Partnership for Good Governance

11 September 2017

Communication Guidelines
for the European Union/Council of Europe
Partnership for Good Governance[1]

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[1] The 'Programmatic Cooperation Framework for Armenia, Azerbaijan, Georgia, Republic of Moldova, Ukraine and Belarus' (PCF) was renamed the 'Partnership for Good Governance' (PGG) by a decision of the Steering Committee on 31 March 2017. These communication guidelines replace the PCF Communication Strategy of 21 April 2015.

1.   Objectives

Communication is an integral project activity which contributes to producing and consolidating the results of the Partnership for Good Governance (PGG). PGG's **overall communication objective** is to

- Keep the stakeholders informed in a timely manner of the action that the **European Union and Council of Europe are carrying out in partnership with Eastern Partnership countries** to improve human rights, democracy and rule of law.

In doing so, the communication should explain, in a practical way, to target audiences **how and why interventions improve quality of life.** The communication should **promote the issues, benefits and actual effects of the actions.**

PGG has **two operational levels of communication:** the central or **transversal level** and the **project-specific level:**

- The transversal communication is the responsibility of the ODGP Communication Officer and the PGG Coordination;

- The project-specific communication is the responsibility of the Project Manager.

The **transversal communication objectives** are:
  a. Overall stakeholder awareness of the actions;
  b. Regular and up-to-date information on the partnership;
  c. Visibility for the outcomes.

The **project-specific communication objectives** are:

  a. **awareness of project and their results, through:**
     - branding all activities using the PGG visual identity;
     - promoting planned outputs and outcomes of the project;
     - promoting outcomes achieved.

  b. **regular and updated project information** through the preparation of news on future and completed activities, which will be disseminated through:
     - the PGG website;
     - the quarterly newsletter;
     - social media.

  c. **reflecting the results-based approach by emphasising achievements across the board (based on the results-chain of outcomes)** in news, visibility events and publications and **underlining the added value of the European Union and Council of Europe partnership.**

2.   Target audiences

Transversal communication: governmental bodies at all levels, notably ministries of justice, interior, ministries responsible for public administration; parliaments; public structures with specific responsibilities in the relevant areas, such as anti-corruption and anti-money laundering bodies.

Project-level communication: each PGG project will define its own target audiences, including **the groups which benefit from the activities, as well as partner institutions and civil society organisations**.

Key groups:

- **EU Delegations** (EUDs) are more than a target audience, they are essential partners in communication. **Project staff are responsible for regular communication with their counterparts in the EUDs**, *inter alia* to seek inputs and suggestions and to inform them well in advance of planned events in order to facilitate their participation and promotion of the activities.

- **Media (regional, national and local)** whenever possible should be kept informed of the activities and results achieved and encouraged to provide coverage.

- **International organisations** have extensive networks of professional contacts and activities that are often complimentary to those of PGG, and therefore it is important to work towards a synergy of communication efforts.

- **Civil Society Organisations** are partners, not only in the implementation of various projects, but also in the communication of the project results (see the Guidelines on Civil Society Organisations' participation in Council of Europe's co-operation activities).

- The **general public** should, to the extent possible, be informed about the project activities and benefits, with the aim of increasing the understanding and support of citizens for on-going reforms. This level of information (web information, television appearances etc.) is ensured jointly by the Project Team and the Communication Officer.

As the implementing partner the Council of Europe should be seeking **two-way communication** with these groups (as this can produce useful feedback, even if it concerns a general group), for example through consultation and co-ordination meetings, with involvement of the EUDs, to exchange experiences with different stakeholders (with a special emphasis on CSOs, to the extent possible) and receive feedback on the implementation of the PGG.

3. Communication planning and assessment

It is recommended all PGG projects have a **communication plan**, which provides structure and possibilities to monitor progress. There are PMM Guidelines on how to write a project communication plan and Project communication toolbox to help prepare it. These guidelines also provide advice on how to monitor the impact of key communication activities over the lifecycle of the project.

4. Key messages

PGG's central message is the **partnership and its impact**:

"The European Union and the Council of Europe are working in partnership with Eastern Partnership countries to promote good governance and improve the lives of citizens."

Each project needs to define specific key messages for its action, such as:

"European Union and the Council of Europe working in partnership with Armenia to fight cybercrime"

"European Union and the Council of Europe working in partnership with Eastern Partnership countries to improve local governance"

"European Union and the Council of Europe working in partnership with the Republic of Moldova to improve human rights education for legal professionals"

This message is a part of the project's visual identity and will be displayed on banners, folders, publications and other material.

5. Visual identity

The visual identity is an essential element for associating PGG with its results. The key components are the logo, the image and the graphic line.

All the elements for the visual identity can be found in the PGG SharePoint under communication For access to the SharePoint contact the DG or DG II coordinators.

