



EU4Youth phase III Youth Employment and Entrepreneurship: Fostering Youth Employment and Societal Change through Social Entrepreneurship"

# INFORMATION EVENT

10 May 2022





# Introducing the Contracting Authority

# The Contracting Authority...

The call for grant proposals implemented by Central Project Management Agency – CPMA





# Who we are...



**Founder** 

Ministry of Finance



2003

**Established** 

Central Project Management Agency



Porfolio of programmes and projects

Nearly 8 billion EUR



**Experience** 

More than 70 development cooperation projects

# What our key areas of activity...

#### PROGRAMME MANAGEMENT



Management of various programmes and projects funded from EU and other financing sources in Lithuania

# PUBLIC PRIVATE PARTNERSHIP



Public Private Partnership (PPP) Competence Centre and Methodological Support Centre for Public Investments

# DEVELOPMENT COOPERATION

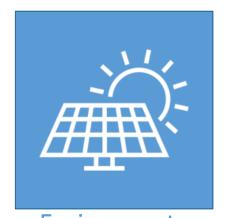


Implementation and management of EU and bilateral projects and programmes in Partner Countries

# And main sectors...



**Social Affairs** 



Environment, Energy, Climate Change



Transport



Justice and Home Affair



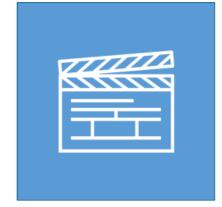
Information Society



**Health Sector** 



Education and Science



Culture

### How we work...

#### **Our mission**

Working together for usefulness of public investments and effective management



#### Vision

Leading programme and project management competence centre.



330+ employees
More 50% of employees working longer
than 5 years



Professionalism. Helpfulness. Development. Transparency.



Call for proposals: What are the formal requirements?



# Today let's talk about...

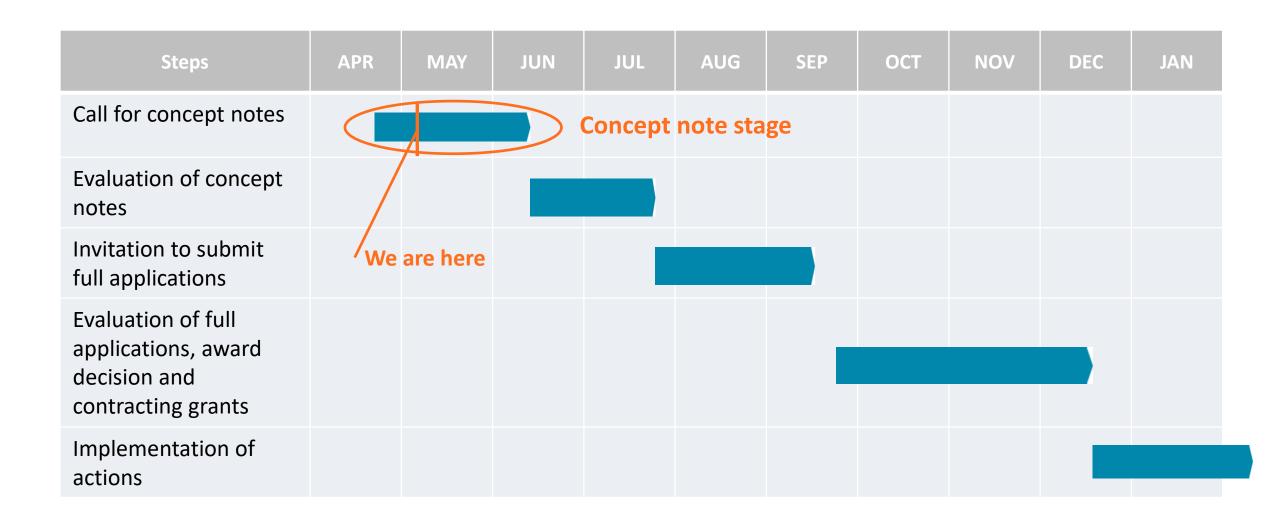
# Requirements as per the Guidelines

What is the aim of the Call?
What actions are funded?
Who/how/when/where can apply?
Where to find all the relevant
information?
What is the process?

# Instructions how to submit a concept note

Where to submit the concept note? How to register? What information to provide in the concept note?

# From the call to implementation of projects...



# Deadline for concept note...



14 June, 202223:59 Eastern European TimeZone (UTC+2)

# Total buget of the call...



# 6 million EUR

# What objectives the call pursues?

#### **GLOBAL OBJECTIVE**

to foster active participation of youth in both democratic life and in the labour markets of the Eastern Partnership countries, with a focus on disadvantaged youth, contributing to sustainable and smart growth, social cohesion and reduction of inequalities in EaP societies.

#### SPECIFIC OBJECTIVE

to foster young people's **digital skills** (incl. critical digital literacy), develop skills needed for **green transition**, and alongside improve entrepreneurial and career management skills.

# What are the priorities?

Support to youth social entrepreneur start-ups

Enhancement and streamlining of existing and set-up of new innovative formal and non-formal education and training initiatives

