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ANNEX II

to the Commission Implementing Decision on the financing of the multiannual action plan in favour of the Asia-Pacific region for 2022-2023

Action Document for Support Measures – Cooperation Facility for India – Strategic Communication[1]

ANNUAL PLAN
This document constitutes the annual work programme in the sense of Article 110(2) of the Financial Regulation, and action plans in the sense of Article 23 of NDICI-Global Europe Regulation.

1   SYNOPSIS

1.1   Action Summary Table

1. Title **CRIS/OPSYS business reference** **Basic Act**	Support Measures – Cooperation Facility for India – Strategic Communication OPSYS number: ACT-61450 Financed under the Neighbourhood, Development and International Cooperation Instrument (NDICI-Global Europe)
2. Team Europe Initiative	☒ Not applicable ☐ Supporting (inter alia) TEI.
3. Zone benefiting from the action	The action shall be carried out in India
4. Programming document	Regional Multi-annual Indicative Programme for Asia and the Pacific 2021-2027
5. Link with relevant MIP(s) objectives / expected results	Cooperation Facility objectives relating to strategic communication: **Strategic communication**: political communication and large scale public campaigns designed to raise awareness, understanding and perception of the European Union's partnership with the country, particularly around Global Gateway flagships and Team Europe.
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 Other significant SDGs (up to 9) and where appropriate, targets: Other significant SDGs: SDG 5 - Achieve gender equality and empower all women and girls SDG 6 - Ensure availability and sustainable management of water and sanitation for all SDG 7 - Ensure access to affordable, reliable, sustainable and modern energy for all

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[1] This Action Document template concerns strategic communication activities only. Public diplomacy activities will be covered by another Action Document.

	SDG 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all SDG 9 - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation SDG 10.7 – Responsible and well managed migration SDG 11 - Make cities and human settlements inclusive, safe, resilient and sustainable 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)	22010- Communications Policy and Administrative Management (100%)
8 b) Main Delivery Channel	11000- Donor Government 11004- Other public entities in donor countries.
9. Involvement of multilateral partners	No
10. Targets	☒ Migration ☒ Climate ☒ Social inclusion and Human Development ☒ Gender ☐ Biodiversity ☐ Education ☒ Human Rights, Democracy and Governance

11. Markers (from DAC form)	General policy objective @	Not targeted	Significant objective	Principal objective
	Participation development/good governance	☒	☐	☐
	Aid to environment @	☒	☐	☐
	Gender equality and women's and girl's empowerment	☒	☐	☐
	Trade development	☒	☐	☐
	Reproductive, maternal, new-born and child health	☒	☐	☐
	Disaster Risk Reduction @	☒	☐	☐
	Inclusion of persons with Disabilities @	☒	☐	☐
	Nutrition @	☒	☐	☐
	RIO Convention markers	**Not targeted**	**Significant objective**	**Principal objective**
	Biological diversity @	☒	☐	☐
	Combat desertification @	☒	☐	☐
	Climate change mitigation @	☒	☐	☐

12. Internal markers and Tags:	Climate change adaptation @	⊠	☐	☐
	Policy objectives	**Not targeted**	**Significant objective**	**Principal objective**
	Digitalisation @	⊠	☐	☐
	digital connectivity		☐	☐
	digital governance		☐	☐
	digital entrepreneurship		☐	☐
	digital skills/literacy		☐	☐
	digital services		☐	☐
			☐	☐
	Connectivity @	⊠	☐	☐
	transport		☐	☐
	people2people		☐	☐
	energy		☐	☐
	digital connectivity		☐	☐
	Migration @ (methodology for tagging under development)	⊠	☐	☐
	Reduction of Inequalities (methodology for marker and tagging under development)	⊠	☐	☐
	Covid-19	⊠	☐	☐

	BUDGET INFORMATION
13. Amounts concerned	Budget line (article, item): 14 02 01 31 Total estimated cost: EUR 1 000 000 Total amount of EU budget contribution EUR 1 000 000 The contribution is for an amount of EUR 1 000 000 from the general budget of the European Union for 2023, 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
14. Type of financing	**Direct management** through: - Procurement
15. Type of measure	⊠ Cooperation facility ☐ 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 with the country, in line with the priorities identified in the Regional Multiannual Indicative Programme as well as relevant global and regional strategies.

