



EN

THIS ACTION IS FUNDED BY THE EUROPEAN UNION

ANNEX 5

of the Commission Implementing Decision on the financing of the multiannual action plan in favour of the Republic of Kenya for 2023-2024

Action Document for Cooperation and Partnership Facility

MULTIANNUAL PLAN

This document constitutes the multiannual work programme within the meaning of Article 110(2) of the Financial Regulation, and measures in sense of Article 24 of NDICI-Global Europe Regulation.

1 SYNOPSIS

1.1 Action Summary Table

1. Title CRIS/OPSYS business reference Basic Act	Cooperation and Partnership Facility OPSYS number: ACT-62123 Financed under the Neighbourhood, Development and International Cooperation Instrument (<u>NDICI-Global Europe</u>)																																														
2. Team Europe Initiative	<div><input type="checkbox"/> Not applicable</div> <div><input checked="" type="checkbox"/> Supporting (inter alia) TEI.</div> <p>The Team Europe Initiative on Green Deal amounts to EUR 3 448 700 000, with the following indicative contributions per Member States (in million EUR):</p> <table><tr><td>EU</td><td>DE</td><td>IT</td><td>FR</td><td>SE</td><td>PT</td><td>DK</td><td>NL</td><td>EIB</td><td>FI</td><td>SK</td><td>IE</td><td>AT</td></tr><tr><td>451</td><td>809</td><td>61</td><td>878</td><td>111</td><td>0.1</td><td>77</td><td>174</td><td>839</td><td>27</td><td>0.6</td><td>3</td><td>18</td></tr></table> <p>The Team Europe Initiative on Human Centered Digitalisation amounts to EUR 453 000 000, with the following indicative contributions per Member States (in million EUR):</p> <table><tr><td>AT</td><td>BE</td><td>DE</td><td>EIB</td><td>FR</td><td>IT</td><td>EU</td><td>NL</td><td>SE</td><td>SK</td></tr><tr><td>13</td><td>13</td><td>48</td><td>79</td><td>30</td><td>4</td><td>119</td><td>134</td><td>13</td><td>0.1</td></tr></table>	EU	DE	IT	FR	SE	PT	DK	NL	EIB	FI	SK	IE	AT	451	809	61	878	111	0.1	77	174	839	27	0.6	3	18	AT	BE	DE	EIB	FR	IT	EU	NL	SE	SK	13	13	48	79	30	4	119	134	13	0.1
EU	DE	IT	FR	SE	PT	DK	NL	EIB	FI	SK	IE	AT																																			
451	809	61	878	111	0.1	77	174	839	27	0.6	3	18																																			
AT	BE	DE	EIB	FR	IT	EU	NL	SE	SK																																						
13	13	48	79	30	4	119	134	13	0.1																																						
3. Zone benefiting from the action	The action shall be carried out in Kenya																																														
4. Programming document	Multi-annual Indicative Programme (MIP) for Kenya 2021-2027 ¹																																														

¹ Decision C(2021) 9088 Final, dated 14/12/2021, adopting a Multiannual Indicative Programme for the Republic of Kenya for the period 2021-2027

5. Link with relevant MIP(s) objectives / expected results	Support Measures in line with Kenya MIP 2021-2027 Section 3			
PRIORITY AREAS AND SECTOR INFORMATION				
6. Priority Area(s), sectors	Not applicable			
7. Sustainable Development Goals (SDGs)	Main SDG: No 17 Partnerships for the goals Other significant SDGs: 1. No Poverty; 2. Zero Hunger; 4. Quality Education; 5. Gender Equality; 7. Affordable and Clean Energy; 8. Decent Work and Economic Growth; 9. Industry, Innovation and Infrastructure; 10. Reduced Inequalities; 12. Responsible Production and Consumption; 13. Climate Action; 14. Life Below Water; 15. Life on Land; 16. Peace, Justice and Strong Institutions			
8 a) DAC code(s)	43010 Multi-sector (70%) 16050 - Multisector aid for basic social services (15%) 16020 - Employment creation (15%)			
8 b) Main Delivery Channel	Government of Kenya – 248			
9. 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			
10. Markers (from DAC form)	General policy objective @	Not targeted	Significant objective	Principal objective
	Participation development/good governance	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Disaster Risk Reduction @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Inclusion of persons with Disabilities @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Nutrition @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	RIO Convention markers	Not targeted	Significant objective	Principal objective
	Biological diversity @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Combat desertification @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Climate change mitigation @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Climate change adaptation @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
11. Internal markers and Tags:	Policy objectives	Not targeted	Significant objective	Principal objective
	Digitalisation @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	digital connectivity digital governance digital entrepreneurship digital skills/literacy digital services	YES <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	NO <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Connectivity @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	transport people2people energy digital connectivity	YES <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	NO <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BUDGET INFORMATION				
12. Amounts concerned	Budget line(s) (article, item): BGUE-B2024-14.020121-C1-INTPA Total estimated cost: EUR 5 000 000 Total amount of EU budget contribution: EUR 5 000 000 The contribution is for an amount of EUR 5 000 000 from the general budget of the European Union for 2024 subject to the availability of appropriations for the respective financial years following the adoption of the relevant annual budget, or as provided for in the system of provisional twelfths.			

