

# Inception Report

## Annex 6: Updated Communication and Visibility Plan

### “Recovery, Stability, Socio-Economic Development in Libya - Baladiyati” Phase

#### 2

#### INTRODUCTION

This Phase 2 communication strategy draws on knowledge and lessons learned in the first cycle of the programme “Recovery, Stability and Socio-Economic Development in Libya – Baladiyati” (RSSD Libya, Phase I), and is developed in continuity with its communication objectives, values and resources.

The overall objective of the Communication and Visibility Plan is: (i) to ensure adequate visibility to programme activities, results and achievements; (ii) to share information with appropriate audiences in a timely and effective manner; and (iii) to promote the commitment of the European Union and implementing partners, namely AICS, UNDP and UNICEF, in Libya.

To effectively address the communication needs and priorities and support the overall Action’s visibility and achievement, this strategy builds upon a Joint Communications Initiative (JCI) developed by the three implementing agencies, in close consultation with the European Union, during programme’s Phase I. The JCI, developed in line with the EU guidelines for communication and visibility, sees AICS, UNDP and UNICEF operating as One Communication Team (OCT), a framework in which partners share the communication and visibility strategy, the implementation responsibility, the budget, and the ownership over the final products. This pioneering approach builds on the diversity of partners’ expertise and respective comparative advantages, with the aim to maximise programme visibility and outreach at both the national and international levels.

The Communication and Visibility Plan, conceived as a living document to be revised according to the volatile situation in Libya, is comprised of this communication strategy and three Annexes: the action plan for implementation alongside timeline (Annex I), the programme-dedicated JCI guidelines (Annex II), and the budget (Annex III).

The outlined strategy will be regularly updated by AICS - in consultation with UNDP, UNICEF and the EU - and timely presented to the relevant EU interlocutors. The implementation of the above-mentioned plan will be carried out by a full-time Communication Officer, while service providers will be selected and contracted to undertake the production of ad hoc communication and visibility services, products and materials.

AICS is responsible for the overall facilitation of the Joint Communication and Visibility Plan. Each of the 3 IPs is responsible for specific deliverables, activity implementation and related budget allocation and spending.

The implementation of the communication strategy will be carried out in line with the Action common Logframe, within which each IP is responsible for its own outputs as indicated in their respective DoA and Logframe. In addition to the internal monitoring system, AICS will assess the impact and effectiveness of its communication strategy – incl. by outsourcing ad hoc monitoring services to an external specialized provider.



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## CHAPTER 1. COMMUNICATION STRATEGY

### 1.1 Objectives

The overall objective of this Communication and Visibility Plan is to leverage communications about the programme, its objectives and achievements by sharing information with appropriate audiences in a timely and effective manner, while promoting the role of the European Union and the implementing partners, namely AICS, UNDP and UNICEF.

In line with the above, a comprehensive set of communication activities has been designed and will be pursued jointly by the three implementing agencies as OCT to maximise programme visibility and outreach.

Specific communication objectives include:

- Highlight the commitment of the European Union and the three implementing agencies in Libya;
- Stimulate interest and proactive participation of the recipients and all stakeholders throughout the implementation cycle;
- Share best practices and lessons learned through a systematic and effective dissemination mechanism;
- Increase programme recognition and the reputation of the EU, AICS, UNDP and UNICEF alongside their institutional and technical partners.

### 1.2 Target groups

The profile of the target audiences will inform *ad hoc* messaging alongside the selection of the appropriate communication tools and dissemination channels. The target groups can be indicatively divided in internal and external. While internal communications ensure that all stakeholders involved in the programme management cycle have timely access to key information about the programme activities and operations, external communications cover all groups that should be informed about the programme as part of the communication and visibility goals.

Internal audiences include:

- *End Beneficiaries: the local communities in all target areas will be informed* of the main objectives, progress and outcomes of the project and the EU support that made it possible. This group includes the most vulnerable, marginalized, and hard to reach (e.g. migrants, refugees, internally displaced people and vulnerable members of host communities). Communication efforts will be made to engage also with those in refugee camps, neighbouring countries, and in the diaspora. Particular efforts will be made to reach out to:

- *Youth*: youth spread messages in their unique ways, and deserve specific targeted activities meant to raise awareness about the project, its objectives and achievements.
- *Women*: In Libya, gender norms hamper women and girls' ability to attain their economic, social and political rights. Libya's long-term stability is closely linked to the extent to which women can operate in the public sphere, are included and represented by their government and have a say in peacebuilding and reconciliation processes. Ad hoc campaigns and communication activities will be tailored to this peculiar segment.
- *Key Stakeholders*: to be informed about the impact and results of the EU support as well as programme's best practices, success stories and lessons learned. This group include: the EU Commission DG NEAR, the EU Delegation to Libya; UNDP; UNICEF; the Italian Agency for Development Cooperation (Rome Headquarters and Tunis Regional Office); the Italian Embassy in Tripoli and the Italian Ministry of Foreign Affairs and International Cooperation; partner INGOs and NGOs. At the national level, this group includes: the Libyan Ministry of Local Government; the Libyan Ministry of Planning; the Libyan local authorities in all target municipalities and other relevant ministries and government beneficiaries.

