

# COMMUNICATION AND VISIBILITY IN TWINNING



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Negotiations  
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# COMMUNICATION AND VISIBILITY IN TWINNING

## I. Communication and Visibility tools

## II. Talking to the media

## III. RTA's role

## COMMUNICATION AND VISIBILITY TOOLS

### ***Why?***

*EU taxpayers' money*

### ***What?***

*Content of the project and general framework of its implementation*

### ***How?***

*Budget line for visibility of 5.000 € or 10.000 €*

## VISIBILITY TOOLS AVAILABLE

- *Gadgets and goodies*
- *Website, collaborative platforms, social media*
- *Leaflets, flyers, newsletters, banners*
- *Visibility events*

**Search**

Bosna i Hercegovina  
Uprava za indirektno - neizravno oporezivanje



Босна и Херцеговина  
Управа за индиректно опорезивање

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## STABILISATION AND ASSOCIATION PROCESS



### EUROPEAN INTEGRATION

Bosnia and Herzegovina is a potential candidate for EU membership. The Stabilization and Association Agreement (SAA) between Bosnia and Herzegovina and the EU was signed in month of June of year 2008.

The Interim Agreement, which is mainly related to trade issues of SAA is in force since month of July of the year 2008.

One of the biggest challenges for all countries which are potential candidates for EU membership, where Bosnia and Herzegovina is currently situated, is implementation of reform and adjustment and strengthening of public institutions for the adoption of the *acquis communautaire*.

The IPA program is an integrated pre-accession fund of the European Union which is founded by the decree of the Council of Europe no. 1085/2006.

The main objective of IPA assistance is help to candidate countries and potential candidate countries in their harmonization and implementation of the *acquis communautaire*, as well as preparations for the Cohesion Fund and the Structural Funds.

As an instrument of administrative cooperation between the public administration of the beneficiary country and the institutions of the EU member countries, the Twinning project appears, with the purpose of providing assistance and transfer of knowledge in the application and enforcement of the *acquis communautaire*.

Twinning projects are directed towards achieving the objectives related to the relevant priority areas of the *acquis communautaire* (EU *acquis*).

The objectives of the Twinning project must be properly defined, goal-oriented, measurable and achievable. Also, the results must be directly related to the adoption of certain areas of the *acquis communautaire* and have specific and direct contribution to institution building in the beneficiary country.



## Twinning Project 'Strengthening the capacities for effective implementation of the acquis in the field of freedom of movement for workers'

The project purpose is to strengthen the national institutional and administrative capacities for coordination of social security systems and for participation in EURES (European Employment Services Network).

[Home](#)[What is a Twinning Project?](#)[Twinning Project Work Plan](#)[About the project](#)[Project Implementation](#)[Links](#)[FAQ](#)

## Training for trainers in Health care abroad finished successfully !

by [admin2014](#) • June 1, 2015



On the 05 and 06 May 2015, STE Viktoria Sjöberg, delivered training for trainers in the area of Health Care abroad for representatives from the Ministry of Health and the Health Insurance Fund. 16 representatives from these beneficiary institutions had...

[Read more →](#)

## Project's awareness raising event – a big success!

by [admin2014](#) • May 28, 2015

## Component 2 team joins Europe Day Celebrations in Ohrid

by [admin2014](#) • May 12, 2015

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### RECENT POSTS

- [Training for trainers in Health care abroad finished successfully !](#)
- [Project's awareness raising event – a big success!](#)
- [Component 2 team joins Europe Day Celebrations in Ohrid](#)
- [Round Table with Croatian experience from the European Union and the work with EESSI!](#)
- [The EURES Mobility Starter Toolkit has arrived](#)

### ARCHIVES

- [June 2015](#)





## Tourism Twinning Project Organisation

**Timeline** | About | Photos | Likes | Videos

PEOPLE

593 likes

ABOUT

- Twinning "Strengthening the capacity of the Department of Tourism in the Ministry of Culture and Tourism of the Republic of Azerbaijan"
- <http://www.tourism-twinning.eu/>

PHOTOS



**Tourism Twinning Project**

18. Juni 2014 · 🌐

The Closing Conference of the EU Twinning project "Strengthening the Capacity of the Department of Tourism in the Ministry of Culture and Tourism of the Republic of Azerbaijan" held on 12.06.2014 on national TV channel

Übersetzung anzeigen



Gefällt mir · Kommentieren · Share

**Tourism Twinning Project**

18. Juni 2014 · Bearbeitet · 🌐

The tourism industry of Azerbaijan has ushered into a new stage over the last years, as said by the Minister of Culture and Tourism of the Republic of Azerbaijan Mr. Abulfaz GADAYEV at the closing conference of the EU

<https://www.facebook.com/tourism.twinning>





visitbrussels follows

**Thus Spake** @thus\_spake · Mar 28

EU-Israel **twinning** program launched in veterinary supervision sector: In a launch ceremony held at the... [bit.ly/1Hb0Wpj](https://bit.ly/1Hb0Wpj) (JPost)

**The Jerusalem Post**



**EU-Israel twinning program launched in veterinary supervision sector**

In a launch ceremony held at the Agriculture Ministry offices in Beit Dagan on Thursday, EU and Israeli officials celebrated the beginning of the 18-month project.

