

Project cycle stage/ communication activity & target groups	Programming	Identification	Appraisal	Financing	Implementation	Evaluation & Audit
Communication objective	Announce EU support	Information on action status	Information on action status	Highlight amount of EC support, and context	Awareness raising	Demonstration of impact
Responsibility	Commission	Commission	Commission	Commission/ Partner	Partner	Commission/ Partner
Type of key message	"The world's biggest donor at the service of the Millennium Goals"	"More, better, faster – Europe cares"	"The EU and <partner>-delivering more and better aid together"	"The world's biggest donor at the service of the Millennium Goals"	"Co-operation that Counts"	"The EU delivers"
Most appropriate tools	Press conferences, events, interviews	Information campaign	Information campaign	Press conference	Events, site visits, TV and radio spots, high level visits	Videos, reports
Beneficiary population	Press conference following pledge	Information campaign to accompany visit of identification mission	Inform via the media on selection of partner	Inform via the media when financing is confirmed Public signing ceremony	Information campaign Photo opportunities, (joint) high level visits to mark milestones Formation of multi-donor action steering committees	Make key results publicly available Work with the media to show the impact on the ground
EU institutions and international donor community	Press conference following pledge	-	-	-	Information campaign Photo opportunities, (joint) high level visits to mark milestones Joint presentations to Parliament Thematic events	Make key results publicly available & broaden to include key strategic messages
European citizens	Press conference following pledge	-	-	Inform via the media, if appropriate Work with specialist press Thematic events	Photo opportunities, (joint) high level visits to mark milestones Broad awareness raising campaigns, using a specific programme as an anchor Thematic events	Inform via the media, if appropriate Make key results publicly available and broaden to include key strategic messages