



Visibility and communication in Twinning (RTA Training 4 and 5 June 2015)

I. Communication and Visibility tools

Communication around Twinning projects is the opportunity to explain to the public at large in the beneficiary country the reforms being carried out by the public administration to modernise an administration in a beneficiary country through training, reorganisation as well as drafting of laws and regulations modelled after the EU acquis (for IPA).

Specific budget line Allocated for visibility (5.000 € or 10.000 €) with which you can finance a series of activities and promotional material:

a. Gadgets and goodies

Flags, stickers, posters, and other promotional materials can be obtained from the press and information department of the EUD. You can also produce some yourself.

b. Website, collaborative platforms, social media

Those tools allow you to give a brief description of the activities and store documents or have forum for discussions.

- Website: Ideally it should be developed together with the beneficiary administration (BA) and IT team, hosted on its website of the BA. Its involvement and appropriation of the content will ensure continuity also once the project is over. Even if it is not written on the project fiche, you should implement it and it is a minor cost for big impact.
- Collaborative platforms: Great tool to store newsletters, pictures but also background documents, templates, reports for the parties involved in the project. There is a huge list of existing free access collaborative platforms, find the one which suits you. European commission also has one: [Circa BC](#). Soon it will be revamped. To request access, send an e-mail to Christophe.CASILLAS-VACHER@ec.europa.eu

c. Leaflets, flyers, newsletters, banners

- 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
- Prefer the country flag of the partners to the administration logo which does not speak to anyone in the beneficiary country.
- Always put forward the EU flag with the sentence funded by the European Union



- 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"

- Useful links to:
[Templates](#)
[Communication and Visibility Manual for EU external actions](#)

d. Visibility events

WHAT?

- Kick off and closure meetings are mandatory for Twinnings and Twinnings Light. Make them more attractive by focusing on specific thematic links to the project
- **Organise if possible at least one thematic event per year**
- (invite other ministries, departments, EU representatives, TL of other projects, if appropriate also: civil society, University professors, private sector representatives)
- Get invited to make presentations in linked events
- Make lecture in Universities

WHY?

- Networking and collection of information
- Raising awareness
- Give visibility to the support of the European Union

WHERE?

- Venue: preferably the BA (or in the EUD/CFCU/PAO premises)

WHEN?

- Closure event can be organised back to back with the last Steering Committee, so you benefit of the presence of Project Leader and key experts
- Pay attention to the political and media agenda: Avoid national or religious holidays, elections, etc.

WHO?

- Speakers: high profile guests assure media coverage (ambassadors or ministers) but also EU affairs experts (professors) or key experts (Key expert category 3 for example)
- Audience: invite other ministries, departments, EU representatives. But also identify opinion makers or multipliers in the country, and when appropriate invite civil society, private sector representatives, university students, etc.

II. Talking to the media

Media coverage is essential to ensure a successful event. It has to be jointly defined with Beneficiary Administration and EUD press services)

For any public event you organise distribute **printed** material – press release, project summary – to avoid basic mistakes (misspelling of names, wrong budget figures, etc.). The key messages should be in accessible language and brief messages that could be converted into headlines. And anything in writing should be reviewed and approved beforehand by the Delegation or the CFCU or PAO. Always mention Twinning project reference number, the title with eventually the nice acronym you have created.

Here is a list of advises when talking to the press:

- Take your time
- Stick to your own area and level of expertise
- Say it if you don't know, or can't answer the question
- Stick to the facts
- Assume that everything is "on the record"

- Be firm, fair and honest
- Put things in context – no easy conclusions
- Use non-technical language, no jargon
- Use examples

Here is a list of things you should avoid doing:

- Guess or speculate
- Share your personal views or opinion
- Get upset or stressed
- Talk about things outside your area
- Discuss information not made public yet
- Use the expression “No comment”

III. RTA's role

- You should act as ambassadors for the EU in the host country
- Discretion and respect for the host administration: get familiar with the sensitivities and culture of the country
- Explain process at home: you are working abroad and your colleagues back in your home administration should be aware of what you are doing

Don't forget that you have the support of:

- EU Delegation project manager in the Delegation
- CFCU and in the PAO
- Commission-wide resources are at your disposal
- DG Neighbourhood and Enlargement Negotiations team (Twinning Coordination Team-Brussels)

IV. Contact details

Website:

http://ec.europa.eu/enlargement/tenders/twinning/index_en.htm

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