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 India and the wider Asia-Pacific region are outlined by various EU strategies, notably the Indo-Pacific Strategy (2021)[2] and Global Gateway Strategy (2021)[3]. These comprehensive strategies outline the EU's engagement with the Asia-Pacific region, from sustainable and inclusive prosperity to connectivity, climate, research, private sector and human development. They are underpinned by shared values and principles, including democracy and human rights, security, sustainability, and equality.

Ensuring the implementation of these strategic priorities is known, understood and well perceived by both specialised and general public audiences in India is essential to help position the EU as a trusted and reliable partner for the country (and wider Asia-Pacific region). The focus will not only be on what the EU does, but why, including by emphasising shared values, interests and impact, and promoting the EU's leadership role on these key priorities.

2.2 Problem Analysis

Strategic communication plays a key role in strengthening the EU's role in the world. Communication and visibility activities could be improved to demonstrate the EU's added value as a partner for India and its people. By consolidating strategic communication resources in the Support Measures, the EU Delegation will be able to plan and execute multiannual strategic communication actions with the scale and focus necessary to be effective on a national 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 and its role in the country.

The main stakeholders covered by the action are:
- Wider audiences, comprising ordinary citizens, especially in the 18-35 age bracket, who are not involved in policy, advocacy or international relations, and who may not be aware of the EU.
- Key specialised audiences, including opinion leaders, activists, private sector and other multipliers who already have a stake in the sphere of policy, advocacy and international relations.

3 DESCRIPTION OF THE ACTION

3.1 Objectives and Expected Outputs

The Overall Objective (Impact) of this action is to position the EU as a partner of reference for India among selected target audiences.

The Specific(s) Objective(s) (Outcomes) of this action are to:
1) Measurably increase awareness, understanding and perception of the EU priorities, in particular Global Gateway

The Outputs to be delivered by this action contributing to the corresponding Specific Objectives (Outcomes) are
  1.1 Political communication activities and large-scale public campaigns are designed and implemented to make the EU´s brand positioning more understandable, visible and influential to target audiences.

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[2] JOIN(2021) 24 final: JOINT COMMUNICATION TO THE EUROPEAN PARLIAMENT AND THE COUNCIL: The EU strategy for cooperation in the Indo-Pacific
[3] 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

3.2 Indicative Activities

Based on Article 24 of the NDICI Global Europe Regulation[4], the Support Measures - Cooperation Facility may cover support expenditure for the implementation of the Instrument and for the achievement of its objectives. This includes strategic communication activities related to the political priorities of the EU, which is the sole aim of this Action Document. In particular, the following indicative activities are foreseen:

Activities related to Output 1.1
- Design and roll out at national –and sub-national as and when relevant- level of (a) major public campaign(s) aimed at ordinary citizens, primarily in the 18-35 age cohort, with the objective of measurably increasing the awareness, understanding and perception of the EU's partnership with the country. All such campaigns will be data-driven and based on clearly defined qualitative and quantitative key performance indicators (KPIs). Regular monitoring against these KPIs will allow content, channels and approaches to be constantly adjusted to meet the objectives set.
- Design and implement political communication activities to support Summits, events and visits by College members, as appropriate
- Support the integration of relevant regional programmes, particularly those that are flagship Global Gateway and/or Team Europe initiatives.
- Undertake research required to ensure strategic communication activities are data-driven and measurable. This may include audience analysis and perception surveys, media landscape, as well as monitoring activities to measure impact of communication activities undertaken.

3.3 Mainstreaming

As and when relevant, the following mainstreaming issues would be highlighted or addressed through the various strategic communication activities of the programme, with explicit reference to EU values and/or EU political priorities.

Environmental Protection & Climate Change
The proposed action aims at positively influencing India's efforts towards adopting measures for smart and sustainable urbanisation, resilient infrastructure with a focus on addressing natural and man-made disasters while integrating climate risks, along with supporting clean and secure energy through integration of climate adaptation and mitigation.

