

ANNEX VI - COMMUNICATION AND VISIBILITY PLAN

Delegation Agreement ENI 2018/403-786

This document describes a general communication strategy and the type of activities dedicated to communication and visibility for the EU-AECID funded project “Access to justice and legal empowerment in Jordan: towards an effective and sustainable legal aid system”, which materialize part of the technical assistance or complementary measures provided by the EU under the support program to the Government of Jordan to consolidate the Rule of Law. The co-implementing partners of the complementary measures - GIZ, AFD and AECID - have decided to form a joint management unit for implementing the programme. Human and material resources, such as those for communication and visibility, will be shared aiming for better coordination of the actions and maximizing the available budget

This annex contains a general Communication and Visibility plan (CVP) that will be further developed and agreed among the implementing agencies (AFD-JCI, GIZ, AECID). The detailed activities’ plan would be prepared during the inception phase of the action, counting with the expertise of a communication service. Accordingly, the specific plan will be rolled out under the leadership of the Project Manager, in the case of AECID, in coordination with the rest of partner part of the management unit and with the support of the C&V officer.

The purpose of the Communication and Visibility Plan is to ensure valuable communication about the project to national partners and civil society, while informing important external stakeholders and the public about the activities and results of the project, ensuring a wide engagement of key targeted stakeholders. Moreover, the detailed plan will define the key messages of the project in terms of communication, adapted to the different groups of audience targeted. The purpose of the plan therefore is to ensure EU-AECID visibility requirements, in addition to properly communicate on the project goals

A- Objectives

1. Overall communication objectives

As above mentioned, the main objective of the CVP is **to ensure valuable communication about the action to national partners, civil society, key external stakeholders and the public while ensuring proper EU visibility.**

To achieve the objective, the CVP aims to:

- Create a visual and brand identity for the project;
- Inform and raise awareness around the project and its activities, objectives and impact on access to Justice;
- Develop effective, appropriate messaging of interest to the target groups with regards to the project;
- Encourage audience to actively participate in the process;
- Provide appropriate, clear and throughout the project visibility for EU-AECID funding to the project.

The CVP will consider dissemination and communication actions during the lifetime of the project. The dissemination activities will take place in the initial phase of the project, developing specific materials and tools for identified target audiences. These materials and tools, together with the project visual identity, provide the basis to build on for the communication activities that will be developed at a later stage. The rationale for this approach is that at the beginning of the project, the main aim is to raise awareness on the existence of the project itself, and to engage with the specific targeted groups: lawyers, CSOs, judiciary members, civil servants. At a later stage, the focus will shift towards communicating results. Nevertheless, dissemination activities will continue throughout the project, the difference is that communication will increase pace as the project evolves.

2. Target groups and specific objectives for each target group

TARGET GROUP	SPECIFIC OBJECTIVE
Government of Jordan	To emphasize the contribution of EU and AECID as partners with Jordan in building democracy and good governance through democratic elections and civil society engagement
Jordanian Civil Society Organizations (CSO)	To inform about European support for the reforms to guarantee access to justice. To ensure that CSO throughout the country are knowledgeable and participate in the project activities.
Lawyers/judges/ civil servants	To inform about European support for the reforms to guarantee access to justice. To ensure that CSO throughout the country are knowledgeable and participate in the project activities.
Grants Beneficiaries	To ensure that grant beneficiaries develop communication and visibility plans that adhere to both EU and AECID requirements.
Jordanian Media	To raise awareness and emphasize on EU and AECID support to the reforms to guarantee access to justice. To disseminate the activities of the project towards general audience.
University & Think Tanks	To raise awareness of EU and AECID support to the reforms to guarantee access to justice.
Jordanian Public	To emphasize the contribution of EU and AECID as partners with Jordan in promoting Rule of law and, moreover, access to justice.
International community in Jordan	To raise awareness of EU and AECID support to the reforms to guarantee access to justice towards ensuring complementarity of the international support.

B- Communication Activities

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

Activities of the CVP will be carried out during the minimum period equal to the project lifetime (estimated 46 months).

