mihela Zupančič

Your contact point is the DG ECHO/A2 central mailbox and phone number. From there you will be directed to a colleague who can answer your questions.

## 2. FINANCIAL INFO

Indicative allocation: EUR 2 000 000 (Humanitarian Aid: EUR 2 000 000), of which:

- a) EUR 1 million (indicative amount) will be dedicated for joint communication campaigns with humanitarian partner organisations through grants.
- b) EUR 1 million (indicative amount) will be used in support of specific communication actions in order to inform the EU citizens and raise awareness about humanitarian priority initiatives and the EU's action in this area, through one or more service contracts as per the relevant applicable Commission procedures established in the EU Financial Regulation<sup>2</sup>.

The overall indicative amount made available through grants is **EUR 1 000 000**. The Contracting Authority reserves the right not to award all available funds or to increase the allocation should more funds become available. It is expected that between one and two grants can be awarded.

---

<sup>1</sup> Single Forms will be submitted to DG ECHO using APPEL (e-SingleForm).

<sup>2</sup> 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 ('the Financial Regulation'), OJ L 298, 26.10.2012, p. 1.

Any grant requested under this assessment round of proposals must not exceed the maximum amount of EUR 1 000 000.

As a general rule, these actions should be co-financed. Any grant requested under this assessment round of proposals should fall between the following minimum and maximum percentages of co-financing sought for the eligible costs of the action:

- Minimum percentage: 50% of the total estimated eligible costs of the action.
- Maximum percentage: 80% of the total estimated eligible costs of the action.

Actions may also be financed in full in exceptional cases, 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 duly justified.

### **3. PROPOSAL ASSESSMENT**

#### **3.1. Administrative information**

- Indicative amount to be allocated in this round of proposals:  
up to EUR 1 000 000 (subject to the availability of payment appropriations, the amount awarded may be lower than the overall indicative amount or spread over time).
- Description of the actions relating to this assessment round:  
*Joint communication campaigns with humanitarian partner organisations through grants.*
- Costs will be eligible from 1 June 2014.<sup>3</sup> Actions will start from 1 June 2014 onwards.
- The expected initial duration of the action is up to 18 months.
- Potential partners: All ECHO Partners.
- Information to be provided: Adapted Single Form for 2014 and accompanying summary.
- Date for receipt of the above requested information: by 13 June 2014.

### **4. OPERATIONAL REQUIREMENTS:**

#### **4.1. Assessment criteria:**

The assessment of proposals will be based on the requirements and priorities as

---

<sup>3</sup> 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.

<sup>4</sup> Single Forms 2014 will be submitted to ECHO using APPEL.

set out above and on the evaluation criteria to be described and detailed below.

a) Minimum 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 five) EU Member States.
- Highlight the EU's role as the world's leading humanitarian aid donor and the effectiveness and impact of EU humanitarian aid.
- Focus on the importance of partnership between ECHO and its partners in delivering relief assistance to people affected by humanitarian crises and the effectiveness and impact of EU humanitarian aid.
- Be designed to reach the widest audience possible (more than 5 million)

b) Special thematic priorities<sup>5</sup>

Priority will be given to proposals that meet ECHO's strategic expectations for the implementation of joint campaigns in 2014/2015.

In addition to the minimum requirements, one or more of the following issues which reflect the strategic priorities of ECHO will be given special priority:

- *Specific groups of vulnerable beneficiaries (children, women / gender violence, specific types of refugees etc.)*
- *Awareness raising about humanitarian principles and protection of the humanitarian space*
- *Response to major ongoing humanitarian crises*

c) Types of campaigns

For the period 2014/2015, ECHO's objective is to support up to two campaigns with partners, of the following type:

- *Campaigns involving an interactive media strategy focusing on direct audience engagement which also creates campaign's "evangelists" or uses existing multipliers or crowd-sourced actions to spread key messages. This should be an element combined with other outreach elements.*

And/or

- *Campaigns employing innovative direct media action and inducing behavioural response (call to actions) which takes targeted audience all the way from awareness to action.*

---

<sup>5</sup> Although not listed, themes linking humanitarian aid and development assistance in the context of the European Year of Development 2015 can also be considered as one of the thematic priorities.

## 5. GUIDANCE

### 5.1. Objectives of the funding and priority issues

Proposals should be consistent with the objectives of the HIP – Public Awareness, Information and Communication actions in the Humanitarian Aid field - ECHO/INF/BUD/2014/91000 and fulfil the following criteria:

- a) **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 several EU Member States (minimum five).
- b) **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 your organisation is 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.
  - Partners should include in their proposals an evaluation plan, including performance indicators, for assessing the impact of the proposed projects against the defined objectives. These should include media monitoring and reviews, statistics relating to web hits, sample surveys of participants and similar activities.

### 5.2. Deadlines and procedure

Partners should submit a **single form using APPEL (e-single form and choosing the adapted single form)**. If you work in communication and are unfamiliar with the procedure, you should consult operational colleagues in your organisation who have experience with ECHO single forms. Some terms should be translated into the context of communication, for example "beneficiaries" should be read as "target audience" etc. 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>).

Partners are requested to accompany the proposal with an **annex containing a summary of the proposal of no more than three pages**, outlining the main elements of the proposal (template attached).

## **Deadline for submissions: 13 June 2014**

The following rules will be applied for the evaluation of proposals:

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

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).

### **5.3. Technical capacities**

As an ECHO partner your technical capacities in the field of humanitarian aid are already demonstrated. However, your expertise in the field of international communication should be demonstrated. For that purpose, please use the "Section 2 of the single form: HUMANITARIAN ORGANISATION IN THE AREA" to include some examples of recent wide impact communication projects. If you do not possess such experience in implementing a wide-impact communication campaign, then please describe how you intend to secure professional support for the project.