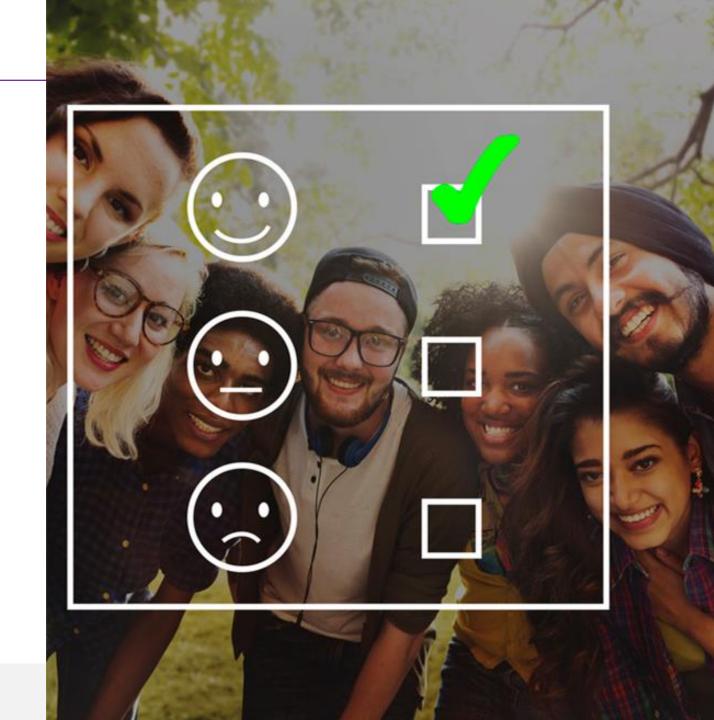
Enhancing economic and societal resilience



Strengthening of networks and partnerships

<sup>\*</sup> Guidelines: 1.2 OBJECTIVES OF THE PROGRAMME AND PRIORITY ISSUES

What are the target groups?





# Who can apply?

# What are the requirements for the lead applicant?



#### **Lead applicant must:**

- ✓ be a legal person and
- ✓ be non-profit-making, among other voluntary organisations, charities and foundations, social cooperatives and mutual organisations, youth organisations and youth centres, education & training institutions, incl. schools and other formal education institutions, professional organisations and trade unions, employment services, etc., and
- ✓ active in the field of youth policy, youth education and employment, or youth entrepreneurship and
- ✓ be established in an EaP country or an EU Member State and
- ✓ be directly responsible for the preparation and management of the action with the co-applicants and affiliated entity(ies), not acting as an intermediary.



**Lead applicant may not** participate in calls for proposals or be awarded grant if it is in any of the situations listed in Section <u>2.6.10.1</u> of the practical guide.

**Lead applicant may not be** included in the lists of EU restrictive measures (see Section 2.4. of the PRAG).

#### What are the requirements for the co-applicants?

**Co-applicants** (minimum 2, maximum 5) **must** satisfy the eligibility criteria as applicable to the lead applicant himself.



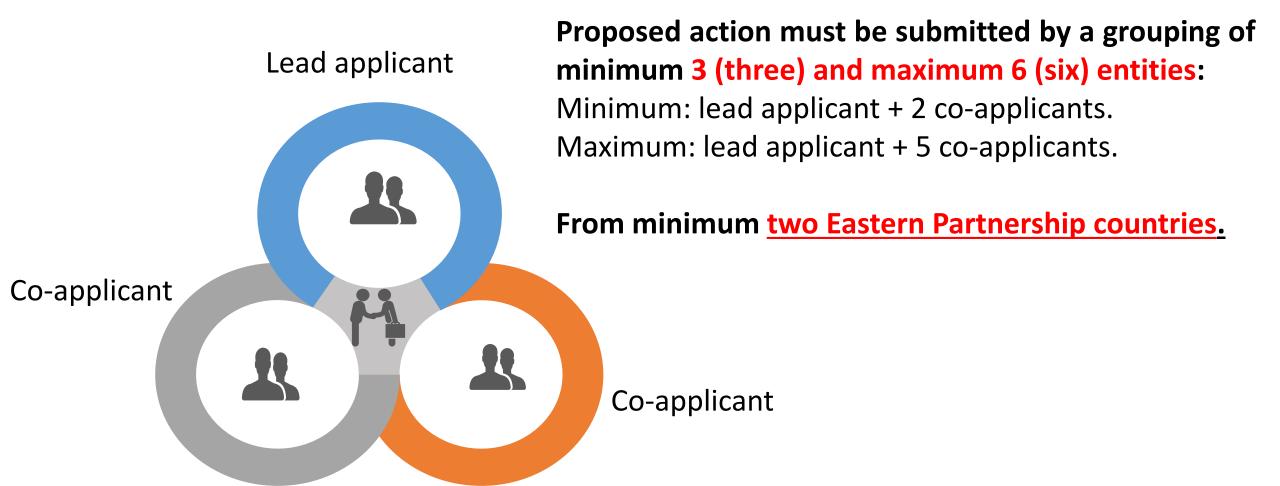
#### What are the requirements for the affiliated entity?

The lead applicant and its co-applicants may act with affiliated entity(ies).

**Affiliated entity(ies) must** satisfy the eligibility criteria as applicable to the lead applicant himself.

Only entities having a structural link with the applicant, in particular a legal or capital link, may be considered as affiliated entities.

### What are the requirements for applicants?

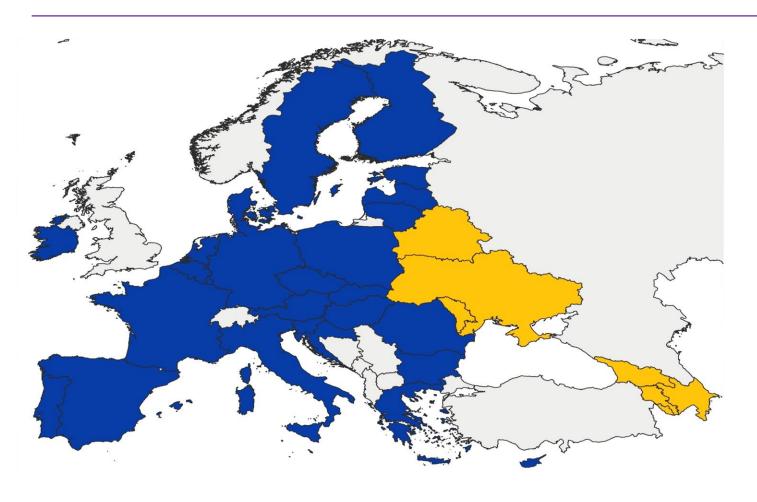


# How to decide on lead applicant?



# What are the requirements for action?

### What is location of the action?



Actions must take place in at least 2 (two) of the following countries:

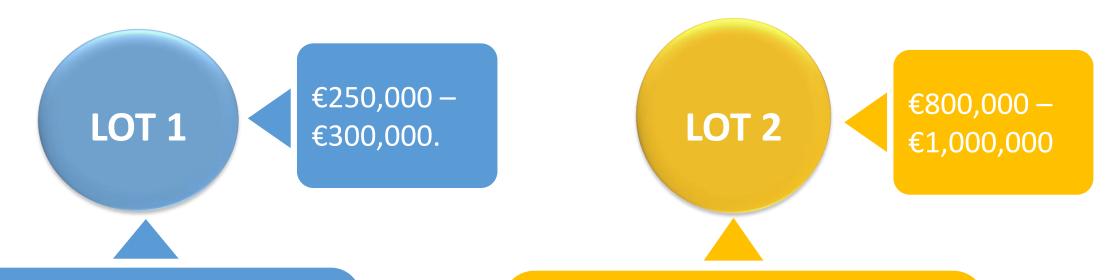
- ✓ Armenia
- ✓ Azerbaijan
- ✓ Belarus
- ✓ Georgia
- ✓ Moldova
- ✓ Ukraine

#### What is the duration of the action?



The initial planned duration of an action may not be shorter than 18 months nor exceed 24 months.

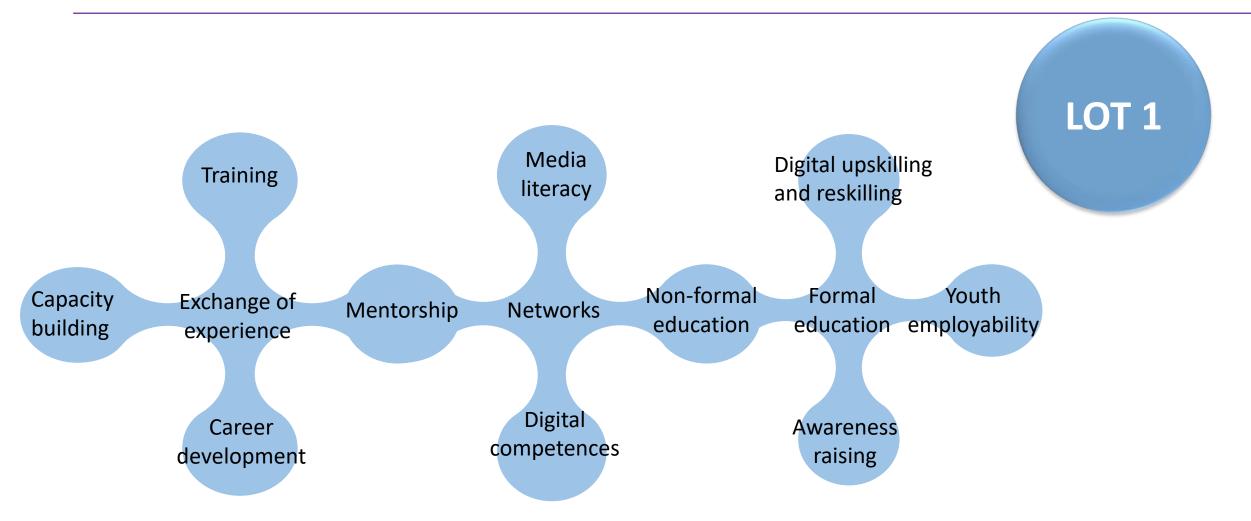
### What is the structure of the action?



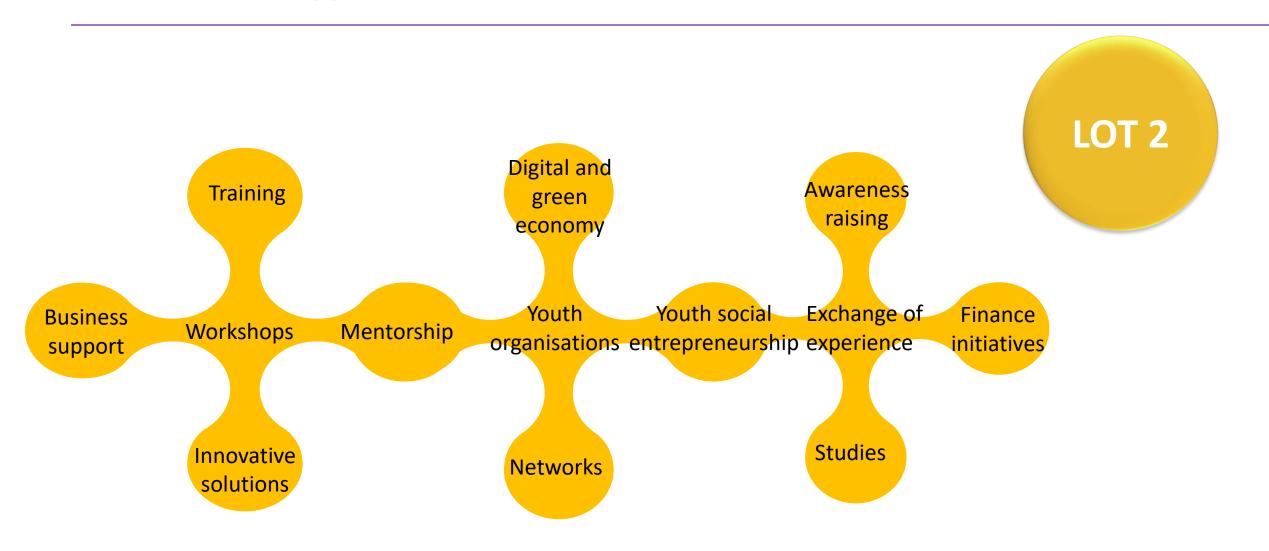
Upskilling of disadvantaged youth in terms of digital competences and the promotion of entrepreneurial competences and support towards related networking and partnerships