External audiences include:

- EU institutions and the international development community including donors;
- Key media outlets, in Libya and at international level;
- Local and regional governmental bodies (not directly involved in the programme);
- International organisations, INGOs and NGOs operating in the sector/on ground;
- Opinion leaders;
- Academia (individuals and institutions);
- European citizens;
- International public.

### 1.3 Values, messaging and language

Key messages will be tailored to the profile and interests of the identified target audiences, while ensuring compliance with the EU guidelines and requirements for communications. As general rule, the editorial and visual contents will:

- highlight the benefits of the programme, its milestones and positive impact;
- encourage inclusion, non-discrimination and gender equality;
- use clear and accessible language;
- promote conflict-sensitive narratives.

Contents will be produced in English and Arabic as primary languages.

## CHAPTER 2. ONLINE COMMUNICATION PLAN

### 2.1 Programme-dedicated Social Networks

Programme-dedicated Social Networks, namely the Facebook and Twitter accounts, have been developed by the OCT during programme's Phase I (since April 2020) as part of the JCI. Both channels duly display the EU logo, the approved programme's nickname (*Baladiyati*) as well as the *ad hoc* branding designed in line with the EU guidelines for visibility and communication. Messaging is tailored to the diverse intended audiences. In particular:

- Facebook: launched on April 23, 2020, the Facebook page "Baladiyati provides a regular publication flow of n.3 posts per week (one per partner) each content in both English and Arabic. This channel provides news and updates on programme advancements, on ground activities and deliveries achieved, in the form of editorial, visual and graphic contents. This publication flow will be maintained in Phase II, with each partner agency committed to the production of min. n.1 post per week, with systematic use of all relevant hashtags (including @EUinLibya, @agenziaitalianacooperazione, @UNDPLibya @UNICEFLibya as well as #EU#AfricaTrustFund and #Baladiyati).
- Twitter: coordinated content, tailored to an international audience and produced in English, will be published 3 times per week, with a systematic use of all relevant hashtags.
- Instagram: starting from Phase II, the programme will also communicate through a dedicated Instagram account, disseminating photo and video stories, illustrations, infographics, and more. Content will highlight programme's work, ongoing activities and voices and stories from the municipalities, targeting the general public in Libya and at the international level.

Partners will use their own Social Media channels and networks to enhance content dissemination (likes and shares from @EUBaladiyati), and budget will be allocated to rollout ad-hoc boosting strategies (in particular Facebook Advertising) to increase the online community (such campaigns will be tailored to pre-identified intended audiences).

Start date	Resource	Publication schedule	Duration
Implementation phase	OCT	3 posts per week	programme lifespan

### 2.2 Blog: human interest stories from Libyan municipalities

Human-interest stories put beneficiaries at the heart of the programme, while engaging the audiences with content they can relate to.

AICS, UNDP and UNICEF, working as OCT, will collect, edit and disseminate a minimum of 30 human stories (10 per year and a minimum of 10 per IP) from target municipalities and will publish them, in English and Arabic, alongside: a short paragraph explaining the context, the localisation, the nature of the project, and the number of beneficiaries, and n.1-3 quality photos to be included in the "Bank of photos".

The human-interest stories will be published in a programme-dedicated Wordpress blog developed during Phase I, to benefit the programme in terms of:

- reinforcing EU and partners' accountability;
- ensuring programme visibility beyond programme duration: all contents will be archived online and remain available after programme completion;
- ensuring consistency with the communication architecture already established during programme's Phase I.

The blog duly displays the programme-dedicated logo, naming and branding as developed by the OCT and approved by the European Union in January 2021 (see section 3.2), and will be updated throughout the whole programme duration with editorial and visual contents in Arabic and English, tailored to key audiences (as described in section 1.2). Language and tone will be tailored to stimulate interest, empathy and engagement on programme initiatives and activities.

Content dissemination will be ensured through the regular promotion on Social Networks (both joint and partner-specific), including ad hoc sponsored campaigns, as well as Search Engine Optimisation (SEO) techniques and link-building strategies.

Start date	Resource	Publication schedule	Duration
Implementation phase	OCT + external providers	Min. 30 stories + photos	programme lifespan

### 2.3 Programme newsletter

A joint newsletter in English has been developed during programme's Phase I to key stakeholders, partners and the media. Messaging will be concise, with regular use of visuals such as high-quality photos and graphic products. The newsletter, tailored to international audiences, has been conceived as a quarterly overview of programme highlights, achievements and success stories from target municipalities. The format includes quotes from field staff, partners and institutional counterparts as well as the local authorities.

Start date	Resource	Publication schedule	Duration
Implementation phase	OCT + external providers	Every 6 months	programme lifespan

### 2.4 Multimedia content: photos and videos

AICS, UNDP and UNICEF operate as OCT in the collection, production and dissemination of quality photos and engaging video-stories documenting programme work and best practices. The multimedia package identified for this communication strategy includes:

- n.1 global video: conceived to promote the overall Action, highlighting its purpose and objectives as well as the role of the EU as its financing body and AICS, UNDP and UNICEF as the implementing partners. The video will be produced in two versions, English and Arabic:

each in two formats: 3-4 min. length: for Facebook, programme-dedicated blog, EU and partners' websites; and 45 sec. length for Twitter and the Newsletter. The content will be tailored around a collection of footage from the key target municipalities, alongside short interviews (quotes) from major actors and stakeholders.