In addition, the action attempts to directly support initiatives such as fostering sustainable management of water resources, addressing challenges posed by water management, resource efficiency and circular economy thereby contributing to the reduction of harmful environmental and health practices/impacts. Finally, the enhanced cooperation on innovation and digitalisation will contribute to promoting more efficient technologies and processes in sectors related to the green transition.

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.

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

Disability

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[4] REGULATION (EU) 2021/947 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 9 June 2021, establishing the Neighbourhood, Development and International Cooperation Instrument – Global Europe, amending and repealing Decision No 466/2014/EU and repealing Regulation (EU) 2017/1601 and Council Regulation (EC, Euratom) No 480/2009

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.

Democracy
The situation of **civil society, human rights and gender equality** remains sensitive and one avenue of addressing the aforementioned, will be through a policy dialogue as a result of the various initiatives proposed in the action "Global Gateway: India". It lays focus on and is aligned with the Global Gateway initiative which entails both hard and soft initiatives of which democracy is an integral part of. "Global Gateway: India" will also have a strong impact on the implementation of the EU Gender Action Plan (GAP III)[5] and in women's economic empowerment in key areas of the green deal and digitalisation agenda. Democratic participation and debate will also be a part of the partnerships that are being enforced such as the urban partnership, water partnership etc.

Conflict sensitivity, peace and resilience
Inequality in India is significant with it ranking 140th place (out of 156) in Global Gender Gap Index. India is home to a third of the world's absolute poor, occupying 131st place on the Human Development Index. Through influencing urbanisation, fostering management of water resources including access, and addressing climate vulnerabilities, the action is expected to help tackling inequalities and build the resilience of sectors (e.g. energy) and vulnerable communities/populations).

Disaster risk reduction
By ensuring tangible support to India's flagship initiative i.e. Coalition of Disaster Resilient Infrastructure's (CDRI) – Infrastructure for Resilient Island States initiative, there is expected to be a robust policy dialogue and exchange of experience on climate change adaptation. The action "Global Gateway: India" is expected to contribute to Disaster Risk Reduction hence will indirectly contribute to the implementation of the Sendai Framework for Disaster Risk Reduction 2015-2030. The EU became a member of the CDRI in 2021which further paves the platform to undertake discussions on policies in a more formalised manner.

Other considerations if relevant
n/a

3.4   Risks and Lessons Learnt

Category	Risks	Likelihood Risk level (H/M/L)	Impact Risk level (H/M/L)	Mitigating measures
1. Inclusive growth, inequality and women's economic empowerment	i) Prevailing gender inequalities reinforced due to caste, religion, cultural ethnicity, income/wealth status, marital status, sexual identity and disability. ii) Culture, norms and beliefs, often patriarchal in nature, act as barriers to Gender Equality and Women Economic Empowerment.	H	M	Communication activities should be geared towards the implementation and mainstreaming of the EU Gender Action Plan III in all dialogues and relevant projects, including in areas such as climate change, environment urbanisation, trade and business.
2. Climate change mitigation and adaptation	i) Challenges within the government with regards to planning, building strategies, monitoring, data collection/analysis, intra and	M	M	-Early integration of communication and visibility activities, including for policy dialogues.

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[5] The Country Level Implementation Plan (CLIP) for India foresees addressing the challenges and harnessing the opportunities offered by the green transition and the digital transformation as a thematic priority for promoting gender equality and women empowerment.