Development of social entrepreneurship and career management skills, linked to the promotion of youth entrepreneurship in the areas of green and digital economies and support to related networking and partnerships

# What are the types of actions funded?



# What are the types of actions funded?



# What are the types of actions funded?

Design, production and application of tools and methodologies

Capacity development through workshops and seminars

**Networks of key stakeholders** 

Youth job events and fairs

**Internships** 

Information and awareness raising campaigns and promotional events

Analysis and communication of main lessons and good practice

Community consultations and surveys



**Competitions** 

Creation of digital tools/apps/portals

Interregional and national mobility schemes

Activities for development of services for promotion of youth employment

**Activities** encouraging the policy dialogue in the field of youth

# Any limits of a number of applications or contracts to applicants...?

# How many applications lead applicant may submit...

- The lead applicant may not submit more than **1** application per Lot under this call for proposals.
- The lead applicant may not be awarded more than **1** grant under this call for proposals.

• The lead applicant may be a co-applicant or an affiliated entity in another application of the same Lot at the same time.

# Any limits to co-applicants?

• A co-applicant/affiliated entity may not be the co-applicant or affiliated entity in more than 2 applications per Lot under this call for proposals.

• A co-applicant/affiliated entity may not be awarded more than 2 grants under this call for proposals.

# What may be modified in the full application?

The elements outlined in the concept note **may not be modified** in the full application, except:

- The EU contribution may not vary from the initial estimate by more than 20 %.
- The lead applicant may add, remove or replace one or more coapplicant(s) or affiliated entity(ies) only in duly justified cases.
- The lead applicant may adjust the duration of the action if unforeseen circumstances. The duration **must remain** within the limits.



# How are concept notes evaluated?

#### Evaluation of the concept notes

1. Administrative check the following will be assessed:

The incomplete concept notes may be rejected. Lead applicants are advised to verify that their concept note is complete using the checklist for concept note (<a href="https://www.cpva.lt/data/public/uploads/2022/04/checklist-for-concept-note-upd.docx">https://www.cpva.lt/data/public/uploads/2022/04/checklist-for-concept-note-upd.docx</a>).

#### CHECKLIST FOR CONCEPT NOTE

BEFORE SENDING YOUR CONCEPT NOTE, PLEASE CHECK THAT EACH OF THE CRITERIA BELOW HAVE BEEN MET IN FULL AND TICK THEM OFF	Tick the items off below	
Lead Applicant (Name, Country):		
Title of the proposal:	Yes	No
PART 1 (ADMINISTRATIVE)		
The instructions for the concept note have been followed.     The declaration by the lead applicant has been filled in and signed.		
3. The proposal is typed and is in English.		
4. The electronic version of the concept note is enclosed in the Submittable and confirmation about successful submission received		
PART 2 (ELIGIBILITY) 5. The action will be implemented in eligible countries (Armenia, Azerbaijan, Belarus, Georgia, Moldoya and Ukraine) and in the minimum required number of eligible countries.		
6. The action is proposed by a consortium of minimum 3 partners, which represent at least two eligible countries.		
7. The duration of the action is between 18 months and 24 months (the minimum and maximum allowed).		
8. The requested contribution is between the minimum and maximum allowed.		
<ol><li>This checklist and the declaration by the lead applicant have been filled in and uploaded with the concept note.</li></ol>		

2. The concept notes that pass administrative check will be evaluated on the relevance and design of the proposed action specified in the evaluation grid (Guidelines for applicants: 2.3. Evaluation and selection of applicants).

(https://www.cpva.lt/data/public/uploads/2022/01/assessment-grid-for-concept-note.docx)

1. Relevance of the action	Sub-score	20
1.1 How relevant is the proposal to the objectives and priorities of the call for proposals and to the specific themes/sectors/areas or any other specific requirement stated in the guidelines for applicants? Are the expected results of the action aligned with the priorities defined in the guidelines for applicants (section 1.2)?	5	
1.2 How relevant is the proposal to the particular needs and constraints of the target country(ies), region(s) and/or relevant sectors (including synergy with other development initiatives and avoidance of duplication)?	5	
How clearly defined and strategically chosen are those involved (final beneficiaries, target groups)? Have their needs (as rights holders and/or duty bearers) and constraints been clearly defined and does the proposal address them appropriately?	5	
1.4 Does the proposal contain particular added-value elements (e.g. innovation, best practices) and the other additional elements indicated under 1.2. of the guidelines for applicants (i.e. particular focus on disadvantaged youth; establishment and facilitation of cross-sector networks and partnerships linking education and training systems, labour markets and societies at large within and among E3P countries; clear links to existing policy frameworks and initiatives as listed in the Section 1.2. of the guidelines; coverage of three and more E3P countries)?	5	
2. Design of the action	Sub-score	30
2.1 How coherent is the overall design of the action?  Does the proposal indicate the expected results to be achieved by the action? Does the intervention logic explain the rationale to achieve the expected results?	5x2**	
2.2 Does the design reflect a robust analysis of the problems involved, and the capacities of the relevant stakeholders?	5	
2.3 Does the design take into account external factors (risks and assumptions)?	5	
2.4 Are the activities feasible and consistent in relation to the expected results (including timeframe)? Are results (output, outcome and impact) realistic?	5	
2.5 To which extent does the proposal integrate relevant cross-cutting elements such as environmental/climate change issues, promotion of gender equality and equal opportunities, needs of disabled people, rights of minorities and rights of indigenous peoples, youth, combating HIV/AIDS (if there is a strong prevalence in the target country/region)?	5	
тот	TAL SCORE	50

#### And next...?

 Only the concept notes with a score of at least 30 will be considered for pre-selection

 Number of concept notes will be reduced, taking account of the ranking - to the number whose total aggregate amount of at least 150% of the available budget

 Applicants will receive the letter on the results of that evaluation (and with an invitation to submit full applications)

# How to submit an application (concept note)?

### How to apply?

- Only the concept note shall be submitted in the first stage (not the full application).
- Concept note must contain all relevant information concerning the action. No additional annexes should be sent.
- Clarifications will only be requested when information provided is not sufficient to conduct an objective assessment.
- Any error or major discrepancy related to the concept note instructions may lead to the rejection of the concept note.

