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THIS ACTION IS FUNDED BY THE EUROPEAN UNION

ANNEX VII

to the Commission Implementing Decision on the financing of the multiannual action plan in favour of Asia-Pacific for 2024-2025 covering ASEAN, migration, forced displacement and mobility

Action Document for “Strategic Communication Facility for EU in ASEAN”

MULTIANNUAL PLAN

This document constitutes the multiannual work programme within the meaning of Article 110(2) of the Financial Regulation, within the meaning of Article 23 of the NDICI-Global Europe Regulation.

1 SYNOPSIS

1.1. Action Summary Table

1. Title CRIS/OPSYS business reference Basic Act	Strategic Communication Facility for EU in ASEAN OPSYS number: ACT-62707 Financed under the Neighbourhood, Development and International Cooperation Instrument (NDICI-Global Europe)
2. Team Europe Initiative	<input checked="" type="checkbox"/> Not applicable <input type="checkbox"/> Supporting (inter alia) TEI.
3. Zone benefiting from the Action	The action shall be carried out in ASEAN ¹ Member States
4. Programming document	Regional Multiannual Indicative Programme (MIP) Asia and Pacific 2021-2027 ²
5. Link with relevant MIP(s) objectives / expected results	The action will contribute to the tasks defined under the regional MIP Support Measures and Cooperation Facilities, including “strategic communications and public diplomacy actions, external expertise for project identification and formulation, evaluations, audits or studies and technical assistance that can measure and improve programme impact and support good governance”
PRIORITY AREAS AND SECTOR INFORMATION	
6. Priority Area(s), sectors	Not applicable
7. Sustainable Development Goals (SDGs)	Main SDG: SDG 17 Partnerships for the Goals By supporting strategic communication and programmes across all priorities of EU cooperation with ASEAN, the action will contribute to many other SDGs and targets including:

¹ Considering ASEAN Leaders’ in-principle decision in November 2022 to admit Timor-Leste to be the 11th member of ASEAN, selected activities as appropriate may be carried out in Timor-Leste in consultation with ASEAN and with the agreement of the competent Timorese authorities.

² https://international-partnerships.ec.europa.eu/system/files/2022-01/mip-2021-c2021-9251-asia-pacific-annex_en.pdf

	SDG 4 – Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all SDG 5 - Achieve gender equality and empower all women and girls SDG 7 - Ensure access to affordable, reliable, sustainable and modern energy for all SDG 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all SDG 12 - Ensure sustainable consumption and production patterns SDG 13 - Take urgent action to combat climate change and its impacts			
8 a) DAC code(s)	DAC 22010 – Communication Policy and Administrative Management (100 %)			
8 b) Main Delivery Channel	60000 - Private sector institution			
9. Involvement of multilateral partners	No			
10. Targets	<input type="checkbox"/> Migration <input checked="" type="checkbox"/> Climate <input checked="" type="checkbox"/> Social inclusion and Human Development <input checked="" type="checkbox"/> Gender <input checked="" type="checkbox"/> Biodiversity <input checked="" type="checkbox"/> Education <input checked="" type="checkbox"/> Human Rights, Democracy and Governance			
11. Markers (from DAC form)	General policy objective	Not targeted	Significant objective	Principal objective
	Participation development/good governance	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Aid to environment @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Gender equality and women's and girl's empowerment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Reproductive, maternal, new-born and child health	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Disaster Risk Reduction @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Inclusion of persons with Disabilities @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Nutrition @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	RIO Convention markers	Not targeted	Significant objective	Principal objective
	Biological diversity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Combat desertification	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Climate change mitigation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Climate change adaptation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Internal markers and Tags	Policy objectives	Not targeted	Significant objective	Principal objective
	Digitalisation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	digital connectivity digital governance digital entrepreneurship digital skills/literacy digital services	YES <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	NO <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
	Connectivity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	digital connectivity energy transport health education and research	YES <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	NO <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
	Policy objectives	Not targeted	Significant objective	
	Migration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reduction of Inequalities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Covid-19	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUDGET INFORMATION				
13. Amounts concerned	Budget line(s) (article, item): 14.020131 Total estimated cost: EUR 3 500 000 Total amount of EU budget contribution EUR 3 500 000			
MANAGEMENT AND IMPLEMENTATION				
14. Type of financing	Direct management through: Procurement			
15. Type of measure	<input checked="" type="checkbox"/> Cooperation facility <input type="checkbox"/> Measures in favour of Civil Society			

1.2 Summary of the Action

The action will support the implementation of strategic communication activities designed to raise awareness, understanding and perception of the EU and its partnership in ASEAN, in line with the priorities identified in the Regional Multiannual Indicative Programme as well as relevant global and regional strategies, in particular Global Gateway. It will also mobilise external expertise for project identification and formulation, evaluations, audits and studies.

