

## COMMUNICATION AND VISIBILITY (C&V) GUIDELINES – GRANT CONTRACTS

### Introduction

The Resilience, Sustainable Energy, and Marine Biodiversity Programme for Caribbean Overseas Countries and Territories (hereinafter: the Programme) is a project funded by European Union (EU) and implemented by Expertise France in collaboration with the Global Facility for Disaster Reduction and Recovery (GFDRR).

The overall objective of the RESEMBID Programme is to strengthen environmentally sustainable human development in the Caribbean Overseas Countries and Territories (OCTs).

The Programme is being implemented in twelve Caribbean Overseas Countries and Territories (OCTs): Anguilla, Aruba, Bonaire, British Virgin Islands, Cayman Islands, Curaçao, Montserrat, Turks and Caicos Islands, Saba, Saint-Barthélemy, Sint Eustatius and Sint Maarten.

It is expected that RESEMBID will, in the long-term, contribute to the environmentally sustainable human development of the 12 OCTs by realising the following outcomes linked to three component areas:

1. **Marine Biodiversity** – improving protection and sustainable Management of the OCTs Marine Biodiversity. This component aims to protect and conserve the marine ecosystems of the 12 OCTs. To do this RESEMBID is working with the OCT governments and their stakeholders to implement projects under five areas – Marine Ecosystem conservation, Sustainable Fisheries, Marine Protected Areas Management, Sustainable Finance and the Blue Economy and Environmental Education.
2. **Resilience** – helping Caribbean OCTs to adapt to extreme and recurrent Natural Events. The capacity to cope with the effects of major natural extreme events is limited for most OCTs – this is primarily due to their small and vulnerable economic bases. In this regard, there is a need to reduce structural vulnerability and increase the resilience of economic infrastructure and fragile coastal ecosystems to extreme recurrent natural event. This is part of what the RESEMBID programme will focus on building.
3. **Sustainable Energy** - The RESEMBID programme seeks to support the OCTs in their thrust to deliver resilient energy services to their respective local populations. This means increased capacity and competency of the people to use and maintain innovative technologies, whilst contributing to low carbon development locally and regionally. RESEMBID, will provide substantive technical assistance through a myriad of channels including the provision of technical training in energy efficiency and renewable energy, the commissioning of feasibility studies and subsequent pilot and proof-of-concept projects in-country.

The proposed activities related to Communication and Visibility (C&V) are aimed at timely and accurate dissemination of information to all stakeholders in the Caribbean OCTs that:

- the financial and technical assistance and continuous support provided to the OCTs through the RESEMBID programme which is funded, by the European Union, implemented by Expertise France and being implemented in partnership with the World Bank's GFDRR
- the approach that is at the core of RESEMBID's operations: being driven by the needs and priorities of the OCTs while encouraging and facilitating their full participation from the creation of transformative ideas through to implementation of relevant, effective and sustainable projects.
- at the heart of this Programme, is the belief that these transformative ideas and projects are not the property of the Programme, rather, RESEMBID is being afforded the opportunity to collaborate with and support the OCTs in leading their respective change processes.

These Guidelines are created as the primary tool to be used by Grantees for communications and visibility (C&V) related activities. They provide details on the requirements for C&V during the implementation stage of grant contracts. The Guidelines complement the '[Communications and Visibility in EU-financed external actions](https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en)' ([https://ec.europa.eu/international-partnerships/comm-visibility-requirements\\_en](https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en)).

## Programme Background

### Principals:

#### Donor - The European Union

The Delegation of the European Union in Guyana is part of the European External Action Service (EEAS) and is one of the more than 140 Delegations of the European Union in the world.

The Delegation in Guyana was established in December 1972 following the signature of the First Lomé Convention.

The Delegation represents the European Union in all matters of its competence. It actively promotes the values and policies of the European Union, in an open and equal partnership with the Governments and people of the countries to which it is accredited. It plays a key role in the implementation of the EU's cooperation programmes and trade policies focusing on poverty reduction and the smooth and gradual integration of the countries into the world economy.

## Implementing Partners

### Expertise France

Expertise France is the French public international cooperation agency. It designs and implements projects which aim to contribute to the balanced development of partner countries, in line with the Sustainable Development Goals (SDGs) of the 2030 Agenda and the priorities of France's external action. The agency's mission is to meet the demand of partner countries seeking to enhance the quality of their public policies in order to address the environmental, social, economic and security challenges they are facing.