- n.14 video-stories: within the framework of the JCI, a minimum of n.14 audiovisuals (90-120 sec. length) will be produced, in Arabic and English, to present the purpose and objectives of the overall Action in each municipality. This format will primarily highlight the role of EU and the overall interventions at the municipality-level, avoiding specific focus on the implementing actor/s (they can still be mentioned).
- Additional success-stories videos (project-specific): in line with the work commenced in Phase I, additional multimedia products will be developed by AICS, UNDP and UNICEF to document partner-specific programme interventions (during and/or after implementation). This format will still highlight the role of EU as the key actor but will focus more on the outcome/result of a specific intervention on ground, with clearer reference to its implementer. In order to ensure consistency in style, purpose and values, partners' additional video-products will be developed in compliance with the programme-dedicated "JCI guidelines for communications" (Annex I).
- Photo-bank: building upon the already existent photo-database developed by the OCT during programme's Phase I in the form of a G-drive folder (see Annex II *Guidelines for Joint Communications*), partners will ensure proper collection, storage and archiving of min. 120 quality pictures (n.40 per implementing partner) to be produced during programme lifespan. This means that min.13 professional photos will be produced and made available by each partner every year. Photos will cover all target municipalities and will be made available in the photo-archive alongside their consent form (whenever needed). Photos will be taken to the highest possible standard, with a minimum resolution of 1200x1600 pixels (300 dpi).

To collect, produce, and disseminate engaging multimedia material such as photos and videos, the OCT relies on a synergic network embracing: (i) the expertise of the OCT and its combined resources; (ii) INGO partners on ground; and (iii) the Libyan communication focal points from all target municipalities. More details on multimedia products are available in Annex I.

Dissemination of photo and video products will be ensured through publication and shares on: programme-dedicated blog, programme-dedicated Social Networks, partners' websites and joint Social Networks, programme publications and reports, Newsletters and additional relevant materials.

Start date	Resource	Publication schedule	Duration
Implementation phase	OCT + external suppliers	programme lifespan	programme lifespan

## 2.5 Visibility through external online platforms

To increase online visibility, the OCT promotes its communication contents through additional visibility channels such as third-party websites and online platforms, facilitating content dissemination and outreach among wider and diverse audiences. Each publication produced for



or shared on external platforms will be accompanied by a hyperlink directing users to the programme-dedicated platforms(link-building).

With the aim to facilitate Search Engine Optimisation (SEO), contents will integrate *on page* techniques such as the use of relevant keywords, keyword variations within main phrases and use of keywords in anchor texts when linking internally.

Identified external websites and online platforms include:

- European Union Delegation in Libya websites and related Social Media;
- Implementing partners' websites and Social Media;
- Municipality-level counterparts' websites and Social Media;
- On ground partners' websites and Social Media.

Start date	Resource	Publication schedule	Duration
Inception phase	OCT	every 1-2 months	programme lifespan



## CHAPTER 3. OFFLINE COMMUNICATION PLAN

### 3.1 Logo, naming and brand identity

In line with the EU guidelines for communication and visibility, communication partners developed a dedicated brand identity line for the Action, with the purpose to communicate broadly and effectively about the programme and stimulate outreach and engagement through all its visibility platforms.

The branding line is based on the EU flag as a logo and a short, catchy name (Baladiyati = *my municipality*) familiar to Libyans and functional to programme dissemination within the country and at the international level. Accordingly, the name Baladiyati, which gained wide recognition and acknowledgment among internal and external stakeholders during Phase I, will remain central in all programme communication and documentation materials throughout Phase II. As part of the branding line, the OCT will develop:

1. Key programme documentation: including n.1 Action brochure, in English and in Arabic, presenting programme's context and operational mission in Libya, allowing a prominent role to the EU as its funding institution; and n.14 brochures, in English and in Arabic, expanding on programme interventions per municipality;
2. Visibility items such as letterhead, media advisory template, press release template, folders, brochures, PPT presentation template, visual identity for Social Media;
3. Merchandise products including stickers, pens, notebooks and other small gadgets to be distributed during events and institutional meetings.

Start date	Resource	Duration
Implementation phase	OCT + external providers	programme lifespan

### 3.2 Awareness raising events

Events are great opportunities for promotion and visibility, and an important medium to build and consolidate relationships with recipients, institutional counterparts and key stakeholders.

Joint events will be organised throughout the programme cycle, and include technical meetings, workshops, conferences, site visits and press events. Simultaneously, the OCT will actively participate in events relevant to the programme priorities, both at the national and international level. A comprehensive set of communication activities will be designed and pursued before, during and after the events to maximise impact and highlight results. These include invitation letters, press releases, media advisories, press kits, merchandise, *ad hoc* banners and social media campaigns. Events will be timely planned considering the COVID-19 pandemic and the risk situation on ground.