MANAGEMENT AND IMPLEMENTATION	
13. Type of financing	Direct management through: - Procurement
14. 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 EU's public diplomacy, dialogue and outreach in Kenya in line with the Global Gateway and the Team Europe approach, including in the Green Deal and the Human-Centred Digitalisation Team Europe Initiatives. It will underpin strategic and policy dialogue, communications and actions to enhance the quality of the project portfolio, such as project preparation, monitoring and evaluation missions, with a view to promote policy coherence and visibility. It will contribute to capacity building for Kenyan actors crucial to the objectives of this contribution.

2 RATIONALE

2.1 Context

Kenya is East Africa's economic hub and most stable democracy, and an actor with the potential to play a leading regional and international role, despite continuing domestic governance challenges (e.g. corruption, political volatility, insecurity, social and gender inequalities). Instability and conflict in the Horn of Africa directly affect Kenya, who is a major security provider for the region (host to 570 000 refugees and asylum seekers, and contributing troops to peacekeeping missions). The May 2021 Council Conclusions on the Horn of Africa² have identified Kenya as a key partner with whom to pursue an agenda of shared values and interests, promoting peace and security, prosperity and democratic stability in the region, as well as multilateralism. Kenya hosts the only UN headquarters in the Global South (UN Environment Programme / UNEP and UN Human Settlements Programme / UN-Habitat), and is one of the key partners for the EU's priorities on sustainable development and multilateralism. The EU wants to enhance its mutual economic interests with Kenya in the Horn of Africa and East Africa, including through a stronger engagement on trade and investment, commensurate with the engagement Kenya pursues with other partners.

The proposal to upgrade the Kenya-European Union Strategic Cooperation 2018-2022 to EU-Kenya Strategic Dialogue was agreed by President Kenyatta and PEC Michel, during mutual visits in March and June 2021. In January 2022, HRVP Josep Borrell kicked-off the Strategic Dialogue during his visit to Nairobi. A Senior Officials Meeting held in February 2023 confirmed the strategic priorities of the Dialogue structured along three thematic priorities: 1. Peace, security and stability, 2. Sustainable, inclusive development and SDGs: and 3. Trade and investments.

The large part of the EU Delegation's project portfolio directly supports the implementation of the three clusters. The clusters are also supported by two Team Europe Initiatives, which are jointly owned by the EU and its Member States: 1) A human-centred digitalisation and 2) the Green Deal. The Team Europe Initiatives allow the EU Delegation to take advantage of financial and political synergies with the EU Member States in Kenya. In 2022, the implementation of the Global Gateway has in Kenya focussed around 1) Transports (with the Northern Transport Corridor Inaugurated by President Ruto in November 2022); 2) Digital Connectivity and 3) Sustainable Energy. The EU-Kenya Business Forum in February 2023, inaugurated by President Ruto, showcased the EU's ambitions to strengthen trade, investment and economic ties with Kenya, and also contained separate session on development oriented cooperation, notably the regional Team Europe Initiative "Investing in Young Business in Africa", the European Fund for Sustainable Development, and Green Finance. At the same time, all major areas relevant to the Team Europe Initiatives were debated in panel sessions. In parallel, a senior officials' Strategic Dialogue were held.

² <https://data.consilium.europa.eu/doc/document/ST-8135-2021-INIT/en/pdf>

In this context, the Cooperation and Partnership Facility will strengthen the EU's role in the geopolitical setting.

