

## Annex-D: Communication and Visibility Plan Template

### A. GENERAL COMMUNICATION STRATEGY

#### Objectives

##### 1. Overall communication objectives

##### 2. Target groups

- »» Within the country(ies) where the action is implemented
- »» Within the EU (as applicable)

##### 3. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

Examples of communication objectives:

- »» ensure that the beneficiary population is aware of the roles of the partner and of the EU in the activity
- »» raise awareness among the host country population or in Europe of the roles of the partner and of the EU in delivering aid in a particular context
- »» raise awareness of how the EU and the partner work together to support education, health, environment, etc

### B. COMMUNICATION ACTIVITIES

##### 4. Main activities that will take place during the period covered by the communication and visibility plan

Include details of:

- »» the nature of the activities
- »» the responsibilities for delivering the activities

##### 5. Communication tools chosen

Include details of advantages of particular tools (media, advertising, events, etc.) in the local Context

### C. INDICATOR S OF ACHIEVEMENT\*

##### 6. Completion of the communication objectives

Include indicators of achievement for the different tools proposed

##### 7. Provisions for feedback (when applicable)

Give details of assessment forms or other means used to get feedback on the activity from participants

### D. RESOURCES

##### 8. Human Resources

- »» Person/days required to implement the communication activities
- »» Members of the management team responsible for communication activities

##### 9. Financial resources

- »» Budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action)

\* Consistent with those set out in the logical framework for the action.