

## **DIPECHO Southeast Asia**

### **CONSULTATIVE MEETINGS NOVEMBER – DECEMBER 2007 IN**

LAO PDR (12/11)

CAMBODIA (15-16/11)

VIETNAM (29-30/11)


THE PHILIPPINES (13-14/12)

INDONESIA (17-18/12)

### **Information Sessions for Applicants**




Humanitarian Aid




## DIPECHO South East Asia 2008 – 2009 Information Sessions for Applicants

Cecile Pichon  
November - December 2007




## Part 1: 6<sup>th</sup> Action Plan - Process




### Consultative Process

- External evaluations DIPECHO & partners
- Regular information (through mailing lists, meetings in-countries)
- Consultative process, in particular ad hoc Consultative Meetings
- Information sessions
- Regular information until publication of call for proposals (early March 2008)

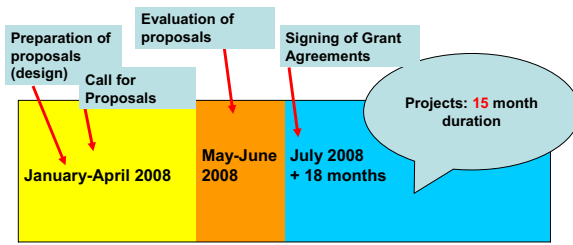



### Timing

- November – December 2007: consolidation of priorities, Consultative Meeting reports
- Early 2008: reports from Meetings
- March 2008 (est.): approval of Funding Decision and publication of call for proposals
- Deadline for proposals: end April 2008 (est.)
- May-June 2008: evaluation of proposals
- As of 15<sup>th</sup> July (est.): start of first projects



Preparation projects: now – end April 2008  
Start of projects: mid July 2008  
Project duration: on average 15 months

### Funding Decision (legal document)

- Objective: “To reduce the vulnerability of South East Asian populations living in areas most affected by recurrent natural hazards “
- Duration (est.): 15<sup>th</sup> July + 18 months (if no suspension)
- Priorities: HFA, country-specifics, topic-specifics
- Includes list of potential applicants (can be updated, let us know about interest)
- Approval in early stage: Grant Agreements can be prepared as soon as final proposals received



## Preparation of Projects – some tips

- Inform us of intent to apply
- Concept notes welcomed
- Keep in close contact with ECHO (field & HQ)
- ECHO will inform about interested agencies: network, pool knowledge, look at complementarities, joint actions, joint proposals; joint indicators, evaluations etc.
- Start working on your plans right now !
- Use guidelines and information on the web !
- The less issues to review in initial proposals, the soonest projects can start



## Priority Actions (all countries)

- As usual (see DIPECHO sectors)
  - Hazard-focus (natural disaster as entry point)
- Specific topics (ad hoc, piloting, cross-cutting):
- Education, child-focus
  - Promotion of gender issues
  - Health Preparedness (in particular 2008 World Campaign)
  - Urban context (pilot actions)



## Priority actions per Location

- Cambodia
- Indonesia
- Lao PDR
- Philippines
- Vietnam
- Regional
- Sub-regional
- Cross border
- Timor Leste
- [Thailand, Myanmar]



## Cambodia 2008 - 2011

- Funding: stable in proportion of budget
- Actions: all eligible
- Priority hazards: **a** – multi-hazard, slow onset and flash floods, (storms); **b** – drought with increased integration into other development frameworks
- Priority areas: justify choice
- Priority target levels: **a**- CBDRR with scaling up at commune and district levels; **b**- other levels including national and provincial
- Focus: coordination at all levels, capacity-building, risk and hazard assessment



## Vietnam 2008 - 2011

- Funding: reducing in proportion of budget
- Actions: all eligible
- Priority hazards: **a** – multi-hazard, floods, typhoons, landslides; **b** – drought in multi-hazard approach and with integration into other development frameworks
- Priority areas: justify choice
- Target levels: Sub-national as a priority; scaling up CBDRR; at national level advocacy, communication (other actions to be discussed)
- Focus: scaling up and dissemination of experience, including outside Vietnam; implementation of new DRR framework; risk and hazard assessment



