Visibility, Information & Communication

in the European Commission’s humanitarian aid

Toolkit for partners

EUROPEAN COMMISSION
Humanitarian Aid
NEW TOOLKIT FOR PARTNERS ON VISIBILITY – INFORMATION – COMMUNICATION

INTRODUCTION

SHEET 1 - DEFINITIONS

SHEET 2 - VISIBILITY – GENERAL

SHEET 3 - INFORMATION AND COMMUNICATION - GENERAL

SHEET 4 - BASIC VISIBILITY AT FIELD LEVEL

SHEET 5 - PRINTED PUBLICATIONS

SHEET 6 - WEBSITES AND WEBPAGES

SHEET 7 - MEDIA CONTACTS
  - Press releases
  - Interviews
  - Press conferences

SHEET 8 - FUNDING FOR JOURNALISTS’ VISITS

SHEET 9 - PAID ADVERTISING (“ADVERTORIALS”)

SHEET 10 - PHOTOS AND PHOTOS EXHIBITIONS

SHEET 11 - AUDIOVISUAL (A/V) – GENERAL

SHEET 12 - AUDIOVISUAL – For the media

SHEET 13 - AUDIOVISUAL – For purposes other than media broadcast

SHEET 14 - AUDIOVISUAL - FORM

SHEET 15 - PUBLIC EVENTS

SHEET 16 - VISUAL IDENTITY

SHEET 17 - TERMINOLOGY AND TEXTS

SHEET 18 - ABOUT THE SINGLE FORM AND FUNDING LIMITS

SHEET 19 - WHO TO CONTACT
A more cost-effective approach from 2009 onwards

The present toolkit has been produced to reflect the new approach adopted on visibility/information/communication in the framework of humanitarian operational agreements between the European Commission and its partners, and to address the need expressed by partners for more detailed guidance in this area.

The approach is designed, inter alia, to maximise the impact and cost effectiveness of Commission-funded humanitarian communication, and to preserve a distinct identity for impartial, needs-based humanitarian aid operations.

The approach includes:

- **A reminder about the contractual obligation on visibility**
  and ways to implement it.

- **New guidance on information and communication actions**
  Because the principle of effectiveness applies as much to communication as to any other element of the project, and the fact that partners have varying capacities in this area, these activities are optional.

- **More targeted communication actions**
  Limits to funding that partners can normally allocate to visibility/information/communication in humanitarian operational agreements are:

  **0.5% of the direct eligible costs with a maximum of €8,000**

  The new threshold does not allow for large communication actions. However, exceptions may be allowed in the following circumstances:
  - the partner has communication experience and expertise, and is keen to exploit the benefits of joint actions and visibility;
  - the partner wishes to propose an impact oriented communication activity that would need a larger budget;
  - the partner contacts ECHO Information when designing such activity (contacts in HQ and field are listed below).

- **ECHO’s follow-up on visibility and communication actions**
  For those costs where funding does not exceed the above mentioned limits, ECHO will intervene on visibility, information and communication only at the reporting phase. Partners must include, with the final reports for liquidation, supporting documents such as photos of stickers on vehicles or supplies and of signboards, photos of “branded” visibility items (tee-shirts, caps etc.), copies of press releases and press cuttings, etc. For more details on what is requested read the related sheet(s) in the toolkit.

### Contractual obligations for partners

*This toolkit is in line with Article 4 of the General Conditions of ECHO’s Framework Partnership Agreement (FPA) and Article 11 of the Financial and Administrative Framework Agreement (FAFA). For UN Agencies, the toolkit is the expression of the specific visibility and communication approach for humanitarian aid operations foreseen in the Joint Visibility Guidelines for EC-UN Actions in the field, adopted at the 5th annual meeting of the FAFA Working Group in April 2008.*
In this toolkit, the information, communication and visibility concepts are presented in a slightly different manner than those in article 4 of the General Conditions applicable to agreements with humanitarian organisations.

Article 4, which is then reflected in section 9 of the single form, refers to three categories: communication activities / visibility on durable equipment and major supplies and at project locations / information and publications.

Here, the distinction is made between “basic” requirements (at field level and elsewhere) which partners should, in any case, fulfil, and more “proactive” information and communication actions, which are optional and only to be undertaken by partners with communication experience and expertise who are keen to exploit the benefits of joint communication.

You need only use the sheet(s) that correspond to your proposals/needs
Visibility

The condition, state, or fact of being visible; visible character or quality; capacity of being seen.

- As regards European Commission humanitarian aid, visibility is sometimes used loosely to cover the whole spectrum of “visibility-information-communication”. Basic visibility is a contractual obligation applying to all types of humanitarian project. It entails:
  - the display of the European Commission’s humanitarian visual identity,
  - the written and verbal recognition of the European Commission’s role in global humanitarian aid, in partnership with the agency implementing the action, in all relevant situations.

Information...

Knowledge gained through study, communication, research, instruction. Factual data. The act or fact of informing.

... and Communication

The imparting, conveying, or exchange of ideas, knowledge and information.

- These two terms are clearly linked. In European Commission humanitarian aid, “information” implies the assembly of data through various tools and products that inform about humanitarian situations and actions, the partnership between the Commission and implementing agencies and the role of the EU as an aid donor. “Communication” relates to the pro-active dissemination of data and messages to identified target audiences.

Note the important distinction between “operational” and “institutional” communication.

Operational communication

Communication activities that are part of the operational content of a project and by definition necessitate the use of information and communication tools, e.g.:

- Awareness raising of the risks of unexploded ordnance,
- Hygiene education campaigns,
- Training brochures and workshops,
- Radio spots to alert beneficiaries to the importance of disaster preparedness, etc.

Institutional communication

Activities that highlight humanitarian issues and the Commission’s role more generally, to wider audiences (not just beneficiaries):

- Publications explaining the Commission’s humanitarian role and the essential messages,
- Events showing the partnership between the Commission with the agency responsible for the project,
- Human interest films on projects being financed by the Commission.
**SINGLE FORM**

In the Single Form, it is important clearly to distinguish between these two types of communication activity. Institutional communication is financed through the visibility/information/communication costs and appears under section 9 “Communication, Visibility and Information Activities”, whereas the Operational communication must appear under the appropriate result and sub-sector.

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**ECHO Information**

Note that in the following sheets, the term “ECHO Information” refers to ECHO’s Information and Communication Unit (A6).

**ECHO**

Although for public communication, one should not use the term “ECHO” alone (see fiche 17 on Terminology), it is clear that for internal purposes (proposals, agreements, guidelines), it may still appear...
Where security allows, basic visibility is mandatory to enable people to associate the response with the EU.