2 RATIONALE

2.1 Context

The Asia-Pacific region's growing economic, demographic, and political weight makes it a key partner for the European Union in shaping the international order and in addressing global challenges. The EU's current vision,

interests and priorities in the wider Asia-Pacific region are outlined by various EU strategies, including the Indo-Pacific Strategy (2021)³ and the Global Gateway Strategy (2021)⁴.

The European Union (EU) became ASEAN's Dialogue Partner in 1977 and it was formally institutionalised following the signing of the ASEAN-European Economic Community Cooperation Agreement in 1980. The adoption of the Nuremberg Declaration on an EU-ASEAN Enhanced Partnership in 2007 was an important milestone in the dialogue relations. In 2020, ASEAN and the EU became Strategic Partners with their leaders holding the first EU-ASEAN Commemorative Summit in 2022. The Plan of Action to Implement the ASEAN-EU Strategic Partnership (2023-2027) guides current actions of the EU with ASEAN in the political and security, economic, socio-cultural, and cross pillar cooperation.

Ensuring the implementation of these strategic priorities is known, understood and well perceived by both specialised and general public audiences in ASEAN is essential to help position the EU as a trusted and reliable partner in the sub-region. Over the past years, the EU has already supported communication in ASEAN through the pooling of visibility of EU funded projects, which has resulted in improvements in the visibility of the EU in sub-region. This new action will further support the objectives of EU cooperation with ASEAN through strategic communication, with an emphasis on shared values, interests, and impact, focusing on key priorities of the EU-ASEAN partnership such as sustainable connectivity and the green transition.

2.2 Problem Analysis

Strategic communication plays a key role in strengthening the EU's role in the world. Communication and visibility activities should be reinforced to demonstrate the EU's added value as a partner for ASEAN and its people. By consolidating strategic communication resources in the Support Measures, the EU Delegation to ASEAN will be able to plan and execute multiannual strategic communication actions with the scale and focus necessary to be effective on a regional scale. This will ensure more impactful communication on the EU's international partnerships objectives and external policy priorities. The action will therefore contribute to raising awareness, understanding and perception of the EU its role and values in the ASEAN.

Besides strategic communication, there is a need to accompany EU-ASEAN cooperation through preparation, follow-up, monitoring, control, audit and evaluation activities, which this action will also support.

The Action will engage with a wide range of stakeholders across several policy areas. With the population of the 10 ASEAN Member States overall being more than 670 million, and the budget of this Action being EUR 3.5 million, targeting becomes especially important in campaigns⁵.

Key partners are the following:

- **Wider audiences**, comprising ordinary citizens, who are not knowledgeable about, or involved in policy, advocacy, or international relations, and who may not be aware of the EU.
- **Key specialised audiences**, including opinion leaders, activists, the private sector and other “multipliers” who already have a stake in the sphere of policy, advocacy and international relations incl. ASEAN institutions, ASEAN Member States, the wider diplomatic community, think tanks, the business community (e.g. EU-ASEANS Business Council), civil society organisations, youths, students, higher education institutions and academics.

³ JOIN/2021/24 final - Joint Communication to the European Parliament and the Council - The EU Strategy for Cooperation in the Indo-Pacific

⁴ JOIN/2021/30 final - Joint Communication to the European Parliament, the Council, the European Economic and Social Committee, the Committee of the Regions and the European Investment Bank: The Global Gateway

⁵ An industry standard is to calculate with about EUR 1 per targeted person for awareness raising in a campaign.

3 DESCRIPTION OF THE ACTION

3.1 Objectives and Expected Outputs

The Overall Objective (Impact) of this Action is to help position the EU as a partner of reference among selected target audiences in ASEAN and to facilitate the implementation of EU funded programmes in ASEAN by providing funding for all necessary support operations

The Specific Objectives (Outcomes) of this Action are to:

1. Measurably increase awareness, understanding and perception of the EU partnership, in particular around key Global Gateway priorities
2. Contribute to the achievement of the objectives and expected results of the Asia-Pacific regional MIP priorities for cooperation with ASEAN

This action shall contribute to achieve the following **outputs**, corresponding to the above-mentioned Specific Objectives:

- 1.1 Targeted campaigns and communication activities are designed and implemented to make the EU and its values more visible, relevant, and influential
- 2.1 Technical support during identification, formulation and implementation of EU programmes including in the context of TEIs and Global Gateway initiatives, provided.

