**ANNEX3**

**CHECK LIST FOR COMMUNICATION ACTIONS**

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| **GENERAL PRINCIPLES**  **EU visibility is a political priority and a contractual obligation.** Project communication must be geared towards **promoting the EU** and its support provided in the specific area. EU plays a central role throughout activities, messages & materials. |  |

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| **COMMUNICATION AND VISIBILITY PLAN**  Communication activities should be visual and showcase the results and the impact of the assistance on the end beneficiaries and not the procedural aspects of the project implementation.  Shift from getting more visibility only, to prioritizing good quality content and meaningful communication actions. |  |
| **Design and develop the communication and visibility plan thoroughly**, get approval by EUD |  |
| **Nominate PR person to deal**  with project communication activities |  |

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| **ELECTRONIC COMMUNICATION**  Communication is a creative trade, use various communication tools and online channels |  |
| **Coordinate website template** w/ EUD |  |
| Display **EU flag + acknowledgement** of funding+ disclaimer; respect **EU visual identity** |  |
| Display EUD **link & banner** |  |
| Inform EUD of any **Social Media plans** |  |
| Substitute **e-mail updates** for newsletters, if possible |  |
| Obtain approval from EUD |  |
| Use **EUD communication channels** |  |
| **PUBLICATIONS** |  |
| Use plain language, avoid jargon |  |
| Create own visual identity |  |
| Obtain approval from EUD |  |
| **PRESS RELEASES**  Professionally written and used only when there is news, include relevant content and quotes.  Unlock the big communication potential of the human stories. |  |
| Obtain **approval of template** from EUD & stick to it |  |
| **Coordinate format & content**, esp. **message**(s) – will be posted on EUD site |  |
| **Sent PR to** **relevant media lists in local language** |  |
| **INTERVIEWS & MEDIA APPEARANCES**  Instruct all **interviewees** to mention **EU funding** & **key objectives** in relation to EU integration & benefits to BiH citizens |  |
| **High-level EU Rep** can give interviews/statements on behalf of the project to raise visibility – coordinate w/ EUD |  |
| Have an **approved fact-sheet** ready to give to the media |  |
| **AUDIO-VISUAL MATERIAL**  Focus on **human interest** & benefits of project  Clear **reference to EU funding** throughout the project |  |
| Have **script approved** by EUD |  |
| **Produce short captivating material** that can be widely watched |  |
| **Audio/ video, pictures, project news** uploaded on **EUD site or social media** |  |
| **EVENTS**  Must be **coordinated & agreed** with the EUD at the earliest conceptual stage, otherwise EUD may decide to cancel the event. events should aim at the end beneficiaries, be engaging by showcasing the project in action and should involve local stakeholders |  |
| Inform Project Mgr - at least 4 wks ahead; propose draft **programme**, target **audiences**, main **message**(s), **speakers** & suitable **date**. Date TBD w/ PM, after coordination w/ EU officials |  |
| Inform EUD – high-level media events require at least Project Mgr present |  |
| Allow at least 7 days for approval of materials |  |
| Draft **invitations** & invite speakers & audiences |  |
| Provide EUD w/ **Project background**, as per EUD template |  |
| If asked, provide **speaking points** |  |
| 2 wks ahead of event, draft **media announcement** in BHS & send to EUD |  |
| 10 days before event, draft **press release** in English & BHS, send for approval. Provide journalists w/ copies of the approved versions on event day |  |
| 1 day prior to event, **media announcement** to be distributed to media |  |
| Prepare **press packs** (promo materials, fact sheets, press release, photos, etc.) to give out to journalists |  |
| Take **photos that illustrate project outcomes** and come with a story to attract attention |  |
| Share **press clipping** w/ EUD |  |
| **PROMO ITEMS**  To be shared during project public outreach events, during visits to the regions, meetings with local community members, not official stakeholders |  |
| Reference to EU funding and EU flag clearly visible. |  |
| Primary language: BHS |  |
| EU funding text to be near EU flag: "Finansira Evropska unija", "Funded by the European Union"  Short versions if space is tight: “EU donacija”, “Projekat EU” etc. - get approval. |  |