5.1 Logo

The PGG joint logo is a contractual obligation and will appear on all documents (invitations, agendas), publications, websites and promotional material that is created for PGG activities.

Partnership for Good Governance	Partnership for Good Governance Գործընկերություն հանուն լավ կառավարման
Regional and transversal	Armenia
Partnership for Good Governance Yaxşı İdarəçilik üçün Tərəfdaşlıq	Partnership for Good Governance Parteneriat pentru buna guvernare
Azerbaijan	Republic of Moldova
Partnership for Good Governance პარტნიორობა კარგი მმართველობისთვის ევროკავშირი საქართველოსთვის The European Union for Georgia ევროპის საბჭო	Partnership for Good Governance Партнерство заради належного врядування
Georgia	Ukraine
Partnership for Good Governance Партнёрства для эфектыўнага кіравання	Please note that the joint logo cannot be altered, it is not permitted to add the project title to the logo.

The joint logos should be downloaded from the PGG Sharepoint. |
| Belarus | |

The phrase **"This project is funded by the European Union and the Council of Europe and implemented by the Council of Europe"** should be added when communicating on matters related to the action.

Any supplies and equipment provided by PGG should carry the joint logo and the phrase **"Provided with the support of the EU and the Council of Europe"** in English and the local language.

5.2   Image

The PGG communication image shows hands holding pieces of jigsaw; it represents the many actors who hold different pieces of the puzzle to improve human rights, democracy and the rule of law (Council of Europe, European Union, the governments, national coordinators and stakeholders including civil society) in Eastern Partnership countries. It was already used for PCF and is in line with Council of Europe's current graphic policy.

5.3   Graphic line

PGG continues to use the graphic line prepared for PCF ('Eastern Partnership' in eight languages and three colours). The graphic line is available in Adobe Illustrator files in the [PGG Sharepoint.](#)

Blue: 85C + 74M + 24N	Orange: 63M + 76J	Green: 73C+73J

If you need any help and guidance on the use of the visual identity, contact the ODGP Communication Officer.

6. PGG communication tools

Each Project Manager is responsible for the communication and visibility of their project. They will keep the ODGP Communication Officer informed of any press or media/social media coverage that their project generates.

6.1 Website

The address of PGG website (the hub site) is

http://partnership-governance-eu.coe.int

All project managers are responsible for regularly preparing news and photos for the website and social media (to send to the ODGP Communication Officer).

News should be prepared in advance of an event as this will ensure planning and more coverage than material received later.

Items which include quotes/testimonials from participants/beneficiaries on the activity's impact on their work/lives will be reused in newsletters and further publications.

For guidance and tips on writing news, taking photos and preparing success stories, see the PMM project communication toolbox.

Council of Europe Field Offices are encouraged to have a page for their PGG projects in English and the local language and also publish PGG news relevant to the country.

6.2 Social media

News prepared for the hub website may also be shared by the Communication Officer through the PGG social media accounts. **Project managers should inform the Communication Officer of social media accounts of their partners/beneficiaries so that links can be created.**

PGG transversal social media:

Facebook: www.facebook.com/partnershipgovernance/
Twitter: @CoE_EU_PGG
Flickr: https://www.flickr.com/photos/coe-eu-pcf-eap/

Projects can open their own social media accounts to promote their activities with the agreement of their Major Administrative Entity (MAE) and following the Council of Europe social media guidelines. It is also useful to consult the PMM project communication toolbox. The creator of the profile should inform the Communications Officer of their social media accounts for sharing/liking/retweeting between the accounts.

6.3 Publications and disclaimers

All publications need to follow the **Council of Europe's visual identity** while using the PGG graphic line. Detailed instructions on respecting the visual identity can be found in the Graphic Charter produced by the Directorate of Communication.

All publications should have the **logo on the front and back cover**. The **Council of Europe and European Union institutional texts** should be on the **back cover.**

The Council of Europe is the continent's leading human rights organisation. It comprises 47 member states, 28 of which are members of the European Union. All Council of Europe member states have signed up to the European Convention on Human Rights, a treaty designed to protect human rights, democracy and the rule of law. The European Court of Human Rights oversees the implementation of the Convention in the member states.

www.coe.int

The European Union is a unique economic and political partnership between 28 democratic European countries. Its aims are peace, prosperity and freedom for its 500 million citizens – in a fairer, safer world. To make things happen, EU countries set up bodies to run the EU and adopt its legislation. The main ones are the European Parliament (representing the people of Europe), the Council of the European Union (representing national governments) and the European Commission (representing the common EU interest).

http://europa.eu

All publications (including on-line publications and e-courses) need to carry the **disclaimer**:

> *This document [or translation/website/course] has been produced as part of a project co-funded by the European Union and the Council of Europe. The views expressed herein can in no way be taken to reflect the official opinion of either party.*

If the publication contains **official opinions** of the Council of Europe, for example, Committee of Ministers' recommendations, European Court of Human Rights' judgments or a translation of a Convention, the **disclaimer should be amended** as follows:

> *This document [or translation] has been produced as part of a project co-funded by the European Union and the Council of Europe. The views expressed herein can in no way be taken to reflect the official opinion of the European Union.*

Project staff should ensure that a PDF of all publications are sent to the Communication Officer so that they are uploaded on the hub website.