### GFDRR

The Global Facility for Disaster Reduction and Recovery (GFDRR) is a grant-funding mechanism, managed by the World Bank and a global partnership that helps developing countries better understand and reduce their vulnerability to natural hazards and climate change.

Working on the ground with over 400 local, national, regional, and international partners, GFDRR provides knowledge, funding, and technical assistance.

The Technical Assistance (TA) Programme for Disaster Risk Financing and Insurance (DRFI) in Caribbean Overseas Countries and Territories (OCTs), launched in 2019, is a partnership between the European Union (EU), the World Bank Group (WB), and the Global Facility for Disaster Reduction and Recovery (GFDRR). The Programme is an integral part of RESEMBID.

## Primary Stakeholders - the OCTs

RESEMBID considers all focal points and grantees equal partners in earnest. All project ideas are born out of needs identified by persons in-country in each of the three component areas of focus (including projects developed under the COVID-19 Response Resilience Facility). The RESEMBID Programme exists to develop and finance these ideas into sustainable, human-centred projects that will benefit the individual OCTs and the wider Caribbean region. The Programme aims to serve the people of each OCT, and in so doing support their efforts to progress on the challenges, opportunities and aspirations of their societies.



## Visibility of RESEMBID funded projects

As part of the project proposal, a C&V plan is required, in line with the template developed by RESEMBID (Annex I). The final activities and value of the C&V budget are agreed with RESEMBID's Communication Unit.

All grantees have a contractual obligation to provide standard visibility for the EU as the donor and RESEMBID as the specific project's Implementation Agency. This applies to all funding coming from the EU budget. Under this obligation, grantees ensure visibility of the EU and RESEMBID, throughout its communication and on the field, through:

- Display/presence of the EU/RESEMBID logos with the accompanying text on the project site/s and on the purchased equipment
- Clear identification of the received EU/RESEMBID support in communication during all stages of the project (start, implementation, completion) with wide dissemination via press releases, social media, web pages, interviews etc.

In addition to the above-stated standardised visibility requirements, the RESEMBID Programme aims at increased communication with the population of the OCT's, with a purpose to further:

- **Understanding:** creates an understanding of what the Programme is about and why the focus areas
- **Recognition:** of what the Programme together with the OCTs, seeks to do and is aiming to achieve
- **Visibility:** ensure EU financed actions are in keeping with EU values and guidelines

Though there are standard recommended activities discussed below, RESEMBID acknowledges the importance of developing and implementing communications activities that are anchored in cultural sensitivities and approaches that will maximise efficacy and reach. Grantees are encouraged to tailor C&V activities to their operational environment and the thematic focus of their projects.

## C&V project budget

RESEMBID grantees cover the gamut in terms of both the scope and complexity of their projects as well as the size and intricacy of their organisational structures. In an effort, therefore, to ensure a consistent standard of communications material and messaging are produced and distributed to the optimum mix of stakeholders, RESEMBID requires that up to 7% of the overall project budget be allocated to C&V activities to be agreed and approved by RESEMBID.

Subject to the discretion of RESEMBID's Communication Manager, the percentage assigned for C&V may be increased, depending on the nature of the project and the associated activities foreseen.

## Content of Percentage Dedicated to C&V

The C&V material generated for the project, whether by external providers or RESEMBID's own C&V unit should be informed by the following content guidelines:

- Not take an overly technical, traditional public relations approach and should not speak solely to technical material
- Must have a specific storytelling focus. The content must take a humanistic approach - reflecting the positive elements, successes, potential opportunities as well as challenges faced in grantees' respective countries and within the programme's areas of focus: Resilience, Sustainable Energy and Marine Biodiversity
- People first - the focus of the material generated should centre on the benefits that will redound to the people as opposed to the perspective of the donor (EU) and implementation (Expertise France) agency

- Speak to accountability and responsibility for the allocated funds

RESEMBID has established three categories of grant contracts with a different percentage dedicated to C&V, depending on the size of the contract<sup>1</sup>. The categories are:

Budget amount in EUR	<599.999	600.000 -1.199.999	>1.199.999
Percentage for C&V	7	6	5

The maximum amount assigned to C&V activities per grant contract is EUR 750,000.

The assigned amounts will ensure that the activities are commensurate with the significance of each national and regional OCT-driven project and the contribution by the RESEMBID Programme.

### Division of communication and visibility tasks and activities between the involved parties

RESEMBID anchors its C&V tools in illustrating how deeply projects will impact both in-country areas of focus (Resilience, Sustainable Energy and Marine Biodiversity) and, more importantly, how the funded project is improving the lives of citizens and residents of the OCTs. Further the tools should position the OCTs as competitive in the broader context of global environmentally sustainable human development efforts.