- The basic visibility rule is straightforward: the partner must add the visual identity of the European Commission Humanitarian Aid, wherever their own logo is being displayed, in the field or elsewhere (partner’s website, publications about the project financed by the Commission, etc.).

- Clearly, the size of the visual identity will depend on the context (e.g. if the Commission is the only donor or one of a number of donors), and the space available.

- Basic visibility goes beyond the display of logos. It also entails highlighting the European Commission as the donor in media interviews, press releases, etc.

- Note that the term “ECHO” on its own means little to most people. Partners should always refer to the “European Commission” or “European Union”. See more about terminology on sheet 17.

- The Commission recognises that factors such as lack of security or local political sensitivities may curtail activities in some crisis zones. In extreme cases, it may be necessary to avoid visibility in the field. In such circumstances, partners must:
  
  - make a motivated request in the SF for an exemption from the basic visibility obligations. A derogation (Article 8.2 Specific Conditions) will be integrated in the agreement. In cases where the request is not made at proposal stage, an amendment by exchange of letters is possible. This is a “case-by-case” procedure;
  
  - implement overall visibility at EU level where appropriate.

- Visibility must be included in the project cycle, and not introduced as an afterthought.

- Partners must include supporting documents such as photos of logos in the field, photos of “branded” visibility clothing (T-shirts, caps, etc.), copies of press releases and press cuttings in the final reports.

Questions/Answers on EU

It may be that your local partners or beneficiaries would like to know more about the donor. What is the European Commission/European Union?

With this in mind, the ECHO Bangkok office produced an explanatory leaflet (in English and several regional languages). This Questions/Answers leaflet is available on the European Commission’s Humanitarian Aid website at:  [http://ec.europa.eu/echo/about/actors/partners_en.htm](http://ec.europa.eu/echo/about/actors/partners_en.htm)
In general terms, partners are obliged to highlight their humanitarian partnership with the European Commission. This must be done through basic visibility (see sheet 2). They are also required to ensure equal treatment for the Commission with other donors in their visibility/communication.

For pro-active information and communication linked to projects, appropriate activities may be identified. It is clear that partners have varying capacities in this area.

The principle of effectiveness applies as much to communication as to any other element of the project.

- Information and communication products are required to meet demands from or raise awareness among various audiences. All products should be developed with defined audiences in mind and with dissemination plans so as to maximise their likely impact.
- Later sheets in this series set out the requirements for each type of activity.
- In addition to displaying the Commission’s humanitarian visual identity, information and communication products should also highlight the European Commission or European Union role as the donor in a narrative way.
- For public communication, never use the term “ECHO” alone (written or spoken). The correct wording is: The European Commission’s Humanitarian Aid department (see sheet 17).
- Communication is best achieved when included in the project cycle. It should not be introduced as an afterthought.
- Pro-active information and communication actions must get prior agreement from DG ECHO.

The target groups for communication on European Commission humanitarian aid are, in order of priority:

- **EUROPEAN UNION**
  1. Broadcast, print and electronic media, because of their multiplying potential and capacity to inform and influence citizens in general.
  2. Young people. Actions involving this group have a particular potential for generating media coverage.
  3. Opinion leaders, elected representatives at European, national and regional levels.

- **AT FIELD LEVEL**
  1. European and international media, as the EU citizen is the primary target audience.
  2. Beneficiary populations – above all with basic visibility, to show that Europe is present and involved.
  3. Opinion leaders in the beneficiary countries.
  4. Host populations.

*The communication landscape is vast, however, and you should be ready to take any high-impact communication opportunity that arises (“carpe diem”).*
Relevant messages

The following are relevant messages for information/communication actions:

- Humanitarian aid reflects (European) solidarity with the world’s most vulnerable populations affected by crisis.
- Humanitarian aid is provided impartially to those who need it most (irrespective of their race, ethnicity, religion or gender).
- Humanitarian aid is neutral and independent.
- The dignity of people affected by humanitarian crises must be respected.
- The “humanitarian space” must be respected by all sides in a conflict.
- The European Union as a whole, is the world’s main source of public humanitarian funding (Commission + Member States).
- The European Commission, with its network of humanitarian field experts, is a key actor in the international humanitarian system.

A strong message for partners that can reinforce their own accountability, while giving visibility to the European Commission, could also be:

- The European Commission sets high standards of accountability, efficiency and effectiveness in the implementation of the humanitarian projects it funds. [Name of organisation] works in partnership with the European Commission to help vulnerable people in crisis zones.

Political and ethical aspects

Partners should take account of the following in devising information activities to be funded under operational agreements:

- The Commission’s humanitarian aid is governed by the key principle of neutrality. This principle applies to the content of all information products financed by the Humanitarian Aid department. While it may be necessary to summarise the political context to explain why a particular humanitarian action is required, this should be done in a factual and objective way. Direct or indirect criticism of states, international institutions, public authorities or personalities should always be avoided. The focus should be on needs and the way in which the humanitarian action meets these needs.
- The methods of communication selected and the messages should be compatible with the prevailing social or religious norms in the place where the information action is being implemented.
- Activities should respect the local environment.
- Where appropriate, the local language should be used.
- In information and communication activities, the affected people must be presented as dignified human beings, not as objects of pity.

SINGLE FORM - Don’t mix operational and institutional

Activities that are part of the operational content of a project and which, by definition, require the use of information or communication tools must not appear as visibility/information/communication costs.

This relates, for example, to posters promoting hygiene or vaccination campaigns, leaflets advising local populations on appropriate disaster-preparedness measures, publicity designed to raise awareness about the dangers of unexploded ordnance, training manuals, dissemination seminar, lessons learned workshop, etc.

Nevertheless, such information and internal communication tools must display at least the visual identity of the Commission’s humanitarian aid and, where possible, a short description of the European Commission’s Humanitarian Aid department.
Basic requirements

Basic visibility in the field involves the display of the Commission’s humanitarian visual identity on:

- signboards, display panels, banners and commemorative plaques;
- clothing items such as tee-shirts and caps worn by project staff;
- supplies and equipment (vehicles, food sacks, water tanks, containers, tents, plastic sheeting, individual packaging used for foodstuffs and other supplies);
- operational publications and materials such as training manuals, notebooks and posters.

The basic visibility rule is straightforward: in funded projects in the field, the partner should include the visual identity of the Commission’s humanitarian aid wherever their own logo is being displayed.

- When space is limited on articles such as tee-shirts, caps, etc, or by the context (e.g. a co-financed or multi-donor project) - only the basic visual identity need be displayed. In co-financing and multi-donor contexts, the European Commission must receive visibility at least equal to that given to other partners.
- When space allows (for example, on sign boards), the logo should be accompanied by the baseline message “Helping when needed most” and, where appropriate, a relevant joint message on the project. For publications see sheet 5.

