EU-ASEAN Cooperation:
7th Communication and Visibility Workshop for EU-funded Projects:
Communication and Visibility Case Studies

Coordinating EU's communication

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January 27, 2022

ASEAN, EU launch flagship programmes on policy dialogue and economic integration

Press releases

The EU and ASEAN held a launch event today (17/4) to celebrate the recent start of EU-ASEAN initiatives on policy dialogue and regional economic integration. The Enhanced Regional EU-ASEAN Dialogue Instrument (E-READI) and the Enhanced ASEAN Regional Integration Support from the EU (ARISE Plus) are two flagship programmes of EU development cooperation in ASEAN with an overall budget of EUR 61 million.

ASEAN, EU launch flagship programmes on policy dialogue and economic integration

Jakarta, 17 April 2018 – Today, the EU and ASEAN held a launch event to celebrate the recent start of EU-ASEAN initiatives on policy dialogue and regional economic integration. The **Enhanced Regional EU-ASEAN Dialogue Instrument (E-READI)** and the **Enhanced ASEAN Regional Integration Support from the EU (ARISE Plus)** are two flagship programmes of EU development cooperation in ASEAN with an overall budget of EUR 61 million.

The Secretary-General of ASEAN Dato Lim Jock Hoi and the EU Ambassador to ASEAN Francisco Fontan Pardo welcomed the launch at the ASEAN Secretariat. "The two programmes on enhanced dialogue and regional economic integration highlight the long-standing and active engagement between ASEAN and the EU," said Secretary-General Dato Lim.

Both sides acknowledged that these two initiatives will benefit ASEAN and its people through the consolidation of ASEAN Community. Important areas of the ASEAN economic integration process will be supported by ARISE Plus such as the single market, trade facilitation, reducing non-tariff barriers to trade, along with Intellectual Property Rights, civil aviation and ASEAN statistics. Via E READI, ASEAN's integration process would be supported through sharing of the EU integration experience.

"In 2018 the EU and ASEAN are deepening relations, with development cooperation at the core of our successful partnership. The start of our two biggest flagship programmes – ARISE Plus and E-READI reflects the commitment of the EU in supporting ASEAN's regional economic integration in a holistic manner, as well as the interest in strengthening EU-ASEAN dialogue in areas of strategic importance," highlighted EU Ambassador Francisco Fontan Pardo.

E-READI is a cooperation programme that facilitates dialogue forums between the EU and ASEAN on policy areas across all three ASEAN Community pillars (Political and Security, Economic and Socio-Cultural). With a budget of EUR 20 million and an implementation period of six years, E-READI builds on the achievements of its predecessor READI and further assists ASEAN in the development and implementation of regional integration strategies and community building, drawing on relevant EU experience.

The ARISE Plus-Regional programme consolidates and enhances the results achieved with past EU-ASEAN technical assistance programmes to meaningfully support the ASEAN Economic Community (AEC) Blueprint 2025, thus supporting greater economic integration in ASEAN. The programme reflects the growing strategic relations and cooperation of the EU and ASEAN as a regional block. With a budget of EUR 41 million, the six-year initiative is the largest ever EU-funded ASEAN action.

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PRESS MATERIAL

ARISE+

PROTECTING GEOGRAPHICAL INDICATIONS TO IMPROVE FARMERS' LIVELIHOODS IN ASEAN

Oeur Sam Ath was born and raised in one of the poorest provinces in Northern Cambodia. Like everyone in Preah Vihear province, his family owns a small plot of land used to cultivate rice.

Farmers in the province typically rely on the natural quality of the soil only for their agricultural activities without adding any pesticides or chemicals. 'I didn't know then that our farming practices would qualify our rice as organic', Ath said.

Upon graduating from university, Ath returned to the province and started working with farmer cooperatives. In 2016, he became the executive director of the first agricultural union in the province, the Preah Vihear Mean Chey Union of Agricultural Cooperative.

'Through the union, we are able to negotiate better prices for our farmers and can help them increase their income.' Ath has been relentlessly looking for ways to improve the livelihoods of the farmers in his union.

'As a son of a farmer, their issues are always close to my heart.'

Through his research, he came across the concept of geographical indications. 'I thought it could be an avenue to further improve the lives of the farmers here, but I didn't know enough about it.'