### **5.4. Visibility manual**

In drawing up proposals, partners should refer to the main principles of ECHO's Visibility Manual which sets out the basic requirements ([http://ec.europa.eu/echo/files/partners/humanitarian\\_aid/2014\\_visibility\\_manual\\_en.pdf](http://ec.europa.eu/echo/files/partners/humanitarian_aid/2014_visibility_manual_en.pdf)). Note that in the context of this decision, a real shared communication/visibility is expected. This implies that while the partner will be the main responsible for implementation, at the initiative of the partner a close dialogue must be conducted throughout the process to ensure a campaign that fully reflects the partnership.

### **5.5. Monitoring**

For monitoring purposes, 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.

## **6. EVALUATION CRITERIA**

An evaluation of the quality of the proposals, including the proposed budget, will be carried out in accordance with the evaluation criteria set out in the evaluation grid included below.

**The minimum requirements** are five conditions, all of which need to be met by the proposal for it to pass on to the second stage of the evaluation.

**The award criteria** allow the quality of the proposals submitted to be evaluated in relation to the set objectives and priorities.

They enable the selection of proposals which the Contracting Authority can be confident will comply with its objectives and priorities. They cover such aspects as the relevance of the action, its consistency with the objectives of the assessment round of proposals, quality, expected impact and cost-effectiveness.

Following the evaluation, applications will be ranked according to their score. The objective of this proposals assessment procedure is to support the two types of campaigns, within the available financial envelope.

### EVALUATION GRID

Section	YES/NO Score
<b>Minimum requirements</b>	<b>YES/NO</b>
1. Is the proposal designed to enhance <b>awareness, knowledge, understanding and support for humanitarian issues and actions.</b>	<b>YES/NO</b>
2. ... and to highlight the <b>partnership</b> between the Commission and its partners in delivering relief assistance to people affected by humanitarian crises and the effectiveness and impact of EU humanitarian aid.	<b>YES/NO</b>
3. Does the proposal highlight the <b>role the EU</b> plays as the world's biggest humanitarian aid donor?	<b>YES/NO</b>
4. Does the proposal actively target the population in the EU Member States? Proposals must include a cross-border component aiming at targeting the defined priority audience (EU citizens) <b>in several (at least five) EU Member States.</b>	<b>YES/NO</b>
5. Is the action designed to reach a <b>wide audience</b> (more than 5 million)?	<b>YES/NO</b>
<b>Only proposals obtaining 5 positive answers to the above questions will be assessed against the remaining criteria.</b>	
<b>Award criteria</b>	<b>Maximum score</b>
<b>Overall design, strategy and feasibility of the action.</b> <ul style="list-style-type: none"> <li><i>Integrated campaign versus list of disparate actions?</i></li> <li><i>Adequate messages / target audience / tools?</i></li> <li><i>Innovative and/or proven effective approach with measurable goals?</i></li> <li><i>Involvement of key networks/partners?</i></li> <li><i>Feasibility in light of budgetary and time constraints - planning realistic? Right resources allocated?</i></li> </ul>	<b>50</b>
<b>Does the proposal correspond to one of the two types of campaigns prioritised for 2013/2014? (yes = 20, no = 0)</b> <ul style="list-style-type: none"> <li><i>Campaigns involving an interactive media strategy focusing on direct audience engagement which also creates campaign's "evangelists" or uses existing multipliers or crowd-sourced actions to spread key messages. This should be an element combined with other outreach elements.</i></li> </ul>	<b>20</b>

<p>And/or</p> <ul style="list-style-type: none"> <li>• <i>Campaigns employing innovative direct media action and inducing behavioural response (call to actions) which takes targeted audience all the way from awareness to action.</i></li> </ul>	
<p><b>Does the proposal focus on one or more of the following issues which reflect the strategic priorities of ECHO in a consistent and coherent way?*</b></p> <ul style="list-style-type: none"> <li>• <i>Specific groups of vulnerable beneficiaries (children, women / gender violence, specific types of refugees etc.)</i></li> <li>• <i>Awareness raising about humanitarian principles and protection of the humanitarian space</i></li> <li>• <i>Response to major ongoing humanitarian crises</i></li> </ul> <p><i>* Themes linking humanitarian aid and development assistance in the context of the European Year of Development 2015 can also be considered.</i></p>	<b>10</b>
<b>Does the action include proactive media activities?</b>	<b>5</b>
<b>Does the action include active campaigning on different media networks with audience engagement elements?</b>	<b>5</b>
<b>Bonus for "the widest audience possible" (indicators must be clear, verifiable and realistic).</b>	<b>6</b>
<b>If the partner has no experience in implementing a wide-impact communication campaign (see section 5.3), is it foreseen to secure professional support? (yes = 4, no = 0)</b>	<b>4</b>
<b>Maximum total score</b>	<b>100</b>

(signed)  
Mihela ZUPANCIC  
Head of Unit

## ANNEX 1

### **TEMPLATE**

The partner is invited to summarize the proposed campaign to better allow the evaluation committee to easily understand the campaign.

Please apply following structure.

#### Communication Strategy Summary

<b><i>[Title of the proposed campaign]</i></b>	
Partner's name:	
<b>Communication objectives and goals</b>	
<b>Identification of key audiences / target groups</b>	
<b>Key messages</b>	
<b>Communication strategy (e.g. choice of instruments and activities)</b>	
<b>Planning matrix with foreseen timeline</b>	
<b>Evaluation / Impact assessment</b>	
<b>Budget requested</b>	