Title of project

Financed by (Visual identity of European Commission - Humanitarian Aid)

Implemented by (Logo of partner)

Relevant message (e.g. “Acting together to help vulnerable children”)

SINGLE FORM

Don’t confuse operational and institutional. Read sheet 1 “definitions”

- **Proposal:** describe how visibility will be assured in section 9.2 of the Single Form and indicate estimated cost.
- **Total costs** for Heading 9 must be reported in the first line of the table “Other costs” (see 4.3.2.y.).
- **Final reports:** state the types and volumes of material produced (for example, posters, stickers, clothing items) and give details of the costs (unit price, quantities). Partners must include supporting documents such as photos of stickers on vehicles and signboards, photos of “branded” visibility items (tee-shirts, caps etc.) and press cuttings in the final reports for liquidation.
EXAMPLES

SMALL ITEM
Caps

LARGE SPACE
Display panel in a multi-partner context

Technical specifications for the visual identity are provided on sheet 16.
This sheet concerns brochures, leaflets, flyers, newsletters and other publications relating to financed projects.

Basic requirements

- Where the partner’s logo is displayed, the Commission’s humanitarian aid visual identity must also appear.

- Where a partner publication (including regular newsletters/magazines, leaflets and brochures) specifically features a Commission-funded humanitarian project, this fact should be acknowledged in the text. Use the expression “European Commission Humanitarian Aid department” - not “ECHO” - see sheet 17.

For example:
"The project, funded by the European Commission, supports 10,000 refugees living in temporary camps...”

Include, where space allows, and wherever the partner includes a presentation box for itself, a box with at least the following basic text:

![The European Commission’s Humanitarian Aid department funds relief operations for victims of natural disasters and conflicts outside the European Union. Aid is channelled impartially, straight to people in need, regardless of their race, ethnic group, religion, gender, age, nationality or political affiliation.]

- A draft of the text will have to be submitted to ECHO before publication.

Disclaimer

Information and publications, in any form or medium, including the Internet, shall include the following text or a similar disclaimer: "This document has been produced with the financial assistance of the European Commission. The views expressed herein should not be taken, in any way, to reflect the official opinion of the European Commission.” The disclaimer need not appear where the information contained in the publication is purely factual.

Additional information

- ECHO Information may be able to provide stories for partner publications: we are keen to develop relationships with the editors of relevant newsletters/magazines.

- The role of the European Commission as the donor should be integrated naturally into the text/story (including, for example, a suitable “quote” from an ECHO field expert or other representative). We encourage the inclusion of a box containing one of the texts provided in sheet 17 (assuming this is appropriate to the style of the publication in question).

SINGLE FORM

Don’t confuse operational and institutional communication. Read sheet 1 “Definitions”.

- **Proposal:** If you plan an institutional publication containing general or journalistic information for broader public consumption (as opposed to a product that forms part of the core project) you should propose it under section 9.3 of the Single Form "Planned publication activities”.

- **State** the objective of the publication and target audience. Indicate estimated cost.

- **Total costs** for Heading 9 must then be reported in the first line of the table “Other costs” (see 4.3.2.y).

- **Final reports:** The results should be described (distribution and use of the publication, impact etc.). Partners must include supporting documents in the final reports for liquidation, in this case, a copy of the publication (+ unit price/quantities).
As a general rule, we would consider that costs for development of partners’ websites are not eligible.

Generally, the cost for new project-specific web pages will only be supported if they are linked to a wider communication campaign (e.g. a school competition).

Please note that Commission funded web pages should never contain partner fund-raising appeals.

Nevertheless, the basic visibility rules apply – see below.

**Basic requirements**

- If you have ongoing humanitarian projects financed by the Commission, the partnership with the European Commission should be mentioned on your website.
- The Commission’s humanitarian visual identity with the baseline plus a direct link to ECHO’s website must appear on the site. The selection of the position on the site depends on its structure. Possibilities include:
  - A page listing partners
  - A page listing donors
  - A page describing finances and
  - Pages dedicated to a project financed by the Commission.
- Space permitting, you could include a simple text box featuring the European Commission’s humanitarian aid action (for example, on a web page featuring an ECHO-funded project). See sheet 17 on terminology and texts.

N.B.: please check that the URL behind the link to ECHO’s website is correct.

The correct URL address is:  [http://ec.europa.eu/echo](http://ec.europa.eu/echo)

Where a specific website or webpage relating to an EC-funded humanitarian project is established with funding from ECHO, the Commission should not simply be mentioned as a donor. Its role should be integrated as far as possible into the text.

**SINGLE FORM**

Don’t confuse operational and institutional communication. Read sheet 1 “Definitions”

- **Proposal**: if you have a particular web project that can be considered as an information/communication action, you may propose it under section 9.1 of the single form “Planned communication activities”.
- **State** the objective of the website/pages, the target audience and indicate estimated cost.
- **Total costs** for Heading 9 must then be reported in the first line of the table “Other costs” (see 4.3.2.y).
- **Final reports**: The results should be described (number of hits over a given period, user feedback, estimated impact). Partners must include supporting documents in the final reports for liquidation. In this case, provide the link to the web pages concerned and a “screen” print of the first pages.
This sheet applies to media contacts in respect of projects funded by the Commission’s humanitarian Aid department.

Obtaining media coverage is the most effective way of communicating to large audiences.

**Basic requirements**

**PRESS RELEASES**

- It must be clearly stated in the text that the Humanitarian Aid department of the European Commission is funding the project.
- If the layout allows, a box may be included containing the Commission visual identity and the following text, along the following lines:

<table>
<thead>
<tr>
<th>Partner LOGO and text</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;The European Commission’s Humanitarian Aid department supports relief activities for vulnerable people in crisis zones around the world.&quot;</td>
</tr>
</tbody>
</table>

- ECHO's Regional Information Officer will be happy to arrange for an ECHO/Commission “quote” (for example, from the relevant experts/Head of Delegation) to be included in the press release.

**SINGLE FORM**

- **Proposal:** detailed information on press releases is not required.
- **Costs:** as a general rule, press release costs should be minimal and would not be recorded separately.
- **Final reports:** partners must include supporting documents in the final reports for liquidation - in this case, a copy of the press release(s) and any press cuttings.