A geographical indication is a distinctive sign used to identify a product whose quality, reputation or other such characteristics relate to its geographical origin. Establishing and protecting geographical indications globally is one of the key objectives of EU development cooperation.

Within ASEAN, this mandate falls under the remit of the Enhanced ASEAN Regional Integration Support from the European Union Intellectual Property Rights (ARISE Plus IPR) programme.

Every year, the programme holds a so-called AsiaGI training in ASEAN countries with potential geographical indications. The training aims to provide relevant stakeholders with a basic but comprehensive understanding of geographical indications.

To ensure the training reaches all potential users and creators of geographical indications, every year the programme sponsors the attendance of officials and producers from all ten ASEAN Member States.

For the 5th AsiaGI training in 2020, the list of invitees included Ath and his union. 'I was so excited to hear of the opportunity', Ath said.

Due to the COVID 19 pandemic, the event was held virtually with pre-recorded videos, readings, quizzes and group work. 'We also have weekly online discussions which I find really useful too.'

The training helped Ath better understand the concept and benefits of geographical indications, and provided him with practical knowledge on how to develop and register a geographical indication for products developed by his union members.

The session has also inspired him to pursue another business opportunity. 'It's been a few years since the rice we produce received organic certification', Ath said. 'If we can successfully apply geographic indications to our products, we can promote them more effectively!'

Communication Correspondent (ComCord) at a Delegation of the European Union

among the tasks:

identify news, success stories, visuals and case studies with positive communication potential

advise **Project/Programme Officers/Managers** in the Delegation on communication and visibility requirements and on good communication practice

Member of the Delegation's Communication Core Group

(communication planning, social media …)

Project/Programme

Funded by the European Union

Resources for consultation about communication and visibility of EU-funded projects/programmes

- Communication and visibility in EU-financed external actions:
  Requirements for implementing partners (projects):
  https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en

- EU emblem (incl. options for downloading):
  https://european-union.europa.eu/principles-countries-history/symbols/european-flag_en#eu-emblem

- Graphics guide to the European emblem:
  http://publications.europa.eu/code/en/en-5000100.htm

- The use of the EU emblem in the context of EU programmes 2021-2027:
  https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf
  (funding statement, colours, fonts, spacing, don'ts, etc.)
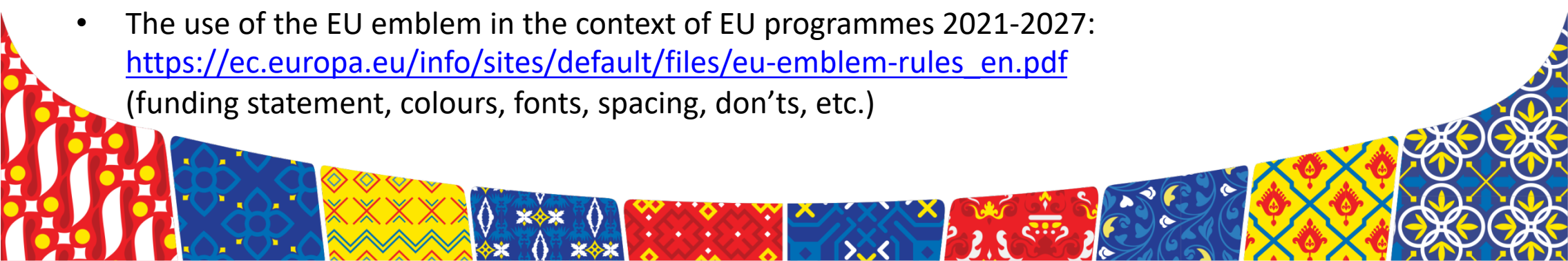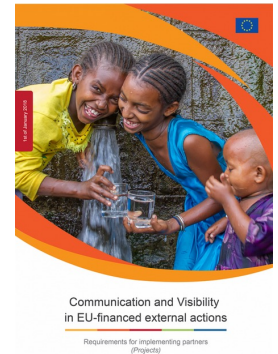
Communication and Visibility
in EU-financed external actions

Requirements for implementing partners
(Projects)

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Offline and online storytelling tool

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Offline storytelling tool

Success Story

Name of project:

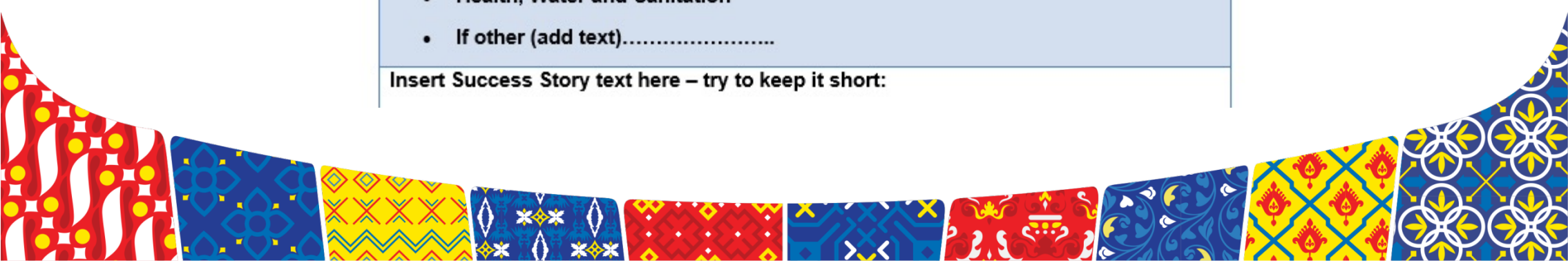Implementing organisation:

Region/area:

Contract number:

In which sector is your project? Please use [x]

- **Education**
- **Economic Cooperation**
- **Environment and Climate Change**
- **Good Governance and Human Rights**
- **Disaster Preparedness and Conflict Prevention**
- **Health, Water and Sanitation**
- **If other (add text)…………………..**

Insert Success Story text here – try to keep it short:

Offline storytelling tool

#1 - CONTEXT: one or two sentences to give the user an understanding of the field we are talking about

ex. Our region has thousands of very motivated youngsters who are ready to launch innovative projects
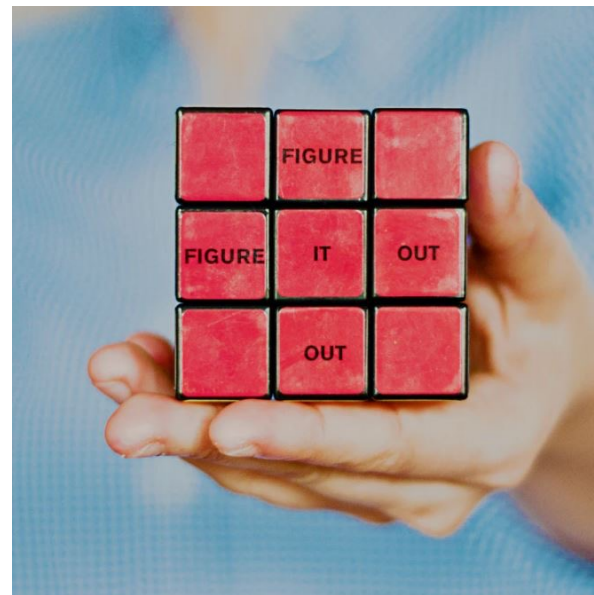
Offline storytelling tool

#2 - REAL PROBLEM: Some specific people have a problem, and your project solves it for them - one sentence

ex. But for them it can be hard to know where to start or where to find help and mentorship, as they often have no previous experience launching projects

Offline storytelling tool

#3 - EXPECTATIONS (PROMISE): We are making a promise to the listener that we will solve their problem - one sentence

Could we help them take the leap and start, by connecting them with mentors who already took the path before them?

Offline storytelling tool

#4 - CATEGORY SOLUTION: We explain what we launched as a solution in a way anyone can understand - as a category of solutions

