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THIS ACTION IS FUNDED BY THE EUROPEAN UNION

ANNEX VI

of the Commission Implementing Decision on the financing of the annual action plan in favour of Bangladesh for 2023

Action Document for Support Measures – Cooperation Facility for Bangladesh – Strategic Communication¹

ANNUAL PLAN

This document constitutes the annual work programme in the sense of Article 110(2) of the Financial Regulation, and action plan in the sense of Article 24 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 Bangladesh – Strategic Communication OPSYS number: ACT-61726 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 Bangladesh
4. Programming document	Multi-annual Indicative Programme for Bangladesh 2021-2027
5. Link with relevant MIP(s) objectives / expected results	MIP 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 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: SDG 5: Gender Equality

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

	SDG 10: Reduced inequalities SDG 16: Peace, Justice, and Strong Institutions			
8 a) DAC code(s)	43010- Multi-sector (100%)			
8 b) Main Delivery Channel	11000: Donor government			
9. Targets	<input type="checkbox"/> Migration <input type="checkbox"/> Climate <input type="checkbox"/> Social inclusion and Human Development <input type="checkbox"/> Gender <input type="checkbox"/> Biodiversity <input type="checkbox"/> Education <input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Aid to environment @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Gender equality and women's and girl's empowerment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Trade development	<input checked="" type="checkbox"/>	<input 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"/>
	11. Internal markers and Tags:	Policy objectives	Not targeted	Significant objective
Digitalisation @		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		YES	NO	

	digital connectivity	<input type="checkbox"/>	<input type="checkbox"/>	
	digital governance	<input type="checkbox"/>	<input type="checkbox"/>	
	digital entrepreneurship	<input type="checkbox"/>	<input type="checkbox"/>	
	digital skills/literacy	<input type="checkbox"/>	<input type="checkbox"/>	
	digital services	<input type="checkbox"/>	<input type="checkbox"/>	
	Connectivity @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	transport	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
	people2people	<input type="checkbox"/>	<input type="checkbox"/>	
	energy	<input type="checkbox"/>	<input type="checkbox"/>	
	digital connectivity	<input type="checkbox"/>	<input type="checkbox"/>	
	Migration @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Inequality Reduction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUDGET INFORMATION				
12. Amounts concerned	Budget line(s) (article, item): 14 02 01 31 South and East Asia Total estimated cost: EUR 1 000 000 Total amount of EU budget contribution EUR 1 000 000			
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 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 country MIP 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 Bangladesh and the wider Asia-Pacific region are outlined by various EU strategies, notably the Indo-Pacific Strategy (2021) and Global Gateway Strategy (2022).** These comprehensive strategies outline the EU's positive offer to the Asia-Pacific region, from sustainable and inclusive prosperity to connectivity, climate, research, inequality reduction and human development. They are underpinned by shared values and principles, including democracy, human rights including women in all their diversity and groups in vulnerable situation, security, sustainability, and equality.

Ensuring these strategic priorities are known, understood and well perceived by both specialised and general public audiences in Bangladesh 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 Bangladesh 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 Bangladesh.**

Identification of main stakeholders and corresponding institutional and/or organisational issues (mandates, potential roles, and capacities) to be covered by the action:

- Specialised audience: policymakers, development community and private sector, particularly those engaged in the fields of education, skills development, gender-based violence, environment and climate change;
- Non-specialised audience: young Bangladeshi citizens (18-35 years old) living in urban areas, who may have a positive thinking about international cooperation and sustainable development and whose values align with those of what the EU stands for.
- Multipliers: activists, celebrities, online influencers, press and media outlets.

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 Bangladesh among selected target audiences.**

The Specific Objectives (Outcomes) of this action are:

- **Outcome 1**: Profiling the EU as a trusted and reliable partner in Bangladesh amongst policy makers, private sector, development community and citizens including women in all their diversity;
- **Outcome 2**: Raising awareness of the EU's values, actions and impact in Bangladesh, by profiling the Global Gateway as our offer for sustainable and trusted connections that work for people and the planet;
- **Outcome 3**: Boosting engagement with citizens including women in all their diversity and the most vulnerable particularly between 18 and 35 years old living in urban areas, through brand awareness campaigns focusing on the themes of the Actions listed above;
- **Outcome 4**: Strengthening existing and creating new networks to enhance the EU's positive perception in the country.

The expected outputs to be delivered by this action contributing to the corresponding Specific Objectives (Outcomes) are:

For Outcome 1

- **Output 1.1**: Political communication activities and large-scale public campaigns with gender based approach are designed and implemented to make the EU's brand positioning more understandable, visible and influential to target audiences.

