



EUROPEAN COMMISSION

DIRECTORATE-GENERAL HUMANITARIAN AID AND CIVIL PROTECTION - ECHO

A/2 - Information and Communication

Brussels, 8 July 2013  
D(2013)

FINANCING OF  
**PUBLIC AWARENESS, INFORMATION AND COMMUNICATION ACTIONS IN THE  
HUMANITARIAN FIELD**

under the Commission Decision on the financing of humanitarian aid operational priorities  
from the 2013 general budget of the European Union – ECHO/WWD/BUD/2013/01000

**GUIDANCE FOR PARTNERS**

**1. BACKGROUND**

As announced on the ECHO<sup>1</sup> website, decision ECHO/WWD/BUD/2013/01000 (C(2012) 9883 final) was adopted on 04/01/2013.

It allocates a total of EUR 2 million under the 2013 budget to finance actions in the field of public awareness, information and communication. Within that allocation, EUR 1.2 million have been earmarked for campaigns with ECHO partners in the form of grants.

The following guidance has been prepared to assist partners in drawing up and submitting proposals to the European Commission, in addition to the HIP – Public Awareness, Information and Communication actions in the Humanitarian Aid field - ECHO/INF/BUD/2013/91000.

**2. OBJECTIVES OF THE PROGRAMME AND PRIORITY ISSUES**

Proposals should be consistent with the objectives of the decision and fulfil the following criteria:

**2.1. 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 several EU Member States (minimum three).

**2.2. 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)**

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<sup>1</sup> European Commission, Directorate-General Humanitarian Aid and Civil Protection – ECHO.

- 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.
- 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.

## **2.3. Minimum requirements and priorities**

### ***2.3.1. Minimum requirements***

Proposals must:

- *actively target the population in at least three EU Member States,*
- *be designed to reach the widest audience possible (more than 1 million),*
- *highlight the role the EU plays as the world's biggest humanitarian aid donor,*
- *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.*

### ***2.3.2. Thematic priorities***

Proposals 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, the following issues will be given priority:

- *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*

### ***2.3.3. Types of campaigns***

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 proactive and direct media action, such as magazine and newspaper ads, active campaigning online and on social media platforms; high impact audio-visual projects including cinema/TV spots/photography.*

### 3. FINANCIAL ALLOCATION PROVIDED BY THE CONTRACTING AUTHORITY

The overall indicative amount made available is **EUR 1 200 000**. The Contracting Authority reserves the right not to award all available funds or to increase the allocation should more funds become available.

#### Number and size of grants, financing modalities

Given the available budget and the objectives of this assessment round of proposals, it is expected that between 2 and 3 grants can be awarded. This number is indicative only. Any grant requested under this assessment round of proposals must not exceed the following maximum amount:

- maximum amount: EUR 500,000

As a general rule, these Actions should be co-financed in accordance with the principle set out in the Financial Regulation applicable to the general budget of the European Union.

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 eligible costs of the action.

The balance (i.e. the difference between the total cost of the action and the amount requested from the Contracting Authority) must be financed from the partners' own resources, or from sources other than the European Union budget.

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.

### 4. 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 with ECHO single forms. As the single form is mainly designed for humanitarian operational actions, some terms should be translated into the context of communication, for example "beneficiaries" should be read as "target audience", etc. Partners may indicate "Not Applicable" in sections of the single form that only pertain to humanitarian projects as such and are not relevant for a communication action. 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 invited to accompany the proposal with an annex containing a summary of the proposal of no more than 3 pages, outlining the main elements of the proposal including, inter alia, the concept of the proposed project, target audiences, main stages of the**

proposed project including a foreseen timeline, the role and visibility of EU/ECHO, foreseen media impact.

## **Deadline for submissions: 09 September 2013**

After this deadline, ECHO will organise an Evaluation Committee to select the projects which will be eligible for Union funding.

The following rules will be applied:

- If the funds are not entirely allocated after the initial selection, DG 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. TIMING**

Actions will start from 1 October 2013 or later with a duration of up to 15 months. The eligibility period starts from 1 October 2013 or later.

### **6. 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 3 of the Single form: HUMANITARIAN ORGANISATION IN THE AREA OF INTERVENTION" 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.

### **7. VISIBILITY TOOLKIT**

In drawing up proposals, partners should refer to the main principles of 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 (see [http://ec.europa.eu/echo/about/actors/visibility\\_en.htm](http://ec.europa.eu/echo/about/actors/visibility_en.htm) – the toolkit will be updated soon).

### **8. 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.

### **9. 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 5 conditions, all of which need to be met by the proposal for it to pass on to the 2<sup>nd</sup> stage of 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.

### EVALUATION GRID

Section	Maximum Score
<b>Minimum requirements</b>	<b>YES/NO</b>
<b>1.</b> Is the proposal designed to enhance <b>awareness, knowledge, understanding and support for humanitarian issues ...</b>	<b>YES/NO</b>
<b>2.</b> ... 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>
<b>3.</b> Does the proposal highlight the <b>role the EU</b> plays as one of the world's biggest humanitarian aid donors?	<b>YES/NO</b>
<b>4.</b> 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 three) EU Member States.</b>	<b>YES/NO</b>
<b>5.</b> Is the action designed to reach a <b>wide audience</b> (more than 1 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?</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> <li>• <i>If the partner has no experience in implementing a wide-impact communication campaign (see section 6. of the guidance note), is it foreseen to secure professional support?</i></li> </ul>	<b>50</b>

<p><b>Does the proposal correspond to one of the two types of campaigns prioritised for 2013/2014? (yes = 20)</b></p> <ul style="list-style-type: none"> <li>• <i>Campaign with celebrity goodwill ambassadors and direct engagement with the public at sports and other mass events.</i></li> </ul> <p>And/or:</p> <ul style="list-style-type: none"> <li>• <i>Campaign with direct media action, such as magazine and newspaper ads, online/social media and print or high impact audio-visual projects including cinema/TV spots/photography.</i></li> </ul>	<b>20</b>
Award criteria	Maximum score
<p><b>Does the proposal focus on one or more of the following issues which reflect the strategic priorities of ECHO?</b></p> <ul style="list-style-type: none"> <li>• <i>Resilience and disaster preparedness</i></li> <li>• <i>Forgotten crises</i></li> <li>• <i>Humanitarian principles &amp; protection of the humanitarian space</i></li> <li>• <i>The humanitarian response to the Syria crisis, or any other major and current humanitarian crisis, in partnership with the EU</i></li> <li>• <i>Global humanitarian events such as World Humanitarian Day, World Refugee Day, and others</i></li> </ul>	<b>10</b>
<b>Does the action include proactive media activities?</b>	<b>5</b>
<b>Does the action include active campaigning on the internet and social media networks?</b>	<b>5</b>
<b>Bonus for "the widest audience possible" (indicators must be clear, verifiable and realistic)</b>	<b>10</b>
<b>Maximum total score</b>	<b>100</b>

Following the evaluation, a table listing the applications ranked according to their score, the objective of the assessment round of proposals being to ideally support the two types of campaigns and within the available financial envelope, will be established.

## 10. CONTACT

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

Email: [echo-comm-sec@ec.europa.eu](mailto:echo-comm-sec@ec.europa.eu), Tel.: +32 2 2954400

Do not hesitate to contact us during the preparation of your proposal. In order to reserve equal treatment of applicants the contacts must be solely aimed at clarifying the terms of the selection of proposals or the procedure.

(signed)  
Mihela ZUPANCIC  
Head of Unit