

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

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.

The actions complement but do not replace the obligation of partner organisations to ensure full compliance with visibility requirements and to acknowledge the funding role of the EU/Commission, as set out in the relevant Framework Partnership Agreements (FPAs)_or the Financial and Administrative Framework Agreement (FAFA).

2. IDENTIFIED NEEDS

The European Union is one of the world's leading humanitarian aid donor and plays an important role in shaping the global humanitarian landscape. The EU's role in humanitarian aid is strongly supported by its citizens: **88%** consider it important for the EU to fund humanitarian aid¹. Given the EU's leading role and strong support on the part of the citizens, transparent and accountable information is crucial for continued support as well as better understanding and awareness of the importance of EU's humanitarian action.

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, including those implemented in the framework of the partnership between the Commission and humanitarian organisations.

Actions selected under this HIP shall be:

- High-impact communication actions to be implemented by ECHO²'s humanitarian partner organisations, designed to enhance awareness,

¹ Special Eurobarometer 384 on Humanitarian Aid 2012.

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

knowledge, understanding and support for humanitarian issues, especially on the priorities defined below, and to highlight the partnership between the EU/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 and the requirements for the different types of actions are defined in the Technical Annex.