**INTERVIEWS**

- You should always mention the partnership with the European Commission and its funding when speaking to the media about a project funded by ECHO.
- In emergency situations, if you receive or expect to receive European Commission funds, you should, as far as possible, mention this fact in any media interviews.
- Where journalists visit a funded project, you should ensure that the Commission’s role as the donor is fully explained. Where feasible, you should also:
  - Offer information to the journalists on who to contact at ECHO (nearest field office or Regional Information Officer) for further details on its role;
  - Notify in advance the relevant ECHO field office about media interest in the project, giving the names of media organisations and journalists concerned.

**SINGLE FORM**

- **Proposal:** By its nature, this activity is unpredictable. Nothing to indicate here.
- **Costs:** as a general rule, interviews would not generate any direct costs.
- **Final reports:** Please describe in what context interviews were given and the names of the media organisations involved. Where possible, include press cuttings or information on dates of publication or broadcast.
PRESS CONFERENCES

- Press conferences can be organised either in the country/region where the project is located or in the European Union.
- Good visibility should be ensured before and during the press conference via invitations, banners, etc. in the local language where appropriate, and giving information about the project, the partner and the European Commission.
- Where a press conference is planned, the Commission - through ECHO headquarters, the ECHO field office or the relevant Commission Delegation/Representation - must be invited to participate.

SINGLE FORM

- **Proposal**: Please indicate under section 9.1 of the single form “Planned communication activities”, if you plan to organise a press conference.
- **State** the objective, target audience and indicate estimated cost.
- **Total costs** for Heading 9 must then be reported in the first line of the table “Other costs” (see 4.3.2.y).
- **Final reports**: Please give relevant information on any press conferences held (notably the date and location, mentioning the media who attended). Include press cuttings or information on dates of publication or broadcast.
You may use visibility funds to pay basic costs (travel and daily allowances, not salary) to journalists to report on your ECHO funded humanitarian projects.

Care is needed when exercising this option as the principle of journalistic independence means that coverage cannot be guaranteed. And where it does occur, it could be in a form that undermines the impartiality of humanitarian aid.

It is better to focus on feature/documentary journalists or writers from more specialised publications, who are more likely to highlight the humanitarian or human interest aspects.

For media visits funded under the visibility budget of your project, make sure that:

- The European Commission’s support is visible through panels, stickers etc.
- The relevant ECHO regional information officer (or ECHO Information) is informed well in advance of when the trip will take place and its likely focus.
- The journalist has, wherever feasible, the opportunity to interview an ECHO expert in the field.

**SINGLE FORM**

- **Proposal:** Indicate this action under section 9.1 of the single form.
- **State** the objective, target audience and indicate estimated cost.
- **Total costs** for Heading 9 must then be reported in the first line of the table “Other costs” (see 4.3.2.y).
- **Final reports:** partners must include supporting documents, in this case, a copy of any report(s) produced by the journalists (DVD if audiovisual, press cutting if written,…). Please also indicate if the funded trip did not result in any published/broadcast stories. For audiovisual reports, provide us with the channel and day/time of broadcast if known.
For this kind of activity our main target is the European citizen

- There are times when it may be appropriate to purchase advertising space (press, radio, TV, in-flight magazines, billboards, space on buses, etc.) to communicate about aid projects, more general humanitarian issues/principles or the partnership with the European Commission.
- Paid advertising is a “communication activity” under heading 9.1 of the single form only if the partner plans to communicate equally on its own role and that of the Commission.

**Basic requirements**

- Care should be taken to ensure that messages are not overtly political or “propagandist”.
- Advertising paid for under an ECHO financing agreement cannot be used by the partner to appeal for funds.
- The humanitarian role of the Commission should always be featured in a manner appropriate to the style of the product:
  - human interest “advertorials” that feature aid delivery on the ground;
  - messages that highlight the partnership (NGO + European Commission: working together to...).
- Alternatively, a short box article describing the partner and the European Commission Humanitarian Aid department could be included alongside a journalistic story:

  LINE 1: **LOGO + 'People First’ (hypothetical NGO) is an Irish non-governmental organisation that runs relief and development projects in 15 countries in Africa and South-East Asia.**

  LINE 2: **'The European Commission’s Humanitarian Aid department supports relief activities for vulnerable people in crisis zones around the world.'**

- See sheet 17 on terminology and texts.
- A draft of the text will have to be submitted to ECHO before publication.

**SINGLE FORM**

Don’t confuse operational and institutional communication. Read sheet 1 “definitions”

- **Proposal:** Please indicate the advertorial activity in section 9.1 of the Single Form.
- **State** the objective, target audience and indicate estimated cost.
- **Total costs** for Heading 9 must then be reported in the first line of the table “Other costs” (see 4.3.2.y).
- **Final reports:** partners must include supporting documents in the final reports for liquidation, in this case, a copy or picture of the advertising (+ unit price/quantities), as well as the selected media, date of publishing and any relevant information on the assessed impact.

SEPT 2009
Photographers: communication funding can be used to employ professional photographers to cover EC-funded humanitarian operations only in the framework of a specific communication project such as photo exhibitions or photobooks.

If a photographer accompanies a journalist for the purpose of using the photos for publication, he/she will be considered as a journalist and the same rules apply (see sheet 8).

Photo exhibitions: Visibility funding may be used in the context of a proposed photo exhibition. Where funding is sought for such an exhibition (covering the costs of the photographer, venue, advertising, etc), the partner must show that the action is likely to have a sufficiently high impact to justify the cost. Such actions are rarely cost-efficient.

**Basic requirements**

- The Commission should be clearly identifiable as the donor in any announcement, programme, invitation and at the site of the event/photo exhibition.
- Where possible the following message should be added next to the visual identity:

  ![Supported by the European Commission’s Humanitarian Aid department](image)

  Supported by the European Commission’s Humanitarian Aid department

  European Commission – helping the victims of humanitarian crises

  OR

  ![Supported by the European Commission’s Humanitarian Aid department](image)

  ‘Supported by the European Commission’s Humanitarian Aid department

  The European Commission’s Humanitarian Aid department funds relief operations for victims of natural disasters and conflicts outside the European Union. Aid is channelled impartially, straight to victims, regardless of their race, ethnic group, religion, gender, age, nationality or political affiliation.

**FPA – Annex III - General Conditions - Article 7 - Intellectual property rights**

Industrial and intellectual property rights on the outputs of the Action, the reports referred to in Article 10 herein and other documents relating to the Action shall be vested in the Humanitarian Organisation and, as the case may be, in third parties.

Without prejudice to Article 6, the Commission has the right to use freely and as it sees fit all documents produced as an activity of the Action, whatever their form or medium, provided that such use does not violate the existing industrial and intellectual property rights of third parties.