## Lao PDR 2008 - 2011

- Funding: continued but depending on adapted to working modalities
- Actions: focused (capacity-building, training, public campaigns, awareness raising, education); joint actions; DRR mainstreaming into development programmes; other proposed actions to be discussed; complementary with UNDAC report (priority recommendations)
- Priority hazards: **a**- multi-hazard, floods; **b**- integration of drought preparedness measures into rural development programmes
- Priority Areas: justify choice; depends on proposed focus
- Priority Target levels: depends on proposed focus (to be discussed)
- Interested applicants (if possible in groups) should contact DIPECHO SEA for further discussions



## The Philippines 2008 - 2011

- Funding: continued, at least at same level in proportion of budget
- Priority Actions: all eligible
- Priority Hazards: **a**– multi-hazard, typhoons, floods, landslides, earthquakes, tsunamis; **b** – volcanoes in a multi-hazard approach
- Priority areas: justify choice
- Target levels: Sub-national as a priority; scaling up CDBRR. National and regional levels: to be discussed
- Focus: linkages; dissemination and scaling up of experience, including outside country; advocacy for new DRR legal framework; risk and hazard assessment; coordination



## Indonesia 2008 -2011

- Funding: Increasing in proportion of budget
- Actions: all eligible
- Priority hazards: **a**– multi-hazard, floods, landslides, earthquakes, tsunamis; **b**- haze, forest fire in integration with development programmes; **c**– volcanoes in a multi-hazard approach
- Priority Areas: justify choice; priority for “critical mass” in terms of geography (pooling of experience and complementarities in one area, scaling up of pilots, replication in neighbouring areas)
- Target levels: Sub-national as a priority; scaling up CDBRR. National level: to be discussed
- Focus: linkages; dissemination and scaling up of experience, in particular from past recovery and DRR programmes; implementation of new DRR framework at local level; risk and hazard assessment; coordination



## Timor Leste – priorities and timing to be confirmed

- External exercise in December, to support identification of DIPECHO timing and priorities.
- Focus on ad hoc, targeted actions?
- Support to local NDMO structures, training, capacity building, education, IECs?
- Phase down from drought preparedness? = handover to other actors/instruments
- Timing of exit Strategy  
= more information in January 2008



## Sub-Regional 2008 - 2011

- Funding: continued
- Actions: all eligible
- Priority hazards: **a**– multi-hazard, floods, typhoons/storms; **b**– drought in multi-hazard approach and with integration into other development frameworks
- Priority areas: Lower Mekong Area
- Target levels: depending on action
- Focus: dissemination and scaling up of experience; information sharing and networking; training; capacity-building; risk and hazard assessment; flood management; EWS; education



## Regional 2008 - 2011

- Funding: continued but with re-orientation (components addressing individual countries to be integrated into country programming)
- Priority actions: institutional linkages; information, communication, education; experience sharing in other sectors and sub-sectors
- Priority hazards: depending on actions
- Areas: South East Asia
- Target levels: depending on action
- Focus: information management; networking; training; capacity-building; education; promotion of DRR mainstreaming; cross-cutting issues; advocacy; communication; public awareness; HFA priorities in SEA; cost-analysis, harmonisation of indicators, impact measurement; “service providing”; corresponding ACDM/ARPDM priorities



## Myanmar and Thailand

- Not included in Programme locations, but relevant individuals or organisations from those countries or based in these countries, can participate through:
  - Training
  - Networking
  - Cross-visits
  - Dissemination of materials, experience etc.
  - Through national, sub-regional or regional initiative
- Materials can be adapted and/or disseminated in local languages of those countries



## Applicants

- **EU-based NGOs:** check new FPA signing and A-/P- mechanisms
- **UN:** FAFA as usual; check internal procedures for processing GAs and MoUs ! Use new templates.
- **International Organisations:** use new templates
- **EU MS agencies:** specific rules both for ECHO and MS agencies



