

HUMANITARIAN IMPLEMENTATION PLAN (HIP)
Public Awareness, Information and Communication actions
in the Humanitarian Aid field

AMOUNT: EUR 4 000 000

The present Humanitarian Implementation Plan (HIP) was prepared on the basis of financing decision ECHO/WWD/BUD/2016/01000 (Worldwide Decision) and the related General Guidelines for Operational Priorities on Humanitarian Aid (Operational Priorities). The purpose of the HIP and its annex is to serve as a communication tool for ECHO's partners and to assist in the preparation of their proposals. The provisions of the Worldwide Decision and the General Conditions of the Agreement with the European Commission shall take precedence over the provisions in this document.

1. CONTEXT

Effective communication about the values and impact of EU humanitarian aid is a key to the continuing awareness of the importance of the deployment of relief assistance. Actions proposed under this HIP relate to communication and awareness-raising in accordance with the fifth indent of Article 4 of Council Regulation (EC) No 1257/96 of 20 June 1996¹.

Such actions are also in conformity with the last indent of point 97 of the European Consensus on Humanitarian Aid² that envisages communication on the impact and importance of European humanitarian aid to the European public.

The actions complement but do not replace the obligation of partner organisations to ensure full compliance with visibility requirements and to acknowledge the funding role of the EU/Commission, as set out in the relevant Framework Partnership Agreements (FPAs), the Financial and Administrative Framework Agreement (FAFA) and the applicable contractual arrangements.

2. IDENTIFIED NEEDS

The European Union is a leading humanitarian aid donor and plays an important role in shaping the global humanitarian landscape. The EU's role in humanitarian aid is strongly supported by its citizens: **90%** consider it important for the EU to fund humanitarian aid³. Given the EU's leading role and strong support on the part of the citizens, transparent and accountable information is crucial for continued support as well as understanding and awareness of the importance of EU's humanitarian action.

3. PROPOSED RESPONSE

The European Commission's communication approach for humanitarian aid has been developed to take into account the specificity and distinctive nature of humanitarian aid as a policy, which is based on the principles humanity, neutrality, impartiality and

¹ OJ L 163, 2.7.1996, p. 1.

² OJ C 25, 30.1.2008, p. 1

³ [Special Eurobarometer 434 on Humanitarian Aid 2015.](#)

independence. It aims at enhancing awareness, knowledge, understanding and support for EU's humanitarian aid policy and actions among the EU citizens through awareness-raising and communication actions, including those implemented in the framework of the partnership between the EU/Commission and humanitarian organisations.

Actions selected under this HIP shall be:

- High-impact communication actions to be implemented by ECHO's humanitarian (FPA) partner organisations, designed to enhance awareness, knowledge, understanding and support for humanitarian issues, on the priorities that will be subsequently defined in a Technical Annex, and to highlight the partnership between the EU/Commission and its partners in delivering relief assistance to people affected by humanitarian crises. Partners will be informed accordingly.

or:

- Actions implemented directly by the Commission supported by services provision.

Partners will be expected to ensure full compliance with visibility requirements and to acknowledge the funding role of the EU/ECHO, as set out in the applicable contractual arrangements.