3.2 Indicative Activities

Activities related to Output 1.1: Targeted campaigns and communication activities are designed and implemented to make the EU and its values more visible, relevant, and influential

- Design and roll out of public campaigns aimed at the wider population, with the objective of measurably increasing the awareness, understanding and perception of the EU's partnership with ASEAN, with a particular focus on promoting the key Global Gateway priorities illustrating the EU's unique added value.
- Design and implement political communication activities to support Summits, events, Global Gateway flagship milestones, and Team Europe activities, including through missions, the production of communication materials on EU priorities and actions (e.g. publications, factsheets, infographics, human stories, audio-visual assets, short videos, social media contents, etc.) and engagement with key stakeholders (e.g. cooperation partners). Special interest will be taken to ensure that actions are inclusive, gender-responsive, as well as accessible and adapted for persons with disabilities.
- Targeted research activities to ensure strategic communication activities are data-driven and measurable.

Activities related to Output 2.1: Contribute to the achievement of all the objectives and expected results of the Asia-Pacific regional MIP priorities for cooperation with ASEAN

- Mobilisation of expertise to support the preparation, implementation and evaluation of the EU's cooperation activities.

3.3 Mainstreaming

Environmental Protection & Climate Change

Outcomes of the EIA (Environmental Impact Assessment) screening (relevant for projects and/or specific interventions within a project)

The EIA (Environment Impact Assessment) screening classified the Action as Category C (no need for further assessment).

Outcome of the CRA (Climate Risk Assessment) screening (relevant for projects and/or specific interventions within a project)

The Climate Risk Assessment (CRA) screening concluded that this Action is no or low risk (no need for further assessment).

Gender equality and empowerment of women and girls

As per the OECD Gender DAC codes identified in section 1.1, this Action is labelled as G1. This implies that a gender responsive approach will be applied throughout the implementation of all activities undertaken.

The Action will contribute to the implementation of the Gender Action Plan III (GAP III) 2021-2025 by ensuring that gender is mainstreamed through the activities of this Action. The GAP III is linked to the Sustainable Development Goals (SDGs), in particular SDG5, accelerating progress on gender equality and women's empowerment as a priority of all EU external policies and Actions, including as a focus of the Global Gateway strategy. Activities of the Action will consider representation of genders and will ensure gender balance in all aspects of its activities: e.g. winners of competitions, participants in various events, social media contents and composition of resource persons or panellists (by avoiding all-male panels). Communication materials produced by the Action and any other media products will be screened for gender bias and stereotyping. Where possible and appropriate, events will give voice and representation to people with non-binary gender identities and diverse sexual orientations.

Human Rights

Respect for human rights is a fundamental value of the European Union. Strengthening the human rights dialogue with ASEAN and its Member States, and aligning the legal framework (ratification of international human rights treaties) and promoting the implementation of priorities under the EU-ASEAN human rights dialogue, as well as the UN Guiding Principles on business and Human Rights by states and business enterprises, are an important elements of the Action. A human rights based approach will be applied throughout, ensuring meaningful and inclusive participation, non-discrimination and equality as well as accountability and transparency. The implementation of the Action will be fully aligned with the EU Action Plan on Human Rights and Democracy 2020-2024, on harnessing opportunities and addressing challenges of digital technologies. Monitoring and evaluation activities will have a human rights based approach whenever applicable.

Disability

As per OECD Disability DAC codes identified in section 1.1, this Action is labelled as D0. This implies that disability is not considered the overall nor a specific objective of the Action. However, in all activities all possible measures will be taken to ensure the rights of persons with disabilities. Attention will be paid to ensure the participation and representation of persons with disabilities in the activities, including through ensuring accessibility of physical and online environment, communication, materials and services, among others. Special attention will be given to the principles of equal access and non-discrimination in the activities related to people and digital connectivity. Improved access to assistive technologies and support to digitalisation of special needs education will be explored. Monitoring and evaluation activities will take into considering inclusion and accessibility whenever applicable.