## Applicants

- Local organisations: cannot be grant holders; but partnerships with local actors are highly encouraged and will be a “plus” in criteria selection, in particular in certain countries (eg Indonesia)
- Priority for agencies with experience in-country
- Priority for agencies with experience in DRR
- Several applications per applicant can be submitted (but be realistic)



## Red Cross

- As for other key DRR local actors, is considered an important actor through DIPECHO
- RC applications should be centered around the National Society's strategy, capacities, perspectives
- Several RC can apply for one country but we will be looking at capacities of the NS, at complementarities of actions
- RC added value for other agencies: to be discussed in each country, as per needs and capacities/feasibility



## Budget...

- Total DIPECHO SEA for 2008-2009: at least 7.5 mln EUR
- Dilemma: more projects vs improved impact, focus and targeting, but also DIPECHO management capacities
- Proposed ceiling of ECHO contribution per grant: 600,000 EUR: will remain exceptional, based on past experience, capacities, quality of project
- Average grant so far: 320,000 EUR
- First DIPECHO project: be realistic!



## Get together

- Events, advocacy measures
- Projects (eg DANI in Vietnam) – sub-regional initiatives?
- Complementing actions (including with non DIPECHO partners)
- Training
- IECs, public awareness campaigns
- Definition and measurement of indicators
- Evaluations (share executive summaries?) and impact assessment
- Vulnerability assessments
- Definition of target groups
- Approaches vis-à-vis local DM committees  
= will be a plus while selecting groups of projects in each country and regionally



## Include in budget

- Allocation for participation in various relevant events in the region (linkage with regional initiatives)
- Relevant training
- Cross-visits and events
- Coordination mechanisms, including Consultative Processes
- Where relevant, support to NDMOs in facilitation, coordination and other needs etc.
- Re-printing of good materials?
- Costs related to the preparation of the final report (staff, monitoring and associated running costs)



## Do not

- Reinvent the wheel (in particular new partners)
- Do some activities yourself (eg mapping) but rather build capacities
- Create again and again IECs, unless they are innovative, necessary, needed = rather: use, disseminate existing good materials!



## Mitigation works

- As usual: part of DRR design (not singled out); affordable in terms of maintenance, replication, appropriateness to local context
- Scope: depends on design of project (range = 0-30% of total budget)
- Amount: to be justified in design of project (numerous small activities vs few large; in all locations vs in some selected locations)
- Types of projects: should be justified in terms of linkage with hazard and integration into development programme; based on HVCA (no wish list); agency should ensure the appropriate level of knowledge and supervision is available
- Clause 9 in Grant Agreement: will be managed differently, but information sharing will still be required on types of projects



## Priority Hazards and Areas

- Country specifics
- Multi-hazard approaches encouraged for CBDRR
- Single hazard focus possible
- Urban area: pilot actions can be considered
- Expansion vs consolidation?
- Choice of hazard and location to be justified in needs assessment and proposed strategy



## Priority Hazards and Areas

- Natural hazards: justify severity, recurrence, trends, impact (see per country)
- Areas: justify vulnerabilities, selection criteria
- Justify complementarities of DP actions into a development framework
- Look at dissemination of experience, upscaling and integration into longer term mechanisms
  - Interest less in “where/which hazard”, than in “how it will be done and promoted further”



## Evaluations

- Can be both external and internal
- ToRs: no standard
- Consider joint evaluations (eg for a country or local area)
- Aim: measure impact of project, look at programme strategy (past/future), look at past achievements and impacts
- Anytime in project timing: adapt, based on design of project



## Several stages

- Go back to previous villages
- Refresher courses
- Update and dissemination of materials
- Use trained community members as trainers in new areas
- Organise cross visits
- Expansion vs consolidation? Achieve a critical mass
- Expand to neighbouring areas and where good complementarities, rather than to many disseminated locations
- Scale up