- In contracts with photographers funded under a European Commission humanitarian aid project, explicit permission should be given to ECHO to use the photos in their own range of information products on a non-exclusive basis. For that purpose, the Commission might ask the partner to sign an “Assignment of rights” legal document.
• Copies of all photos must be supplied to ECHO (addressed to the Regional Information Officer and ECHO Information) as high quality prints and/or in numeric format containing at least five million pixels.

• The images should be accompanied by brief captions relating to the subject of the picture and an explanatory sheet giving background information about the photo series in question (date, country, city/region, project).

• The name of the organisation/person that owns the copyright should always be included to allow us to ensure that the photos are properly credited.

SINGLE FORM

• **Proposal:** please indicate in section 9.1 of the Single Form

• **State** how the photos will be used (exhibition, photobook, etc.), target audience and indicate estimated cost.

• **Total costs** for Heading 9 must then be reported in the first line of the table “Other costs” (see 4.3.2.y).

• **Final reports:** partners must include all pictures (see above), if not already sent to ECHO Information. For exhibitions, a copy of some related documents like invitation, leaflet, and pictures of the exhibition must be included. Results should be detailed (number of visitors, press cuttings etc.).
This sheet contains the requirements applicable to all audiovisual productions. Specific guidelines for the various types of productions are provided on sheets 12 and 13. These provisions must be followed at the outset of the planning stage of the production. Audiovisual projects will be assessed in the final evaluation of the production on the basis of these requirements.

Professional audiovisual productions are generally very expensive. Therefore it is essential to define clearly at the outset the type of production envisaged.

The following questions need to be answered:
- Why make a film? (intended outcome)
- What is/are the key message/messages?
- Who is the intended audience?
- What capacity is there to carry out the project (financial and human resources)?
- How much will the film cost and will it represent value for money in terms of the planned outcome?
- What type of production suits best the objective?
- How will it be distributed/broadcast? (including projected audience figures)

The content, style, format and length of the production will depend on the target audience, but for every production the following details will be required (not necessarily at the stage of the proposal but at least at the first interim report):
- Story line
- Intended interviewees and synopsis of the topics to be covered in the interviews
- Length of finished product
- Writing, shooting, editing and distribution schedule

The different types of A/V productions are:

(1) Film for distribution by the media, predominantly for television (see sheet 12)

(2) Film for distribution via other networks (see sheet 13)
- Enterprise films (“visiting card” of the organisation, etc.)
- Films destined for information campaigns, e.g. in schools
- Films for the internet

(3) “Operational” Films
Films that are part of an operational project designed to provide technical information and practices to local populations benefiting from a project; project partners; local authorities, etc. (for example a film on measures to be taken during a natural catastrophe, an education film on hygiene during epidemics, etc.).
These films will not be included in the visibility/information/communication costs of an operational agreement. They will be part of the activity of the project and must be considered as such.

As a matter of course, a film targeting the media can later be used for a different public. The contrary will rarely be the case, as the style of the production is unlikely to meet broadcasters’ requirements.
European Commission visibility

The European Commission may finance audiovisual projects on humanitarian actions it supports in the world, primarily as a way of informing EU citizens on how their money is being spent.

The Commission’s role must therefore be clearly evident in the production, through, for example:

- an interview with an ECHO expert in the field;
- an interview or soundbite from a Commissioner or a senior official;
- visual identity on aid supplies, vehicles etc.;
- images of an ECHO expert at work (monitoring) in the field.

These elements should be integrated naturally and credibly into the overall story line.

The Commission is not able to finance audiovisual productions whose sole purpose is to promote another organisation.

Subtitles, names and voice-over: please respect the terminology rules. “ECHO” alone means little to most people. There should always be a mention, ideally at an early stage in the production, of the “European Commission’s Humanitarian Aid department”. Thereafter, “European Commission”, “Commission” or “European Union” should be used in preference to “ECHO”. See more on the use of “ECHO” in sheet 17.

Before production

A detailed story board describing the themes to be covered in the production and the likely interviewees must be submitted to ECHO Information in due time - i.e. when it is still possible to make changes (see contacts on sheet 19).

During production

ECHO Information must see a draft of the production before the end of the project, at a point where it is still possible to make changes.

Certain exceptions can be envisaged, on a case-by-case basis and following a written request, e.g. during filming by outside journalists invited to the field where their editorial freedom is protected.

Inform and share

On completion of a film, ECHO Information must be informed of the actual distribution of the production and receive the form (sheet 14) duly completed and the requested material listed on that form.

Copyright

The Commission is entitled to use or reproduce, wholly or in part, videos produced by a partner under a financing agreement. See article 7 of the FPA. For that purpose, the Commission might ask the partner to sign a “Assignment of rights” legal document.

SINGLE FORM

If you plan an audiovisual production please specify this in section 9.1 (planned communication activities) of your project proposal, taking into account the specifications set out in sheets 12-14 for different types of production.
It is very difficult to guarantee that a production will be broadcast. Before submitting such a proposal, you should discuss the project with the ECHO Regional Information Officer (RIO) in your region or the desk responsible for audiovisual products in the ECHO Information unit in Brussels (see contacts on sheet 19).

If the film is intended for news outlets, you should talk to the target broadcaster and ascertain what they want. They may not be able to use a complete package but might want to have “rushes”, raw unedited general shots or interviews.

**Basic requirements**

- **Please refer to sheet 11 on “Audiovisual” for the general requirements for all types of production.**
- The choice of the type of production must be detailed and justified in the Single Form section 9. If the project is not developed enough at the stage of the proposal, partner may only indicate in the proposal the objective, target audience and estimated cost, and provide later all details requested below (Article 8.1. in the Agreement).
- The Commission should not be credited in the opening and closing titles of films destined for the media. However, this information may appear on the jacket of the recording (Betacam box, DVD...) and a potential broadcaster should be informed that the product is funded by the Commission.
- Visibility is to be ensured by integrating the role of the European Commission into the story-line in a natural and journalistic way (see sheet 11).
- As in all communication actions, the content of the production must respect the principles and values of European Humanitarian Aid (see sheet 3).

**Further details on types of production**

(a) **“Completed” documentary offered to the media for broadcasting**
- Edited films ready for broadcast are rarely shown by TV stations as they prefer to retain their editorial freedom. There are exceptions however: local TV stations in the countries mentioned in the film and certain news channels interested in the activities of the European Union (e.g. Euronews).
- It is very unlikely that a TV station will agree in advance to broadcast a film that has still to be made, but you may be able to obtain a strong expression of interest. Without such an expression of interest there is no point in proposing this kind of product for funding under an operational agreement. If a TV channel is showing interest, it is worth talking to them about their requirements and adapting your plans accordingly.

(b) **Image bank**
- Television stations gladly exploit image banks put at their disposal, with the aim of using the footage to illustrate their own edits. In this case, the visibility of neither the partner nor ECHO can be guaranteed, as the producers have a free-hand to choose the frames.

