



## ANNEX VI COMMUNICATION and VISIBILITY (C&V) PLAN

**The overall responsibility for implementing the EUROCLIMA+ communication and visibility strategy and plan lies with the Programme Support Unit (PSU, formerly known as the Programme Secretariat). Each implementing agency will be responsible for i) contributing to the implementation, monitoring and updating of the strategy and ii) implementing communication, visibility and advocacy activities for which it is responsible (as agreed by the Management Committee), in close coordination with the PSU and other implementing agencies. EUROCLIMA+'s C&V products and activities will have a coherent and integrated “look and feel”, in line with the EU's manual on visibility.<sup>1</sup>**

**All activities implemented by GIZ within the EUROCLIMA+ programme are co-funded by the German Government (namely the Federal Ministry for Economic Co-operation and Development – BMZ) with a contribution of 1.5 Mio. EUR.**

**All EUROCLIMA+ activities and products should have a minimal environmental and climate impact, and reflect global best practices in sustainable, green, environmentally and socially responsible procurement, energy use, catering, transport, equipment and materials sourcing, production and dissemination, and talent sourcing and contracting.**

The parties acknowledge the fact that the Organization, as an EU member state institution, may be subject to particular visibility obligations towards its respective member state government. Where these obligations conflict with the Organization's obligations according to Annex VI of the contract, both parties will make reasonable efforts to agree revised visibility requirements. This provision will also extend to justified visibility interests of EU donors, where applicable in Multi donor actions.

### A- Objectives

#### **1. Overall communication objectives**

Within three months of contract signature, the PSU will propose a C&V strategy and work plan (in alignment with its knowledge management strategy and work plan), for Management Committee (MC) approval. The strategy will be designed and updated by the PSU in consultation with communication focal points designated by each of the implementing agencies (together the “ Communications Community of Practice” or CCOP),<sup>2</sup> and implemented in accordance with the C&V work plan.

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<sup>1</sup> EU manual on visibility and communication at [https://ec.europa.eu/international-partnerships/comm-visibility-requirements\\_en](https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en)

<sup>2</sup> In addition to the C&V expert of the PSU, each of the implementing agencies is expected to formally designate a person, function or resource that will serve as its entry point, contribution to and representative on a “Communications Community of Practice” or CCOP. While not a formal body of the EUROCLIMA+ programme, the CCOP will nonetheless be composed of C&V specialists designated by the agencies, and develop its own terms of reference, governance structure and work plan, which it will submit to the MC for its endorsement. The CCOP will meet regularly to monitor and oversee progress in the development



## 2. Target groups

### 2.1 In the Latin America (LA) region where actions are implemented:

- Relevant Ministries (such as Environment, Urban Planning, Finance, Economy, Agriculture, Foreign Affairs, Energy)
- Provincial governments
- City councils
- International organisations and groupings (OECD, UN agencies like UNDP, UNISDR, FAO, NDC Partnership)
- Regional and sub-regional organisations (such as IICA, SICA, MERCOSUR, UNASUR, OTCA, CEPREDENAC, CODIA)
- EU Delegations and EU Member State embassies
- International, regional and national finance institutions and banks,
- Civil society organisations, academia, research institutes
- Networks and communities of practice (such as RIOCC, REGATTA)
- Potential final beneficiaries
- Mass media (written, virtual and audiovisual)
- General public

### 2.2 In the European Union:

- Latin American embassies in the EU (particularly Brussels, Paris, Berlin, Madrid)
- EU Member States Permanent Representations
- The European External Action Service
- Other European Commission Directorates-General (such as DG CLIMA, ECHO, ENV, GROW, RTD, JRC, AGRI)
- DG DEVCO services (such as thematic units, DEVCO InfoPoint)
- Organizers of climate change forums / conferences
- Academia, research institutes
- Civil society organisations
- Potential EU candidates for South-South cooperation or twinning
- General public

## 3. Specific objectives for each target group

*Specific objectives will depend on each target group and will be related to the action's objectives and the phases of the programme cycles.*

*Examples of communication specific objectives:*

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and implementation of the C&V strategy and work plan, and report and seek guidance on this at regular intervals to the PSU and the MC.



- Ensure key stakeholders and potential beneficiaries have accurate and timely information about the programme's strategy, as well as planned and ongoing programme activities;
- Promote communication for development that stimulates participation and dialogue in order to increase stakeholders' ownership of EUROCLIMA + actions and projects.
- Raise awareness among the general public and target audiences in Latin America and the EU of the EU's strategy and activities in support of Latin American countries' fight against climate change and in support of poverty alleviation.
- Promote strategic synergies and strengthen relations with national, regional and international programs and entities, through targeted, effective information and knowledge sharing around EUROCLIMA + actions and projects.
- Support the collection of data, information and knowledge on the programme's reach, impact, effectiveness, efficiency and relevance through feedback from communications exercises (e.g. through web-based analytics).
- Promote online activities (such as webinars, collaborative and streaming events) to strengthen communication disseminating knowledge generated by the programme implementation.

