



# COMMUNICATION COORDINATION FOR EVENTS & THE ROLE OF LANDELL MILLS



- Advise and support for the overall communication strategies
- Ensure compliance with the Communication and Visibility Requirements
- Edit materials as needed



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- **Communication on ASEAN requires coordination with the ASEAN Secretariat where relevant**
- **Coordination with other EU Delegations in ASEAN**
- **Coordination with Landell Mills for event implementation**



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**Increasing the EU profile as an effective cooperation partner in the ASEAN and Indonesia by illustrating concrete project examples and organising events and public relations campaigns.**



*Increasing the EU profile as an effective cooperation partner in the ASEAN and Indonesia by illustrating concrete project examples and organising events and public relations campaigns.*

**This should encourage discussion on**

- **Cross-cutting issues (i.e. gender, climate change and environment)**
- **EU and its policies**
- **EU relations with ASEAN countries and Indonesia on ASEAN regional integration**



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# All project implementers should be familiar with this document:

[https://ec.europa.eu/international-partnerships/system/files/communication-visibility-requirements-2018\\_en.pdf](https://ec.europa.eu/international-partnerships/system/files/communication-visibility-requirements-2018_en.pdf)



Communication and Visibility  
in EU-financed external actions

Requirements for implementing partners  
(Projects)



## EU Emblem guideline

Association of the EU emblem with the funding statement

Horizontal option



[https://ec.europa.eu/info/files/use-eu-emblem-context-eu-programmes-2021-2027\\_en](https://ec.europa.eu/info/files/use-eu-emblem-context-eu-programmes-2021-2027_en)

## 2.1 Planning criteria

### 2.1.1 Communication and visibility criteria

C&V measures accompanying EU-financed actions:

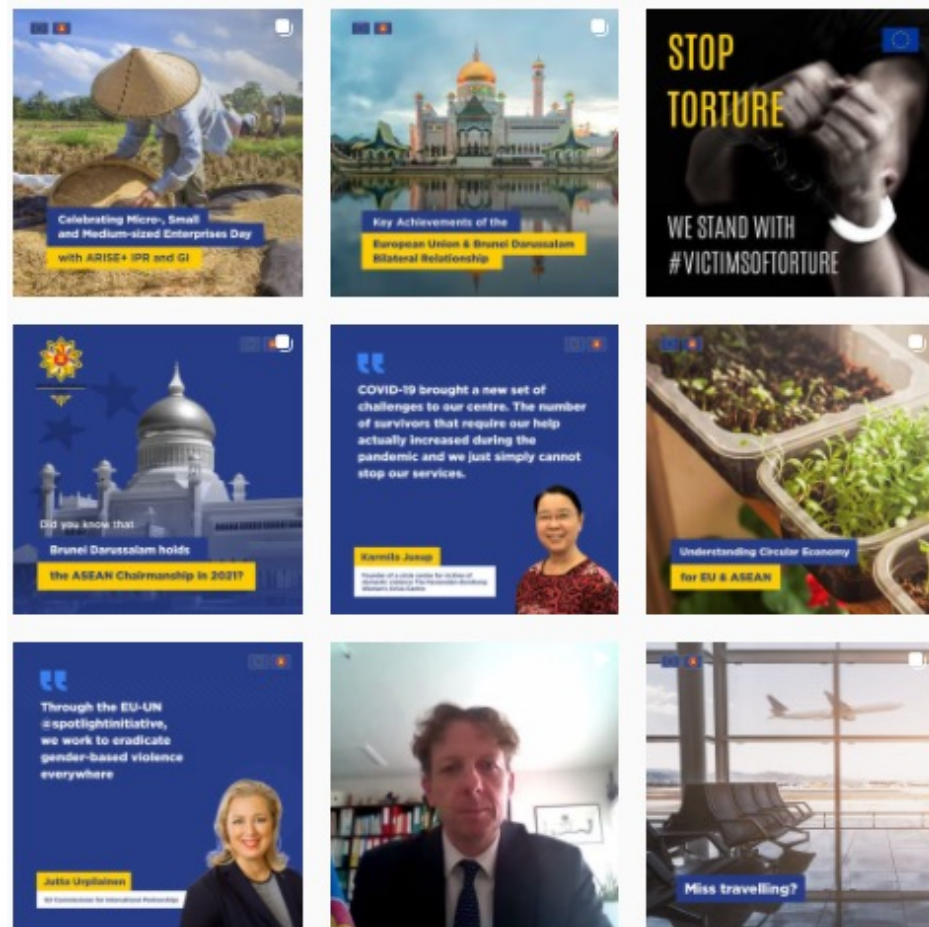
- a) must be designed as part of a structured communication and visibility plan developed by the partner concerned, containing the following elements:
  - a clear communication objective;
  - well-defined target audiences;
  - key messages aligned with the EU's overall objectives (and where possible communication strategies) in the partner country/region;
  - a timeline;
  - a budget;
  - context-appropriate communication channels;
  - indicators for monitoring and evaluating the success and reach of C&V activities;
  - a designated C&V focal point.
- b) must use accurate and factual information;
- c) must be properly planned and sequenced, but also capitalise on any appropriate opportunities that may arise;
- d) must be people-centred, adopting where appropriate a story-telling approach that emphasises the impact of the action on individual lives, rather than administrative milestones or budgets;
- e) must allow for the local context, customs and practices, but without compromising the EU's fundamental values and principles;
- f) must use (the) local language(s) wherever possible;
- g) must be appropriate to the channels used (e.g. social media) and the audience targeted (e.g. young people) in terms of style and register;<sup>4</sup>
- h) must be proportionate to the scale of the action concerned in terms of cost-benefit;
- i) must be leveraged where appropriate through partnerships with individuals and organisations with a potential multiplier effect;
- j) must be closely coordinated with the European Union, other EU-financed actions, and those of EU Member States and other stakeholders.





