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ANNEX II

of the Commission Implementing Decision on the financing of the annual action plan in favour of the Philippines for 2022

Action Document for Support Measures – Cooperation Facility for the Philippines – Strategic Communication

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 the Philippines – Strategic Communication OPSYS number: ACT-61439 Financed under the Neighbourhood, Development and International Cooperation Instrument (<u>NDICI-Global Europe</u>)
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 the Philippines
4. Programming document	Multi-annual Indicative Programme 2021-2027 for the Philippines
5. Link with relevant MIP(s) objectives / expected results	MIP Cooperation Facility objectives relating to 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 Initiatives.
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: SDG 7, 8, 9, 10, 11, 12, 13, 15, 16
8 a) DAC code(s)	22010 – Communications policy and administrative management (100%)
8 b) Main Delivery Channel	11000

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 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"/>
	Trade development	<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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Inclusion of persons with Disabilities @	<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Combat desertification @	<input checked="" type="checkbox"/>	<input 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"/>
12. Internal markers and Tags:	Policy objectives	Not targeted	Significant objective	Principal objective
	Digitalisation @ digital connectivity digital governance digital entrepreneurship digital skills/literacy digital services	<input type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

	Connectivity @ transport people2people energy digital connectivity	<input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Migration @ (methodology for tagging under development)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reduction of Inequalities (methodology for marker and tagging under development)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Covid-19	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUDGET INFORMATION				
13. Amounts concerned	Budget line (article, item): 14 02 01 31 South and East Asia Total estimated cost: EUR 1,500,000 Total amount of EU budget contribution EUR 1,500,000			
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 and understanding and create a positive perception of the EU and its partnership with the country, in line with the two priorities identified in the Philippines Multi Annual Indicative Programme¹ (priority area 1: Green, Resilient Economy and Green Jobs and priority area 2: Peaceful and Just Society, Good Governance) 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 the Philippines and the wider Asia-Pacific region are outlined by various EU strategies, notably the Indo-Pacific Strategy (2021)² and Global Gateway Strategy (2022)³. These comprehensive strategies outline the EU's positive offer to the Asia-Pacific region, from sustainable and inclusive prosperity to connectivity, climate, research and human development. They are underpinned by shared values and principles, including democracy and human rights, security, sustainability, and equality.

¹ C(2021)8998

² Joint Communication: The EU strategy for cooperation in the Indo-Pacific, JOIN (2021) 24 final, 16.09.2021.

³ Joint Communication: The Global Gateway, JOIN (2021) 30 final, 1.12.2021.

Ensuring these strategic priorities are known, understood and well perceived by both specialised and general public audiences in the Philippines 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. Fragmented, project-specific partner-implemented communication and visibility activities have largely failed to demonstrate the EU's added value as a partner for the Philippines 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 hardly be aware of the EU.
- Key specialised audiences, including opinion leaders, activists and other multipliers who already have a stake in the sphere of policy, advocacy and international relations.

This initial audience identification may be adapted and further refined in light of a study to be carried out by the European Delegation to the Philippines during the design of the Strategic Communications and Public Diplomacy Plan that is planned to be carried out during 2022.

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 the Philippines among selected target audiences.

The Specific(s) Objective(s) (Outcomes) of this action are to:

- 1) Measurably increase awareness, understanding and support for the EU priorities, in particular those under the Global Gateway, and for the values that underpin the EU's external actions (human rights, democracy, rule of law, gender equality and women and girls empowerment, environmental sustainability, peace and security).

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 implemented to make the EU's brand positioning more understandable, visible and influential to target audiences.

3.2 Indicative Activities

Based on Article 24 of the NDICI Global Europe Regulation, 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

- Roll out at national level of public campaigns 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. 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;
- Support the integration of relevant regional programmes into country-level strategic plans, particularly those that are flagship Global Gateway and/or Team Europe initiatives.
- Undertake monitoring and evaluation activities to measure impact of communication activities undertaken.

3.3 Mainstreaming

Environmental Protection & Climate Change

Strategic communication activities carried out under this action will promote key Global Gateway and the Indo Pacific Strategy priorities, such as the fight against climate change, the protection of the oceans and the transition to a green economy, which fall also under one of the two intervention areas under the MIP for the Philippines for 2021-2027.

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, gender-sensitive, and even transformative by helping promote gender equality and the empowerment of women and girls through increasing the visibility of equality issues and by portraying women in non-traditional roles.

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

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

All activities undertaken in this action will be in line with democratic values, and promote them when relevant. Activities may also showcase the EU's bilateral programmes on Rule of Law in the Philippines or CSOs grants contributing to democratic governance and citizens' participation, or any other relevant programmes that showcase how our cooperation is aligned with those values.

Conflict sensitivity, peace and resilience

The implementation of the Strategic Communications Plan should take the country's conflict analysis as a relevant framework to identify sensitive issues and ensure the appropriateness –both of content and timing - of any communication/public diplomacy actions to ensure they “do no harm”. In line with the Indo Pacific Strategy and the MIP for the Philippines, the financial and political support of the EU with the Mindanao is also at the core of the EU's engagement with the Philippines, and will need to be communicated as such. The values underlying a culture of peace should also be mainstreamed in any communication activities.

Disaster Risk Reduction

Strategic communication activities carried out under this action may contribute to generate awareness on the need for disaster risk reduction, through the communication on EU's support to a more efficient implementation of disaster risk reduction national policies.

Other considerations if relevant

N.A.

3.4 Risks and Lessons Learnt

Category	Risks	Likelihood (High/ Medium/ Low)	Impact (High/ Medium/ Low)	Mitigating measures
Communication and information	Communication activities do not reach the population	Medium	High	Ensure the awareness, public campaigns, and activities reach the targeted population and deliver a clear message, while increasing EU visibility.
Coordination	Internal coordination	Low	Medium	Ensure internal coordination among EU Delegations and Headquarters in political communication activities and their implementation, alongside effective management.

Lessons Learnt:

Full successful implementation will depend on, among other things:

- good coordination between EU Delegation and Headquarters;
- ‘whole of Delegation’ approach to strategic communication and public diplomacy
- ensuring coherence between different funding sources, notably those managed by EEAS and FPI
- good management of the various contracts;
- high quality of experts supplied (high quality external communication consultants).

3.5 The Intervention Logic⁴

The underlying intervention logic for this action is to support the EU-the Philippines partnership. It will enable the EU to build support for priorities under the country 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.

⁴ [@TEI Methodological Note to Support Design](#)

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 measures.

4.3.1 Direct Management (Procurement)

The programme will be implemented through direct management using procurement 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	EU contribution (amount in EUR)
Implementation modalities – cf. section 4.3	
Outcome 1: Strategic communication composed of	EUR 1,500,000
Procurement (direct management) – cf. section 4.3	
Procurement – total envelope under section 4.3	EUR 1,500,000
Evaluation – cf. section 5.2 Audit – cf. section 5.3	covered by another Decision
Contingencies	N.A.
Totals	EUR 1,500,000

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 TEIs are fully integrated into these country-level strategic plans. Detailed Terms of Reference will be prepared for each activity. The EEAS-INTPA-FPI-NEAR strategic communication and public diplomacy Coordination Mechanism 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.

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).

Key indicators for measuring the performance of this operation will be derived from the Contractor Assessment Form to be completed at the end of the assignments covering performance of the contractor, performance of experts and overall performance.

Examples of key indicators for measuring the impact of the activities undertaken 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

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.

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.