## Exit strategies?

- When start up in community, give hint: for how long you intend to be involved and with which strategy
- Scaling up: integration into overall development programmes, into local authorities' planning tools, into other programmes (donors, government)
- When pilot has been demonstrated and critical mass achieved for model to be replicated



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## Part 2: The new FPA



### Disclaimer

- Official position = the one of ECHO Brussels only
- This presentation has been based on preliminary information, which is continuously being updated.
- Final information available on the ECHO website and at your HQs



### Present FPA and Transition

For ongoing DIPECHO projects under 5<sup>th</sup> Action Plan 2006-2008:

- “Old” FPA applies until the end of the operations including final report (same forms, same procedures), ie “business as usual”
- New FPA (2008-2012):
- No revolution
  - Will remain: “Single Form”, real costs, result-driven approach, quality partnership, PCM



### The new FPA (2008-2012)

- In principle, only for FPA with NGOs
- However, for consistency towards all partners:
- the FAFA (UN/EC) annexes will be revised (ie new templates will apply)
  - Where necessary the FPA with IOs will be amended; the annexes will be revised.



### Timing FPA (estimates)

- October 2007: FPA adopted by ECHO
- November 2007: Single Form template on ECHO website (regularly updated)
- December 2007: Annex 4 (procurement) to be adopted by the European Commission
- 10 December 2007: Signature of FPA by NGOs in Brussels
- 11 December 2007: basic training for NGOs in Brussels (e-learning on website, CD)
- December 2007: Update of factsheets, guidelines and production of tools
- Entry into force 1<sup>st</sup> January 2008
- Training of staff: up to May 2008; e-learning

## Context



Opportunities offered by revised EC Financial Regulations (1<sup>st</sup> May 2007)

- Eligibility of VAT under justified circumstances (see revised fact sheet)
- Cash grants allowed (see revised fact sheet)
- Automatic interests calculated for late payments by EC/ECHO (final reports)
- Increased focus on internal control and risk management

Other factors

- EU enlargement: new potential partners
- “European Consensus”

## Simplification, Flexibility



- Rules of nationality and origin to be dropped
- Reduce administrative burden and redundant information requests
- Allow new candidate-partners more easily
- Address diversity of partners better

## New: A- and P-Control Mechanisms



**A**-control mechanisms = Action related monitoring  
**P**-control mechanisms = Prior assessment and procedures

- Decided: during application to FPA procedure; annual assessment; at request of partner
- Identification at Grant Agreement level
- For all: same FPA, contractual instruments, application forms, selection procedures.
- Information to be given in December 2007 on an individual basis to each NGO HQ

## A- or P- : Differences



- Internal procedures (control mechanisms, risk assessment); financial strengths
- Level of monitoring of actions: minimum number of field visits, reporting on procurement procedures, level of control at liquidation, audit focus (eligibility aspects vs implementation procedures)
- Potentially limitation in funding volume

## Reporting



- More use of electronic means
- Only **two** reports:
  - Progress report (by default 3 months before end of action)
  - Final report (narrative, financial)
- Narrative reporting: revised Single Form
- Financial reporting: use of partners' reporting tool for final report (as long as allows clear identification of costs as per narrative)

## Equipment and Stocks



- DG ECHO depreciation rates reviewed
- Simplification of rules regarding end use:
  - No more derogations required in case of transfer to follow-up project
  - No prior agreement by DG ECHO in case of donation to local beneficiary or local implementing partner
- Allowance for low value equipment (<2,000 EUR):
  - Grant Agreement < 500,000 euro: max 5,000 EUR
  - Grant Agreement > 500,001 euro: max. 15,000 EUR

## Procurement



- Mandatory principles:  
ethics, transparency, proportionality, non - discrimination, equal treatment, best value for money etc.  
Applicable to all partners
- Rule of nationality and origin: dropped
- Guidelines and tips for procurement to be produced by ECHO

## Procurement



- (when Annex 4 approved)
- Detailed procurement procedures
- Only applicable in case of A-control mechanisms with value procurement above EUR 60,000
- No more restricted procedures
- DG ECHO's guidelines and tips for procurement: mandatory
- Increased procurement thresholds