[View on web](#)



**Israel News** @IsraelNewsNow · Mar 28

EU-Israel **twinning** program launched in veterinary supervision sector  
[dlvr.it/98bfFb](https://dlvr.it/98bfFb)

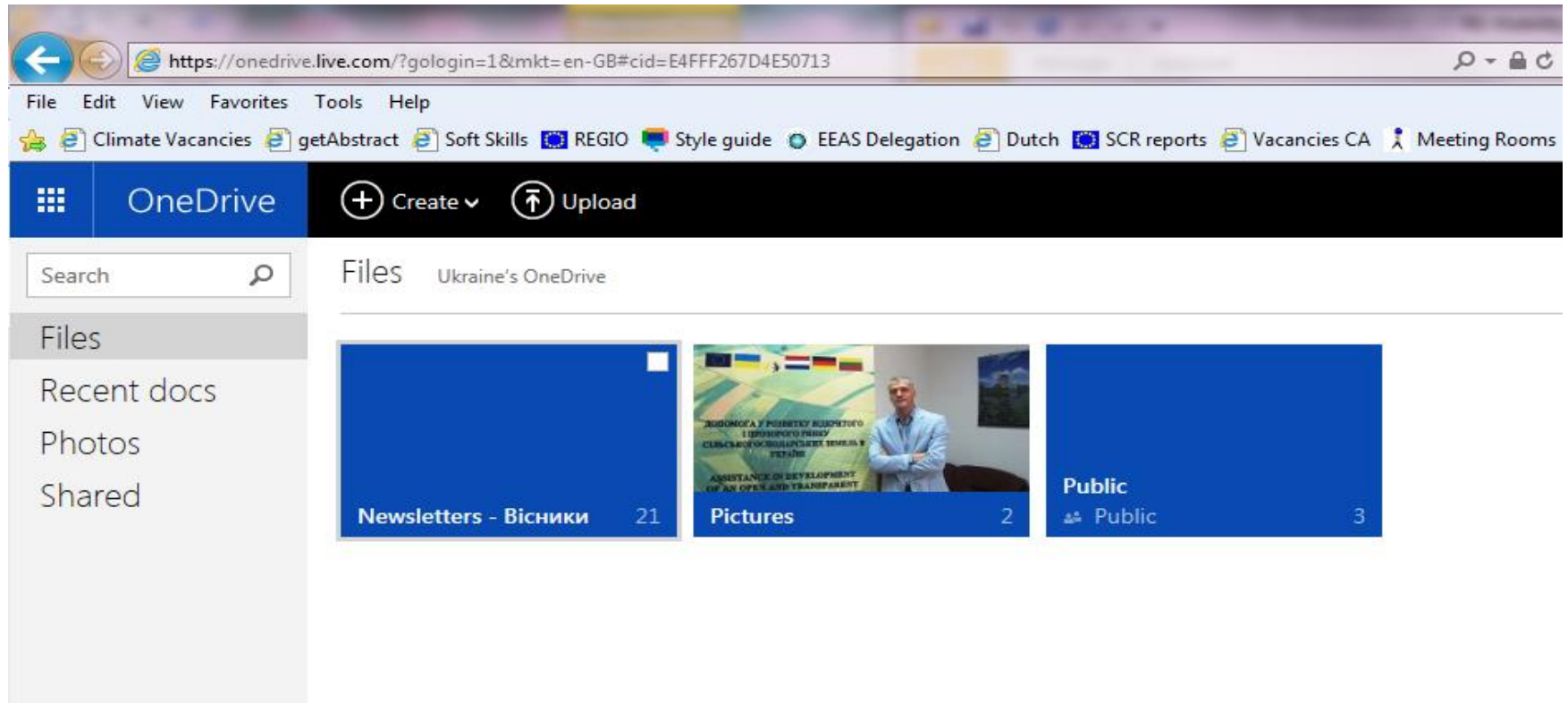
1

[View summary](#)

## #EUtwinning



# Collaborative platforms



<https://onedrive.live.com/>

## TWINNING COMMUNITY TOOL (TCT)

### ***Internal communication tool: Circa BC***

*collaboration tool that allows the users to exchange files, comments and links*

*Powered by the EC (DG DIGIT)*

*TCT available to both internal/external users ([link](#))*

*Contact: [Christophe.CASILLAS-VACHER@ec.europa.eu](mailto:Christophe.CASILLAS-VACHER@ec.europa.eu)*