Start date	Resource	Duration
Implementation phase	OCT + external providers	programme lifespan

### 3.3 Media relations & outreach

In continuity with Phase I, beneficial relationships with the media will be maintained and improved through the timely production and dissemination of press releases, Op-Eds and quarterly newsletters, prompt responses to press enquiries, the organisation of press conferences involving programme representatives and institutional stakeholders, and the preparation and distribution of media advisories, press kits and key documentation and materials.

Operating as OCT, communication partners will periodically produce media analysis to measure media coverage, impact, and results.

Start date	Resource	Duration
Inception phase	OCT + external providers	programme lifespan

### 3.4 Strategic communications as capacity building trajectory

During Phase I, the OCT successfully worked on the establishment of an integrated communication system involving the Libyan communication focal officers from the target municipalities. In line with this pathway, strategic communications will remain a capacity building trajectory also in Phase II, with the aim to strengthen the information systems between local authorities and their communities about access to basic services in Libya, in line with programme goals. Accordingly, a set of training workshops on strategic communications will be developed and offered by the OCT throughout the 3-year programme cycle, in pursuance of objectives such as:

- (i) strengthening the communication capacity between local authorities and communities about access to basic services, alternative livelihoods opportunities as well as reconciliation dynamics;
- (ii) empowering local counterparts to contribute to the programme visibility through the collection and production of communication materials at the municipality level; (iii) encouraging programme's ownership among recipients in line with the overall programme's objective.

### 3.5 Internal communications: Joint Updates

To facilitate internal coordination, the OCT will ensure the regular production and timely distribution of Joint Updates, internal communication products, to be produced in English and Arabic, intended to provide key information on ground level implementation to programme stakeholders. In line with Phase I, which saw the production of Joint Updates on monthly basis (with the first Joint Monthly Update issued in April 2020), the OCT will assess the readership's opinion and define the most suited format and frequency in order to ensure the Joint Updates production throughout the whole programme cycle.

Start date	Resource	Duration
Inception phase	OCT	programme lifespan



### 3.6. JCI Monitoring and Analysis

Monitoring, measuring and analysis of the joint communications deliverables will be pursued throughout the whole programme cycle, and data tracked and evaluated both in terms of performances achieved (e.g. outreach, media coverage etc.) as well as perceptions among the intended audiences (through ad hoc surveys). Budget has been allocated to fulfil this specific component: key findings will be presented in the form of concise and comprehensive semi-annual reports, to be produced and circulated internally throughout programme duration.

Start date	Resource	Duration
Implementation phase	OCT + external providers	programme lifespan



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### Annex 6.1 Action Plan and timeline – revised as of 1 April, 2022

To be implemented by the One Communications Team (OCT) on behalf of the overall Action. An estimated total of EUR 198.000 will be allocated to visibility activities, in line with the table below:

<u>No</u>	<u>Planned activity</u>	<u>Output</u>	<u>Target audiences</u>	<u>Timeline</u>	<u>Budget</u> EUR
1.	<b>JOINT PRESS RELEASES</b>	Min. 3 joint press releases every year to announce programme’s progress and key achievements	<ul style="list-style-type: none"> <li>General public in Libya</li> <li>National and international media</li> <li>Decision makers in Libya</li> <li>EU and key stakeholders / donor community</li> <li>European and international public</li> </ul>	When contract agreement is signed (launch of Phase II); at different implementation stages throughout the programme cycle; when programme ends.	In house
2.	<b>OP-ED, EDITORIALS AND INTERVIEWS:</b> facilitating interviews and placing Op-ed’s written by experts and EU representatives in Libya in international or	Min.1 editorial piece per year and media placement plan	<ul style="list-style-type: none"> <li>National and international media</li> <li>Decision makers in Libya</li> <li>General public in Libya</li> <li>Key stakeholders / Donor community</li> <li>European and international public</li> <li>Partner agencies</li> <li>CSOs</li> </ul>	Throughout programme lifespan	In house

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	regional media.				
3.	<b>HUMAN INTEREST STORIES (HIS)</b>	Min. 30 HIS throughout programme cycle (in Arabic and English) focusing on beneficiaries' lives, including photos and required assets. Recipient: programme-dedicated blog, EU and implementing partners' websites and Social Media platforms.  <b>Additional HIS</b> will be developed by AICS, UNDP and UNICEF to document partner-specific programme interventions (during and/or after implementation).	<ul style="list-style-type: none"> <li>Libyan recipients</li> <li>General public in Libya</li> <li>European and international public</li> <li>Key stakeholders / Donor community</li> <li>Partner agencies</li> <li>CSOs</li> </ul>	Starting from completion of the Inception Phase, throughout programme lifespan	30.000  Including professional photos, translation and editing service, blog improvement and maintenance and sponsored campaigns
4.	<b>VIDEO-STORIES</b>	<b>n.1 global video (ENG + AR):</b> conceived to promote the overall Action, highlighting its purpose and objectives as well as the role of the EU as its financing body and AICS, UNDP and UNICEF as the implementing partners.	<ul style="list-style-type: none"> <li>Libyan recipients</li> <li>General public in Libya</li> <li>European and international public</li> <li>Key stakeholders / Donor community</li> <li>Partner agencies</li> <li>CSOs</li> </ul>	Starting from completion of the Inception Phase, throughout programme lifespan	50.000