We launched a digital platform to match youngsters with ideas and mentors with experience
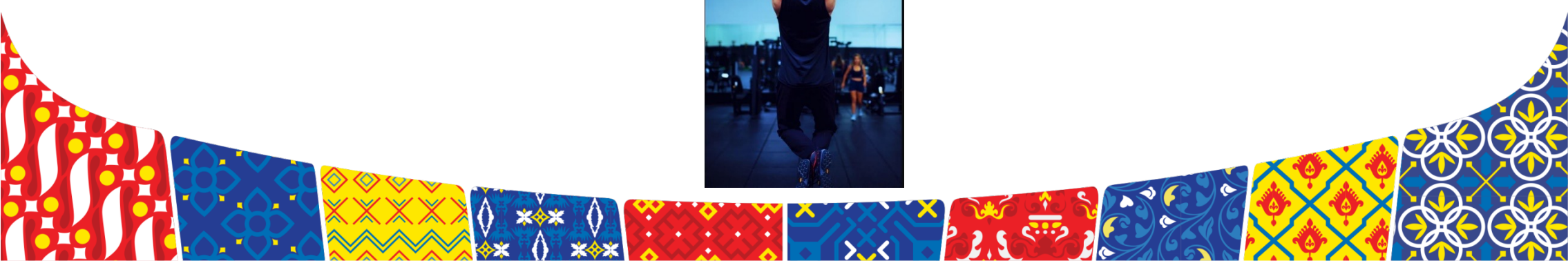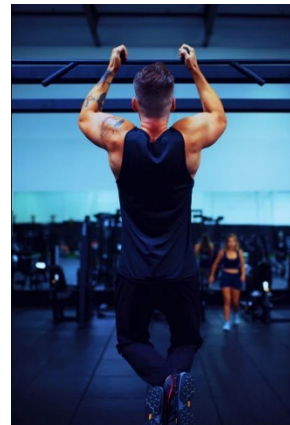
Offline storytelling tool

#5 - HOW IT WORKS (1/3): We give the first thing we did with our project to solve the problem

- **This is what we did ...**
  We started by contacting 100 mentors in the fields of innovation, green energy and sustainable development

- **WHY did you do this? (Because...)**
  Because we needed to put the focus on sectors which would benefit our entire region and match the EU priorities of investment
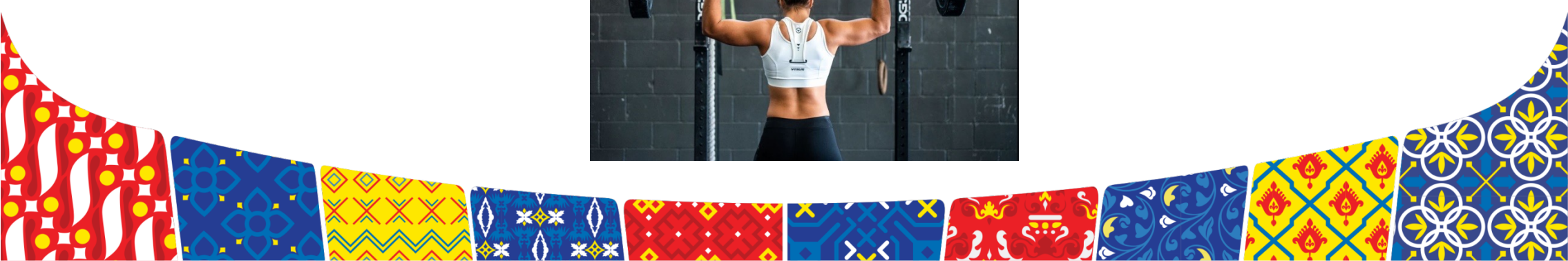
Offline storytelling tool

#6 HOW IT WORKS (2/3): the 2nd thing you did in the project and WHY you did it

We then worked with them to create a platform where they could rapidly share their expertise, using their phones or computers in the fastest manner, because we knew that making it easier for them would result in more advices being shared
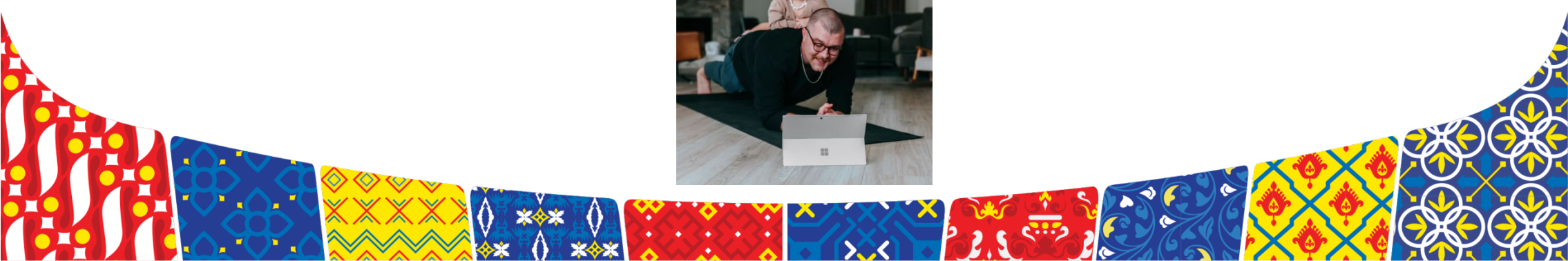
Offline storytelling tool

