

TECHNICAL ANNEX

Public Awareness, Information and Communication actions in the Humanitarian Aid field

FINANCIAL, ADMINISTRATIVE AND OPERATIONAL INFORMATION

The provisions of the financing decision **ECHO/WWD/BUD/2015/01000** and the general conditions of the Framework Partnership Agreement (FPA) with the European Commission shall take precedence over the provisions in this document.

The activities proposed hereafter are subject to any terms and conditions which may be included in the related Humanitarian Implementation Plan (HIP).

1. Contacts

Unit in charge	ECHO.A2
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Your contact point is a central mailbox and phone number in ECHO. From there you will be directed to a colleague who can answer your questions.

2. FINANCIAL INFO

Indicative allocation: EUR 2 000 000 (Humanitarian Aid: EUR 2 000 000), of which:

- a) EUR 1 000 000 (indicative amount) will be dedicated for joint communication campaigns with humanitarian partner organisations through grants, in accordance with Sections 3 to 5 below.

The maximum overall indicative amount made available through grants is EUR 1 000 000. The Contracting Authority reserves the right not to award all available funds or to increase the allocation should more funds become available. It is expected that a maximum of two grants can be awarded.

As a general rule, these actions should be co-financed. Any grant requested under this assessment round of proposals should fall between the following minimum and maximum percentages of co-financing sought for the eligible costs of the action:

- Minimum percentage: 50% of the total estimated eligible costs of the action.
- Maximum percentage: 80% of the total estimated eligible costs of the action.

Actions may also be financed in full in exceptional cases, in line with Article 277 of the Rules of Application of the Financial Regulation applicable to the general budget of the European Union. Requests for full financing must be duly justified.

- b) EUR 800 000 (indicative amount) will be used in support of specific communication actions, through one or more service contracts as per the relevant applicable Commission procedures established in the EU Financial Regulation¹.
- c) EUR 200 000 (indicative amount) will be used in support of awareness-raising activities related to the 2016 World Humanitarian Summit in cooperation with the Network on Humanitarian Action (NOHA), an international association of universities. NOHA's expertise and extensive network of academia and hosting facilities in a large number of EU Member States constitute a unique platform for the implementation of the actions foreseen, which will acknowledge, *inter alia*, the EU's role as a leading humanitarian aid donor and the effectiveness and impact of EU humanitarian aid. This strand of activities will be implemented through the direct award of a grant to NOHA.

3. PROPOSAL ASSESSMENT

3.1. Administrative information

- a) Indicative amount to be allocated in this round of proposals: up to EUR 1 000 000 (subject to the availability of payment appropriations, the amount awarded may be lower than the overall indicative amount or be spread over time).
- b) Description actions relating to this assessment round:
Joint communication campaigns with humanitarian partner organisations through grants.
- c) Costs will be eligible from 14/08/2015.² Actions will start from 14/08/2015 onwards.
- d) The expected initial duration for the action is up to 18 months.
- e) Potential partners: All ECHO Partners.
- f) Information to be provided: Single Form³ and accompanying summary.
- g) Date for receipt of the above requested information: by 14/08/2015⁴

¹ Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union ('the Financial Regulation'), OJ L 298, 26.10.2012, p. 1.

² The eligibility date of the Action is not linked to the date of receipt of the Single Form. It is either the eligibility date set in the Single form or the eligibility date of the HIP, whatever occurs latest.

³ Single Forms will be submitted to ECHO using APPEL.

3.2. Operational requirements

3.2.1. Assessment criteria:

The assessment of proposals will look at the compliance with the proposed priorities (HIP) and the requirements as set out above and on the evaluation criteria described and detailed below.

a) *Proposals must meet minimum requirements:*

- **Topic** - Enhance awareness, knowledge, understanding about humanitarian assistance around one of the two topics:

1) **Education for children in emergencies**

Key messages to be further developed during the preparation of the campaign:

- **Access to education is essential.** Schools are a safe place for children where they can play, learn, interact with other children, talk through their traumatic experiences and get back the sense of normality. Outside of school, they are at a greater risk of being recruited by armed groups, forced to work or be sexually abused.