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# To ensure and promote the visibility of EU regional cooperation programmes in ASEAN and Indonesia

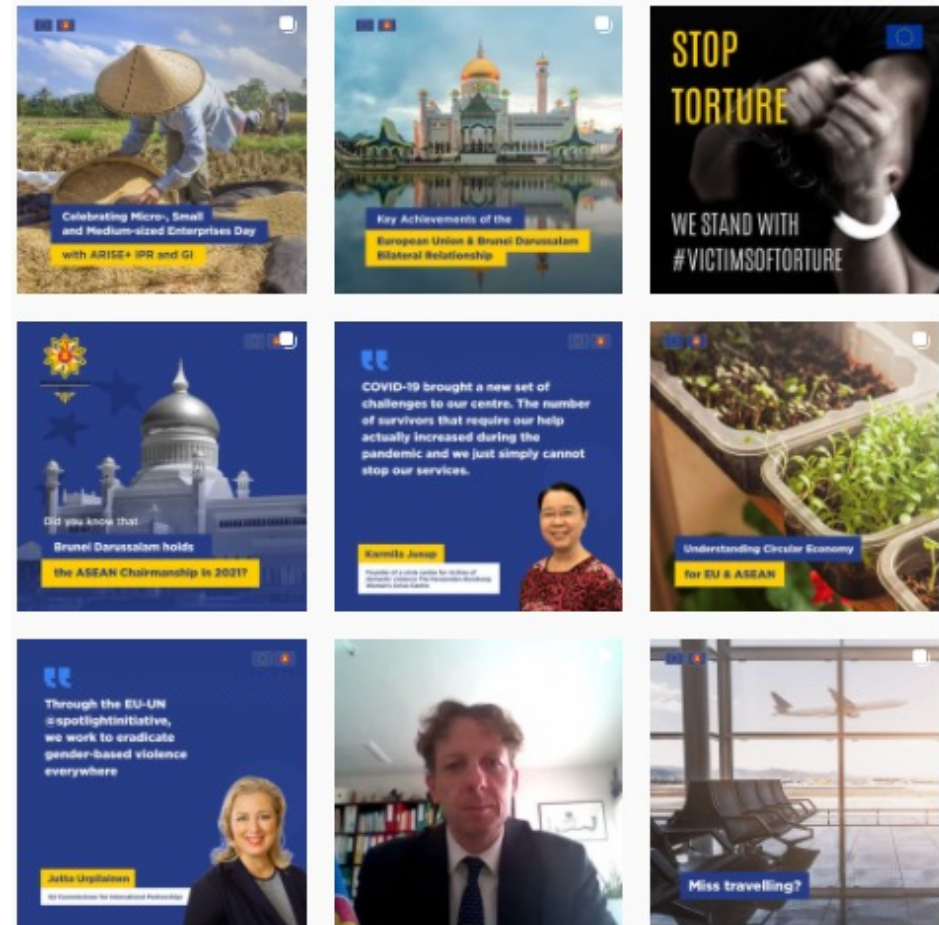






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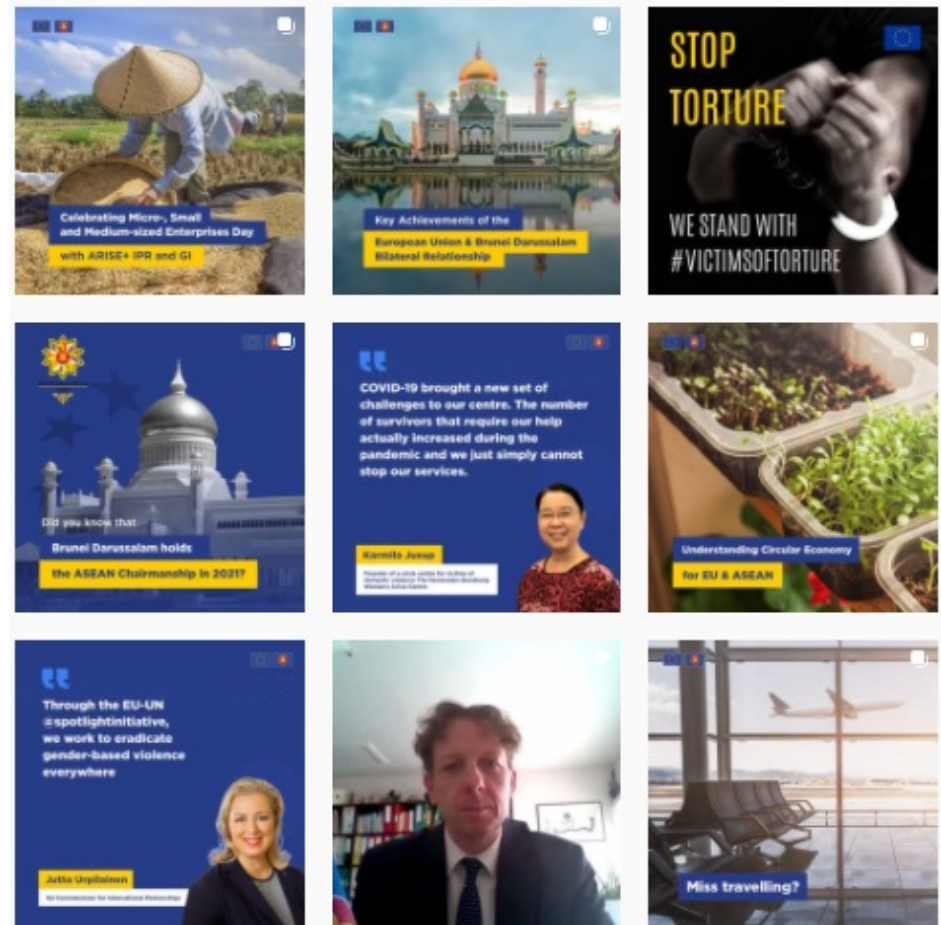
Landell Mills doesn't replace the normal day-to-day communication activities of EU-funded programmes; on the contrary, it aims to support the overall