

Annex VI - Communication and Visibility Plan
ENPI/2015/365-717
Enhanced Support to the Independent Electoral Commission and the Judiciary in Jordan
(2016–2017)

This Communication and Visibility Plan (CVP) is prepared within the European Union and UNDP Contribution Agreement for an Action/Project ‘**Enhanced Support to the Independent Electoral Commission and the Judiciary in Jordan (2016–2017)**’.

The CVP has also been prepared to cover related activities within the European Union and UNDP Contribution Agreement for an Action/Project ‘Support to the Electoral Cycle in Jordan: Support to the Independent Election Commission (2012-2017)’ (ENPI2012/298504, as revised). Both Actions are implemented within the UNDP Project Document ‘Support to the Electoral Cycle in Jordan’ (SECJ), which was signed by UNDP and the Independent Election Commission (IEC) of Jordan in 2012. The project is a multi-donor project that is co-financed by the European Union and UNDP.

At the request of the EU, this CVP has also been prepared to include activities that will complement visibility for related Actions that have been conducted under the EU Delegation to Jordan ‘Support to the Electoral Process Programme’ (SEPP), which has included funding for both UNDP Actions and also other activities related inter alia to support for civil society and media.

This CVP will be implemented in line with the ‘Joint Visibility Guidelines for EC-UN Action In The Field’.¹

1. Overall Communication Objective

The primary communication and visibility objectives of this CVP are:

- To provide appropriate visibility for EU funding to the UNDP SECJ project and its support to the Independent Election Commission and other actors
- To raise awareness of activities funded under the EU SEPP towards supporting the electoral process in Jordan

¹ https://ec.europa.eu/europeaid/sites/devco/files/guidelines-joint-visibility-eu-un_en.pdf



2. Target Groups and Specific Objectives

The key target groups for this CVP are:

<i>Target Group</i>	<i>Specific Objective</i>
• Independent Election Commission of Jordan	To emphasize EU and UNDP support towards the development of the IEC as a credible and professional election management body
• Jordanian Civil Society	To raise awareness of EU support for engagement of civil society in improved electoral processes in Jordan
• Jordanian Political Parties	To raise awareness of EU and UNDP support for engagement of political parties to engage in electoral processes
• Jordanian Media	To raise awareness of EU support for the role of the media in electoral processes
• Government of Jordan	To emphasize the contribution of the EU and UNDP as partners with Jordan in building democratic institutions through the holding of credible elections
• Parliament of Jordan	To emphasize the contribution of the EU and UNDP as partners with Jordan in building democratic institutions through the holding of credible elections
• Judiciary within Jordan	To emphasize the EU and UNDP support for the role of the judiciary in ensuring credible and transparent elections
• Jordanian Public	To emphasize the contribution of the EU and UNDP as partners with Jordan in building democratic institutions through the holding of credible elections
• EU Member States in Jordan	To emphasize the impact of EU support to the holding of credible elections
• International Community in Jordan	To raise awareness of EU support to the electoral process in Jordan
• Interested EU citizens	To emphasize the contribution of the EU in building democratic institutions in Jordan through the holding of credible elections
• Interested citizens globally	To emphasize the contribution of the EU and UNDP as partners in building democratic institutions in Jordan through the holding of credible elections



3. Period for Communication Activities

The period of the Action is January 2016-March 2017 (14 months). During this period, it is envisaged that: (i) parliamentary elections will take place by January 2017 (ii) new legislative frameworks will come into place for parliamentary elections and municipal elections (iii) preparations will commence ahead of municipal elections expected in August 2017 (iv) a new electoral framework may be adopted to allow for the holding of Governorate Council elections on an as yet unknown date.

As a number of EU-funded activities under the UNDP SECJ project and the EU SEPP programme have already taken place, the CVP will include the gathering and archiving of relevant archive of communication/visibility materials that have already been implanted.

4. Type of Communication Activities and Tools

Within this Action, the CVP envisages the following communication activities and tools:

- *Project Internal/External Papers and Presentations* prepared by UNDP for limited distribution
- *Project Publications/Materials* prepared by UNDP for wider/public distribution
- *IEC Publications/Materials* prepared by UNDP on behalf of the IEC
- *UNDP Internal/External Events* organised by UNDP where materials will include handouts, agendas, presentations, etc.
- *IEC Internal/External Events* organised by UNDP on behalf of the IEC, where materials will include handouts, agendas, presentations, etc.
- *IEC Website,*
- *UNDP Websites* (in Jordan and globally)
- *IEC Social Media* (Facebook, Twitter)
- *UNDP Social Media* (in Jordan and globally)
- *EU SEPP Publications/Materials* prepared by UNDP on behalf of the EU
- *Project videos* prepared by UNDP