- **Education represents the future.** Children need to grow and thrive to be able to fulfil their dreams of one day becoming doctors, engineers or teachers. Children will be the ones called upon to rebuild their countries in the future.

- **Education in emergencies is underfunded.** It is one of the most underfunded areas in humanitarian aid, with almost two thirds of the needs currently unfunded. Financing education in emergency situations needs to be significantly increased to give children a better future.

2) **Protection in humanitarian crises**

Key messages to be further developed during the preparation of the campaign:

- **Civilians should live without fear.** Humanitarians are helping them to minimise the threats of violence, coercion and deprivation. They have the right to live in safety and dignity.

- **Children are not soldiers.** Humanitarians support release and reintegration of children recruited by military. They need psychological support to deal with their trauma and return to normal life.

⁴ The Commission reserves the right to consider Single Forms transmitted after this date, especially in case certain needs/ priorities are not covered by the received Single Forms.

- **Victims of gender-based violence** need to be reintegrated into their communities and have access to legal and healthcare services. Humanitarian workers assist them in their recovery.

In addition, the project should focus on:

- The **importance of the partnership** between EU/Commission and its partners in delivering relief assistance in regards to one of the topics mentioned above.

- Acknowledgement of the **EU's role as the world's leading humanitarian aid donor** and the **effectiveness and impact** of EU humanitarian aid.

- **Target audiences** - European citizens (more than 10 million) including communication actions targeting students (aged under 25) and/or women in several EU Member States⁵. Proposals must include a cross-border component targeting the EU citizens in at least five EU Member States including one of the following countries: Italy, Cyprus or Latvia⁶.
- **Tools** - The communication channels should combine both digital and traditional media. Actions involving active audience participation such as debates, exhibitions or other public events should be included.

b) *Types of campaigns*

For the period 2015/2016 the objective of ECHO is to support a maximum of two communication campaigns involving:

- *an interactive strategy focusing on **direct audience engagement and calls to action** which take targeted audience all the way from awareness to action and also create campaign's "champions" or use existing multipliers or crowd-sourced actions to spread key messages which narrative should be developed jointly*
- *actions focusing on **active audience participation such as debates, exhibitions or other public events***
- *a focused **media strategy integrating all media formats** (digital, print, audio-visual) and possibly wide range of media profiles (international, national, regional)*
- *an elaborated **social media strategy with a strong audience involvement component***

⁵ As proposed by the Evaluation of ECHO's Approach to Communication under the HIP target audiences are defined taking into account the 2015 Eurobarometer results on humanitarian aid.

⁶ Following the results of the 2015 Eurobarometer on humanitarian aid, Italy records the lowest levels of awareness of EU funding of humanitarian aid (58%) and support for the EU to fund humanitarian activities (84%). Cyprus and Latvia are the only countries where there has been a slight awareness decrease (from 75% to 70% in Cyprus and from 78% to 76% in Latvia).

- *content of the core campaign material needs to be available in all languages covering the geographical scope of the project*

4. GUIDANCE

4.1. Objectives of the funding and priority issues

Proposals should be consistent with the objectives of the HIP – Public Awareness, Information and Communication actions in the Humanitarian Aid field - ECHO/INF/BUD/2015/91000 and fulfil the following criteria:

- a) **Principal objective: To increase awareness, understanding and support on the part of EU citizens for humanitarian aid issues and the role which the European Union plays in the field with focus on one of the two topics: Education for children in emergencies and Protection in humanitarian crises.**

Actions proposed must have a cross-border component aiming at targeting the defined priority audiences in several EU Member States (minimum five) including one of following countries: Italy, Cyprus or Latvia.