Reduction of inequalities

Inequality Marker: I-0 - the Action is not considered relevant for inequality reduction. This implies that activities of the Action will not target the reduction of inequality in the region.

Inequality within ASEAN manifests in various forms, including income, education, healthcare access, and gender disparities. People in rural areas of certain ASEAN Member States often face limited access to quality education and healthcare compared to urban areas, exacerbating disparities. Additionally, gender inequality persists, with women facing challenges in accessing education, employment opportunities, and leadership positions across the region. Although the action will not address inequality reduction directly, all activities will consider these issues.

Democracy

Strengthening democracy and enhancing good governance and the rule of law are purposes stated in the ASEAN charter. The importance of these principles and their relevance to the topics covered by the Action are directly

reflected in the design of the Action which supports inclusive dialogues, participatory processes, clear and reliable regulatory frameworks, transparency and better access to information.

Conflict sensitivity, peace and resilience

Building resilience and preventing conflicts are relevant in ASEAN for conflicts linked to economic resources and territorial disputes. The various positions and interests of concerned stakeholders and the factors determining them (e.g. the distribution of economic resources in the ASEAN region) will be thoroughly analysed. The result will inform the implementation of the Action and a conflict sensitive approach will be ensured in relevant Actions.

Regarding the participation of Myanmar, the project will ensure that all relevant EU rules, decisions and guidelines are followed, including any applicable restrictive measures under the EU's Common Foreign and Security Policy (CFSP).

Disaster Risk Reduction

In line with the Global Gateway strategy, the Action will fully take into account the need to reduce disaster risk and strengthen resilience in the ASEAN region.

Other considerations if relevant - Digitalisation and minorities

The promotion of accessible and inclusive digital solutions and technologies will be promoted throughout the Action where relevant to support the fair, digital and green transition.

Inclusion of marginalised communities, minorities, the poorest, indigenous people, persons with disabilities and people living in severe poverty, vulnerable women, children and youth will be taken into account when designing specific activities.

3.4 Risks and Lessons Learnt

Category	Risks	Likelihood (High/ Medium/ Low)	Impact (High/ Medium/ Low)	Mitigating measures
External Environment	Political / democratic situation may impact the implementation of the Action	Medium	Medium	Ensure that activities can be adapted to changing political circumstances in ASEAN Member States and consult the EU Delegations concerned for advice prior to the implementation of activities.
	The heterogeneity of ASEAN Member States will make it difficult to develop events and activities that suit all.	Low	Medium	Ensure that events, campaigns and public diplomacy activities directly responds to the needs of a broad range of ASEAN Member States. For events which take place in a certain ASEAN Member States, the concerned EU Delegations will be consulted.
People and the organisation	Lack of interests for the wider and targeted audiences	Low	Medium	Ensure the promotional activities are done sufficiently in advance through various communication channels. Organise paid

	to participate in the events organised by the Action.			<p>partnerships (with influencers, media partnerships, etc.), paid media strategy (including social media advertising) and paid promotion (boosting, dark ads, etc.) of standard social media contents to ensure high attendance rate.</p> <p>At the same time, actions will ensure broad participation by targeting key population groups through their national networks and key representatives (women's, youth, migrant, CSOs and networks of persons with disabilities). Where necessary, financial support could be provided to ensure the participation of participants in vulnerable situations.</p>
Legality and regularity	N/A	N/A	N/A	
Communication and information	Actions including public campaigns, public diplomacy, events, lack credibility.	Low	Medium	<p>Actions and outreach are to be designed and implemented in partnership and consultation with key stakeholders. Ensuring the participation of the youth, members of Youth Sounding Board for the EU in ASEAN, women and people with special needs in various events and campaigns. To this end, active measures can be taken to increase broad participation and ensure accessibility.</p>

Lessons Learnt:

This action builds on the communication and visibility of EU cooperation projects No. ACA/2018/403-948 and ACA/2018/404-325 implemented by Landell Mills. The projects have successfully supported the EU Delegation to ASEAN in disseminating information to the general public in ASEAN on the results and impacts of EU-funded cooperation projects in ASEAN. Among the most noticeable results are:

- Improved relations with the media, with regular media briefings and press conferences;
- A significant increase in articles mentioning the EU and its cooperation with ASEAN;
- More positive reporting on the EU and its cooperation with ASEAN;
- A well-established social media platform through Facebook, Twitter, and YouTube, and regular posts of social media contents;
- Increased number of social media followers;
- High-quality public events organised;
- High-quality annual publication of EU-ASEAN Blue Books.