#7 HOW IT WORKS (3/3): the 3rd thing you did in the project and WHY you did it

And we then promoted the launch of the platform with to all the schools and universities of the region, so as to attract the most motivated youngsters in our region to the website and that they register a profile.

Offline storytelling tool

#8 PROOF IT WORKS: Two or three numbers or testimonials, or press clips that show that you delivered on your #3 PROMISE (ex. we reached 35% of all the people and managed to get a reaction from the Ambassador...)

In less than 12 months, over 100 mentors registers, and more than half of them kept being active once a week to help youngsters. On the other side, 4000 young entrepreneurs registered, and collectively over 1200 advices were shared in an expanding database of questions and answers. And thanks to this first success, we could launch a weekly webinar answering the most pressing questions from the youngsters.

While it is still early to see the results on projects and new companies – we are estimating that around 100 new projects are currently applying to funding opportunities from our Programme – that did not exist before this project.
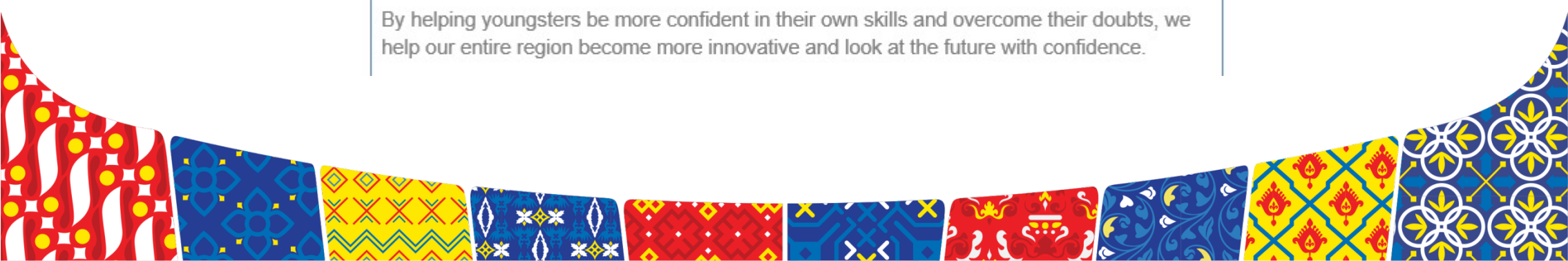
Offline storytelling tool

#9 VISION: One sentence that tells people what you aspire to do in the world. Ex. by working every day on helping entrepreneurs, we help the world become more innovative and ...

By helping youngsters be more confident in their own skills and overcome their doubts, we help our entire region become more innovative and look at the future with confidence.

Offline storytelling tool

#10 BRAND & logo: your project name, partners, funding and any information that can help someone find you back and contact you.

We are the … programme for …

Offline storytelling tool

Insert beneficiary quote here:

Please add the photo caption and, if required, copy right information. Send your image in a separate file and in high quality.

Online storytelling tool

https://euinmyregion.typeform.com/to/P9ejpO

Online storytelling tool

COMPLEX STORIES
👉 Made simpler.

This tool will help you write a script for a complex project.
⬇️ ⬇️ ⬇️

Let the structure guide you, answer the questions, and you will receive a version of the script in a text format at the email address you mentioned.

It might take you between 15 and 30 minutes to complete.

Start press Enter ↵

🕐 Takes 7+ min

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1 → 📧 **EMAIL YOURSELF**
to receive your script, write your email *

name@example.com

OK ✓ press Enter ↵

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2 → 🖼️ **NAME OF THE PROJECT**
What is the name of your project? *

Write "none" if you do not yet have a project name

Type your answer here...

Shift ⇧ + Enter ↵ to make a line break

OK ✓ press Enter ↵