## Procurement - Special rules



- In case of "urgent action": single quote, also possible in case of non emergency decision
- Revision of rules regarding procurement of medicines and food (quality requirements)

## New FPA



- FPA text
- Annex 1: Single Form
- Annex 2: Grant Agreement
- Annex 3: General Conditions
- Annex 4: Procurement (for A-partners)

## Single Form



- Reduce repetitions
- Strengthen focus on outputs
- Identify proposal/report processes
- Integrate log-frame
- Procurement issues grouped
- New Sectors/sub-sectors
- Costs

## DP Sectors / Sub Sectors: for DIPECHO and ECHO projects



- **Local Disaster Management components:**  
EWS, mapping & data computerisation, local capacity building, training
- **Institutional linkages:** advocacy, facilitation of coordination, institutional strengthening
- **Information, education, communication:**  
public awareness raising
- **Small scale infrastructure and services**
- **Stock building of emergency and relief items**

## New Sub-sector:

### Stock building of emergency and relief items



- For small and medium scale stocks
- At the relevant local levels
- Integrated into usual disaster preparedness activities (ECHO and DIPECHO)
- Should be part of a system (maintenance, replenishment etc.)
- Done through mandated and relevant entities
- Enhance preparedness to better respond

## Guidelines and tools



As of December 2007 (already on ECHO website, regularly updated)

- Guidelines for Single Form
- Guidelines for financial reporting
- Guidelines and tips for procurements
- Interactive training on new FPA
- Fact sheets
- Glossary

Weblink: [http://ec.europa.eu/echo/partners/index\\_en.htm](http://ec.europa.eu/echo/partners/index_en.htm)



## Information for applicants



- Reports from Consultative Meetings (on ADPC website in January 2008)
- Information sessions: in November-January in most countries
- Through DIPECHO mailing list
- Through DIPECHO Field Office:  
Cecile Pichon ([ta02@echo-bangkok.org](mailto:ta02@echo-bangkok.org)) and  
Thearat Touch ([program01@echo-bangkok.org](mailto:program01@echo-bangkok.org))
- On ECHO website (call for proposals, new FPA)  
: [http://ec.europa.eu/echo/index\\_en.htm](http://ec.europa.eu/echo/index_en.htm)
- Call for Proposals (est.): early March 2008



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## Part 3: The Single Form



### Submission

- Simplified in quantity and form (electronic / paper)
- Check with your HQs about submission process
- Always provide electronic copy to field at the same time as to HQs (if not, risk of lengthening process)



### Single Form

- Reduce repetitions
- Strengthen focus on outputs
- Identify proposal/report processes
- Integrate log-frame
- Procurement issues grouped
- New Sectors/sub-sectors
- “Costs” (rather than “budget”)



### The Template

- Regularly updated
- Latest version: see date on header
- For drafting new proposal: always use the latest version from the web
- For updating proposals, for reporting: use same document as approved as the final proposal



### Filling in the Single Form

#### **1.3 Location**

- Country and district at minimal; further information can depend on assessment (justify in proposal)

#### **1.5 duration**

- In principle up to 15 months, between 15 July 2008 and 14 January 2010
- If early start and if savings: possibilities for extension, up to January 2010

## 1.6 and 1.10: start date



- 1.6: start date identified at the time of submission of the first proposal
- Start date might change, based on duration of evaluation of proposals, preparation of Grant Agreement, readiness of partner to start operations
- Actual start date to be negotiated

## Lessons Learned Start Date



- Organisation starts only when Grant Agreement (or money) received
  - keep in close contact with ECHO field and HQ to know about process and pipeline of GA
- Organisation commits to start as indicated in the proposal (few cases) and *de facto* starts on that date (even fewer cases)
  - ECHO will consider the start date as indicated in proposal
- Organisation takes a few months to send back the Grant Agreement signed and/or to finalise MoU with implementing agency(ies)
  - Unless exceptional and justified, ECHO will take measures; possibility for reassigning funds to other projects

