

Annex VI
COMMUNICATION AND VISIBILITY PLAN
SME support in Armenia
ENI/2015/370-699

A- Objectives

1. Overall Communication Objectives

The Action for the support to Support to SME Development in Armenia is in line with the EU Single Support Framework (SSF) 2014-2017 for Armenia. As related to the private sector development, it corresponds to the specific objective (1.1) to improve the national business and investment climate for SMEs.

This project will be part of a comprehensive support programme funded by the EU and implemented by different partners aiming at strengthening the organised private sector, SME coordination mechanism, link between research and economy as well as access to finance for SME as the most relevant fields necessary for their adequate development.

As part of the project implementation the communication strategy will provide for achieving the overall objective of the project: create employment opportunities by enhancing private sector development in Armenia. The communication strategy will be a guiding document for raising the awareness about the developments in SME sector of Armenia achieved by means of the Project, as well as disseminating information on the innovations in overall SME strategy, increasing cooperation between all stakeholders and the Government.

With this background, the objective of this document is the preparation of a visibility and communications plan at bilateral level – between EU and GIZ– in due consideration of the respective corporate design guidelines, to meet the requirements of the DA Agreement.

In order to ensure coordination with other EU funded projects in the sector the visibility plan will be also developed jointly with the other project implementing partners - in particular with EBRD - and with the EU communication project team, featuring joint activities. The visibility strategy will be implemented under one brand: "EU4BUSINESS".

In order to help its numerous partners and associates responsible for implementation of projects, the European Union has developed a comprehensive set of guidelines, including a package of templates for different visibility materials. This Communication and Visibility Plan is developed in compliance with the "Communication and Visibility Manual for European Union External Actions"¹

All visibility activities will be implemented in compliance with EU visibility guidelines. One of the most important points is the usage of EU flag on all materials and products financed by the EU. It is for the purpose of this project, that GIZ will also apply the corporate design requirements by the organisation and the German Federal Ministry for Economic Cooperation and Development (BMZ). Wherever an activity is financed by the EU the phrase: "This programme is co-funded by the European Union" as well as the EU flag will be included in any visibility and communication materials. The graphic identity of the EU must enjoy an equally prominent place and size as that of GIZ.

Presentations, publications, and other written or filmed products, should include the disclaimer:

"This document has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <name> and can under no circumstances be regarded as reflecting the position of the European Union".

For the purpose of assuring that all communication materials and events prepared within the Action are

¹ https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf

compliant with the EU *Communication and Visibility Guidelines*, GIZ holds an account at the *EU Center* in Armenia.² The EU Centre is the main feature of the EU funded project “Support to the EU communication on reforms in Armenia”. The EU Centre provides quality assurance of the publicity materials of the projects and assists them in their communication efforts, while ensuring editorial support and guidance on event management.

GIZ will coordinate communication and visibility measures with other EU funded development projects jointly with EU delegation. Particular roles and responsibilities will be defined in a working group that will be set up respectively.

2. Target Groups

2.1. Target Groups in Armenia

The main stakeholders of the project are the Ministry of Economy (MoE) and its main agency for SME support, the Small Entrepreneurship Development National Center (SME DNC)

Other stakeholders are:

- BSOs: RA Chamber of Commerce and Industry, Business Unions and associations, Foreign Chambers of Commerce in Armenia, business service providers and other SME-related associations and organizations
- Economic clusters (business incubators, technoparks, FEZ)
- CSOs (Research centers Think Tanks, universities, consumers' associations)
- Academy of Science, the State Committee of Science, the Enterprise Incubator Foundation
- National Statistical Service, Ministry of Finance, Central Bank Local/regional authorities
- the Armenian SMEs and the public in general as the taxpayer and the beneficiary of better economic development
- European Union and further donor organisations/development partners active in Armenia in the PSD sector and those providing support to the Armenian government
- EU member states and taxpayers
- EU clusters such as the EU Cluster Portal

3. Specific objectives for each target group, related to the Action's objectives

Communicative activities will be developed with projects' overarching and result-related goals in mind.