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			<p><b>n.14 video-stories (ENG + AR):</b> to present the purpose and objectives of the overall Action and document activities and progress in each municipality;</p> <p><b>Additional multimedia products can</b> be developed by AICS, UNDP and UNICEF to document partner-specific programme interventions (during and/or after implementation).</p>			
5.	<b>PHOTO BANK</b>	Collection, storage and archiving of min. 120 quality pictures to be produced during programme lifespan (res. 1200x1600 pixels / 300 dpi). Min.13 professional photos will be produced and made available by each partner every year	<ul style="list-style-type: none"> <li>• Libyan recipients</li> <li>• General public in Libya</li> <li>• European and international public</li> <li>• Key stakeholders / Donor community</li> <li>• Partner agencies</li> <li>• CSOs</li> </ul>	Starting from completion of the Inception Phase, throughout programme lifespan	30,000	
6.	<b>VISIBILITY MATERIALS</b>	n.1 Action brochure, in English and in Arabic,	<ul style="list-style-type: none"> <li>• Libyan recipients</li> <li>• General public in Libya</li> </ul>	Starting from Inception Phase, throughout the	60.000	

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		<p>presenting programme’s context and operational mission in Libya;</p> <p>n.14 municipality-specific brochures: in English and in Arabic, expanding on programme interventions per municipality;</p> <p>Merchandise products such as stickers, pens, notebooks and other gadgets to be distributed during events and institutional meetings.</p>	<ul style="list-style-type: none"> <li>Libyan authorities both at central and local level</li> <li>European and international public</li> <li>Key stakeholders / Donor community</li> <li>Partner agencies</li> <li>CSOs</li> </ul>	programme lifespan	Including design, production and dissemination in Libya
7.	<b>SOCIAL MEDIA</b>	<p>Min. 3 social media post per week (n.1 per agency), in Arabic and English.</p>	<ul style="list-style-type: none"> <li>Libyan recipients</li> <li>General public in Libya</li> <li>European and international public</li> <li>Key stakeholders / Donor community</li> <li>Partner agencies</li> <li>CSOs</li> </ul>	When contract agreement is signed (from launch of Phase II), throughout programme lifespan.	<p>In house</p> <p>+ 3000 euros sponsored online campaigns (Facebook Ads, ad hoc boosting, re-marketing)</p>
8.	<b>NEWSLETTER</b>	<p>Min. 5 throughout programme cycle</p>	<ul style="list-style-type: none"> <li>Libyan authorities both at central and local level</li> <li>European and international public</li> <li>Key stakeholders / Donor community</li> </ul>	To be produced in English and circulated every 6 months, starting from the completion of the Implementation Phase	<p>10.000</p> <p>for content marketing and dissemination</p>

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			<ul style="list-style-type: none"> <li>Partner agencies</li> <li>CSOs</li> </ul>		
9.	JOINT UPDATES	N.1 every two months – format and frequency TBD upon assessment	Internal stakeholders, including:  MoP, MoGL, EU Delegation to Libya and key EU stakeholders, implementing agencies.	Starting from completion of the Inception Phase, throughout programme lifespan	In house
10	TRAINING WORKSHOPS ON STRATEGIC COMMUNICATIONS	Min. 3 training workshops throughout programme cycle to strengthen communication capacity on access to basic services	<ul style="list-style-type: none"> <li>Libyan focal points for communications for target municipalities;</li> <li>Key representatives from MoLG, MoP and the Presidential Council</li> </ul>	Starting from completion of the Inception Phase, throughout programme lifespan	Planned under communications but <b>funded and implemented under capacity building budget</b>
11	JCI MONITORING AND ANALYSIS	Min. 5 semi-annual reports throughout programme cycle	Internal stakeholders, including:  EU Delegation to Libya and key EU stakeholders, implementing agencies, key institutional counterparts in Libya.	Starting from completion of the Inception Phase, throughout programme lifespan	15.000
	TOTAL BUDGET				<b>198.000</b>





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## Annex 6.2 Budget

ACTION	OVERALL BUDGET	AICS share
Joint press releases	-	
OP-ED, editorials, interviews	-	
Human Interest Stories	30.000	10.000
Video-stories	50.000	50.000
Photo-Bank	30.000	10.000
Visibility materials	60.000	30.000
Social Networks (Facebook, Twitter, Instagram)	3.000	
Quarterly Newsletter (printing and distribution)	10.000	
Joint Monthly Update (JMU)	-	
Monitoring and analysis	15.000	
TOTAL	198.000	100.000



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## Annex 6.3 Guidelines for Joint Communications

### 1. Video Guidelines

Find a central character to focus the video on and through his or her eyes “tell the story”. A video story is much more accessible to the viewing public if one can identify with an individual. This character can be either a Baladiyati beneficiary or a staff member involved in the programme. Try and think creatively about the programme and the impact on communities then find an individual that you can focus on.

The video should present the work done in the municipality and not be specific to one implementing partner’s work. Implementing partner’s visibility can be highlighted, but municipality and EU are the entry point.

#### 1. Technical Specifications

##### 1.1. Video Format

Each video product will be produced in two versions (English and Arabic) and possibly in two formats (full length and shorter format).