## Improving on Start Dates



- During June 2008 (est), DIPECHO SEA will inform about: proposed amount of funding, comments on proposals; estimated duration of preparation of GA (+/- a few weeks)
- The start date of operations will depend on: the nature and scope of the revision (!); the submission of a satisfactory revised proposal; the indications of the signing of the GA on the ECHO side and the commitment of the partner to start
- As usual, no GA = no official commitment from ECHO. So, trust and compromise....
- Priority will be given to good proposals (less revision) or specific contexts

## 1.7 Co-financing



- Compulsory
- Minimum 15% (can be more)
- No in-kind contribution (but mention it in proposal)
- Can be from own organisation (staffing etc.)
- Cannot be EC funding (duplication of 7% overheads)
- DIPECHO can complement an ongoing programme. Conditions: same objectives, same locations, same duration; overview of the programme submitted (no earmarking of funds)

## 1.9: A- / P- Mechanisms



- ECHO will inform your HQ on mechanism (in December 2007) – scope for responding
- Applicable all through the project, even if mechanism changes in the meantime
- Will have impact on ceiling of budget (if A-): keep posted with ECHO
- Will have impact on reporting requirements for procurement etc.

## 1.10 Proposal and report



- Do not delete text, just fill in
- Dates = date of submission to Brussels
- ECHO reference: provided by ECHO upon submission of the initial proposal; will serve as reference for all further correspondence related to the project
- Good use of ECHO reference = quicker procedures in Brussels!

## 2 & 3: Needs Assessment & Strategy



- For DIPECHO proposals: crucial !
- What are your DRR strategy, perspective
- How do the proposed DP activities fit in this overall perspective (in particular if several phases or stages are envisaged)
- If necessary, add annexes
- For needs assessment and strategy, highlight findings of previous evaluations and reviews, as well as experience of past actions

## 4.2: Beneficiaries



- Direct beneficiaries: identify from activities, sectors
- Identify from locations: in 4.2.6?
- Beneficiary categories: in each country (when relevant), try to single out with other DIPECHO applicants common categories and terminology, at least for obvious groups

## 4.2.5: beneficiaries / design



- Crucial for DIPECHO!
- How well have the authorities at relevant levels, the counterparts, the community members been involved in the preparation and design of this project ?
- If new project/area: specify process and timing (part of the inception phase)
- Lessons learned from past projects

## 4.2.7 – Beneficiaries / sectors



- At proposal stage, be as specific as possible (indicate range)
- For sectors and if possible some sub-sectors
- No real change compared to information required in the present Single Form

## DP Sectors / Sub Sectors: for DIPECHO and ECHO projects



- **Local Disaster Management components:** EWS, mapping & data computerisation, local capacity building, training
- **Institutional linkages:** advocacy, facilitation of coordination, institutional strengthening
- **Information, education, communication:** public awareness raising
- **Small scale infrastructure and services**
- **Stock building of emergency and relief items**

## 4.3 – objectives, results, activities



- All in one section (compared to previous Single Form)
- Log frame: summary of project (3 pages maximum)
- Additional information in 4.3.2; split key costs / support costs
- Else: if good definitions of beneficiaries, proper indicators and budget matching results and activities, flexibility in level of cost details in 4.3.2

## Objectives (logframe)



- Principal objective: only one
- Specific objective: only one
- For principal and specific objectives: avoid numbers, locations (in particular at local level) and in general any information which might be subject to changes during the time of the project

## Indicators



- Some tools being developed (including through DIPECHO... but in Spanish/French so far)
- Achievable within the proposed timing
- Quantitative and qualitative
  - 5, 50 or 500 schools? Basic 1-day training or 2-week ToT? All beneficiaries or only certain (eg refresher)? What expected output?
- Measurable...