In the course of the implementation, in particular the kick-off and closing events/international conferences foreseen as well as any publication to be produced as part of this *Action* will assure a high degree of visibility to the EU funding. The project will prepare basic communication material and use milestones and events in line with the Communication and Visibility Manual of the EU for External Actions.

The **central communication goals** in this *Action* include the following aspects:

- Ensure that the actors in the sphere of SME in charge of policy making or implementing support measures and also enterprises develop a common understanding of the development goals for SME and create a cooperative and supportive environment for an improved business development framework
- Improve information for SME about existing support programmes and new areas that can be developed in their business
- Improve information for SME and research institutions on possible cooperation and networks
- Raising public awareness of political planning and support programmes in the field of SME
- Increased information on possible financial support to promote innovative ideas

² <http://eucentre.am/>

B- Communication Activities

4. Type of Core Activities

In order to deliver the messages and communicate the activities of each component to the target stakeholders, the following types of activities are planned during the period covered by the communication and visibility plan:

1. Direct communication (trainings, steering meetings) including key stakeholders such as MoEs, SMEDNC, line ministries, related agencies, etc.
1. Publicity measures in terms of conferences, Press information, reports, presentations and publications including the key stakeholders involved in the project area
2. Information-based communication and visibility including manuals, studies, setting up of website, study tours, trainings, Conferences, Seminars, Career days, job fairs

5. Specific Communication Activities (to be modified/updated as required in the course of inception

S/N	Selected Activity	Communication Tool	Target	Responsibility
<i>Press information, reports, presentations and publications</i>				
1	Press information for events of public interest (e.g. MoU signing, public conferences, roundtables)	Press release	media, general public	GIZ
2	Communication Material acknowledging EU funding and displaying EU logo	Print-outs at events, Roll-ups, Concepts, movies, newsletter	Government staff and officials, donors, Private Sector, research institutions, general public	GIZ
3	Fact Sheets (e.g. for the entire programme, for individual components and for pilot projects) acknowledging EU funding and displaying EU logo	Factsheets	Government staff and officials, donors, private sector, general public	GIZ
4	Reports acknowledging EU funding and displaying EU logo	Posting on websites; mailing lists	Government staff and officials, donors, general public	GIZ
5	In agreement with the training provider, acknowledging EU funding and displaying EU logo as well as disclaimer in training	Training material, seminar materials	Trainees, participants	GIZ / training provider

S/N	Selected Activity	Communication Tool	Target	Responsibility
	materials			
<i>Conferences, donor meetings, PSD Advisory Group Meetings, kick-off events</i>				
7	Joint organization of donor / development partner coordinating meetings		Other donor agencies	EU, GIZ

When implementing any of the above-presented activities/tasks, strict observation of EU visibility guidelines will be ensured.

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In written or other presentations, it must be indicated that the EU is co-financing the project.

Presentations, publications, and other written or filmed products, should include the disclaimer:

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6. Completion of the communication objectives

Indicators of achievement for the different tools proposed and source of verification:

- The stakeholders in the sphere of SME are aware of joint work processes (minutes of PPD meetings, SC meetings, monitoring by before-and-after-baselines)
- SME are aware of technical and financial support programmes financed by EU (interviews)
- The Steering Committee of the *Actions* is functioning and jointly supporting the implementation (minutes of meetings)
- The results envisaged in the *Action* have been discussed among the stakeholders at different fora (documentation)
- The start and the closing of the *Action* are communicated via dedicated kick-off and closing events
- The described communication tools are applied in all activities implemented within the *Action*
- Media covers all public events conducted within the *Action*

C- Resources

7. Human Resources

The entire technical GIZ staff is responsible for developing and implementing the communication and visibility measures of this *Action*. They will be supported in the implementation by the programme management and the administrative staff of the *Action*.

8. Financial Resources

The budget for the communication and visibility measures amounts 180.000 EUR comprising 3% of the total budget of the action.