<u>Important!</u> Concept notes are assessed based on information provided in the application only.

### How to apply?

- Concept notes must be in English.
- Hand-written concept note and concept note sent by post and e-mail will not be accepted. Only concept notes submitted via electronic system "Submittable" will be accepted.
- Lead applicant is strongly advised not to wait until the last day to submit its concept note!
- Any concept note submitted after the deadline will be rejected.

#### Do not miss the deadline!

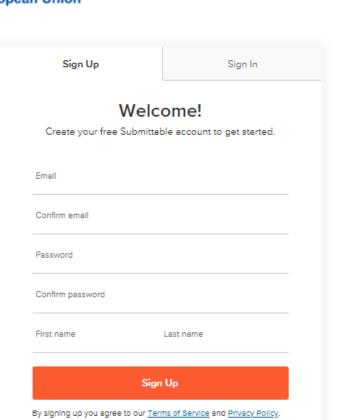
## June 14th, 2022



https://centralprojectmanagementagencyyo uthaccount.submittable.com/submit/22441 5/eu4youth-phase-iii-youth-employmentand-entrepreneurship-fostering-youthemploym

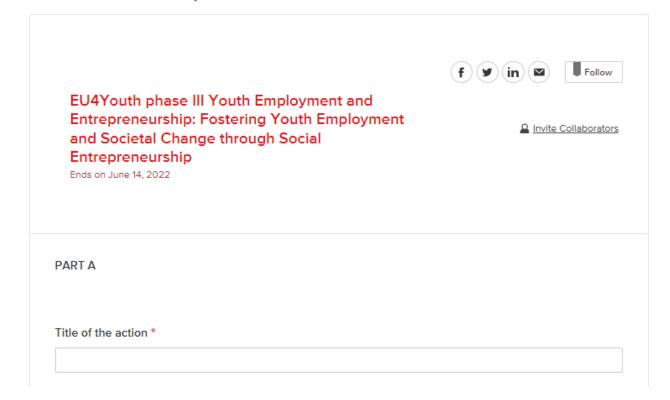
#### Instructions to apply: how to register?





#### Instructions to apply: how to apply?





#### Instructions to apply: tips

- Please indicate when registering the email of the person who will be responsible for the project, as all important messages will be sent to this email
- It is possible to share the application with the co-applicants so that they can complete their part
- Do not forget to click the "Submit" button



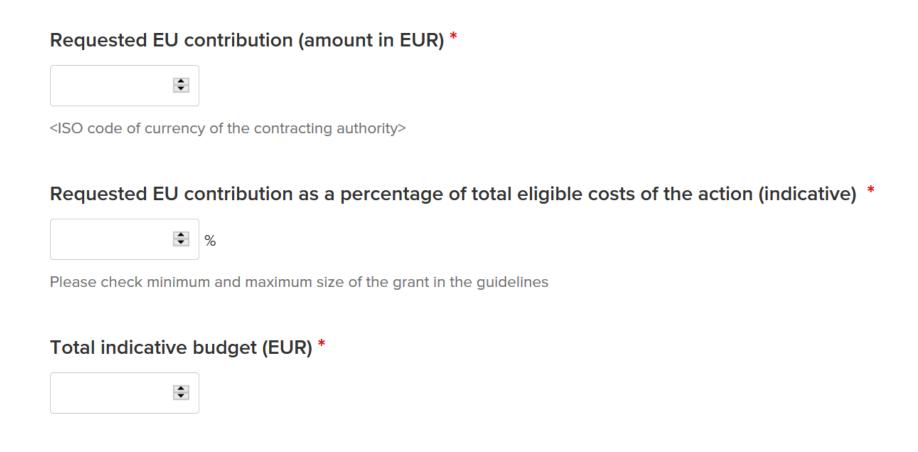
- Please find below more detailed instructions how to complete and submit the concept note online:
- The instructions of the submission can be found HERE.
- If I are any other uncertainties, the information can be found HERE.



Financial aspects: what to take into consideration when submitting concept note?

## Concept note (1)

Objectives of the action \*



### Concept note (2)

#### Note:

 The EU contribution indicated in the full application form should not vary by more than 20 % from the initial estimate indicated in the concept note. Requested EU contribution (amount in EUR) \*



<ISO code of currency of the contracting authority>

## Size of the grants

EU contribution of total eligible costs of the action

minimum: 75 %

maximum: 90 %

Lot1 - size of grant

minimum amount: 250 000 EUR

maximum amount: 300 000 EUR

Lot2 – size of grant

minimum amount: 800 000 EUR

maximum amount: 1 000 000

EUR

## Co-financing

Co-financing of total eligible costs of the action

minimum: 10%

maximum: 25 %

Co-financing should be covered from other financial contributions (applicant, other donors, etc.)

>= 50% of co-financing

Volunteers' work <50% of co-financing

## Eligibility of costs?

#### Eligibility criteria (Article 14 of the General condition)



## Eligible costs

To be eligible under this call for proposals, costs must comply with the provisions of Article 14 of the general conditions

#### Eligible costs:

- 1. direct costs;
- 2. indirect costs;
- 3. contributions in kind only volunteers' work.