6.4 Electronic newsletter

The PGG e-newsletter is e-mailed quarterly (also appears on the website and social media). It is produced by the ODGP Communication Officer based on the input from the PGG teams. **Project managers are asked to send lists of e-mail addresses of their stakeholders and beneficiaries to the Communication Officer so that the distribution lists can be updated regularly.**

Project managers should in particular highlight achievements and results of their projects and bring them to the attention of the Communication Officer so they can be included in the newsletter.

6.5 Visibility objects

Each project can produce its own visibility objects with its own budget. **Please remember that the minimum requirement is the PGG joint logo** and, where possible, the PGG website address and/or project name. Visibility objects need thorough preparation, they should not be courtesy handouts but worthwhile means of reminding a target group of PGG.

Use of the graphic line is encouraged where possible to ensure project branding.

6.6 Video and photos

Quality photos should be taken of activities, where possible a professional photographer should be used. See guidance in the [PMM project communication toolbox](#).

Filmed testimonials produce a strong impact and should if possible be gathered to show the outcome of interventions for final beneficiaries.

6.7 Visibility events

Information on PGG objectives and action should be disseminated at all events organised during the programmatic cycle: launching-closing events, steering committee meetings, specialised conferences, etc.). Promotional material and visibility items should be produced and distributed during visibility events.

It is essential to inform the relevant CoE Office and EU Delegation of the intention to organise any high profile events, and to provide them with ample opportunity to provide comments on the proposed content and timing of the events. Joint CoE/EU press releases about high profile events are to be encouraged.

The Annual Coordination Platform in each PGG country will continue to be used as a forum to update the local media on the progress, with a part of the meeting open to the press. With the assistance of the Directorate of Communication, a special press release/press pack will be distributed and interviews arranged.

6.8 Media relations

Each Council of Europe Field Office should use its media network/mailing list to **promote the activities of the PGG in the country**. All interviews, statements and press releases should acknowledge the **EU's role as a joint partner and source of funding**.

Field Offices are encouraged to:

- Liaise with the EUD communication officer for **joint EU/CoE press releases**
- Send out regular **press releases** via their press contact lists
- Prepare a press pack and background press materials on the PGG for events to which the press are invited
- Issue **regular invitations to press**: to launch and closure events, steering committees, etc.
- **Arrange interviews** of PGG experts and beneficiaries whenever possible.

For **high profile events** and interviews with personalities, the project manager should contact the press officer in the Directorate of Communication in advance to ensure a higher press profile is given to the news.

Country	Media officer e-mail	Tel no
Armenia	Tatiana.BAEVA@coe.int	2141
Azerbaijan	Tatiana.BAEVA@coe.int	2141
Georgia	Tatiana.BAEVA@coe.int	2141
Republic of Moldova	Jaime.RODRIGUEZ@coe.int	4707
Ukraine	Tatiana.BAEVA@coe.int	2141
Belarus	Tatiana.BAEVA@coe.int	2141

| Brussels | Andrew.CUTTING@coe.int | 6109 |

Any communication by staff to the media should conform with <u>rule no. 1303 on statements relating to the activities of the Organisation made by secretariat members to the media.</u>

7. Achievements and testimonials

Gathering testimonials from participants and beneficiaries is one of the best ways to highlight project's achievements in a structured and concise way. They are sometimes difficult to extract from co-operation projects, where results worth communicating take time. Testimonials should be composed of three main elements: the challenge, the project and the difference it has made. Testimonials can be written or filmed interviews.

8. Internal communication

The PGG website has a **restricted page** which is accessible to all staff engaged in the implementation (both in Strasbourg and field offices), DG NEAR and local EU Delegations/Offices. This ensures that everyone has access to the same information on the planned and implemented activities and results being achieved. The restricted area contains the following information (not available to the general public):

- Annual Plan of Actions
- Conclusions of the Annual Coordination Platform meetings
- Steering Committee reports
- Bi-monthly reports
- Progress Review
- Final Project Reports
- Contact list
- Communication guidelines

Regular meetings are held between the **Council of Europe Field Office and the EUD** in each country and each project regularly updates their EU counterpart.

Note also that the Council of Europe's Project Management IT tool (PMM) for the management of co-operation programmes is in mandatory use from autumn 2017 and will provide information on activities. Limited PMM-information (activities, dates) will also be publicly available through the website www.coe.int/pmm.