(c) **Video News Release (VNR)**
- A video news release (VNR) is a video segment created by a PR firm, advertising an organization/project and provided to television news stations for the purpose of informing, and shaping public opinion.
- VNRs are often intentionally produced to appear as legitimate news clips, but the presenters may be paid actors or staff of the organisation in question rather than journalists. News programmes may then incorporate the VNR into their broadcast for economic reasons OR because it is a very attractive subject. The VNR is often edited to appear to be a normal part of the broadcast.
Critics of VNRs have called the practice deceptive or propagandist, particularly where the clip is not explicitly identified to the viewers as a VNR. Firms producing VNRs disagree and equate them with press releases in video form.

(d) **Collaboration with journalists or TV networks for production**

- A “winning formula” might be to allow the documentary to be produced by the television station itself, or to offer a trip to their journalists (not paying them but paying the costs related to the trip). This formula often proves successful in ensuring broadcast; however, it also poses the problem of ensuring Commission (and partner) visibility due to the editorial freedom of the journalists. Nothing can be imposed.
- For this particular type of production, refer to sheet 8 on “Funding for journalist visits”.

(e) **Amateur audiovisual productions**

- Until recently, amateur filming has played almost no role in mass communication. The landscape is now rapidly changing with cheap high quality cameras and mobile phones being used by ordinary people to capture sometimes extraordinary images which are then put on YouTube or other websites.
- Mainstream TV channels are increasingly using “opportunistic” amateur footage from places where their own camera crews are not present, or access is denied.
- Despite this, amateur filming generally does not produce the high quality material needed to meet the normal requirements of broadcasters. ECHO will not consider proposals for funding of amateur products (which are low cost in any case) where TV broadcasting is envisaged.

**SINGLE FORM**

- **Proposal:** Please indicate the audiovisual activity under section 9.1 of the Single Form. If the project is not developed enough at the stage of the proposal, partner may only indicate in the proposal the objective, target audience and estimated cost, and provide later all details requested below.
- **The following questions need to be answered:**
  - Why make a film? (planned outcome)
  - What are the key messages?
  - Who are the target audience?
  - What capacity is there to carry out the project (financial and human resources)?
  - How much will the film cost and will it represent value for money in terms of the planned outcome?
  - How do you intend to integrate the Commission into the story?
  - What type of production suits best the objective?
  - How will it be distributed/broadcast? (including projected audience figures)

The content, style, format and length of the production will depend on the target audience, but for every production the following details are required:
- **Story line**
- **Intended interviewees and synopsis** of what they are expected to say
- **Length of finished product**
- **Writing, shooting, editing and distribution schedule**

- **Total costs** for Heading 9 must then be reported in the first line of the table “Other costs” (see 4.3.2.y).
- **Final reports:** partners must give details of the costs + complete and return the form on sheet 14 including the material requested.
This type of film can be produced in the framework of an information campaign for distribution other than via TV, for example:

(a) **Schools, associations, etc.**
In this case, you should clearly define your target audience and means of distribution in advance. Note that in the case of distribution to a school network, prior agreement must be obtained from the competent authorities (e.g. Ministry of Education).

(b) **Internet**
In addition to your own sites and those of your partners, sites such as YouTube or Dailymotion can be good outlets provided that the style of the film corresponds to the “catch the eye” videos which are so successful on these sites.

(c) **Any other specific campaign**
In all cases, you should clearly define your target audience and means of distribution in advance.

The technical specifications for this type of production do not correspond to television norms (can be filmed and edited with a non-professional camera etc.). The costs should therefore be much lower.

### Basic requirements

- **Please also refer to sheet 11 “Audiovisual”.**
- The choice of the type of production must be detailed and justified in the Single Form section 9. If the project is not developed enough at the stage of the proposal, the partner may indicate in the proposal only the objective, target audience and estimated cost, and provide later all details requested below (Article 8.1. in the Agreement).
- The role of the Commission must be integrated into the story-line in a natural way, as explained in sheet 11.
- With productions not designed for the media, the following acknowledgment must appear in the titles, as well as in all documentation accompanying the film (jackets, DVD disks, etc.)
  
  *Supported by the European Commission through its Humanitarian Aid department (visual identity)*
- As in all communication actions, the content of the production must respect the principles and values of European humanitarian aid. See sheet 3 on “Information and Communication - General”
Proposal: Please indicate the audiovisual activity under section 9.1 of the Single Form. If the project is not developed enough at the stage of the proposal, the partner may indicate in the proposal only the objective, target audience (+figures) and estimated cost, and provide later all details requested below.

The following questions need to be answered:

Why make a film? (planned outcomes)
What is/are the key message/messages?
Who are the target audience?
What capacity is there to carry out the project (financial and human resources)?
How much will the film cost and will it represent value for money in terms of the planned outcome?
How do you intend to integrate the Commission into the story?
What type of production suits best the objective?

The content, style, format and length of the production will depend on the target audience, but for every production the following details are required:

Story line
Intended interviewees and synopsis of what they are expected to say
Length of finished product
Writing, shooting, editing and distribution schedule

Total costs for Heading 9 must then be reported in the first line of the table “Other costs” (see 4.3.2.y).

Final reports: partners must give details of the costs + complete and return the form on sheet 14 including the material requested.
On completion of a film, ECHO Information must be informed of the actual distribution of the production and must receive the following completed form together with:

- 3 DVD copies
- Where possible, an MPEG 2 or 4 copy for the web – so that it can be placed on ECHO’s website
- An electronic copy of the script and/or shot-list
- ECHO may ask the partner to sign an “Assignment of rights” legal document to allow an eventual distribution of the film through the audiovisual services of the Commission.

<table>
<thead>
<tr>
<th>Title:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language(s):</td>
</tr>
<tr>
<td>Film produced under grant agreement n°: ECHO/.....</td>
</tr>
<tr>
<td>Copyright:</td>
</tr>
<tr>
<td>Registered ?: Yes/No</td>
</tr>
<tr>
<td>Third party right holders (e.g. music, images):</td>
</tr>
<tr>
<td>Name of Organisation:</td>
</tr>
<tr>
<td>Producer:</td>
</tr>
<tr>
<td>Director:</td>
</tr>
<tr>
<td>Production site:</td>
</tr>
<tr>
<td>Date of production:</td>
</tr>
<tr>
<td>Place(s) of shooting:</td>
</tr>
<tr>
<td>Dates of shooting:</td>
</tr>
<tr>
<td>Summary/shot list in English and/or French:</td>
</tr>
</tbody>
</table>

**Distribution/broadcast (where/when/target/number of copies etc.):**

The above audiovisual product was produced under the visibility and communication budget line in the financial agreement ECHO/.../.../.../.../...., between ECHO and .................................(name of partner).