3.5 The Intervention Logic

The underlying intervention logic for this action is to support the EU-ASEAN strategic partnership. It will enable the EU to build support for priorities under the Regional MIP and key global and regional strategies.

By targeting specified audiences through professionally designed and implemented strategic communication activities, the action will contribute to measurable increase awareness, understanding and perception of the EU' strategic partnership with ASEAN.

3.6 Logical Framework Matrix

Given the nature of this Action, a Logical Framework Matrix is not required at the Action level.

4 IMPLEMENTATION ARRANGEMENTS

4.1 Financing Agreement

In order to implement this Action, it is not envisaged to conclude a financing agreement with ASEAN.

4.2 Indicative Implementation Period

The indicative operational implementation period of this Action, during which the activities described in section 3 will be carried out and the corresponding contracts and agreements implemented, is **60 months** from the date of adoption by the Commission of this Financing Decision.

Extensions of the implementation period may be agreed by the Commission's responsible authorising officer by amending this Financing Decision and the relevant contracts and agreements

4.3 Implementation Modality

The Commission will ensure that the EU rules and procedures for providing financing to third parties are respected, including review procedures, where appropriate, and compliance of the action with EU restrictive measures⁶.

4.3.1 Direct Management (Procurement)

The action will be implemented under direct management through procurement.

A call for tender is planned to be launched on 1 October 2024 under a suspensive clause prior to the adoption of this Decision. This is justified to ensure a smooth continuation of the current Communication and Visibility project with the upcoming Action.

4.3.2 Changes from indirect to direct management mode (and vice versa) due to exceptional circumstances (one alternative second option)

In case, due to circumstances outside of the Commission's control, it is not possible to implement the action in direct management as described under section 4.3.1 (procurement), the alternative implementation modality will be indirect management with an entity to be selected by the Commission's services using the following criteria:

- At least 5 years of experience in providing advisory services, capacity building and/or technical assistance to public and private sector;
- Knowledge of the ASEAN context;
- Capacity to work with key bodies of ASEAN;
- Proven expertise in the field of public relations, event management, communication and visibility.

4.4. Scope of geographical eligibility for procurement and grants

The geographical eligibility in terms of place of establishment for participating in procurement and grant award procedures and in terms of origin of supplies purchased as established in the basic act and set out in the relevant contractual documents shall apply, subject to the following provisions.

The Commission's authorising officer responsible may extend the geographical eligibility on the basis of urgency or of unavailability of services in the markets of the countries or territories concerned, or in other duly substantiated cases where application of the eligibility rules would make the realisation of this Action impossible or exceedingly difficult (Article 28(10) NDICI-Global Europe Regulation).

⁶ www.sanctionsmap.eu. Please note that the sanctions map is an IT tool for identifying the sanctions regimes. The source of the sanctions stems from legal acts published in the Official Journal (OJ). In case of discrepancy between the published legal acts and the updates on the website it is the OJ version that prevails.

For this multi-country action, natural persons who are nationals of, and legal persons who are effectively established in the following countries and territories covered by this action, are also eligible: Brunei Darussalam, Singapore, Timor-Leste.

4.5. Indicative Budget

Indicative Budget components	EU contribution (amount in EUR)	Third-party contribution, in currency identified
Implementation modalities – cf. section		
Objective/Outputs 1 composed of	3 000 000	N.A.
Procurement (direct management) – cf. section 4.3.1.		N.A.
Procurement – total envelope under section 4.3.1	3 000 000	N.A.
Objective/Outputs 2 composed of	500 000	
Evaluation – cf. section 0		
Audit – cf. section 0		
Contingencies	N.A.	
Totals	3 500 000	

4.6. Organisational Set-up and Responsibilities

The Action will be subject to a steering group at the EU Delegation to ASEAN. This group will discuss and provide on a bi-annual basis the strategic and policy guidance needed to ensure smooth project implementation. It will review and endorse annual work plans, monitor project outputs and achievements and provide advice on how to address obstacles and challenges identified during implementation.

The Delegation will ensure the involvement of all relevant EU services operating in the country/region level, in order to ensure alignment with their whole-Delegation Multiannual Strategic Communication and Public Diplomacy plan. The strategic communication and public diplomacy envelope will be managed by the Head of Cooperation, in agreement with the Communication Unit in DG INTPA, fully respecting the cooperation facility guidelines.