2.2 Problem Analysis

By and large, there is a large untapped potential to further strengthen the EU-Kenya partnership, allowing for both parties – as well as the East Africa region – to benefit in terms of green transition, digitalisation, peace and stability, governance, gender equality, trade, investment, migration and many other areas: these are positive values forming the EU's narrative in the geopolitical arena, and that directly contribute to the achievement of SDG, climate goals and other international commitments. Despite EU being the major trade and investment partner to Kenya, and together with the EU Member States, also the largest provider of development finance, visibility is limited. Also the knowledge about the EU and its interests is limited among Kenyan stakeholders and population. This is due to several factors. First and foremost, the past and current fragmented, project-specific partner-implemented communication and visibility activities have largely failed to demonstrate the EU's added value as a partner for Kenya and its people. For the EU to be successful, there is a need to implement active and continuous outreach plans, where communications and dialogue, underpinned by participative policy analysis and a qualitative and well anchored project portfolio, positions the EU in a constructive, attractive and well known narrative among Kenyan population and stakeholders. The Cooperation and Partnership Facility will allow the EU Delegation in Kenya to pursue an active dialogue plan, including events and studies, an adapted communications strategy, and to maintain a highly relevant project portfolio underpinned by preparatory studies, as well as monitoring and evaluation missions. Notably, the Action will benefit the two Team Europe Initiatives on the Green Deal and the Human-Centred Digitalisation, underpinning and implementing the Strategic Dialogue. Seen from recent past, climate action has made up a substantial part of the use of Support Measures, including engagements in areas such as Support to National Treasury on Green Finance; Green diplomacy high level outreach; Monitoring and measurement methodology for greenhouse gases in projects following a Team Europe approach; and Policy analysis of Kenya's policies relevant to the Green Deal. Exact events to be financed under the upcoming phase of Support Measures is yet to be determined. Climate action is a strong element in the communication plan on the Green Deal, complementing project finance.

Supporting the MIP 2021-27 for cooperation with Kenya, interlocutors for the action include:

- Kenyan government and official representatives, including local governments
- Kenyan private and financial sectors in prioritised areas
- Kenyan civil society, activists, think tanks and academic resources in prioritised areas
- Kenyan media, news agencies and influencers (multipliers)
- General population in Kenya
- Actors in a Team Europe approach: EU, Development Finance Institutions, or EU Member States (civil society, think tanks, media, private sector, academia)
- International Community, including UN RCO, UNEP, UN Habitat and other entities in the UN / Bretton Woods system

3 DESCRIPTION OF THE ACTION

3.1 Objectives and Expected Outputs

The Overall Objective of this action is to position the EU as a partner of reference in Kenya, strengthening the EU-Kenya partnership and the EU's geopolitical position in line with Global Gateway and Team Europe Initiatives.

The Specific Objectives of this action are to

1. Enable a strong and relevant Strategic Dialogue, at high level and technical level
2. Enable the implementation of a communications and visibility plan
3. Enable the evaluation and audit of ongoing projects

The Outputs to be delivered by this action contributing to the corresponding Specific Objectives are

- 1.1 EU-Kenya Strategic Dialogue, including political and technical dialogue, allowing for capacity building (including twinning), and financing of events, conferences, policy studies, evaluations, preparatory studies and monitoring, and study trips and alike.
- 2.1 A Communications and Visibility Facility in place, allowing for organisation of campaigns, trainings and outreach activities
- 3.1 Implementation of audits and evaluations of ongoing projects, not covered by the related Action Documents or by a specific decision

3.2 Indicative Activities

Output 1.1: The main activity is to procure and implement a service contract underpinning the Dialogue Facility. The contract will be implemented with a close guidance from the EU Delegation..

Output 2.1: The main activity is to procure and implement a service contract underpinning the Communications and Visibility Facility. The contract will be implemented with a close guidance from the EU Delegation, in line with the Delegation's overall priorities.

Output 3.1: the main activity is to procure and implement audits and evaluations of ongoing contracts

3.3 Mainstreaming

Environmental Protection & Climate Change

To the extent possible, it should be ensured that any activities under this action do no harm to the environment or contributes to climate change. Any visibility material produced under this action should to the furthest extent be produced in an environmentally sustainable way. Furthermore, activities under this action will contribute to raising awareness of environmental and climate change issues amongst stakeholders in Kenya.

Gender equality and empowerment of women and girls

As per OECD Gender DAC codes identified in section 1.1, this action is labelled as G1. This implies that gender equality will be mainstreamed across all activities, ensuring strategic communication activities are inclusive and gender-sensitive. The action may also finance specific gender studies during the identification and formulation of measures. It could also address specific needs to support the implementation of the EU Gender Action Plan III 2021-2025.