RESEMBID Programme's C&V strategy consists of two levels, with the activities distributed between RESEMBID's Communications Unit (central level) and the grantee (project level).

**1. Central level:** the percentage allocation assigned to RESEMBID will focus on the production of content with the singular focus of the human-interest element of the project. Working closely with the grantee, RESEMBID will focus on the sourcing and telling of stories coming out of the OCTs. This content will both be produced in conjunction and shared with individual project implementing agencies to ensure accuracy and the spirit of the OCTs. While implementing agencies will share this content within their immediate networks, RESEMBID's dissemination outlook will centre on a broader network - the wider Caribbean, the European Union and Expertise France, other European and key stakeholders.

The tasks and actions performed at the central level include, but are not limited to:

- Conceptualisation and production of video content for social and digital media RESEMBID platforms as well as project implementation agency social (and other) media
- Press releases for publication across RESEMBID platforms and for distribution to overseas partners.
- Progress updates as captured in internal or targeted RESEMBID communications products such as the Letter from the Director, PowerPoint presentations, infographics, website communication etc

**2. Project level:** upon successful award of communications funding, the grantee will lead the effort to communicate the benefits of its project, particularly at a national level and with its direct stakeholders. The grantee will be required to account to RESEMBID during the life of the approved project and will be subject to reporting requirements to be shared on award of the grant.

<sup>1</sup> As mentioned under C&V budget, the percentage can be increased at the discretion of the Communications Manager.

The tasks and actions performed at the project level include, but are not limited to:

- Press releases for publication across local media
- Press conferences/briefings
- Conceptualisation and production of material for other forms of traditional, local media (newspaper articles, radio and television commercials, radio segment (paid for or organic reach), town-criers, billboards, feather banners, step-and-repeat and pull up banners
- In-person stakeholder outreach such as townhall events, focus groups and all other training/sensitisation activities

The grantee is required to communicate ALL C&V actions with RESEMBID's Communications Unit. No material under either of the two communication levels (mentioned above) is authorised for publication/application without a written consent on and approval of the final version of the product from the RESEMBID Communications Unit.

Division of tasks and activities and distribution of the C&V budget between the central and project level is determined during the process of budget negotiations, with direct involvement of the implementation partner/s and RESEMBID Communications Unit, with assistance from RESEMBID's Grant Management Unit.

## Communication

The general public is the primary target audience in all communication actions and individual tasks performed as a part of a grant contract. This goes both for persons directly impacted in OCTs as well as for the citizens of the European Union.

C&V activities are an integral part of every action funded by the EU, and their implementation is required throughout the duration of the project, from the inception activities through to the closure of the project. This will enable meaningful and cost-effective activities, leading to the successful achievement of EU's C&V goals.

The activities span over all forms of communication:

- Traditional media
- Digital media
- Audio-visual materials
- Printed materials (mitigating the negative environmental impact of printing wherever possible).

## Best Practices for Information Sharing with RESEMBID Communications

In the first instance, all activities must be shared with RESEMBID's Communications Unit for approval of concept and implementation.

Below, in brief, are some best practices for information sharing with the RESEMBID Communications Unit:

- Send photos of your project
- Send advance notification of planned events
- Send press releases and distribution list as prepared
- Use the reporting templates provided (annexed) to prepare a summary of press, traditional and social media coverage and all other C&V activities

## Communications Products

There are a myriad of communications approaches possible for use in disseminating information about individual projects. The below are indicative and do not represent an exhaustive list of products to be used.



## Websites

Project teams may choose to develop dedicated websites to or include information on existing websites about projects funded under RESEMBID.

While content itself will wholly depend on individual projects, websites should first seek to inform the public of the source and purpose of the project funds, recipients and subrecipients and dollar value of individual grant award.

Projects that seek to reference the above on any form of media should consider using the following language:

***“This project receives funding from The Caribbean OCTs Resilience, Sustainable Energy and Marine Biodiversity Programme (RESEMBID), a €40M programme financed by the European Union and implemented by Expertise France, the development cooperation agency of France”.***

The Project's website must also provide relevant links to the individual websites of the European Union ([www.europa.eu](http://www.europa.eu)) and RESEMBID's website ([www.resembid.org](http://www.resembid.org)).