A full-length video will be uploaded on the Baladiyati YouTube channel with the aspect ratio of 16:9. Based on resources and ad hoc needs, an optional shorter version of 30-45 seconds can be produced for Social Networks, Twitter and Instagram in particular, with an aspect ratio of 1:1. The latter remains compulsory for n.14 municipality-based video-presentations.

##### 1.2. Aspect Ratio and Video Size

16:9 (1920x1080) for YouTube (blog, Facebook, partners’ websites and other platforms)

1:1 (1280 x 1280) for Twitter and Instagram

##### 1.3. Resolution

Video produced should be recorded and exported at 1080p HD quality for YouTube.

Can be 720p for social media

##### 1.4. Framerate

24 fps

##### 1.5. Video length

The YouTube version of the video should be a maximum of three minutes long. Anywhere between 1-3 minutes



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The Twitter version of the video should be maximum 45 seconds long, ideally 30 seconds.

#### 1.6. Captions

- Burned-In Captions
- Font Options:
  - English: Arial (roman letters);
  - Arabic: Adobe Arabic
- Alignment: depending on footage. Must sit half inch above margin bottom (1-2 lines max)
- Size:
  - Titles and lower thirds: 90-95
  - Subtitles: 60-80
  - Line spacing: -20 to -25

#### 2. Interview

Interviews should be lined to the 1/3 of the frame with the name and title appearing on the side. The microphone should be connected properly to the camera. Do a sound check before starting the interview.



Some helpful tips include:

1. Interviewee should be looking at the interviewer and not directly at the camera.
2. Interviewee should be talking naturally and clearly, not too fast.
3. Make sure the audio is well connected and clearly heard.
4. Ask the interviewee not to move the lapel microphone when filming.

Make sure interviewees fill in the consent/release form. See:

<https://drive.google.com/drive/folders/18gBUxwuLWtev4s5JtjKceH0-Yg9FQMwm>

See consent form guidelines below (Section 5: Consent Form Guidelines)

#### 3. Branding (ending slides)



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The logos as well as the social media hashtag and information will be displayed in the video’s ending slides.



Editable version is available on Canva:

<https://www.canva.com/design/DAEWMPfQCWQ/hbkV9JKgbnmGfEgqBnRzGA/edit#1>

## 2. Human-interest story Guidelines

This is a story that has a particular human being/s at the center of the narrative whose life has been impacted positively and sustainably by the project, presented in an interesting way. The story essentially is how people’s lives have been changed by the work. You want to choose a person who can convey the project’s impact and tell the story through their experience. Select a consenting adult (or minor with a guardian’s consent) who can elaborate how their life was before the intervention, and how it has changed since. It is important to identify how the intervention supports the beneficiary to become self-reliant.

The technical information required provides the context, the factual background to the story, and covers the basic journalistic questions of Who, What, Where, When, How and more importantly, Why.

The story should present the work done in the municipality and not be specific to one implementing partner’s work. Implementing partner’s visibility can be highlighted, but municipality and EU are the entry point.

For project related publications including stories, articles and press releases, the following text should be added at the end of the publication:

*The EU’s Baladiyati “Recovery, Stability and Socio-economic Development Programme” currently works with 14 municipalities across Libya with the aim to improve people’s access to quality public services such as education, health, water and sanitation. Baladiyati is*



“Recovery, Stability, Socio-Economic Development in Libya - Baladiyati”

*implemented by the Italian development agency AICS, UNDP and UNICEF. It is the largest programme ever financed by the European Union in direct support of Libyan municipalities and of some of the most vulnerable communities in the country.*

*The programme in Libya is funded by the European Union through the Emergency Trust Fund for Africa, to improve living conditions and build resilience among vulnerable populations, including migrants, refugees, internally displaced people (IDPs), returnees and host communities.*

This one paragraph description should be included in media advisories, press releases and publications.

### 3. Gender-Sensitive Communication

Ensure that women and men are equally represented in communication products and messages. It is important to ensure that quotes from both men and women are included in press releases, stories and other communications. Additionally, presenting female voices in traditionally male roles and vice versa contributes to deconstructing stereotypes and gender norms. Such messages, including visuals and written messages can have a positive impact on people’s attitudes over time.

Our use of language often reinforces gender stereotypes and assumptions about women and men are often formed through such gender stereotypes. It is important to avoid using these, as gender stereotypes limit and trivialize both women and men, presenting inaccurate images. It is important to not represent certain vocations or roles as only appropriate for, or held by, by women and men. For example, doctors are men and nurses are women. It is also critical to not imply, for example, that women and girls are timid in comparison to men and boys, or that females are passive, and males are active. Similarly, one should avoid using phrases that stereotype women’s or men’s behavior or thought processes. For example, gender stereotypes are deployed when describing men as aggressive or violent, and when describing women as emotional, shrill, or passive.