NAME:

SIGNATURE:
Various types of communication event are possible, providing that the aim is to give information on (a) a humanitarian project (b), the partnership with the Commission as a humanitarian actor, and/or (c) the principles of humanitarian aid.

Attracting media interest – particularly TV and radio – will always be a key consideration in making an event cost-effective. Press releases are therefore an integral part of organising any event.

**Basic requirements**

- Events can be staged either in the country/region where the project is located or (preferably) in the European Union.
- Good visibility should be ensured before and during the event: through invitations, programmes, banners and display boards, etc. in the local language where appropriate. These will provide information on the project, the partner and the European Commission.
- Where events are planned, the Commission must be invited to participate - either through ECHO headquarters, its field offices or the Commission Delegation/Representation.

Further suggestions:

- Community leaders may also be invited. The presence of regional or national officials/politicians/celebrities normally boosts the likelihood of media coverage. The political context should be deemed appropriate.
- In general, events that consist of nothing more than ‘speech-making’ are unlikely to be attractive. Imaginative proposals are invited. These could be anything from a practical demonstration of a project at work (such as a demining exercise or the reconstitution of a feeding centre) to a sports or art competition for local children.

An example of a good event is provided on next page. For further inspiration, look at the following links on the website:

http://ec.europa.eu/echo/news/index_en.htm#events

**SINGLE FORM**

Don’t mix operational and institutional communication. Read sheet 1 “definitions”

- **Proposal:** if you are planning a public event please specify in section 9.
- **Indicate** objective and target audience (+ figures) and indicate estimated cost.
- **Total costs** for Heading 9 must then be reported in the first line of the table “Other costs” (see 4.3.2.y).
- **Final reports:** partners must include supporting documents in the final reports for liquidation - in this case, a copy of some related documents (invitation, programme, press release, leaflet, press cuttings, etc.) and pictures of the event. Results should be detailed (including figures). Costs should be detailed.
EXAMPLE OF A GOOD event


Summer festivals

Hey music lovers!

The European Commission Humanitarian Aid department and Save the Children have joined forces to raise awareness of child malnutrition at various UK festivals this summer.

We’ll be talking about the vital role of food aid in keeping vulnerable children alive in the world’s poorest countries - we really need your support to save these children’s lives.

We’re going to V Festival

We’ll be in Stafford, on 16 and 17 August. Come and see our fifth birthday stall, there’ll be lots of stuff going on:

- activities for kids and an actual birthday party at a set time in the day (the fun bit)
- a “feeding station” with information on child hunger (the educational bit)
- lots of opportunities for you to show support for our campaign (the important bit)
- and we’ll have lots of festival essentials to give away…

So in between enjoying your favourite tunes and soaking in the festival atmosphere join us and stand up for the 10 million children that die every year before their fifth birthday. We may not be able to fix the weather, but we guarantee that your voice will help save a child’s life.

© Save the Children UK
This is the only visual identity that should be displayed in the context of visibility, information and communication actions funded under ECHO financing agreements:

![European Commission Emblem](image)

It can be downloaded in 24 different languages and 2 different resolutions from ECHO’s website on: [http://ec.europa.eu/echo/media/identity_en.htm](http://ec.europa.eu/echo/media/identity_en.htm)

Graphical specifications for the European Emblem

The following explanations that could be useful for printing any material with the visual identity are displayed on our website on page: [http://ec.europa.eu/echo/media/identity_en.htm](http://ec.europa.eu/echo/media/identity_en.htm)

**Geometric description**

The emblem is in the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one-third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one-eighteenth of the height of the hoist. All the stars are upright - that is to say, with the one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.
Regulation colours

The emblem is in the following colours:

- **PANTONE REFLEX BLUE** for the surface of the rectangle;
- **PANTONE YELLOW** for the stars.

The international PANTONE range is very widely available and easily accessible even for non-professionals.

**Four-colour process**

If the four-colour process is used, it is not possible to use the two standard colours. It is therefore necessary to recreate them by using the four colours of the four-colour process. The **PANTONE YELLOW** is obtained by using 100% “Process Yellow”. By mixing 100% “Process Cyan” and 80% “Process Magenta” one can get a colour very similar to the **PANTONE REFLEX BLUE**.

**Internet**

**PANTONE REFLEX BLUE** corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and **PANTONE YELLOW** corresponds in the web-palette colour RGB:255/204/0 (hexadecimal: FFCC00).

If only black is available, outline the rectangle in black and print the stars in black and white.

In the event that blue is the only colour available (it must be Reflex Blue, of course), use it 100% with the stars reproduced in negative white and the field 100% blue.
TERMINOLOGY

Institutional background

The European Union’s institutional evolution is reflected in nomenclature that can sometimes be confusing. Over the years we have had “EEC”, “Common Market”, “European Communities”, “European Community (EC)”, and “European Union (EU)”. The first three terms are now obsolete and while “European Community” continues to be legally correct (pending any adoption of the Lisbon Treaty), it should not be used in public information materials.

For communication purposes the preferred terms are:

European Commission: This can be shortened to ‘Commission’ once the context is obvious. The term should always be used when referring to the work of ECHO.

European Union: Reflecting the practice of most media organisations, the Commission’s press department recommends the more general use of “European Union” and its acronym “EU” in non-technical communications. In the humanitarian area, this is acceptable so long as it does not create confusion (for example: it is not clear in the phrase “the EU’s humanitarian aid response” whether this means the Commission only or the Commission plus Member States.)

When referring to the Humanitarian Aid “Directorate-General”, the term “Humanitarian Aid department” (“d” in lower case) is preferred in non-technical texts targeting the public.

Concretely

- For public communication, do not use the term “ECHO” or “EC” (written or spoken), as it means very little for anyone not working in the humanitarian sphere.
- The correct terms that should be used are:
  - The European Commission’s Humanitarian Aid department. We are aware this is too long for communication purposes, particularly oral. The alternatives are (after introducing the full name):
    - European Commission
    - Commission
    - European Union
    - EU
    - Humanitarian aid of the European Commission

TEXTS

Tag line

The tag line of ECHO is “Helping when needed most”. Space allowing, it should accompany the logo as much as possible.
The European Commission’s Humanitarian Aid department (ECHO), funds relief operations for victims of natural disasters and conflicts outside the European Union. Aid is channelled impartially, straight to victims, regardless of their race, ethnic group, religion, gender, age, nationality or political affiliation.