Human Rights

All activities will be values driven, integrating the key principles (participation, non-discrimination, accountability and transparency) of the human rights-based approach.

Disability

As per OECD Disability DAC codes identified in section 1.1, this action is labelled as D1. This implies that the action is considered relevant for the inclusion of persons with disabilities. All activities will be designed to ensure they are inclusive and accessible.

Reduction of inequalities

Activities will promote EU values, which include a focus on Leave-no one-behind, inclusive development and reduction of inequalities.

Democracy

Activities will focus on key policy objectives and Global Gateway priorities, including the promotion of democratic values and high standards.

Conflict sensitivity, peace and resilience

The EU priorities and project portfolio includes a focus on conflict sensitivity, peace and resilience. As Kenya has a role in the region as a stable democracy, actively engaging in conflict resolution, the action will strengthen these aspects of the EU-Kenya partnership.

Disaster Risk Reduction

N/A

Other considerations if relevant

N/A

3.4 Risks and Lessons Learnt

Category	Risks	Likelihood (High/ Medium/ Low)	Impact (High/ Medium/ Low)	Mitigating measures
Target audience	Risk 1: Broad selection of target groups may pose risks in focusing on a niche for the different actions foreseen	Medium	Low	The Delegation will narrow down and prioritise target groups as relevant for each activity.
Thematic priorities	Risk 2: Wide selection of policy-areas of action may pose risks when it comes to prioritising where to focus our efforts	Medium	Low	The Delegation will focus on thematic priorities that are under the Strategic Dialogue, the Global Gateway and Team Europe Initiatives as relevant from time to time
Expertise of external consultants	Risk 3: Lack of a high-quality and continuous technical expertise that can support the Delegation in implementing the full spectrum of this Action.	Medium	High	The Delegation will be careful to make relevant and constructive procurement processes, and amend service contracts as relevant
Information and communication	Risk 4: Misunderstanding of the EU values and actions, possibly resulting from disinformation campaigns	Medium	High	Regular monitoring and adaptation of activities and messaging to address any misunderstandings and disinformation. Actively promote and adapt EU narratives.
Lessons Learnt				

Successful implementation will depend on:

- ‘whole of Delegation’ approach to strategic communication and public diplomacy;
- good coordination between EU Delegation and Headquarters;
- good management of the various contracts;
- high quality of experts supplied

3.5 The Intervention Logic

The relation to key Kenyan actors, including the Government, will be strengthened, as will the policy coherence as regards the connection between geopolitical visibility, development cooperation and policy dialogue. The Cooperation and Partnership Facility will support and enhance the engagement between the EU, its Member States and Kenya. EU Member States representations in Kenya will be stakeholders in relevant activities supported by the Facility. In line with the Multi-Annual Indicative Programme 2021-2027, the Facility will:

- Enhance the EU’s public diplomacy, allowing for long-term public diplomacy initiatives, engaging durably with target audiences and partners, with a view to build trust, enhance the understanding of the EU, support the implementation of policy priorities and, ultimately, facilitate cooperation across policy areas;
- Promote policy dialogue, thereby enabling mutual understanding and stronger relations including in the political, developmental, trade, investment and societal spheres. As such, it will contribute to relevant areas of the MIP, to the Agenda 2030, to the Paris Agreement on climate and to effective financing for development in line with the Addis Ababa framework.
- Connect prioritised policy reforms in Kenya and the EU to the EU’s development cooperation;
- Contribute to the strategic dialogue with Kenya and Team Europe Working Better Together.
- Engage strategically with Kenyan partners at governmental level, as well as with other agencies and governance institutions, the private sector, civil society, youth platforms, academia and research institutions.
- Fund strategic communication and visibility for the EU in Kenya, and interact with other communication and outreach activities of the EU delegation, contributing to media coverage and visibility.
- Provide technical and funding support for workshops and conferences; capacity building and short-term expertise to develop policy briefs, thematic analysis and enhance data quality, availability and analysis to further strengthen evidence-based policy making; studies, communication and outreach; study and exchange activities; and other small actions that inform and enrich the dialogue.
- Contribute to project preparation, including helping to mobilise EFDS+ blending and guarantees, to monitoring and evaluation of impact and reform,
- Contribute to audit and evaluation of ongoing projects.

3.6 Logical Framework Matrix

Given the nature of this Action a Logical Framework Matrix is not required at 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 the partner country.