## Indicators



- Where feasible and relevant, develop common indicators for certain actions with other DIPECHO partners / DP agencies
- Idem for measurement
- If necessary: address issue as a project component or a project itself

## Indicators - measurement



- Within timeframe of project + reporting period
- Allocate sufficient time and resources
- Includes in design of operations (work plan, timing, external resources, capacity-building etc.)
- If necessary, reduce scope so to allow proper measurement
- Detail methodology in 4.5.1
- Use external support?
- Use joint mechanisms?
- Measure impact of past actions, as part of learning process
- Longer than project duration: give indications in narrative of what will be achieved over xx time

## 4.4: work plan



- Visual
- Use sequence of 4.3.2
- List all activities, including evaluations, key visibility events etc. (at least in interim report)
- Includes risks and assumptions, critical events which will/might hinder process
- If "empty" phases (beginning / end), justify in terms of operations, human resources etc.

## 5: "cross-cutting issues"



- Sustainability & continuum: should complement strategy (3) and should be well reflected in 4.3
- Cross-cutting issues: if any, should be apparent in 4.3...
- Gender: think of practical activities (joint actions?)
- Child-focus: use from others' experiences
- Other issues: idem...

## 6: field coordination



- With authorities
- With DRR fora and other agencies
- Indicate complementarities of actions and efforts of harmonisation
- If other agencies in same areas, indicate complementarities (and lack of duplication)
- With ECHO

## 7: Implementing partners



- For DIPECHO projects: encouraged; part of capacity-building efforts; will be a “plus” in the selection of projects, in particular in some countries
- Should be based on a sound partnership
- Explain shared responsibilities and tasks
- Provide MoUs

## 9: communication, visibility and information



Definition of visibility activities:

- Allow donor identification (stickers, banners etc);
- With central objective of raising awareness for the project and its aims, and/or Commission humanitarian aid and the partner's role and/or the principles of humanitarian aid.
- **Publication activities (included in new single form) includes electronic and printed publications**

Why visibility/communication:

- informing beneficiaries that aid is impartial and a sign of European solidarity
- accountability towards EU taxpayers

## 9: communication, visibility and information



- The Commission considers donor identification a must and strongly encourages pro-active communication, i.e. explaining who we and the partner are, what we do, why and how we do it.
- Activities that are **part of the operational content** of the project and which, by definition, require the use of communication tools **may not be funded under the visibility budget**. Example: training manuals, DRR promotion campaigns. They should nevertheless feature the visual identity.

Target groups of visibility communication activities:

- **beneficiaries**
- the general public **in Europe** or the public interested in close/to our partners
- **in case of DIPECHO to tie in with advocacy local decision makers**

All partners are requested to present a visibility plan at proposal stage

- Refer to guidelines
- Keep in touch with DIPECHO SEA

## 9: communication, visibility and information



- DIPECHO actions are a good vector for communication: integrate “visibility” into activities
- ECHO needs feedback of the impact of DIPECHO: witness accounts, photos, articles. Think about it!
- Joint actions are highly encouraged!
- Human Resources can be charged to project
- No minimum / maximum ceiling: large flexibility and scope for innovative actions

## 10: Human resources



- Provide: function, number of staff, time share on project, brief job description (no CV)
- If high share of staff (in project, in budget), justify as per context, need, type of activities etc.
- Expatriate presence not compulsory = up to the organisation to justify the proposed team set up
- Indicate if some other staff members not budgeted contribute to the programme

## 11: Financial overview



- Guidelines will be provided
- Read well the footnote: "The partner can use another representation of costs as long as at least personnel costs and the costs on information, communication and visibility can be distinguished"
- As per partner's practice (including in final report)
- For DIPECHO: we will need to understand the cost allocation and match it with the proposed outputs (see also 4.3)

## Annex A: procurement table



- Follow-up on new Annex 4 related to procurement issue
- For A-partners
- Level of reporting and information will depend on P- or A- categories

## Guidelines and tools



As of December 2007

- Guidelines for Single Form
- Guidelines for financial reporting
- Guidelines and tips for procurements Fact sheets
- E-training module
- Glossary

Weblink:

[http://ec.europa.eu/echo/partners/index\\_en.htm](http://ec.europa.eu/echo/partners/index_en.htm)

## DG Humanitarian Aid GUIDELINES FOR VISIBILITY PLANS

### 1. REMINDER: APPROACH

- Why visibility/communication:
  1. informing beneficiaries that aid is impartial and a sign of European solidarity
  2. accountability towards EU taxpayers.
- Partner has contractual commitment to do visibility through art 6. of the General Conditions unless it harms the organisations mandate or the safety of its staff (specific request to be submitted to ECHO).
- Definition of visibility activities:
  1. Activities allowing donor identification (stickers, banners etc);
  2. Communication activities with the central objective of raising awareness for the project and its aims, and/or Commission humanitarian aid and the partner's role and/or the principles of humanitarian aid.
- The Commission considers donor identification a must and strongly encourages pro-active communication, i.e. explaining who we and the partner are, what we do, why and how we do it.

### 2. CONTENT OF VISIBILITY PLAN (Single Form Section 9):

#### Principles:

- Each crisis requires a specific relief strategy and a specific communication strategy.
- Communication strategy and related activities need to be adapted to the type of crises and to evolve according to phases of a crisis (e.g. first days of emergency: stickers and interviews; third week: radio shows for beneficiaries explaining role of NGO's and donors; 3 months later: organised press trips).
- Communication strategy and suggested activities must take into account the cultural and political context of the project.
- Strategy and activities should be in line with partner's own communication strategy, their resources and competences.

#### Structure:

- |                         |  |
|-------------------------|--|
| • Objective(s)          | • Distribution                           |
| • Target audience(s)    | • Timing of activity in project context  |
| • Communication tool(s) | • Expected impact e.g. number of viewers |

Style: SMART- Specific, Measurable, Achievable, Relevant, Timely for each activity planned

Budget: Up to 5% of project budget, with a maximum of €50,000 (budget line 0208, presented by type of activity). Budgets above €10,000 need to be submitted to RIO/ECHOA5 for approval.

## DG Humanitarian Aid GUIDELINES FOR VISIBILITY PLANS

### 3. SUGGESTED ACTIVITIES (selection only)

#### 1. Target audience: beneficiaries

##### Donor identification (Basic visibility):

Such as display panels and banners at sites, visible identity on supplies and equipment are a must. The use of other items such as T-shirts and caps is encouraged. Where appropriate an explanatory text or a tag line '*assisting the victims of humanitarian crises*' can be added.

##### Communication activities:

- The **minimum required**: press release issued to local media at launch or important project achievement(s), events organised at important project achievements (always invite local media and EC/ECHO staff).
- 1 step further: brochures, paid or free advertisement, journalists visit, larger-scale events, ...
- Complex: photo exhibitions, audiovisual or radio productions: spots and documentaries, ...

#### 2. Target audience: European public

##### Communication activities

- **Minimum required**: press release at launch/signature, article on partner's web site/ publications.
- 1 step further: paid or free advertisements, journalist's visits, brochures, ...
- Complex: photo exhibitions, audiovisual or radio productions (spots, documentaries), public events, ...

**Note:** Partner can include costs for human resources dedicated to the implementation of communication activities in visibility budget (justification in visibility plan required).

### 4. LIMITS OF VISIBILITY FUNDING

Activities that are **part of the operational content** of a project and which, by definition, require the use of communication tools **may not be funded under the visibility budget**. Example: training manuals, hygiene promotion campaigns. They should nevertheless feature the visual identity like all supplies/equipments under a Commission-funded humanitarian project, subsequent of TA/RIO's approval.

**All activities** funded under the visibility budget line **need to be documented in the final report in order to be considered an eligible cost** e.g. press clippings as a result of a press trip, leaflets produced, photos taken, use of basic visibility items such as stickers and panels through photos.

**ECHO's Regional Information Officer is available to review, comment and coordinate partners' visibility plans ([rio@echo-bangkok.org](mailto:rio@echo-bangkok.org)).**