#### Budget

- Template of the budget:
- Annex B guideline for applicants

https://wikis.ec.europa.eu/download/attachments/39 356279/e3c\_budget\_en.xl sx

1. Budget for the Action <sup>1</sup>	All Years					Year 1 <sup>2</sup>		
Costs	Unit 13	# of units	Unit value (in EUR)	Total Cost (in EUR) <sup>3</sup>	Unit	# of units	Unit value (in EUR)	Total Cos (in EUR)
1. Human Resources								
1.1 Salaries (gross salaries including social security charges and other	i					i		
related costs, local staff) <sup>4</sup>	1					1		
1.1.1 Technical	Per month				Per month	i		
1.1.2 Administrative/ support staff	Per month				Per month	1		
1.2 Salaries (gross salaries including social security	1					1		
charges and other related costs, expat/int. staff)	Per month				Per month			
1.3 Per diems for missions/travel <sup>6</sup>								
1.3.1 Abroad (staff assigned to the Action)	Per diem				Per diem	1		
1.3.2 Local (staff assigned to the Action)	Per diem				Per diem			
1.3.3 Seminar/conference participants	Per diem				Per diem	1		
Subtotal Human Resources								
2. Travel <sup>6</sup>								
2.1. International travel	Per flight				Per flight			
2.2 Local transportation	Per month				Per month			
Subtotal Travel								
3. Equipment and supplies <sup>7</sup>	Į.					į		
3.1 Purchase or rent of vehicles	Per vehicle				Per vehicle			
3.2 Furniture, computer equipment								
3.3 Machines, tools								
3.4 Spare parts/equipment for machines, tools	1							
3.5 Other (please specify)								
Subtotal Equipment and supplies								
4. Project office <sup>14</sup>	!							
4.1 Vehicle costs	Per month				Per month			
4.2 Office rent	Per month				Per month	-		
4.3 Consumables - office supplies 4.4 Other services (tel/fax, electricity/heating, maintenance)	Per month				Per month	i		
4.4 Other services (terrax, electricity/heating, maintenance)	Per month				Per month			
Subtotal Project office								
5. Other costs, services <sup>8</sup>	i							
5.1 Publications <sup>9</sup>	1							
5.2 Studies, research <sup>9</sup>	+							
5.3 Expenditure verification/Audit	-							
5.4 Evaluation costs						·		
5.5 Translation, interpreters								
5.6 Financial services (bank guarantee costs etc.)	1					İ		
5.7 Costs of conferences/seminars <sup>9</sup>	i					İ		
5.8. Visibility actions <sup>10</sup>	<u> </u>					1		
Subtotal Other costs, services								
6. Other	<del>                                     </del>							
o. Outei								
Subtotal Other								
7. Subtotal direct eligible costs of the Action (1-6)	-							
<ol> <li>Indirect costs (maximum 7% of 7, subtotal of direct eligible costs of the Action)</li> </ol>						i		
9. Total eligible costs of the Action, excluding reserve and volunteers' work (7+8)								
10.1 Provision for contingency reserve (maximum 5% of 7 'Subtotal of direct eligible costs of the Action')						i i		
10.2 Volunteers' work 15	Per day				Per day	 		
11. Total eligible costs (9+10)								
12 Taxes 11								

## Eligible direct costs (1)

- Eligible direct costs may consist of :
- a) the cost of staff assigned to the action;
- b) travel and subsistence costs for staff and other persons taking part in the action;
- c) purchase costs for equipment (new or used) and supplies specifically dedicated to the purposes of the action, provided that ownership is transferred at the end of the action when required in Article 7.5.;
- d) depreciation, rental or leasing costs for equipment (new or used) and supplies specifically dedicated to the purposes of the action;
- e) costs of consumables specifically dedicated to the action;

## Eligible direct costs (2)

- Eligible direct costs may consist of:
- f) costs of service, supply and work contracts awarded by the beneficiary(ies) for the purposes of the action referred to in Article 10;
- g) costs deriving directly from the requirements of the contract;
- h) duties, taxes and charges, including VAT, related to the purposes of the action, paid and not recoverable by the beneficiary(ies), unless otherwise provided in the special conditions;
- i) project office costs.

#### Eligible direct costs. Specific requirements

- The <u>audit verification costs</u> are **mandatory** and should not exceed 1% of total direct costs.
- Costs for <u>equipment and supplies</u> should not exceed 10 % of the total eligible costs.
- The costs of guarantees pre-financing payment provided by financial institutions or insurance undertakings shall be included in the budget of the Action.
- <u>Salary costs</u> of the personnel of national administrations may be eligible to the extent that they relate to the cost of activities which the relevant public authority would not carry out if the action were not undertaken.

#### Eligible indirect costs

The indirect costs incurred in carrying out the action:

- may be eligible for flat-rate funding;
- but the total must not exceed 7 % of the estimated total eligible direct costs.

Note: it shall not be eligible under a grant for an action awarded to a beneficiary who already receives an operating grant financed from the European Union budget during the period in question

#### Contributions in kind only volunteers' work

#### Volunteers' work:

- may comprise up to 50 % of the co-financing;
- must be based on the unit cost per volunteer per day;
- unit cost are defined and authorized by the European Commission at the following address:

https://ec.europa.eu/transparency/regdoc/?fuseaction=list&coteId=3&year=2019&number=2646&version=ALL&language=en

## Ineligible costs (1)

#### The following costs are not eligible:

- debts and debt service charges (interest);
- provisions for losses or potential future liabilities;
- costs declared by the beneficiary(ies) and financed by another action or work programme receiving a European Union (including through EDF) grant;
- purchases of land or buildings, except where necessary for the direct implementation of the action, in which case ownership must be transferred in accordance with Article 7.5 of the general conditions of the standard grant contract, at the latest at the end of the action;

## Ineligible costs (2)

- currency exchange losses;
- credit to third parties;
- in kind contributions (except for volunteers' work);
- bonuses included in costs of staff;
- negative interest charged by banks or other financial institutions.