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 54 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 Modalities

The Commission will ensure that the EU appropriate rules and procedures for providing financing to third parties are respected, including review procedures, where appropriate, and compliance of the action with EU restrictive measures³.

4.3.1 Direct Management (Procurement)

The measure will be implemented through direct management using service contracts.

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).

4.5 Indicative Budget

Indicative Budget components	Year N 2023	Year N+1 2024	EU contribution EUR Total
Implementation modalities – cf. section 4.3			
Specific Objective 1: Enable a strong and relevant Strategic Dialogue, at high level and technical level	0	1 500 000	1 500 000
Procurement (direct management) – cf. section 4.3.1	0	1 500 000	1 500 000
Specific Objective 2: Enable the delivery of strategic communication and visibility of the EU in Kenya	0	2 000 000	2 000 000
Procurement (direct management) – cf. section 4.3.1	0	2 000 000	2 000 000

³ 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.

Specific Objective 3: Enable the evaluation and audit of ongoing projects	0	1 500 000	1 500 000
Procurement (direct management) – cf. section 4.3.1	0	1 500 000	1 500 000
Procurement – total envelope under section 4.3	0	5 000 000	5 000 000
Evaluation – cf. section 5.2 Audit – cf. section 5.3	N/A	may be covered by another Decision	may be covered by another Decision
Contingencies	0	0	0
Totals	0	5 000 000	5 000 000

4.6 Organisational Set-up and Responsibilities

The cooperation and partnership facility is managed by the leadership of the EU Delegation, delegated to specific working groups and/or project managers as relevant from time to time. The leadership of the EU Delegation will oversee and validate the overall implementation of the action. This should be aligned with specific press and information and public diplomacy activities of the Delegation, and coordinated with efforts implemented at central or regional level. It is the responsibility of the EU Delegation to ensure communication related to Global Gateway and TEIs are fully integrated. Detailed Terms of Reference will be prepared for each activity. The strategic communication and public diplomacy Coordination Mechanism between the Commission and High Representative will provide any necessary strategic guidance and support at HQ level. 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).

5.2 Evaluation

Having regard to the nature of the action, a final evaluation will be carried out for this action or its components via independent consultants contracted by the Commission.

It will be carried out for accountability and learning purposes at various levels, taking into account in particular the fact that the action is designed to implement a new approach to Delegation-led strategic communication activities at country-level.

The Commission shall inform the implementing partner at least 2 months in advance of the dates envisaged for the evaluation missions. The implementing partner shall collaborate efficiently and effectively with the evaluation experts, and inter alia provide them with all necessary information and documentation, as well as access to the project premises and activities.

The evaluation reports may be shared with the partners and other key stakeholders following the best practice of evaluation dissemination. The implementing partner and the Commission shall analyse the conclusions and recommendations of the evaluations and, where appropriate, apply the necessary adjustments.

The financing of the evaluation may be covered by another measure constituting a Financing Decision.

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

The 2021-2027 programming cycle will adopt a new approach to pooling, programming and deploying strategic communication and public diplomacy resources. The EU Delegation in Kenya is implementing a Communications strategy which entails a focus on the prioritised areas under the Global Gateway and Team Europe approach, and notably the Green Deal TEI. The communications and visibility is integrated in the Delegation's geopolitical approach, and in the EU-Kenya Strategic Dialogue, with a view to promote mutually reinforcing policy coherence including, political dialogue, trade policy and development cooperation.

In line with the 2022 “[Communicating and Raising EU Visibility: Guidance for External Actions](#)”, it will remain a contractual obligation for all entities implementing EU-funded external actions to inform the relevant audiences of the Union's support for their work by displaying the EU emblem and a short funding statement as appropriate on all communication materials related to the actions concerned. This obligation will continue to apply equally, regardless of whether the actions concerned are implemented by the Commission, partner countries, service providers, grant beneficiaries or entrusted or delegated entities such as UN agencies, international financial institutions and agencies of EU member states.

Strategic communication activities will be implemented to ensure awareness, understanding and perception of the EU and its partnership with the country is commensurate with the scale, scope and ambition of our sustained engagement. Public facing campaigns and political communication, particularly around the Global Gateway priorities and Team Europe initiatives, will focus not only on what the EU does, but why, including by emphasising shared values, interests and impact, and promoting the EU's leadership role on key priorities.

It is envisaged that a contract for communication and visibility may be contracted under a framework contract.