For Outcome 2

- **Output 2.1:** National values-driven campaigns targeting the primary audience including women in all their diversity set for this Action are created to profile the EU as a major and trusted partner of Bangladesh in key policy priorities under the Global Gateway Strategy.

For Outcome 3

- **Output 3.1:** Build from Outcome 2 in order to boost meaningful engagement with the target audience set for this Action through thematic-driven campaigns.

For Outcome 4

- **Output 4.1:** Synergies with partners and youth-led networks are created to boost the EU's positive perception in the country, primarily amongst the primary target audience set for this Action.

3.2 Indicative Activities

Activities related to **Outputs 1.1, 2.1, 3.1 and 4.1:**

- Design and roll out at national level of major public campaigns aimed at ordinary citizens including women in all their diversity and the most vulnerable, 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 Bangladesh. 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.
- As relevant, 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

Environmental Protection & Climate Change

Bangladesh is among the most vulnerable countries to climate change and weather-related disasters. These have a devastating impact across sectors and on the provision of key services for human capital development. Therefore, the impacts of environmental protection and climate change remain central to the 2021-2027 MIP for Bangladesh, which this action will support through public communication campaigns.

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

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 strategic communication activities will be values driven, integrating the key principles (participation, non-discrimination, accountability and transparency) of the EU's mission in Bangladesh, where strengthening of democracy plays a critical role.

Conflict sensitivity, peace and resilience

N/A

Disaster Risk Reduction

N/A

Other considerations if relevant

N/A

Inequalities Reduction

All communication activities will have inequalities reduction as a mainstreaming component, reflecting the EU's mission in Bangladesh on building a more equal and fair future for people and the planet.

3.4 Risks and Lessons Learnt

Category	Risks	Likelihood (High/ Medium/ Low)	Impact (High/ Medium/ Low)	Mitigating measures
Target audience	Risk 1: Broad population may pose risks in focusing on a niche for the different communication actions foreseen.	Medium	Low	The Delegation will put its efforts into a primary target group, which is young educated people between 18-35 years old living in urban areas in Bangladesh.
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 Global Gateway Strategy and in line with those set under its Annual Action Plan 2023.
Expertise of external consultants	Risk 3: Lack of a high-quality 360 communication agency that can support the Delegation in implementing the full spectrum of this Action.	High	Medium	The Delegation will make a market research of local companies that could offers support locally, as well as get references from like-minded partners.
Crisis communication	Risk 4: Unexpected crises may have an impact	Low	Low	The Delegation will ensure a whole of Delegation coordination to address any

	on the roll-out of the communication activities foreseen under this Action.			unexpected crisis, as well as follow the guidelines provided by HQ.
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Lessons Learnt:

Due the specificity of this measure there are no major risks and assumptions. However fully 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.

3.5 The Intervention Logic²

The underlying intervention logic for this action is to support the EU-Bangladesh 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 36 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 Budget Support – NOT APPLICABLE

4.4 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.

² [@TEI Methodological Note to Support Design](#)

4.4.1 Direct Management (Procurement)

The procurement will cover the entirety of this Action, contributing deliver on the objective/outcomes set out in point 3.1.

4.5 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).

4.6 Indicative Budget

Indicative Budget components	EU contribution (amount in EUR)
Implementation modalities – cf. section 4.4	
Procurement – total envelope under section 4.4.1	1 000 000
Totals	1 000 000

4.7 Organisational Set-up and Responsibilities

A strategic communication steering group will be established at Delegation level to oversee and validate the overall implementation of the action, in accordance with the country-level strategic plan which has been developed. This should dovetail with specific press & information and public diplomacy activities funded through other envelopes. It is the responsibility of the EU Delegation to ensure communication related to Global Gateway and 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 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).

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

- positive perception of the EU as a partner
- social media channels' growth
- social media reach and engagement rate
- 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
- number of people attending public events organised or co-organised by the Delegation
- information shared on inequality (Equality Flagships)

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.

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 (including for policy revision), 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:

- Specialised audience: policymakers, development community and private sector, particularly those engaged in the fields of education, skills development, gender-based violence, environment and climate change;

- Non-specialised audience: young Bangladeshi citizens (18-35 years old) living in urban areas, who may have a positive thinking about international cooperation and sustainable development and whose values align with those of what the EU stands for;
- Multipliers: activists, celebrities, online influencers, press and media outlets.

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