



ECHOES

Newsletter for DG ECHO Partners – April 2014

Upcoming training sessions

Classical training:

London (EN): 9-13 June

For all information regarding training issues:

<http://www.dgecho-partners-helpdesk.eu/training/start>

Distance learning training:

Training calendar and all information related to all available asynchronous distance learning courses at:

<http://www.dgecho-partners-helpdesk.eu/dl/start>

THE NEW VISIBILITY AND COMMUNICATION MANUAL IS NOW AVAILABLE!

To ensure accountability and to underpin a continued support among key stakeholders and the wider public, visibility and communication about EU-funded humanitarian assistance are a strategic priority. Visibly acknowledging the EU funding and transparently communicating about it is a contractual obligation that concerns all partners.

To be effective, the requirements have to be implemented in close cooperation between partners and ECHO. To this end, a new [Visibility and Communication Manual](#) has just been published following a consultation with ECHO's partners. The Manual provides practical guidance and explanations on the implementation of the obligations concerning visibility and communication as set out in the applicable contractual arrangements. The Manual replaces the ECHO Visibility Toolkit (2009).

The Manual covers *standard visibility*, meaning the visibility that all partners must undertake as an integral part of their projects and at different stages of the project. This includes visibility in the field as well as the written and oral acknowledgement of the funding and partnership.

To be effective visibility and communication must be adapted to the circumstances. The variety of possible actions is wide: from large-scale onsite visibility to low-cost social media actions. The dialogue between the partner and ECHO preceding the individual project contract should clarify how EU visibility can best be integrated into the specific project taking into account e.g. the appeal to different audiences, the local circumstances and the nature of activities such as what type of items (food, NFI) are available for visibility measures.

At the same time, partners are generally encouraged to go *above standard*, thus further enhancing the potential of joint communication and ensure better outreach in particular to European audiences (the taxpayer). Partners opting for an increased communication budget are invited to submit a specific communication plan for the project.

THE ECHO VISIBILITY WEBSITE HAS BEEN LAUNCHED!

As a complementary tool to the Manual, ECHO has developed a dedicated website providing best practices and examples of previous visibility and communication activities. The aim is to assist ECHO's humanitarian partners with the implementation of standard visibility as an integral part of their EU-funded actions. Partners are invited to use the website for guidance and inspiration. The website is designed to work on various platforms and will be soon available in the field via e.g. a smartphone.

The website includes sections related to field visibility, media outreach, web communication, social media, publications, photos, audio-visual products and public events. Each section includes a list of best practices (photos, web links, downloadable PDFs). The website should be a living tool. Partners are therefore encouraged to submit examples of communication and visibility action undertaken in EU-funded projects.

Furthermore, a visibility helpdesk mailbox will be available under the section "Contact us". The objective of the mailbox is to ensure constant, rapid and comprehensive answers to questions related to visibility in ECHO funded Actions. Questions and answers of wider interest will be uploaded to a dedicated FAQ section. Partners can contact the helpdesk anytime for institutional questions and to submit examples of best practices, such as approved visibility plans.

www.echo-visibility.eu



DG ECHO website:
<http://ec.europa.eu/echo>

Partners website:
www.dgecho-partners-helpdesk.eu

For additional information or suggestions, please contact ECHO-FINANCE-LEGAL-AFFAIRS@ec.europa.eu