## Printed Materials

If a grantee seeks to inform the public of the source and purpose of the project funds on printed materials, the following language should be considered:

***“This project receives funding from The Caribbean OCTs Resilience, Sustainable Energy and Marine Biodiversity Programme (RESEMBID), a €40M programme financed by the European Union and implemented by Expertise France, the development cooperation agency of France”.***

## Events

Should a project warrant or propose either in person or online events, project leads must communicate the following to RESEMBID Communications for approval no less than two weeks before proceeding with the event:

- The name and purpose of the event
- The date and time
- The location
- A description of the event programme or agenda
- Plan for on site or on-screen visibility/signage
- Invited speakers
- Description of invited guests (including media)
- Plan for recording event (videography, photography)

## Press Releases

A press release should be issued to mark major milestones in a project. Typically, these important milestones centre on the launch and successful completion of a project but, according to the nature of the project, can include other elements like the announcement of partnerships, implementation of project phases etc.

When sending out a press release to local and regional media, it is imperative that the content be relevant, accurate and newsworthy.

The content of all releases should include:

- Mention of the European Union as the donor





- Mention of RESEMBID as the Programme through which funds and technical assistance were made available
- The project's tangible benefits to the OCTs in which it operates
- Dollar value of the funds allocated

**Before dissemination to any external media affiliate or stakeholder, it is imperative that drafts are shared with RESEMBID Communications Unit for final approval.**

Unless otherwise stated, press releases must be dispatched using pre-approved letterheads with the appropriate and compliant logo guidelines.

## Social Media

Where appropriate, projects are encouraged to leverage the far reaching, targeted communications products offered by a well-established and growing suite of social media applications. Both organic and paid social media campaigns can be used for mass reach and awareness of each project's C&V efforts.

If social media platforms are used, grantees are encouraged to document the methodology and content used and subsequent metrics. Listed below is a guide to a posting plan meant to aid the person(s) charged with leading social media efforts.

The below is a guide to posting and measuring social media content:

Platform	Content Deals	Day to Post	Running Period (Ads)
<b>This is the predetermined virtual space in which engagement will take place eg. Facebook, Instagram, Twitter etc.</b>	The descriptive details of your uploads. What will be the key objective of sharing this material?	State the specific day of the month that you will be sharing these materials online.	How long will scheduled ads or promotions run for this post?
Number of likes	Number of Comments	Number of Shares	Total
<b>This is the number of persons who interact with your material posted by like or double tap.</b>	Number of individual comments on material posted. Each comment counts as one measure of interaction with the material.	The number of persons that "share" or "retweet" content to their immediate virtual network.	The total number of likes, comments and shares.
Engagement Rate	Fans to date		

Platform	Content Deals	Day to Post	Running Period (Ads)
The number of likes + comments + shares/Fans	The total number of followers, page likes etc.		

### Budgeting

It is imperative to the accurate tracking of activities and allocation of CV funds that grantees are encouraged to create a budget template for same. A template is provided below.

Using the guidelines outlined, grantees must complete the Communications, Visibility and Outreach Plan and Budget document (Annex I) for submission and review to the RESEMBID Communications Unit. This plan and budget must be approved before any contracts will be signed.

### MEAL - Monitoring and Evaluation

A report on C&V activities should be included in every quarterly and interim report as well as the final report. This report should contain supporting evidence for the activities implemented, including press clippings, photos, samples of the printed materials, addresses of web pages, social media engagement numbers etc. This will serve as a proof that C&V efforts are an integral part of the project, and they are implemented throughout its duration.

Additionally, the grantee is required to present in quantifiable terms the engagement numbers that support the communication actions and their outreach.

Reports should be in line with the activities stated in the approved C&V plan, while the final report should be fully compliant with the approved C&V plan, **and** with its subsequent modifications and changes agreed by the grantee and the RESEMBID Communications Unit.

In keeping with best practice accountability guidelines, grantees must read and complete the enclosed reporting templates to report on the status of their C&V activities:

1. Quarterly MEAL progress report
2. Intermediate narrative and financial report
3. Final narrative and financial report

### Further information

In keeping with RESEMBID's OCT-driven, stakeholder centred communication, the Programme's Communications and Visibility Unit will assist in grantees' efforts to develop and implement their project C&V activities.

The contact details of the Unit are:

Nyssa Pierre  
 Manager, Communications and Visibility  
 E-mail: [comms@resembid.org](mailto:comms@resembid.org)





## Annexes

Annex I 'Communications and Visibility in EU-financed external actions'

Annex II Communications, Visibility and Outreach Plan and Budget Template

Annex III – Quarterly MEAL progress report

Annex IV - Intermediate narrative and financial report

Annex V - Final narrative and financial report