- b) **Specific objective: To organise high impact communication actions designed to enhance awareness, knowledge, understanding and support for humanitarian issues, especially on the defined topics, and to highlight the partnership between the EU/Commission and its partners in delivering relief assistance to people affected by humanitarian crises.**

- Proposals must include communication on both one of the defined topics and the partnership between your organisation and the EU. In highlighting the partnership, the substance of the proposal should include a 'field component' in the form of concrete and significant information about ECHO-funded projects that your organisation is implementing (or have undertaken in the recent past).
- The 'cost-effectiveness' element is essential. ECHO anticipates a significant number of proposals and preference will go to those that are likely to reach the largest and very well defined audiences.
- Proposals must include actions focusing on active audience participation such as debates, exhibitions or other public events in the targeted EU Member States.
- In regards to the digital communication component of the project partners are obliged to link to ECHO website and tag ECHO to the widest extent possible in social media posts.
- Partners should include in their proposals an evaluation plan, including performance indicators, for assessing the impact of the proposed projects against the defined objectives. These should include the consistent outputs indicators for different communication activities which are provided in the table below:

Type of activities	Outputs indicators
Events	Number of participants per event / per EU Member States / altogether
Media	<p>Number of media mentions</p> <p>Number of mentions in key identified press as follows:</p> <ul style="list-style-type: none"> • Number of mentions of EU humanitarian aid in key identified press • Number of mentions of the campaign implemented in key identified press • Number of mentions of the ECHO partnership with partners in key identified press
Digital communication – to be reported monthly beside the final report	<p>Number of people reached through social media activities with key aggregated figures showing:</p> <ul style="list-style-type: none"> • Number of social media posts related to the communication campaign (Twitter, Facebook, etc.) • Number of impressions on social media (Twitter, Facebook, etc.) • Reach of campaign hashtag (there should be one hashtag throughout all communication actions) • Five most popular posts related to the communication campaign on social media platforms by reach • For paid advertising, breakdown on money spent and results (paid reach/organic reach) <p>Number of people reach through the communication campaign website as follows:</p> <ul style="list-style-type: none"> ❖ Key performance indicators: <ul style="list-style-type: none"> • Number of users that visited the website (unique visitors) <ul style="list-style-type: none"> • Number of times pages were visited on the website (page views) • Number of times a user navigates through the content(visits) ❖ Additional indicators: <ul style="list-style-type: none"> • Top content (most viewed pages) – with possible breakdown per content type • Visits by country – geographic breakdown with focus on targeted EU Member States • Sources for traffic (referrals) • Average visit duration
Overall evaluation of the campaign	Partner should consider conducting a survey showing the outcome and impact of the implemented campaign.

4.2. Deadlines and procedure

Partners should submit a **Single Form – version "Complementary Actions", using APPEL**.

If you work in communication and are unfamiliar with the procedure, you should consult operational colleagues in your organisation who have experience with ECHO single forms. Some terms should be translated into the context of communication, for example "beneficiaries" should be read as "target audience" etc. We also have an online "ECHO partners helpdesk" that provides useful general information on what to do in preparing and implementing an ECHO-funded action (<http://www.dgecho-partners-helpdesk.eu/doku.php>).

Partners are requested to accompany the proposal with a **template annex (attached) containing a summary of the proposal of no more than three pages**, outlining the main elements of the proposal.

Deadline for submissions: 14/08/2015

If the funds are not entirely allocated after the initial selection, ECHO reserves the right to launch a new assessment round.

The list of projects selected will be published at the following address: <http://ec.europa.eu/echo/en/funding-evaluations/funding-decisions-hips>

4.3. Technical capacities for partners

As an ECHO partner your technical capacities in the field of humanitarian aid are already demonstrated. However, your expertise in the field of international communication should be specifically demonstrated in the proposal. For that purpose, please use the "Section 2 of the Single Form: HUMANITARIAN ORGANISATION IN THE AREA" to include some examples of recent wide impact communication projects. If you do not possess such experience in implementing a wide-impact communication campaign, then please describe how you intend to secure professional support for the project.

