

Communication and Visibility Plan Template

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

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

INDICATORS OF ACHIEVEMENT⁵

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

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)

⁵ Consistent with those set out in the logical framework for the action.