

# DELEGATION OF THE EUROPEAN UNION TO ETHIOPIA

## Communication and Visibility Competition



The European Union Delegation to Ethiopia calls for a Communication and Visibility Competition among EU funded projects implemented by international organisations, NGOs and civil society organisations.

The competition is searching for the best examples of effective development communication with special focus on human interest stories and on showing the impact of development cooperation in local communities.

## **I GUIDELINES OF THE COMPETITION:**

1. Projects in the attached list implemented by all local and international partner organisations co-funded by European Commission (Budget line and EDF) will be able to take part in the competition.
2. The competition will be carried out in two main areas:

### **Area I Best overall Communication Strategy of the project**

### **Area II Best Communication Product (with four sub-areas)**

- **Category one:** Best photo
  - **Category two:** Best video
  - **Category three:** Best radio/television advocacy campaign
  - **Category four:** Best engagement with Ethiopian media
3. Winners (1st and 2nd place) from Area I and Area II in each category will be awarded during the EU Film Festival in the second half of 2016.
  4. In addition to winning an EU Visibility Award Trophée and getting positive media attention, the EU Delegation will acknowledge the winners by organising an exhibition of the best visibility products. The winning products may also be used in the wider EU communication efforts including publications and sharing of best practices in the EU development fora in Brussels. The EU Delegation reserves the right to use the communication products for these purposes.
  5. All partners are expected to submit their communication and visibility file for competition in an electronic format before 30 September 2016 to the EU Delegation to Ethiopia with Attn: Mrs. Elisabeth Tarrekegn, email: [Elsabeth.tarrekegn@eeas.europa.eu](mailto:Elsabeth.tarrekegn@eeas.europa.eu)
  6. Winners from Area I and II in each category will be notified before 15 October 2016.
  7. The evaluation committee will be composed of 3 members: one from the European Union Delegation to Ethiopia, one from the Government (Ministry of Finance and Economic Cooperation, MOFEC) and one from the European Union Delegation to African Union.
  8. Communication and visibility competition should cover both project visibility (communication on project purpose, achievement, good practices etc.) and EU visibility. Effective use of social media will be taken into account.
  9. All EU partner organisations are eligible to participate in this competition.

## **II Communication and Visibility file for competition should be composed of:**

Area I - Overall Visibility and Communication Plan (3 pages maximum) and Report of Activities for 2015/16. Each organisation is encouraged to submit an entry in Area I.

Area II - The copy of the proposed visibility product (i.e. photo, video etc.) in the selected category. Each organisation is encouraged to submit its best visibility products in one or several sub-areas/ categories.

Also visit the Commission web site for visibility guidelines: [http://ec.europa.eu/europeaid/work/visibility/documents/communication\\_and\\_visibility\\_manual\\_en.pdf](http://ec.europa.eu/europeaid/work/visibility/documents/communication_and_visibility_manual_en.pdf)

### III Evaluation Grid – two separate evaluations in Area I and II

No	Evaluation Criteria	Scores
Area I	<b>Communication and Visibility Plan and Report 2015/16</b>	<b>50</b>
	<b>The overall assessment</b>	<b>30</b>
	(Creativity, Effectiveness, Relevance, Cost effectiveness, Coherence with EU/EUMS visibility guidelines, Impact and expected sustainability of the visibility work and assortment of visibility activities or tools used, use of social media)	
	<b>The most successful activities in the Plan/Report</b>	<b>20</b>
	(Creativity, Effectiveness, Relevance, Informative, Impact and expected sustainability of the work and Cost effectiveness)	
Area II	<b>Specific communication product (in each category)</b>	<b>50</b>
	<b>The overall assessment</b>	<b>50</b>
	(Creativity, Coherence with EU/EUMS visibility guidelines, Relevance, Ambitious, Cost effectiveness)	

### IV ANNEX (List of eligible EU partner organisations)