The CVP activities and resources will be focused to achieve the highest possible level of awareness and impact amongst the target groups. Dissemination and communication activities within the Project would be, among others, as mentioned below:

- Newsletters to regularly inform on the project progress to all our audiences. It will be disseminated based on a network of contacts (stakeholders, academic institutions, lawyers, CSOs, government).
- Development and timely update of the web-based information (facebook, twitter, website). AECID website will include information about the project as well as press releases and other relevant project material. All the information about the project will be also shared with the Press and Information Officer of the EU delegation to be included into the EU website.
- Presence on social media and the development of Facebook and twitter posts that are published on the official accounts of EU and AECID in Jordan, about success stories, events, etc.
- Press releases and op-eds to media with wide outreach: newspapers, radio and TV.
- Launching of the project event, to gather beneficiaries, Jordan authorities and other international partners with the aim of inform about project goals, activities plan and raise awareness on EU/AECID funding.
- Public events and visits (Partnership development meetings, workshops);
- Organization of seminars and discussions with participation of target groups;
- Planning and implementing Public Awareness activities: providing information events for journalists involved into the subjects (Information Days) and motivational activities for mass media (competitions), Day of Europe (once a year), etc.
- Collaboration with local organizations (CSOs, NGOs) to create innovative communications tools (comics, contest, development of apps., blogs with animated videos, etc.)

All the activities will be implemented in cooperation with the Delegation of the European Union in Jordan. This cooperation will be made effective working in close coordination with the Press and Information Officer responsible for coordinating the overall EU communication strategy in the country. At the same time, that will assure compliance with EU and AECID visibility requirements.

4. Communication tools chosen

There is a wide range of tools available for communications work, and the key for this project will be to select a mix of tools in order to reach the divers audiences outlined above. It is therefore proposed to use a variety of instruments including web-based social media, mass media, events, as well as press-releases and leaflets, and visibility materials using all relevant opportunities which are open for the cooperation.

In terms of visibility, implementing partners and grant-beneficiaries will be requested to use EU flag and AECID logo in all the dissemination materials, publications, banners or any other digital media funded by the project. They will be required to use their normal stationery in letterheads or fax headers sheets, but should add the EU and AECID logos. In addition to the phrase “This project/activity is funded by the European Union and the Spanish Agency for International Development Cooperation” when communicating on matters related to the action. Other specific requirements established by the European Commission’s communications and visibility manual would be followed.

Some communication and dissemination tools are proposed below, regardless of the inclusion of other creative and relevant tools/vectors that might be defined by the experts to be engaged for this purpose.

1) Dissemination and information/awareness raising events

2) Information and visibility material: a) Project leaflets or brochures for distribution to all partners and to potential beneficiaries and other interested stakeholders; b) Banners: plastic or textile banners should be produced when specified in the communication strategy of an action. They are intended to serve as a backdrop for special events such as inaugurations and conferences; c) Newsletters will be produced and circulated via email or websites to regularly inform on the project progress to all our audiences. d) Photographs showing the progress of all actions should be taken where appropriate to document the progress of activities and events related to these; e) Videos will be produced by the project team providing complementary audio-visual information to the website and made available in other dissemination platforms.

3) Websites: AECID website will include information about the project as well as press releases and other relevant dissemination material. All the information about the project will be also shared with the Press and Information Officer of the EU Delegation to be included into the EU website.

4) Press releases: as a rule, a press release should be issued at the start of all actions. It is more likely to use Facebook and other social media far reaching. In addition, traditional media (newspaper, radio stations and television channels) will be addressed. Specific media will be identified depending on project needs.

5) Social media: a) AECID will use twitter to provide short updates about relevant meetings, training and visits and using it as a platform for both the regular and special communication activities; b) AECID also will use Facebook to communicate the same stories as on websites and twitter, to reach a wider audience.

6) Workshop: AECID will ensure EU visibility during workshops, e.g. by having roll-up banners and EU’s logos on facilitators’ visual presentations.

C- Resources

5. Human Resources

The budget for the action included in Annex III of this Agreement incorporates a budget line to cover communication and visibility while a dedicated human resource part of the Management unit will be tasked to support the C&V activities linked to the complementary measures under the AFD budget. The project manager (AECID team leader) will be directly coordinating with the Technical Assistance Coordinator (AFD-JCI) for the overall implementation of the joint C&V activities and will lead the implementation of the CVP activities linked with AECID-EU agreement.

6. Financial resources

The cost of the activities and materials are included in the budget of the project totalling 60,000.00 €.