The European Commission’s Humanitarian Aid department (ECHO) is one of the world’s largest providers of financing for humanitarian aid operations. Its mandate not only includes the funding of disaster relief but also the support of disaster preparedness activities, in particular at local level. Through its disaster preparedness programme (DIPECHO) it assists vulnerable people living in the main disaster-prone regions of the world in reducing the impact of natural disasters on their lives and livelihoods.

The European Union is one of the world’s largest providers of funds for humanitarian aid operations. Since 1992, the Commission has financed relief projects in more than 140 countries, easing the suffering of millions of disaster victims in crisis zones outside the EU.

Within the Commission, the aid is managed by the Humanitarian Aid department (ECHO). Funds are allocated for vital goods and services including food, shelter, medical provisions, water supplies, sanitation and demining. Disaster preparedness and risk reduction projects in regions prone to natural catastrophes are also among the life-saving activities financed by the Commission.

Aid is channelled impartially to the affected populations, regardless of their race, ethnic group, religion, gender, age, nationality or political affiliation, through operational partners. Implementing partners include around 200 European non-governmental relief organisations, United Nations agencies and the Red Cross/Red Crescent movement.

The European Union is one of the world’s largest provider of financing for humanitarian aid operations. Since 1992, the Commission has provided billions of euros for humanitarian projects in more than 140 countries, funding relief to millions of victims of disasters outside the European Union.

Within the Commission, operations are masterminded by the Humanitarian Aid department (ECHO). Operations include assessment of humanitarian needs in disaster areas, appropriate allocation of funds for goods and services such as food, shelter, medical provisions, water supplies or sanitation and evaluation of the impact of the aid provided. Disaster preparedness projects in regions prone to natural catastrophes are also among the life-saving activities financed through ECHO’s specialised programme DIPECHO. By preparing the communities at risk to respond by themselves, DIPECHO aims at reducing the impact of natural disasters on the most vulnerable populations through simple and inexpensive yet effective preparatory measures developed and implemented at community level. Examples include the development of simple local early-warning systems, awareness-raising and training sessions, or small-scale mitigation works. The Commission is also committed to integrating disaster risk reduction components into its humanitarian relief operations.

Assistance is channelled impartially to the populations concerned, regardless of their race, ethnic group, religion, gender, age, nationality or political affiliation, through our operational partners. The Commission works with about 200 partners, including European non-governmental organisations, the Red Cross movement and United Nations agencies.
This section concerns exclusively visibility and institutional communication. Operational communication should be budgeted for under each related result, whilst the activities described in Section 9 should be budgeted for in the first line of 'Other costs’ table in Section 4.3.2.

9.1. Planned communication activities (in field and/or in Europe)
Any planned institutional information/communication activity (except publications) should be indicated. Examples: public events, audiovisual products, photos (exhibitions), funding for journalist visits, paid advertising, etc. Please state objectives and target audiences (+figures) and indicate estimated cost.

9.2. Visibility on durable equipment, major supplies, and at project locations
Describe how Commission visibility will be assured (for example, posters, stickers, clothing items, press releases,...) + figures + estimated costs.

9.3. Planned publication activities
Specific institutional “information/communication” publishing projects (not to include publications for the core humanitarian project such as training manuals etc), should be indicated here. Please state objective and target audiences (+ figures) and indicate estimated costs.

9.4. [INT] In case of changes, please explain
If requested details could not be provided at the stage of the proposal, please indicate them in the interim report. In the event of changes, please also indicate how the modifications (planned or completed) affect the section 4.3.2.y.

9.5. [FIN] Report on the relevant activities
Report on the relevant activities with a description of related costs and means, copies of press releases, press cuttings, all publications and audiovisual materials produced and/or any relevant visibility items (or pictures thereof).

2nd STEP: GO TO SECTION 4.3.2.y to report the total costs of section 9

<table>
<thead>
<tr>
<th>4.3.2.y. Other costs</th>
<th>Initial amount</th>
<th>Intermediate amount</th>
<th>Final Committed</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the first line, indicate the total cost for institutional visibility/information/communication activities/products, details of which were provided in section 9.</td>
<td>X EUR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total other costs</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**New amounts**

Limits to funding that partners can normally allocate to visibility/information/communication in humanitarian operational agreements are:

**0.5% of the direct eligible costs with a maximum of 8,000€**

The new threshold does not allow for large communication actions. However, exceptions may be allowed in the following circumstances:
- the partner has communication experience and expertise, and is keen to exploit the benefits of joint actions and visibility;
- the partner wishes to propose an impact oriented communication activity that would need a larger budget;
- the partner contacts ECHO Information when designing such activity (contacts in HQ and field are listed below).

---

For info - the procedure for operational information/communication activities

Ensure reporting on operational information/communication activities in the right section of the Single Form.

These are operational costs and as such must come under the “Result 1”, “Result 2” etc...

For example: an information leaflet to promote hygiene among beneficiaries in a watsan project should be reported as follows:

### 4.3.2.y.

Result X: …

4.3.2.y.1. At proposal stage

Total amount: … EUR

**Sector**: Water, Sanitation and Hygiene Promotion

**Related sub-sector**: Hygiene promotion

Beneficiaries (status + number): xxxx

Indicators for this result: relevant information

Activities related to the result: relevant information

Means and related costs

*Production of xxxx information leaflets to promote hygiene amongst the beneficiaries + all relevant information = EUR ........*

ETC.
You are welcome to contact the ECHO Information team for any questions related to information/communication activities at any stage. For major communication projects, you are strongly advised to contact us before the proposal is finalised.

**ECHO INFORMATION (Unit A6)**

**HEADQUARTERS - Brussels**

Call the ECHO Information secretariat and ask for the Communication Officer responsible for the country or thematic concerned by your project:

Tel.: (+32 2) 295 44 00    Fax: (+32 2) 295 45 72
E-mail: echo-info@ec.europa.eu
Website: http://ec.europa.eu/echo

**IN THE FIELD**

ECHO has a Regional Information Officer (RIO) based in each of the six Regional Support Offices. Do not hesitate to call them at any stage of your information and communication project.

Below are the phone numbers of the Regional offices. Ask for the RIO.

**New Delhi**    + 91 11 24 33 63 11  - rio@echo-india.org
**Amman**    + 962 6 562 7459 ext 261  - daniela.cavini@ec.europa.eu
**Managua**    + 505 270 62 01 ext 120  - francois.duboc@ec.europa.eu
**Nairobi**    + 254 20 280 2439  - daniel.dickinson@ec.europa.eu
**Dakar**    + 221 33 869 80 00  - info@echoce.org
**Bangkok**    + 66 22 55 10 35/6  - rio@echo-bangkok.org

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