strategy on communication of EU cooperation and amplify other programme activities when relevant.





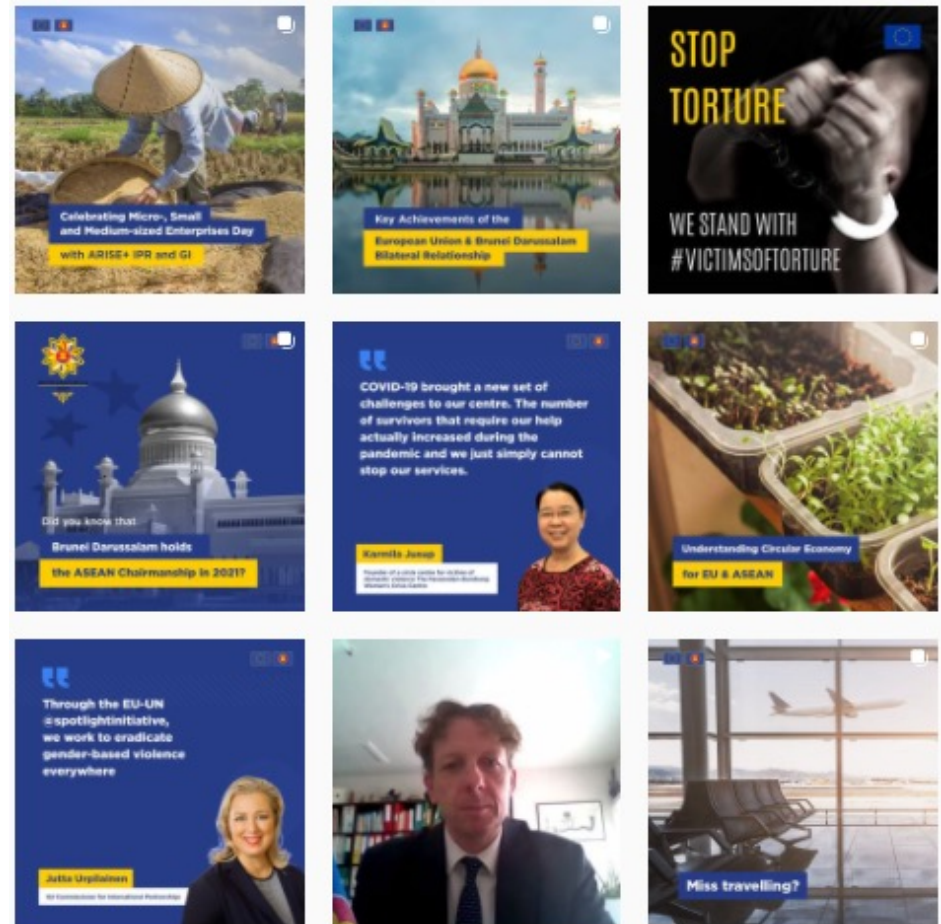
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- Landell Mills generates engagement through social media and web contents, promoting EU values in ASEAN
- Follow, share, and tag your activities with @euinasean (Facebook, Instagram, Twitter)
- Check out [euinasean.eu](http://euinasean.eu)