- Please evaluate VAT eligibility when planning the amount of the grant.
- When the lead applicants will be invited to submit a full application, they will have to submit:
- a declaration of honour on VAT eligibility from the entity concerned accompanied by an expert statement (e.g. by a lawyer, auditor etc.).
- Ref. Annex J of the call for proposals (if they consider that VAT is eligible for funding)
- Declaration on honour must be filled in by the applicant and each of co-applicant.

#### EU4YOUTH PHASE III YOUTH EMPLOYMENT AND ENTREPRENEURSHIP

Fostering Youth Employment and Societal Change through Social Entrepreneurship

Declaration on honor must be filled in when the applicant / co-applicant claims that the purchase and / or import value added tax (hereinafter referred to as VAT) costs incurred during the implementation of the project are eligible for funding.

Declaration on honor must be filled in by the applicant and each of co-applicant.

(Should be filled in on the form of authority / company)

Requisites of the institution / organization (Should be filled in)

Project title: (Should be filled in)

#### Declaration of honour on VAT eligibility

The undersigned [insert the name of the person signing this form], representing:

Full official name:

Official legal form:

Statutory registration number:

Full official address:

VAT registration number (when applicable):

("the person")

declares that:

I confirm that we are not able to recover the input VAT for the goods and / or services purchased under the Project.

I am aware that if the project results will be used for VAT-taxable activities, in all cases, regardless of whether the applicant / co-applicant is registered for VAT or not, VAT is not eligible for funding.

I am aware that that VAT is not eligible where it is paid by a public body! of a EU Member State in relation to activities it carries ou! as a public authority of a EU Member State.

I am aware that VAT financed from the project and included in the VAT deduction will have to be returned to the Contracting Authority (Central Project Management Agency of the Republic of Lithuania).

I am aware that I shall inform immediately the Contracting Authority (Central Project Management Agency of the Republic of Lithuania) of any change in any of the above and confirmed circumstances.

ATTACHED: Expert statement confirming eligibility of VAT (e.g. by a lawyer, auditor etc.).

Job title of the Head of the Authority / Organization or his authorized representative

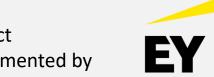
(name, surname, signature)

<sup>&</sup>lt;sup>1</sup> 'Public body' means a body governed by public law being part of public administrations. This implies that private bodies entrusted with public activities are never considered as acting as public authorities for this purpose. VAT on activities such as training, capacity building, technical assistance, policy support etc. is therefore eligible.



## Monitoring in EU4Youth

**Joke Wiercx EU4Youth Coordination and Support Team** 

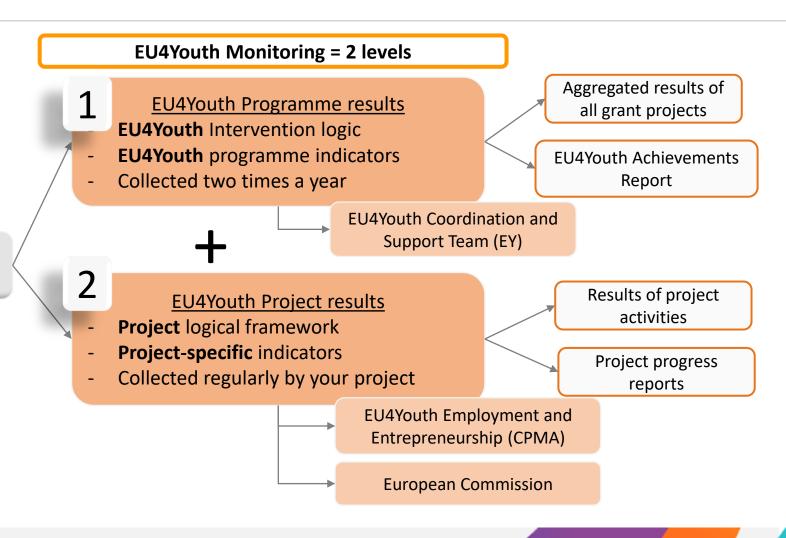


#### 1. What is monitoring in EU4Youth?

- Applying for EU4Youth means you will join EU4Youth programme
- Monitoring = collecting and analysing results against set key performance indicators and targets

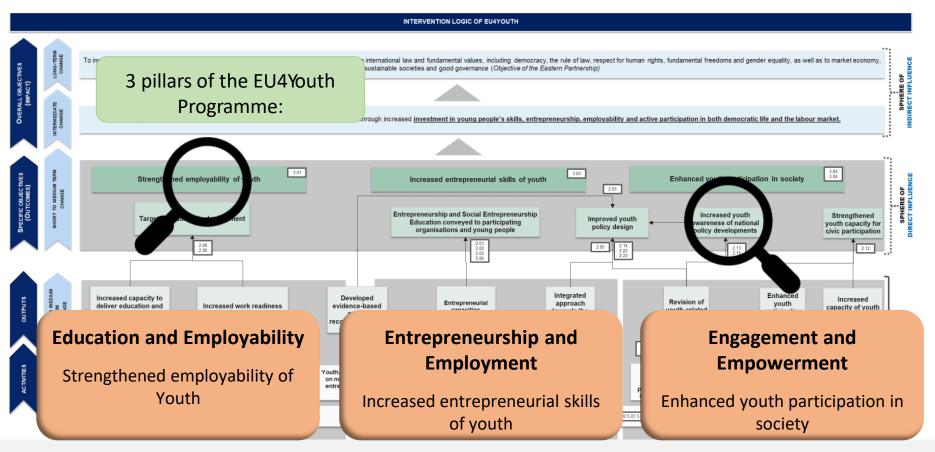
Your project

The "Guidelines for grant applicants" document includes a copy of the EU4Youth intervention logic and programme indicators



#### 2. EU4Youth Programme monitoring tools

To maximise efficiency, you should try to integrate the EU4Youth **programme** monitoring into your project logical framework and indicators



**4 types of indicators,** linked together through the intervention logic:

IMPACT
(OVERALL
OBJECTIVES)

OUTCOMES
(SPECIFIC
OBJECTIVES)

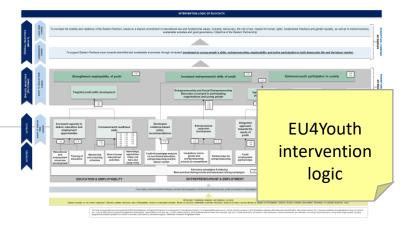
OUTPUTS

ACTIVITIES

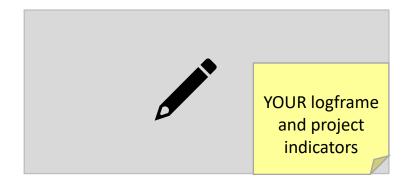
#### 3. Some final tips

#### Important for your project concept note:

- ✓ Your logframe will be the backbone of your project: think about your objective tree and how your project would fit into the EU4Youth programme intervention logic
- ✓ Try to **align the indicators** you use for your project logframe as much as possible to the EU4Youth programme monitoring indicators (it will save resources on your side!)
- ✓ Keep in mind to reserve a budget for monitoring and final evaluation



Intervention Lagic I 🔻	Intervention Logic - Link	No. 🖵 Î	INDICATORS - EURYOUTH INITIATIVE -	Description
Education & Employability	Increased work readiness skills	1.01	Total number of competence development activities	Pefers to the sum of face-to-face competence development activities (i.e. 1011) and web-based competence development activities (i.e. 1012).
Education & Employability	Increased work readiness skills	1011	II of face-to-face competence development activities	inset or on Findow of 1,000 companies of enoughness consistent measures of energy and joint field compatibility and where the Third Table compatibility and the companies of the
Education & Employability	Increased work readiness skills	101_2	If of web-based (i. e. online) competence development activities	Refers to specifical indicator
Education 8. Employability	Increased work readiness skills	1.02	Total number of competence development activities focusing on entrepreneurship	EU4Youth
Education & Employability	Increased work readiness skills	102_1	If of face-to-face competence development activities focusing on entrepreneurship	Pafers to youth ski excludes
Education & Employability	Increased work readiness skills	102_2	# of Heb-based (i.e. online) competence development activities focusing on entrepreneurship	programme
Education & Employability	Increased work readiness skills	1.47	Total number of competence development activities focusing on digital skills	Before to develop indicators
Education & Employability	Increased work readiness skills	1,47_1	If of face-to-face competence development activities focusing on digital skills	Indicators
Education 8. Employability	Increased work readiness skills	147_2	If of neb-based (i.e. online) competence development activities focusing on digital skills	Pefers to digital sk
Education 8. Employability	Increased work readiness skills	1.48	Total number of competence development activities focusing on green transition	Plefers to development activities (i.e. 148_2).
Education 8. Employability	Increased work readiness skills	1.48_1	If of face-to-face competence development activities focusing on green transition	Pefers to the number of <a href="face-to-face">face-to-face</a> competence development activities offered such as trainings, work youth skills competitions, study visits, etc. which are specifically focused on green transition. This incl.





# Communication & Visibility in EU4Youth

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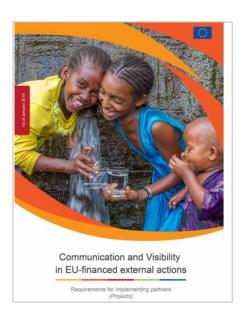
#### 1. What is communication and visibility in EU4Youth?

- Communication = concentrated efforts to reach target audiences, by promoting specific messages through the best available and most effective tools (media, social media and online channels, meetings and events).
- Visibility = visual elements on all communication materials that identify your project or activity as being funded by the EU, as part of the EU4Youth Programme (EU flag, disclaimer, EU4Youth hashtag).

**EU communication & visibility** is a political priority and a **contractual obligation**. Non-compliance can have financial/administrative consequences.

All projects must follow the Communication and Visibility Requirements for EU External Actions, 2018 →

https://ec.europa.eu/international-partnerships/comm-visibility-requirements en



#### 2. Communication and visibility plan

Each project will develop a communication and visibility plan.

#### The plan **should include**:

- outline of objectives, target audiences, key messages and tools/channels;
- all communication and visibility actions planned by the project;
- an indicative time plan and communication budget.

A template will be provided, for core elements see the Communication and Visibility Requirements for EU External Actions, 2018.

#### 3. Visibility: key rules

Use of EU logo





Use of a disclaimer for the majority of materials



This <publication/video/material> has been produced with the assistance of the European Union. Its contents are the sole responsibility of <contractor> and do not necessarily reflect the views of the European Union.

 National communication and visibility guidelines (EU4Georgia, EU4Armenia...) will be supplementary and binding for in-country communication

#### 4. Communication: key rules

- Each EU-funded project should exist online (either webpage or social media)
- Project specific websites and social media channels are discouraged the project should be present on the channels of the implementing partner, EU website (<a href="http://euforyouth.eu/">http://euforyouth.eu/</a>) or a relevant beneficiary
- Rely on the developed communication & visibility plan
- Each project has to ensure its presence on EU DIGITOOL: a tool to validate and approve project communication materials

#### 5. Important to consider while preparing concept notes

- Project titles: aim for short, clear project titles it helps with public communications (e.g. EU4Youth: Better skills for better future)
- Don't include communication actions as an afterthought
- Plan well your resources and budget for communication activities

