

Resilience, Sustainable Energy and Marine Biodiversity Programme

**COMMUNICATION, VISIBILITY AND OUTREACH PLAN AND BUDGET**

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| --- | --- |
| Implementing Partner Organisation (Full Name of the Guarantee): | *Project Code:* |
| Project Title: | Country: |
| Project Start Date (**Day. Month. Year)**: | Project End Date (**Day. Month. Year)** : |
| **Executive summary** | *Please copy/paste from Project Document Annex B*  Max. 100 words: Please state  1) specific development problem to be addressed,  2) proposed logic and means of addressing it through this project, and  3) how situation is expected to be different as a result of this project including expected benefits for direct and indirect beneficiaries. List objectives and principal activities |

Please complete the below template with specific communication and visibility activities planned through project implementation. In the required column, it is indicated if the specific activity is mandatory and forms part of the Communication and Visibility Plan. This template is indicative and if there are specific, alternative communication and visibility suggestions that will prove beneficial to your project, audience and OCT, you are encouraged to indicate and include these activities as part of your planned outreach and budget for same.

\*Note that all materials produced by the project must comply with the [Communication and Visibility Manual for EU External Actions](https://www.eni-cbc.eu/llb/data/public/uploads/2018/03/communication-visibility-requirements-2018_en.pdf) (follow link).

|  |  |
| --- | --- |
| **Tool** | **Communication objectives** |
| **Press releases** | 1. To announce activities and invite media and public for participation 2. To inform about activities’ conclusions and results   All press releases will be submitted to EU for review and approval |
| **Press conferences** | 1. To inform about project results and achievements 2. To raise awareness about project’s objectives   EU will be consulted prior to planning any press conference |
| **Interviews/ appearances** | a. To present the project goals, successes and achievements  All plans for media interviews will be consulted with EU prior to scheduling |
| **Canvas (site visits, direct meetings, conversations)** | 1. To highlight project successes and milestones 2. To inform the target group and raise awareness regarding project’s objective 3. To promote the project and EU support |
| **Success Stories** | 1. To highlight successes and milestones 2. To encourage all stakeholders to make positive changes, that environment and economic development can be reached together |
| **Beneficiary testimonials** | 1. To highlight project’s impact, successes, and achievements 2. To raise awareness about active participation in protection of the ……. |
| **Photographs** | 1. To document successes, achievements, and milestones 2. To educate, promote i.e., tell a story by photos about |
| **Videos** | 1. To promote the cause / project’s objectives 2. To educate the target group, beneficiaries and public about eco-system preservation and service development for hunter and fishermen 3. To promote EU support |
| **Brochures, studies, publications** | 1. To promote and inform on project activities 2. To promote utilisation of natural resources, while preserving the environment and enhancing the social and economic livelihood of local people |
| **Social media** | а) To highlight achievements, milestones, and successes  b) To inform about project’s current and upcoming activities. Quarterly information will be sent for EUD’s sites as well |
| **Website, e-mails etc. activities** | 1. To inform about project’s current and upcoming activities 2. To promote project successes and impact |

**All materials produced by the project must also comply with the** [Communication and Visibility Manual for EU External Actions](https://www.eni-cbc.eu/llb/data/public/uploads/2018/03/communication-visibility-requirements-2018_en.pdf) (follow link).

Below is a **sample** document of activities and costs. Please suitably customize your project’s activities and expenditures to meet your objectives.

**SAMPLE Project Communication Activity Matrix**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity** | **Objectives** | **Audience** | **Output** | **Required** | **Timeline** |
| **Press Conference** | Please specify your objectives | Please specify your target audience (e.g. name of the entity, person, institution etc.) | Please specify number of press releases (at least two, one for the launching the project and one for closing the project) | Yes |  |
| **Press releases** | Please specify your objectives | Please specify your target audience (e.g. name of the entity, person, institution etc.) | Please specify number of press releases (at least one for each major activity per media house) | Yes |  |
| **Project Leaflet** | Please specify your objectives | Please specify your target audience (e.g. name of the entity, person, institution etc.) | Despite the impact of pricing and distributing paper products, if this activity is deemed necessary, please specify number of copies used printed | No |  |
| **Media interview/news to present the project goals and achievements** | Please specify your objectives | Please specify your target audience (e.g. name of the entity, person, institution etc.) | Please specify number of interviews/news published by media house | Recommended |  |
| **Vertical banners** | Please specify your objectives | Please specify your target audience (e.g. name of the entity, person, institution etc.) | Please specify (e.g., one project rollup printed in English and/or local language) | Recommended, especially for virtual and in-person events |  |
| **Project Letterhead** | Please specify your objectives | Please specify your target audience (e.g. name of the entity, person, institution etc.) |  | Yes |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity** | **Objectives** | **Audience** | **Output** | **Required** | **Timeline** |
| **Photography** | Please specify your objectives |  |  | Please specify (e.g., at least two photo albums published on Facebook, or one photo exhibition etc.) |  |
| **Branded/promotional materials (per activity or in general, e.g., notebooks, pencils,** **t-shirts, folders** **etc.)** | Please specify your objectives |  | Please specify (e.g. xxx notebooks, xxx folders etc.) | Depending on the type of project activities |  |
| **Human interest stories in social media** | Please specify your objectives |  | Please specify (e.g. xx posts on Facebook, Instagram etc.) | Highly recommended |  |
| **Please include other relevant activities** |  |  |  |  |  |

This table is an indicative tool. Please include or remove activities as applicable to your project activities.

**Budget:**

To ensure the accurate tracking of activities and allocation of C&V funds, grantees are encouraged to either use the below budget template or create a budget template for same.

**SAMPLE COMMUNICATIONS AND VISIBILITY ACTIVITY BUDGET**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Cost Area** | **Description** | **No. of Expert Days** | **Units** | **Unit Cost (EUR)** | **Total Costs (EUR)** | **Scope of Work**  **(Place brief description of services or activity here)** |
| **1.0** | **Public Relations and Outreach Implementation Costs** | | | | | |  |
| **1.1** | Cameraman services | Filming and video editing services | 4 | 1 | €300.00 | €1200.00 |  |
| **1.2** | Professional  photographer | Photography | 3 | 1 | €286.00 | €858.00 |  |
| **1.3** | Graphic Designer Services | Design of all promotional materials | 4.5 | 1 | €300.00 | €1350.00 |  |
| **1.4** | Communication Specialist | Media Coordination | 10 | 1 | €300.00 | €3000.00 |  |
|  | **Subtotal** |  |  |  |  | **€6408.00** |  |
| **2.0** | **Marketing Dissemination Costs** | | | | | |  |
| **2.1** | TV | Morning and evening interviews |  |  |  |  |  |
| **2.2** | Social Media | Three weeks of dissemination | 21 |  |  | €700.00 |  |
| **2.3** | Print |  |  | 2 | €204.00 | €408.00 |  |
| **2.4** | Radio |  |  | 6 | €90.00 | €540.00 |  |
|  | **Subtotal** |  |  |  |  | **€1648.00** |  |
|  | ***TOTAL*** |  |  |  |  | ***€8056.00*** |  |