- All EU-ASEAN projects planning to create public events may contact Landell Mills, copying EU programme managers and myself in the email, to disseminate information on our platforms.
- But projects should prepare the materials (e.g. e-posters and captions) themselves.





**THANK YOU!**

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*Programme Manager of EU-ASEAN Communication and Visibility*

# Division of Visibility Responsibilities part 1

	Obligations of TAs	Obligations of the CV Contractor (Landell Mills / LM)
Communication and Visibility Plan	All EU-funded projects, grants, service contracts, etc. must have a separate <a href="#">Communications and Visibility</a> Plan according to the guide lines that need to be approved by the Delegation. Team Leaders are responsible for the preparation and implementation of the drafts.	
Non-Key Experts	<p style="text-align: center;"><b>Short-term NKEs should not be used for logistical support.</b></p> However, a NKE can be hired to draft the visibility plan under the supervision of the team leader (e.g. case of ARISE +).	
Organisation of visibility events with the purpose of promoting EU visibility, such as project launch or closure	<ul style="list-style-type: none"> <li>The TA is responsible for providing the contents of the event (including agenda, speakers, etc.).</li> </ul>	Logistical support, including venue hire, media mobilisation, etc. will be organised and funded by LM.
Project Event / Activity	<ul style="list-style-type: none"> <li>Specific project activities related to objectives inherent to the project, such as roadshows and outreach meetings, should be organised and funded by TAs through their incidental budget.</li> </ul>	
Press Releases	<ul style="list-style-type: none"> <li>TA team leader or key experts should draft press releases and ensure it has undergone proper quality control before sending to the Delegation for final check.</li> </ul>	



	Obligations of TAs	Obligations of the CV Contractor (Landell Mills / LM)
<b>General Promotional Materials tied to the overall EU visibility</b>	Projects are responsible for providing content for promotional items, in close cooperation with the Delegation.	<ul style="list-style-type: none"> <li>• LM will provide general designs based on contents provided by projects and produce the materials once agreed.</li> <li>• For this reason, it is advisable to produce re-usable promotional items.</li> <li>• Production of EU cooperation promotional materials such as project leaflets, posters, prop walls, banners and any other product considered relevant and agreed with the EU Mission to ASEAN/EU Delegation to Indonesia and Brunei Darussalam and for EU visibility.</li> </ul>
<b>Promotional Items for Specific Project Event / Activity</b>	Items for specific project activities (ex: project publication based on project output) are taken from the incidental budget of respective projects.	
<b>Media Monitoring</b>		Pick out important updates on overall EU-ASEAN/EU-Indonesia projects and share them with the Delegation in order to enhance our media presence.
<b>Social Media</b>	<p>Projects are to provide content for social media to LM, in close cooperation with the Delegation.</p> <p>Projects should also share contents posted on their respective channels to the Press &amp; Information officer at the EU Delegation, so it can be shared on our social media.</p>	LM will help create a social media plan based on contents provided, that will be shared to the Press & Information Officer at the EU Delegation.

# List of Eligible Activities by Landell Mills

1. To provide **logistical support**, including venue hire, media mobilisation, etc. for the **organisation of visibility events with the purpose of promoting EU visibility**, such as project launch or closure;
2. To create **general designs** based on contents provided by projects **and produce the materials** once agreed for **projects' general promotional materials** tied to the overall EU visibility;
3. To produce **EU cooperation materials** such as project leaflets, posters, prop walls, banners and any other product **considered relevant by the EU Mission to ASEAN/EU Delegation to Indonesia and Brunei Darussalam for visibility**;
4. To pick out **important updates on overall EU-ASEAN/EU-Indonesia projects** and share them with the Delegation in order **to enhance our media presence** (media monitoring);
5. To help **create a social media plan based on contents provided by projects**, which will be shared with the Press & Information Officer at the Delegation;
6. To provide **basic communication training workshops** for relevant EU funded projects on themes including but not limited to: drafting communication plans, drafting human interest and success stories, project photo development, social media.