5. Visibility Methods

This CVP envisages the following visibility methods:

<i>Visibility Method</i>	<i>Description</i>
<ul style="list-style-type: none">• SECJ Project Header	The Project Header features on papers/presentations/materials, and incorporates three logos and the title of the SECJ project. The ‘EU Flag’ logo will be incorporated into a standard project header alongside the UNDP logo and the IEC logo. For documents in English, the ‘EU Flag’ logo will be placed in the right-top corner of the project header. The IEC logo in the centre. The UNDP logo will be placed in the left hand corner. The order will be reversed for documents in Arabic. In cases where SECJ documents are produced outside of the scope of the IEC, the project header will include the EU Flag and UNDP logos only.
<ul style="list-style-type: none">• SECJ Project Information	There will be a brief written description of the project including acknowledgment of EU funding.
<ul style="list-style-type: none">• SECJ Verbal Acknowledgement	A verbal acknowledgment of EU and UNDP support is made
<ul style="list-style-type: none">• SECJ Roll-Up/Banner	Used at events, roll-ups highlight the EU/IEC/UNDP partnership
<ul style="list-style-type: none">• SECJ Posters	Graphics produced by the SECJ project will be prepared as posters for distribution
<ul style="list-style-type: none">• EU SEPP Programme Header	For all non-SECJ visibility related material, the EU SEPP logo will be used, on documentation or e.g. as a roll-up. For on-going EU SEPP’s activities with other agencies, variants of the logo may be used.
<ul style="list-style-type: none">• EU SEPP Materials	Materials produced under the EU SEPP to be distributed at EU SEPP events
<ul style="list-style-type: none">• EU invitation	Representatives of the EU will be invited
<ul style="list-style-type: none">• EU links	Links to EU websites or social media

6. Communication and Visibility Activities

6.1 SECJ Project Activities (i.e. activities conducted by UNDP in conjunction with support to the IEC)

<i>Output/Activity</i>	<i>Likely Content</i>	<i>Target Group</i>	<i>Languages</i>	<i>Visibility Tools</i>	<i>Regularity</i>
Advisory Notes	Technical analysis and advice on specific areas of electoral policy and practice	IEC / Judiciary ² (limited distribution)	English Arabic	Project Header	Monthly
Internal Briefing Papers/Presentations	Technical background analysis on specific areas of electoral information, policy and practice	IEC / Judiciary (limited distribution)	English Arabic	Project Header Project Information Verbal Acknowledgement	Monthly
External Briefing Papers/Presentations	Background information and analysis on specific electoral issues of public interest	All Target Groups	English Arabic	Project Header Project Information Verbal Acknowledgement	Quarterly
Info Graphics	Graphic presentations of electoral information (e.g. calendars, designs, etc.)	All Target Groups	English Arabic	Project Header Project Information SECJ Posters	Quarterly
Translations	Working translation of legislation, regulations, procedures, etc.	All Target Groups	English Arabic	Project Information	Quarterly
Internal Events/ Workshops	Events organised at IEC under the SECJ project	IEC / Judiciary (limited participation)	English Arabic	Project Header Project Roll-Ups Verbal Acknowledgement	Monthly
External Events/Workshops *	Events organised with IEC and/or other stakeholders	IEC/ Judiciary / Civil Society / Media / Political Parties	English Arabic	Project Header Project Roll-Ups Verbal Acknowledgement EU SEPP Materials EU invitation	Monthly

² The Judiciary will be provided with Advisory Notes etc. on issues relevant to their role on Electoral Dispute Resolution.

* These activities may be subject to an IEC request to UNDP for a waiver because of sensitivities related to donor support in Jordan. See 6.5 below.

Internal IEC materials *	Materials prepared by UNDP for use within IEC (e.g. procedural guidelines)	IEC / Judiciary (limited distribution)	Arabic	Project Information	Quarterly
External IEC materials *	Materials prepared by UNDP on behalf of IEC to share with other stakeholders (e.g. procedural handbook, campaign materials)	All Target Groups	Arabic English	Project Information	Quarterly
IEC website *	Online publication of electoral information	All Target Groups	Arabic English	Project Information	On going
IEC Social Media *	Online updates of IEC activities	All Target Groups	Arabic English	Project Information EU links	On going
UNDP websites	Online publication of articles on SECJ activities	All Target Groups	Arabic English	Project Information EU links	On going
UNDP Social Media	Online updates of SECJ activities	All Target Groups	Arabic English	Project Information EU links	On going
SECJ Video	Video of SECJ project activities	All Target Groups	Arabic English	Project Header Project Information Verbal Acknowledgement	Once