“Recovery, Stability, Socio-Economic Development in Libya - Baladiyati”

✗ Gender biased	✓ Gender sensitive
Social Good Summit attendees and their wives are invited.	Social Good Summit attendees and their partners are invited.
John and Mary both have full time jobs; he helps her with the housework.	John and Mary both have full time jobs; they share the housework.
Research scientists often neglect their wives and children.	Research scientists often neglect their families.
The average construction worker is experiencing impacts on his health due to hazardous working conditions by the age of 35 years.	Recent research revealed that construction workers are experiencing impacts on their health due to hazardous working conditions by the age of 35 years.
The policy manual states that the Deputy Resident Representative attends every Project Appraisal Committee meeting at his Country Office.	The policy manual states that the Deputy Resident Representative attends every Project Appraisal Committee meeting at the Country Office.



“Recovery, Stability, Socio-Economic Development in Libya - Baladiyati”

× Gender biased	✓ Gender sensitive
Fatherland	Native land
Mother tongue	Native tongue
Man's search for knowledge has led him to impressive scientific discovery.	<p>The search for knowledge has led us to impressive scientific discovery.</p> <p>People have continually sought knowledge. This led to improved scientific discovery.</p>
This project aims at building the entrepreneurial capacities of men and women in the district. Outputs will include business trainings for salesmen and owners of small enterprises.	This project aims at building the entrepreneurial capacities of women and men in the district. Outputs will include business trainings for salespeople and owners of small enterprises.
Mankind	Humanity, human beings, people

× Gender biased	✓ Gender sensitive
Salesman / saleswoman	Sales clerk; sales person; sales representative
Career woman	Professional; executive; business person
Stewardess; waitress	Flight attendant; waiter / server
Male nurse	Nurse
Congressman	Member of Congress
Spokesman	Spokesperson





“Recovery, Stability, Socio-Economic Development in Libya - Baladiyati”

✗ Gender biased	✓ Gender sensitive
Miss, Mrs.	Ms.
Men and ladies	Men and women / women and men
Man and wife	Wife and husband / husband and wife
Ed Schmidt and his wife Janet	Mr. and Ms. Schmidt / Ms. and Mr. Schmidt
Mrs. Ed Schmidt	Janet Schmidt, Ms. Janet Schmidt

More guidance on gender-sensitive communication is outlined [here](#)

## 4. Photo Guidelines

As detailed in the Communication and Visibility plan, a [photo bank](#) of at least 120 pictures (at least 40 per implementing partner) of a very good quality (professional photographer), covering all the municipalities - at least 30 to 60 pictures (10 to 20 per project) will need to be available from year one. All pictures must be of resolution 1200X1600, dpi 300.

Points to consider:

- Portray the people, characters or things that best represent the program’s theme and values.
- Prominently feature a single, striking image of the principal personality or object.
- Photographs that show people and things in motion demonstrate progress.
- Make sure that the photo is well lit. Avoid using flash and photographing outdoors in the middle of the day as the sunlight is most harsh.
- Photographs should convey respect for human dignity and rights, even when they portray difficult issues such as conflict and poverty.
- Pursue close-up action shots, creative angles or poses, perspectives that make the photo interesting.
- Make sure that permission is granted by the subject in the photo and upload the photo release form with the photos. Minors (under 18 years old) must have their forms signed by their care giver.

Photo specifications:

Photos must meet the following criteria:





“Recovery, Stability, Socio-Economic Development in Libya - Baladiyati”

- JPEG file;
- Resolution of at least 300 dpi and a size of at least 3MB. This size file will allow good quality and flexibility for print media and is adequate for online use;
- 4:3 photo ratio (1200x1600 pixels);
- Well lit, in sharp focus, and free of dirt and scratches;
- A full tonal range, with visible detail in both shadow and highlighted areas.
- Photographs must be accompanied by brief captions that describe the people, location, date, and activity depicted. The name and contact information of the photographer should be provided for purposes of credit and follow-up queries, if any.
- Metadata should be internally embedded into the image file.

Metadata:

Metadata should be internally embedded into the image file and contain the following:

- Information about the photo: who, what, where, when
- Name of photographer and agency – copyright attribution

Copyrights and credit:

Images should be credited in all publication formats. Crediting should be in the following format:

Photo: © agency (country)/First name, Last name (of photographer)

For print publications (books, brochures, flyers, posters, banners, etc.), photographs should be credited: beneath the image, flush right or: vertically beside the image, flush left or right bottom. or: on a separate ‘credits’ page. Include the page reference and position on the page where the image appears.

For Web reproduction, photographs should be credited: beneath the image, flush right (only for images used as icons) or: in the ‘Alt.Tab’ image tag that appears when the mouse is ‘rolled over’ the image. For PowerPoint presentations, photographs should be credited: Beneath the photographs, flush left Or: on the last page of the presentation.

## 4. Field Visibility and Events Guidelines

The approved branding materials should be used in all related project events for project visibility purposes. Partners that want to develop additional visibility materials should use the approved mockups as a reference.

Source file:



“Recovery, Stability, Socio-Economic Development in Libya - Baladiyati”

<https://drive.google.com/drive/folders/1DTQjPP5-A5MhPKA1g0cr0ZaRYGxu1FQW?usp=sharing>

For project training courses, conferences, seminars, fairs, exhibitions and workshops, participants should be made aware that the EU is financing the event. Depending on the circumstances, the opportunity should be taken to display the European flag and Baladiyati branding banners. For placards, the following text can be used:

[Name of project] have been rehabilitated (or provided) by [agency] with funds from the European Union under the Baladiyati project under the framework of the “*Recovery, Stability and Socio-economic Development Programme*”.