As part of its prerogative of budget implementation and to safeguard the financial interests of the Union, the Commission may participate in the above governance structures set up for governing the implementation of the Action and may sign or enter into joint declarations or statements, for the purpose of enhancing the visibility of the EU and its contribution to this Action and ensuring effective coordination.

5 PERFORMANCE MEASUREMENT

5.1 Monitoring and Reporting

The day-to-day technical and financial monitoring of the implementation of this Action will be a continuous process, and part of the implementing partner's responsibilities. To this aim, the implementing partner shall establish a permanent internal, technical and financial monitoring system for the Action and elaborate regular progress reports (not less than annual) and final reports. Every report shall provide an accurate account of implementation of the Action, difficulties encountered, changes introduced.

The Commission may undertake additional project monitoring visits both through its own staff and through independent consultants recruited directly by the Commission for independent monitoring reviews (or recruited by the responsible agent contracted by the Commission for implementing such reviews).

All monitoring and reporting shall assess how the action is considering the principle of gender equality, the human rights-based approach, and rights of persons with disabilities including inclusion and diversity. Indicators shall be disaggregated at least by sex, and disability status when applicable.

Examples of key indicators for measuring the performance of this operation may include:

- Positive perception of the EU as a partner.
- Social media reach and engagement.
- Media items published in top tier media.
- Website visits, bounce rates and conversation rates.
- Video views.

5.2 Evaluation

Having regard to the importance of the action, a mid-term and/or final evaluation(s) may be carried out for this action or its components via independent consultants contracted by the Commission.

The mid-term evaluation could be carried out for problem solving and learning purposes, in particular with respect to the intention to launch a second phase of the Action.

The final evaluation is envisaged and it will be carried out for accountability and learning purposes at various levels (including for policy revision), taking into account in particular the fact that the Action covers a wide variety of strategic communication initiatives.

5.3 Audit and Verifications

Without prejudice to the obligations applicable to contracts concluded for the implementation of this Action, the Commission may, on the basis of a risk assessment, contract independent audit or verification assignments for one or several contracts or agreements.

6 STRATEGIC COMMUNICATION AND PUBLIC DIPLOMACY

Under the Strategic Communication Facility for EU in ASEAN, public awareness campaigns, focusing in particular on Global Gateway priorities, will be implemented to ensure awareness, understanding and perception of the EU's partnership with ASEAN is commensurate with the scale, scope and ambition of the EU's sustained support. Verbal and visual consistency will be ensured across all communication channels and touchpoints. The target audience will be primarily new, younger, educated audiences who are EU neutral/unaware. Relevant channels and tactics, including traditional and digital media, advertising, public relations, and influencer partnerships, will be determined according to the audience and objectives. For the purposes of the current action, a campaign is defined as "a planned sequence of inter-related communication activities sharing a common creative concept and narrative, targeting pre-defined audiences with a common intervention logic, and having a specific timeline and dedicated budget. The objective is to deliver a defined and measurable outcome."

Appendix 1 REPORTING IN OPSYS

A Primary Intervention (project/programme) is a coherent set of activities and results structured in a logical framework aiming at delivering development change or progress. Identifying the level of the primary intervention will allow for:

Articulating Actions or Contracts according to an expected chain of results and therefore allowing them to ensure efficient monitoring and reporting of performance;

Differentiating these Actions or Contracts from those that do not produce direct reportable development results, defined as support entities (i.e. audits, evaluations);

Having a complete and exhaustive mapping of all results-bearing Actions and Contracts.

Primary Interventions are identified during the design of each Action by the responsible service (Delegation or Headquarters operational Unit). The level of the Primary Intervention chosen can be modified (directly in OPSYS) and the modification does not constitute an amendment of the Action document.

The intervention level for the present Action identifies as (tick one of the 4 following options);

Action level (i.e. Budget Support, blending)		
<input type="checkbox"/>	Single action	Present action: all contracts in the present action
Group of actions level (i.e. top-up cases, different phases of a single programme)		
<input type="checkbox"/>	Group of actions	Actions reference (CRIS#/OPSYS#):
Contract level		
<input checked="" type="checkbox"/>	Single Contract 1	Service Contract
Group of contracts level (i.e. series of programme estimates, cases in which an Action includes for example four contracts and two of them, a technical assistance contract and a contribution agreement, aim at the same objectives and complement each other)		
<input type="checkbox"/>	Group of contracts 1	