6.2 EU SEPP Activities (i.e. activities conducted by UNDP on behalf of the EU Delegation)

<i>Output/Activity</i>	<i>Likely Content</i>	<i>Target Group</i>	<i>Languages</i>	<i>Visibility Tools</i>	<i>Regularity</i>
EU SEPP Materials (i.e. leaflets, brochures, posters, roll-ups)	Information on EU supported initiatives, including 'success stories' related to SECJ and other activities	All Target Groups	English Arabic	EU SEPP Header EU links	Quarterly
EU SEPP Video	Short video on EU supported initiatives, including 'success stories' related to SECJ and other activities	All Target Groups	English Arabic	EU SEPP Header	Once
Website	Basic background information on EU SEPP activities including archive of materials produced under projects	All Target Groups	English Arabic	EU SEPP Header EU SEPP materials EU links	Monthly

Briefings for Journalists / universities, etc.	Integration of EU SEPP information in to regular EU meetings with media (through meetings organised/called by EU Delegation)	All Target Groups	English Arabic	EU SEPP Header EU SEPP materials EU links	Monthly
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6.3 *Co-branding of Communications and Visibility Materials*

The IEC also receives support and technical assistance from the United States Agency for International Development (USAID) via a project implemented by the International Foundation for Electoral Systems (IFES). In some circumstances, an activity (such as an event or a material) will have benefited from support from both EU/UNDP and USAID/IFES. In such cases, there will be ‘co-branding’ where a header will show e.g. the five logos of UNDP/EU/IEC/USAID/IFES, and project information will highlight the joint nature of the support.

Through the SECJ project, the IEC also engages with the UNDP Regional Electoral Project, which is funded by Sweden. In cases where SECJ activities are complemented by activities funded by the Regional Project, there will be ‘co-branding’ where a header will show e.g. the four logos of UNDP/IEC/Sweden/EU, and project information will highlight the joint nature of the support.

6.4 *Co-branding in case of additional donors to the SECJ*

It is possible that the SECJ project may receive additional funds from other donors. In the case of additional donors, the Project Header and the Project Information will be amended accordingly. Donors will be displayed equitably, with the EU receiving priority in terms of acknowledgment and placing of logos.

6.5 *Waivers in case of sensitivity*

In cases where the SECJ project undertakes activities on behalf of the IEC with external stakeholders (such as running of public campaign, or production of manual), it is recognised that there may be public sensitivities on the presence of international organisations. In these circumstances, it may be appropriate for there to be no EU/UNDP visibility (i.e. no header, no project information). These cases will be identified by the IEC in consultation with the UNDP, whereupon a written note for a waiver will be prepared.

7. Responsibility for Communications and Visibility

The management and implementation of this CVP will be the responsibility of the SECJ Project Team. Specifically, the Project Chief Technical Adviser (CTA) will supervise the implementation of activities through the Project Team, which will include Communications/Outreach Advisors. The CTA will liaise with UNDP Communications Team at the Country Office and Globally.

The CTA will manage communications and visibility for the SECJ project in accordance with the 'Joint Visibility Guidelines for EC-UN Action In The Field' and the available financial resources. In this regards, the CTA or his/her delegate will liaise with the Communications Teams of the EU Delegation in Jordan and the IEC to ensure smooth and cooperative collaboration on all issues of visibility and communication.

The implementation of this CVP for the SECJ project is proposed on the assumption that the IEC accepts and facilitates the carrying of project headers etc. as described, except in cases where a waiver is requested because of issues of sensitivity. In the case that the IEC does not accept or facilitate the implementation, the issue will be resolved at a meeting of the Project Technical Committee.

The CTA will manage communications and visibility of the EU SEPP activities in liaison with the EU Delegation and the implementing agencies contracted by the EU to deliver those activities. The EU Delegation will instruct those agencies to engage with UNDP to facilitate the implementation of communication of these activities.

The CTA will report quarterly on the implementation of this CVP as part of the standard reporting structure.

Feedback on the implementation of this CVP will be provided by the EU Delegation on an on-going basis and at quarterly meetings of the Project Technical Committee. UNDP will endeavour to gather qualitative/quantitative data on the impact of communications and visibility activities through e.g. focus groups, surveys, data analysis, depending on available resources.

8. Resources for Communications and Visibility

The cost of the implementation of this CVP will be included as a specific budget line of €27,360 (US\$30,000) within the Action for visibility materials. In addition, the cost for the management of this CVP will be covered by the salary of the CTA, the project team, etc. The CTA will decide on the appropriate allocation of the budget for the implementation of this CVP.