4.4. Visibility manual

In the design of proposal, partners should refer to the main principles of ECHO's visibility manual which sets out the basic requirements: <http://www.echo-visibility.eu/wp-content/uploads/2014/02/Communication-and-Visibility-Manual-for-European-Union-funded-Humanitarian-Aid-Action1.pdf>

Note that in the context of this decision, a genuine shared communication and visibility is expected. This implies that while the partner will be the main responsible for implementation, at the initiative of the partner a close dialogue must be conducted throughout the process to ensure that the campaign fully reflects partnership and joint work. The partner organisation should nominate a contact point who will manage and follow up on all aspects throughout the duration of the campaign.

4.5. Monitoring

For monitoring purposes, if your project is planned to be designed in a language other than EN/FR/DE, please include in the budget translation costs to allow ECHO to validate the content during the implementation of the campaign.

5. ASSESSMENT CRITERIA

An evaluation of the quality of proposals, including the proposed budget, will be carried out in accordance with the assessment criteria set out in the assessment grid included below.

The minimum requirements are seven conditions, all of which need to be met by the proposal for it to pass on to the second stage of the evaluation.

The award criteria allow the quality of the proposals submitted to be evaluated in relation to the set objectives and priorities.

The assessment criteria enable the selection of proposals which the Contracting Authority can be confident will comply with its objectives and priorities. They cover such aspects as the relevance of the action, its consistency with the objectives of the assessment round of proposals, quality, expected impact and cost-effectiveness.

Following the assessment, applications will be ranked according to their score. The objective of this proposals assessment procedure is to support campaigns within the available financial envelope.

ASSESSMENT GRID

Section	YES/NO Score
Minimum requirements	YES/NO
1. Is the proposal designed to enhance awareness, knowledge, understanding about humanitarian assistance around one of the two topics: <ul style="list-style-type: none"> • Education for children in emergencies • Protection in humanitarian crises 	YES/NO
2. ... and to highlight the partnership between the Commission and its partners in delivering relief assistance in regards to one of the defined topics.	YES/NO
3. Does the proposal highlight the role the EU plays as the world's largest humanitarian aid donor?	YES/NO
4. Does the proposal actively target the population in the EU Member	YES/NO

States? Proposals must include a cross-border component aiming at targeting the defined priority audience (EU citizens, including communication actions with focus on students aged below 25 or/and women) in several (at least five) EU Member States including one of the following countries: Italy, Cyprus or Latvia.	
5. Is the action designed to reach a wide audience (more than 10 million)?	YES/NO
6. Does the proposal include combined communication channels: digital and traditional media ?	YES/NO
7. Does the proposal include actions involving active audience participation such as debates, exhibitions or general public events in languages covering the geographical scope of the campaign?	YES/NO
Only proposals obtaining 7 positive answers to the above questions will be assessed against the remaining criteria.	
Award criteria	<i>Maximum score</i>
Overall design, strategy and feasibility of the action. <ul style="list-style-type: none"> • <i>Integrated campaign versus list of disparate actions?</i> • <i>Adequate messages / target audience / tools?</i> • <i>Proven effective approach with measurable goals and consistent outputs indicators as specified in the HIP?</i> • <i>Involvement of key networks/partners?</i> • <i>Feasibility in light of budgetary and time constraints - planning realistic? Right resources allocated?</i> 	50
Does the proposal correspond to types of campaigns involving? <ul style="list-style-type: none"> • <i>an interactive strategy focusing on direct audience engagement and calls to action which take targeted audience all the way from awareness to action and also create campaign's "champions" or use existing multipliers or crowd-sourced actions to spread key messages which narrative should be developed jointly</i> • <i>actions focusing on active audience participation such as debates, exhibitions or other public events</i> • <i>a focused media strategy integrating all media formats (digital, print, audio-visual) and possibly wide range of media profiles (international, national, regional)</i> • <i>an elaborated social media strategy with a strong audience involvement component</i> 	50

<ul style="list-style-type: none">• <i>content of the core campaign material needs to be available in all languages covering the geographical scope of the project</i>	
Maximum total score	100