## B- C&V Strategic Plan development

### **1. Development of a C&V strategy and work plan.**

*The PSU will develop a programme C&V strategy and annual work plan, in close coordination with the European Commission and all implementing agencies, and supported by the CCOP. This strategy and annual work plan will be endorsed by the MC, and under the guidance of the PSU's C&V specialist.*

*The strategy and work plan will be based on consultations with key stakeholders, and take into account lessons learnt from the ongoing EUROCLIMA programme and other EU-funded initiatives.*

All implementing agencies will carry out C&V activities under, sectors and strategic lines of the programme for which they are responsible, based on the agreed annual work plan, and in close coordination with the PSU's C&V specialist.

Implementing agencies will regularly contribute C&V inputs to the PSU; fund, support and direct the implementation of communications initiatives as per the agreed work plan; and ensure effective monitoring of C&V implementation.



Implementing agencies will ensure that all C&V products align with the programme's C&V strategy and work plan, and that these are stored at the PSU and made available on the programme's website, social media channels, and/or intranet.

All information related to the programme's projects and actions must be generated by the implementing teams of the respective agencies, in coordination between technical staff (who ensure the veracity of data and information, based on evidence) and communications staff (who package and present information in an attractive and understandable way, for public consumption).

The European Commission, or the MC, may request implementing agencies to contribute towards the programme's knowledge management, learning, dialogue and exchange, and monitoring and evaluation initiatives.

*Communication and visibility activities* will consist of the following:

- Contribution to the *development* and review of a programme C&V strategy;
- Production of a programme-level C&V annual work plan, which includes plans for each strategic line and sector;
- Contribution to the implementation of the overall programme C&V strategy, and if requested, to the horizontal knowledge management, communication and learning, dialogue and exchange and monitoring and evaluation initiatives;
- Contribution to the monitoring and evaluation of the programme C&V strategy;
- Carrying out C&V activities in sectors of responsibility.
- Active participation and collaboration in general C&V processes of the programme, and in the Communications Community of Practice.

*Examples of C&V products and services include:*

- Developing and updating written and audio-visual content for the programme's website and social media channels. Content may include, inter alia, strategies and results at bi-regional, programme and action levels; news feeds on EUROCLIMA+ events; results of consultation processes, conferences, interviews, success stories etc.;
- Participation and/or organisation of events both in the EU and internationally (meetings, workshops, seminars) with the participation of target groups;
- Planning, implementation and/or contribution to the implementation of public awareness campaigns – through planned events (trainings, information days in schools and workplaces etc.) poster/radio campaigns, newspaper articles, social media;



- Ensuring programme visibility in the media (written, TV, radio) in close cooperation with the Delegation of the European Union in respective countries, as well as with the programme's National Focal Points;
- Contribution to knowledge creation and management of EUROCLIMA+ resources. This includes, inter alia, briefings, press releases, regular programme newsletters, programme data and statistics, annual reports, specialised publications, visibility material (flyers, posters, videos ...) and social media content (social media campaign, You Tube channel);
- Specific communication activities, per sector and strategic line, towards beneficiaries and general public such as newsletters, video, mailings or other dissemination tools;
- Contribution to the monitoring system of the visibility, communication and knowledge management activities;
- Updating and maintaining a contacts database of programme stakeholders and key stakeholder organisations.

## 2. Communication tools chosen

C&V tools will be aligned for the programme and each of its strategic lines and sectors under the overall programme C&V strategy. To the extent possible, the programme will use “open source”, “green” and “environmentally-friendly” tools.

The programme's main tool will be its website, which will be restructured in 2020. It will also use a range of tools, platforms, channels, media and content to serve the purposes of implementing its strategy and work plan and reaching its target audiences. These may include:

- Interviews and short audio-visual products
- Press releases (to be issued at the beginning or end of activities);
- Press conferences (organised in collaboration with the Delegation of the European Union and National Focal Point in each country,;)
- Press visits (where appropriate, groups of visiting journalists should be accompanied by representatives of the EU Delegation and National Focal Point in the country);
- Leaflets, brochures and newsletters, preferably virtual or audiovisual banners;
- Promotional items that are useful and environmentally friendly;
- High quality photographs and videos;
- Social media products;
- Information campaigns.

The main **languages** of communication, according to the respective target audience, will be Spanish, English, and Portuguese.

## 3. Expected results of communication objectives



- The EU position and strategy as leader in the field of climate change and development both in implementation and knowledge is strengthened, as is the understanding of the EU's role supporting Latin American climate efforts;
- Target groups and (potential) beneficiaries in the region are aware and informed about the EUROCLIMA+ programme (its strategy, goals, activities, results, etc.);
- Each action, initiative, sector and strategic line of the EUROCLIMA+ programme is well known among stakeholders;
- Media coverage on programme activities and climate change related issues in general is increased (articles in local and national newspapers, TV and radio reportages, electronic digests, bulletins, etc.);
- A collaborative EUROCLIMA+ Communications Community of Practice (CCOP) is created and sustained, whose activities, lessons and success stories may be shared with other, similar regional programmes, with a view to strengthening the EU's regional programming and climate change efforts

#### C- Resources

GIZ foresees within its Annex III of the Contribution Agreement the maximum amount of 150.000 EUR, included in various budget lines.