## 5. Joint Publications

Publications should always be tailored to the audience in question and focus on the intended results of the action. Texts should be short and simple, and photographs used where possible to illustrate the action and its context. In general, all material produced in paper form should also be made available in electronic form, so that it can be sent by e-mail and posted on a web site. For material in paper form, distribution capacity (mailing lists) should be considered. All leaflets and brochures should incorporate the basic elements of the Baladiyati visual identity, i.e. the EU flag, the disclaimer and project details and contact details. Copies, including electronic copies of the publications should be made available.

Logo order in English (left to right): EU flag, Libyan flag, AICS, UNICEF, UNDP



Logo order in Arabic (left to right): UNDP, UNICEF, AICS, Libyan flag, EU flag



All partners logos should be visually equal. All logos must be placed on the same line. No one logo should take precedence over the other logos of partnering agencies or organizations. There are no exceptions to this rule. To achieve maximum recognition of the logos, it is important that it is never obscured or crowded by other elements. Leave an area of isolation around it, or clear space.



## “Recovery, Stability, Socio-Economic Development in Libya - Baladiyati”

In order to protect and strengthen the trademark status of the logo, the approved versions must not be altered, modified, changed or added to in any way. Do not distort the shape of any logo; do not change the style or colour of the elements; do not add an outline to the logos; do not rearrange the elements.

### Press Releases

As a general rule, a press release should be issued at the start of all actions. Where the partners launch a press release in the context of the project, the press release should be shared with the EU for clearance. The release should incorporate the EU flag/ Baladiyati branding (template can be found [here](#)), mention that funding is provided by the EU and include the disclaimer:

*The EU’s Baladiyati “Recovery, Stability and Socio-economic Development Programme” currently works with 14 municipalities across Libya with the aim to improve people’s access to quality public services such as Baladiyati, implemented by the Italian development agency AICS, UNDP and UNICEF, is the largest programme ever financed by the European Union through the Emergency Trust Fund for Africa in direct support of Libyan municipalities and of some of the most vulnerable communities, including migrants, refugees, internally displaced people (IDPs), returnees and host communities.*

If a press conference is planned, the press release should include the name of an EU personality who will be present at the press conference, if appropriate. The release should be dated at the top and should also indicate when the information may be released.

A newsworthy press release should contain: a heading, a strong leading paragraph summarising the essential facts, the main body of the story, quotes, some background information, and contact details for further information. The release should be kept to one side of an A4 page whenever possible; if it is longer, 'more follows' should be written at the bottom of every subsequent page. At the end of the document, make sure to write 'End'. After 'End', the press release should provide the name and email of the comms specialist of the three agencies and the EU.

The press release should indicate that this is a Baladiyati project. Implementing agencies may also include the name of the programme the project corresponds to.

## 6. Consent form guidelines

Baladiyati requires its photographers to obtain the consent of individuals to be photographed or videotaped whenever this is possible and considered necessary as described below. This is particularly important when sensitive, personal, private information is revealed in the photo or corresponding caption. When photographing or videotaping a minor (under 18), the consent should be obtained from the parent or other legal representative of this minor. Whenever this is possible, the photographer or videographer should obtain a signed release form and send the original signed form to the comms specialist of each of the implementing agencies that the



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professional is working with. The relevant agency will place the consent form together with the picture or video in the Photo bank.

The consent form is not needed for:

- Non-recognizable individuals in public (faces and all other identifying features are obscured), except as otherwise provided in this chart.
- Public figures in public (e.g. celebrities, government officials at conferences or launches).
- Crowds in public (e.g. an audience at outdoor concert).

The consent form is needed for:

- All recognizable individuals in all settings.
- Directors/Managers of clinics or other service programs.

Particular care required:

- Recognizable providers and clients in clinical settings.
- Recognizable or nonrecognizable individuals in any setting where personal, private information is exposed in the photo or documented in the corresponding caption.

#### Obtaining Consent

When possible, the photographer or videographer should establish a relationship before start taking photos. When approaching photo subjects in the field, briefly introduce yourself, be courteous, and explain the purpose of your visit or the reason you want to take photos. If you are travelling with someone who speaks the local language, ask him or her to translate your request for consent. Identify an adult who is legally authorized give you consent on behalf of children.

Obtaining written consent is not possible in all circumstances. Furthermore, written documents may have little or no meaning to people who speak a different language, people of low literacy, and people who live in cultures where photography or publications are not common. Therefore, Baladiyati requires its photographers to:

- Prepare consent forms ahead of time in the local language of the area they will be visiting.
- If you are unable to prepare written consent forms in the local language, orally translate the consent form to your photo subjects. Use an interpreter if necessary.

Remember: Photographing and using photos of vulnerable populations requires extreme care and sensitivity. To protect the identity of individuals who may be put at risk of reprisal or rejection in their communities as a result of allowing their picture to be taken and agreeing to tell their story,



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it may be necessary to make sure that they cannot be identified and leave out personal information such as names.



### Resources:

Baladiyati Template Source file:



Baladiyati Branding & Visibility Materials:



Photo Bank:

