

Annex VI: Communication & Visibility Plan

The present document lays down the specific Communication and Visibility Plan developed for the UNDP component of the EU-financed FRESAN project, entitled *Strengthening Disaster Risk Management (DRM) institutional frameworks and capacities*, and constitutes the Annex 6 of the EU-UNDP Contribution Agreement.

All visibility & communication activities, products and outcomes will be carried out in line with the Financial and Administrative Framework Agreement (FAFA), as amended on 31 December 2018¹, the General Conditions of the Contribution Agreement (Art. 8) and be informed of the Joint Visibility Guidelines for EC-UN actions in the field². In case of discrepancy provisions of the FAFA prevail.

It is common interest of the Parties to promote the EU-UN partnership and the EU visibility when the UN implements Actions funded with the EU financial contribution. Unless the Commission requests or agrees otherwise, the UN shall consult and agree on appropriate measures to publicise the fact that an Action has received funding from the European Union. Information given to the press, the beneficiaries of an Action, all related publicity material, official notices, reports and publications, shall acknowledge that the Action was carried out "with funding by the European Union" and shall display in an appropriate way the European emblem. It is understood that UN equipment and vehicles routinely carry the UN emblem and other indications of ownership prominently displayed. In cases where equipment or vehicles and major supplies have been purchased using funds provided by the Commission, the UN agrees to include appropriate acknowledgement on such vehicles, equipment and major supplies (including display of the European logo: twelve yellow stars on a blue background) provided that such actions do not jeopardise the UN organisations' privileges and immunities and the safety and security of UN organisations' staff.

The size and prominence of the acknowledgement and European Union logo shall be clearly visible in a manner that will not create any confusion regarding the identification of the Action as a UN activity, the ownership of the equipment and supplies by the UN, and the application to the Action of the UN privileges and immunities.

All UN publications pertaining to Actions that have received funding from the Commission, in whatever form and whatever medium, including the Internet, shall carry the following or a similar disclaimer: "This document was produced with the financial assistance of the European Union. The views expressed herein can in no way be taken to reflect the official opinion of the European Union."

If the equipment bought with an EU contribution is not transferred to local partners of the United Nations or the final recipient of the Action at the end of the implementation period specified in the contribution-specific agreement, the visibility requirements as regards this equipment (in particular display of the EU logo) shall continue to apply between the end of the implementation period specified in the contribution-specific agreement and the end of the overall Action, if the latter is longer. Where the UN organisation retains ownership in accordance with the conditions laid down in the contribution-specific agreement, the visibility requirements shall continue to apply as long as the relevant equipment, vehicles or remaining major supplies are used by the UN organisation.

¹ <https://ec.europa.eu/europeaid/node/45445/>

² <https://ec.europa.eu/europeaid/node/45481>

1. Objective

The overall objective of the Communication and Visibility Plan is to provide appropriate visibility to the UNDP component of the EU-financed FRESAN Project and accurately communicate the Project's objectives and progress to a diverse range of groups in and outside Angola (with due attention to geographical location, gender, age, and linguistic representation of audiences in the target provinces of Cunene, Huila and Namibe), including the support provided by the European Union Delegation.

For the purpose of this Project, the target groups for the Communication and Visibility Plan have been broadly categorised as follows:

- i. *End Beneficiaries*, to be informed of the main objectives, progress and outcomes of the Project, as well as the EU support;
- ii. *Opinion Makers* (media, key influencing people in the communities, parliamentarians, CSOs), to be informed of the context, result areas and activities of the Project, as well as EU support in the relevant sector to promote and strengthen disaster risk reduction and climate change adaptation in Angola's southern provinces;
- iii. *Key Stakeholders* (national and international), to be informed of key results and the impact of the EU support together with the successes and best practices emanating from the Project; and
- iv. *Development community and donors* with the intention of highlighting key achievements of the Project made possible through the support of the EU.

2. Communication Activities

The main set of activities proposed to be carried out under the Communication and Visibility Plan are:

- a. Press releases: In support of key activities and milestones of the Project, i.e. launches, signing ceremonies, simulations and drills, and key training activities, the Project will issue press releases to mainstream media outlets. This will also be released on UNDP and other partners' websites and social media pages, which have a strong network with all the mainstream media outlets that operate at the national and provincial levels, both in print and broadcast circles. This set of activities will reach a wide-ranging group of people, in and outside Angola.
- b. Media visits: In addition to the press releases, the journalists' community at both national and provincial levels would be actively engaged in reporting the Project's objectives and outcomes through arranging media visits to key events and sites for covering successes and impacts. Similar to press releases, media visits are also expected to reach a full spectrum of target groups, especially opinion makers and key stakeholders.
- c. Information and Communication Materials: High-resolution imagery will be taken throughout the course of the Project to be used in publications and other information material for improved presentation and increased readability. Images will also be used on electronic platforms along with relevant contents. UNDP will showcase events and achievements under the Project through their website and the Facebook newsletter, including success stories. This will outreach to the donor community, UN agencies, national and international NGOs and CSOs and their networks. Key messaging and visibility will be ensured through the use of promotional products/items such as stickers, T-shirts, caps etc.

- d. Website and social media: In coordination with other FRESAN implementing agencies, UNDP will share achievements and events through their websites and social media sites. UN partners that will support the implementation (such as ILO, UNFPA, UNU and UNISDR) will also share information about the Project in their websites. These sites will be used to highlight the Project's successes and support from the EU. In addition to press releases, the Project will undertake production and dissemination of multiple case studies, including human interest stories, and success stories of beneficiaries in the most vulnerable communities through the social media outlets. These case studies would also be available as part of the Project's formal reporting process. This particular set of activities will serve international target audiences, including the development community and donors by sharing best practices and lessons learnt by the Project.
- e. Integration with Project implementation: The Communication and Visibility will be closely linked with key stages in Project intervention so that Project activities and initiatives are regularly feeding into its contents and material development. RBM and Communication Assistant at UNDP Luanda will be part of the implementation team.

3. Coordination Mechanism

UNDP, in coordination with all the FRESAN implementing agencies, and CNPC / the Ministry of Interior communication office, will jointly pursue the overall communication objective to give adequate publicity to the successful implementation of the Project and to the support from the European Union Delegation. During the course of the implementation of activities, press releases and media visits will be jointly planned and prepared with the partners. Similarly, Project implementation and achievements will be published on all implementing agencies' social media outlets.

High-resolution imagery, relevant to the Project and commissioned specifically to cover its activities, will be shared between the agencies and used jointly in electronic and print publications. Publications and other printed material will have the same branding and similar layout for all the FRESAN implementing agencies.

Before each public event, the EU Delegation will be informed of the dates and programme in order to ensure its representation.

Before being disseminated or printed, press releases and publications will be submitted to the EU Delegation for approval of contents and visual standards.

4. Human resources

For the implementation of this communication and visibility plan, the following human resources will be engaged:

- Project Manager,
- RBM and Communication Assistant and the RBM and Communication Unit at UNDP,
- Other Project Team members; and
- Local consultants and relevant stakeholders.

5. Monitoring and Evaluation

The table below includes measurable indicators for monitoring and evaluating the plan.

No	Activity	Output	Expected Result Indicator of achievement (for each tool chosen)	Key Audiences	Timeline	Budget
1.	Issuance of a press release at the launch of the Project and its dissemination through media, UNDP and EU websites, Ministry of Interior and social media. (costs included for covering coffee break, venue, etc.)	<ul style="list-style-type: none"> One joint press release, national and international press and broadcast media 	<ul style="list-style-type: none"> Number of Press release on key development results expected of the Project disseminated Level of timeliness of news coverage, its relevance 	<ul style="list-style-type: none"> Beneficiaries in the Southern Provinces General public in Angola National and international media Decision makers in Angola, specifically in Cunene, Namibe and Huila Stakeholders European public / donors 	At the time of the signing of the agreement / launch of the Project	\$1.710
2.	Production and dissemination of factsheets, success stories, or newsletters in Project's events and through the websites of all implementing partners.	<ul style="list-style-type: none"> One factsheet per year, 4 in total, with physical dissemination inside the country and targeted provinces (\$1.710 each) A total of 3 newsletters / success stories showcasing stories of achievements / partners (\$1.710 each), Year, 2, 3, & 4 	<ul style="list-style-type: none"> Number of fact sheet, newsletters / success stories, including human interest stories produced and disseminated Number of articles or features picked up by the websites 	<ul style="list-style-type: none"> Project beneficiaries and general public in Angola European public / donors Development partners CSOs Government counterpart Parliamentarians Students 	At different stages of the Project	\$11.970
3.	Production of	<ul style="list-style-type: none"> Visibility products 	<ul style="list-style-type: none"> Number of branded 	<ul style="list-style-type: none"> CSO's 	One campaign	

	<p>promotional products / materials with key messages on disaster risk reduction, early warning and drought recovery issues for awareness campaign.</p>	<p>such as T shirts, Pen, stickers, etc., Year 3</p>	<p>materials produced, and distributed</p>	<ul style="list-style-type: none"> • Media • Government departments at national and provincial level • School and colleges 	<p>in the middle of Project implementation</p>	<p>\$6.840</p>
<p>4.</p>	<p>Media visits - National media in Angola to be invited to visit the Project sites and do news stories / articles on various aspects of the Project.</p>	<ul style="list-style-type: none"> • A visit in Year 3 and 4 (\$2.565 each) 	<ul style="list-style-type: none"> • Number of field visits conducted to Project sites • Number of clipping on Project's events coverage 	<ul style="list-style-type: none"> • General public in Angola • Decision makers in Angola 	<p>At various stages of the Project implementation</p>	<p>\$5.130</p>
<p>Total in USD</p>						<p>\$25.650</p>