## VISIBILITY TOOLS AVAILABLE

- *Gadgets and goodies*
- *Website, collaborative platforms, social media*
- *Leaflets, flyers, newsletters, banners*
- *Visibility events*

## VISIBILITY TOOLS AVAILABLE

### ***Publications (printed and web)***

*Communication and Visibility Manual for EU external actions:*  
[http://ec.europa.eu/europeaid/sites/devco/files/communication\\_and\\_visibility\\_manual\\_en\\_0.pdf](http://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en_0.pdf)



*Templates:*

[https://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions\\_en](https://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions_en)



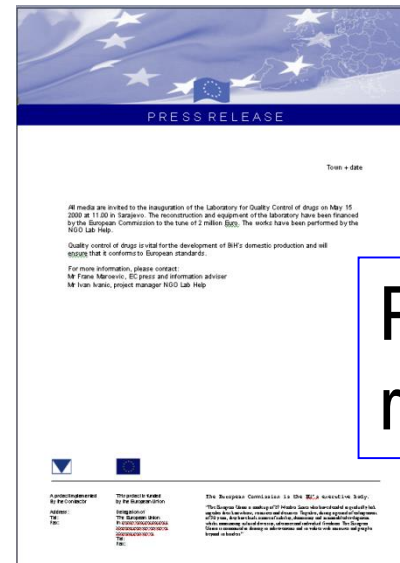
## Display



## Brochure



## Newsletter



## Press release

## VISIBILITY TOOLS AVAILABLE

### ***Publications (printed and web)***

*Any publication realised in whatever form and by whatever medium, including the internet, must include the following statement:*

*"This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of <project name> and can under no circumstances be regarded as reflecting the position of the European Union"*



## ACKNOWLEDGEMENT OF FUNDING SOURCE

*Essential - Clearly highlight the funding source:*



Funded by the European Union

**All visibility materials produced must be checked beforehand by the EUD press and information officer/ CFCU (IPA)/ PAO (ENI) and approved by the EUD project manager**

## VISIBILITY TOOLS AVAILABLE

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## VISIBILITY TOOLS AVAILABLE

### *Visibility events*

#### *WHAT?*

- Twinning project opening/closing event
- Thematic conference on a particular issue related to the Twinning project (eg. "Disability, the EU approach")
- lecture in Universities; presentations in linked events

#### *WHY?*

- Networking and collection of information
- Raising awareness
- give visibility to the support of the European Union to a broader public (through media) – not only "technical" stakeholders

## VISIBILITY TOOLS AVAILABLE

### *WHERE?*

- Venue: preferably the Beneficiary Administration (or EUD)

### *WHEN? Have a look at the Calendar*

- Closure event back to back with the last Steering Committee
- Political and media agenda / Avoid significant dates in the BA

### *WHO?*

- Speakers: High profile guests; EU affairs experts; key experts or third category experts
- Audience: partners and but also media multipliers or opinion makers, civil society, private sector representatives, university students, etc.



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## II. Talking to the media



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## MEDIA COVERAGE

*Jointly defined with Beneficiary Administration and EUD press services*

- BA and EUD media mailing lists
- The event has to be 'marketable' for the press
- Printed material – press release, project summary
- Key messages accessible



## DO...

*Take your time*

*Stick to your own area and level of expertise*

*Say if you don't know, or can't answer the question*

*Stick to the facts*

*Anything in writing should be reviewed and approved beforehand by the Delegation or the CFCU or PAO*

## DO...

*Assume that everything is "on the record"*

*Be firm, fair and honest*

*Put things in context – no easy abstractions/  
conclusions*

*Use non-technical language, no jargon (will auntie  
get it?)*

*Use examples*

## DON'T...

*Guess or speculate*

*Get upset or stressed*

*Talk about things outside your area*

*Discuss information not made public yet*

*Use the expression "No comment"*



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### III. RTAs' role



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## KEY ASPECTS

*Ambassadors for the EU in host country*

*Discretion and respect for the host administration*

*Explain process at home and in host country*

*Provide accurate facts and figures*

*Ask Feedback*

## SUPPORT

*EU Delegations*

*EUD Project manager, CFCU or PAO*

*Commission-wide resources*

*Twinning Coordination Team (DG NEAR-Brussels)*



## CONCLUSIONS

- 1) Visibility starts on the first day*
- 2) Always consider yourself as a EU representative*
- 3) Give visibility to your project  
(home and host country)*
- 4) Support of EU Delegations and DG NEAR teams*



Thank  
You!!

*Website:*

[http://ec.europa.eu/enlargement/tenders/twinning/index\\_en.htm](http://ec.europa.eu/enlargement/tenders/twinning/index_en.htm)

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*Twitter:*

[#EUTwinning](#)