	inter government coordination, implementation including enforcement and frequent changes in administration. ii) India vulnerable to floods, heat waves, drought, hurricanes and other events that derail communication and advocacy.			The EU and India exchange of best practices and common adoption of communication plans in order to promote joint ownership and leveraging the wider government networks. Closely monitoring of issues and developing contingency planning for events that can stall the activities being undertaken by the EU in India. Working in partnerships with Small Island Developing States and regional organisations to ensure that project design and implementation actively incorporates communication and visibility initiatives.
3. Energy policies	Political conflicts / dynamics at subnational level hinder project implementation	M	M	Regular in-house exchanges between Commission services on the current setting, including via inclusion of communication experts. Ensure political knowledge and sensitivity, and network of the expert selected for communication initiatives.
4. Access to Natural Resources:	The possible focus on selective interventions and short-term success risking that communication on the EU's long-term partnership cannot be conveyed adequately	H	M	Ensure that communication initiatives entail both short, medium and long term story-telling of the results reached or envisaged, in a manner in which EU support remains a constant.
5. Environment policies	i) Possible risk in delayed implementation and enforcement of policies. ii) Risk of individual donor/institution communication.	M	M	Ensure early approval of actions so that all negotiations on communication initiatives are not hampered or delayed. Make a database of human interest stories so that during periods of limited implementation of activities, regular communication is still guaranteed. Include work or tap upon existing initiatives that are already ongoing on environmental policies so as to showcase a holistic support by the EU.
6. Digital transformation	Internal or external campaigns against human centric approach, or against open, free, secure connectivity, or for adoption of protectionist measures.	M	M	EU support for India to participate in the making of international standards and benefit from open economy is a powerful alternative to adoption of national standards,

				The EU is a trusted strategic partner with whom India can engage and compare visions, based on shared values, equal and complementary strength, and mutual respect.
7. Migration management and response to forced displacement	i) Lack of interest and support from EU Member States. ii) Dialogue between the EU and India on migration and mobility stalled.	H	M	Leverage ongoing dialogues to ensure communication initiatives are integrated as necessary. Maintaining a coordination mechanism with Member States, keeping them informed both at local (local migration group) and central level (Readmission Experts Meetings), ensuring their participation to the steering of activities of the project, and coherence with their bilateral relations. . Mitigation expected through the High-Level Dialogue on Migration and Mobility, but also with the political support from regular EU-India summit.

3.5 The Intervention Logic

The underlying intervention logic for this action is to support the EU-India 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 measurably increase awareness, understanding and perception of the EU's partnership with the country.

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 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 Modalities

The programme will be implemented through direct management using procurement contracts.

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 measures[6].

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[7]	EU contribution (amount in EUR)
Implementation modalities – cf. section 4.3	
Outcome 1: Strategic communication composed of	1 000 000
Procurement (direct management) – cf. section 4.3	
Procurement – total envelope under section 4.3	1 000 000
Evaluation – cf. section 5.2 **Audit** – cf. section 5.3	covered by another Decision
Contingencies	n/a
Totals	1 000 000

4.6 Organisational Set-up and Responsibilities

A strategic communication and public diplomacy steering group will be established at Delegation to oversee and validate the overall implementation of the action, in accordance with the country-level strategic plan which has been developed. It is the responsibility of the EU Delegation to ensure communication related to the Team Europe approach are fully integrated into these country-level strategic plans. The Delegation will ensure the involvement of all relevant EU services operating in the country/region at Delegation level, in order to ensure alignment with their whole-of-Delegation Multiannual Strategic Communication and Public Diplomacy plan. The strategic

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[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.

[7] N.B: The final text on audit/verification depends on the outcome of ongoing discussions on pooling of funding in (one or a limited number of) Decision(s) and the subsequent financial management, i.e. for the conclusion of audit contracts and payments.

communication and public diplomacy Coordination Mechanism between the relevant Commission services and EEAS will provide any necessary strategic guidance and support at headquarters 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.

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).

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 rate and conversation rate
- video views and view through rate
- message recall and follow-up

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.

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 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[8]

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

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[8] Public diplomacy activities are subject to a separate decision managed by FPI.

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.

With varying emphasis, activities will focus on two complementary types of audience:
- Wider audiences, comprising citizens, especially in the 18-35 age bracket, who are not involved in policy, advocacy or international relations, and who may hardly be aware of the EU.
- Key specialised audiences, made up of opinion leaders, activists and other multipliers who already have a stake in the sphere of policy, advocacy and international relations.

These activities will be based on a multiannual strategic plan which reflects the objectives of the EU Delegation as a whole.