

Annex 3: Communication and visibility activities

These guidelines are in addition to, and expand upon measures identified in the Annex I, Technical and Administrative Provisions, Article 2.9 "Communication and visibility" and specify the following additions:

1. Objectives

The objectives of the communication activities for the programme are:

- to raise awareness and promote the programme and the EU's role in developing and funding it to its target beneficiaries and other stakeholders;
- to show the positive impact of the programme and the EU's role in developing and funding it to the wider Georgian public;
- to promote the EU4Georgia/Skills4Jobs brand in all communication activities of the current and previous actions supported by the European Union in this sector.

2. Visibility Guidelines

- All activities should be in line with Communication and Visibility Requirements for EU External Actions¹ as well as with the EU's Supplementary Visibility Guidelines for Georgia²;
- All visibility activities related to the programme should be consulted and agreed with the EU before proceeding.

3. Specific Visibility measures for the Programme

The partners agree to the following visibility actions in the course of the programme implementation:

- Development of a general communication plan for the programme;
- A high level event dedicated to the start of the programme;
- Specific visibility events for the launch and completion of every complementary measure (two twinning projects, TA, grant scheme and support to Georgia's breakaway region of Abkhazia); a tentative timetable for the launch events is as follows: twinning projects, TA and Abkhazia 3rd quarter of 2019, grant scheme 1st quarter of 2020 while the closing events will take place respectively after the completion of the complementary measures;
- Success stories developed for significant achievements under the specific complementary measures and the main programme;
- A high-level final summarising event at the end of the programme.

4. Specific Visibility measures for Budget Support Component

The partners agree in principle that all measures used as indicators and their results can be referred to as being achieved by the Government of Georgia with the support of the European Union.

Linked to this, all reports and training/education certificates mentioned in the programme indicators will visibly reflect EU support, likewise EU support will be reflected in information plaques in SSA/ESS offices/branches and VET institutions mentioned in the programme indicators.

In addition, the following measures will be implemented for the budget support component to inform target beneficiaries and stakeholders on the progress and benefits of government reforms with the support of the European Union (dates are indicative):

- Annual public communication campaigns in 2019 – 2022 will be conducted targeting the following themes and highlighting:
 - a) *Youth* and their participation in all aspects of the programme in 2019

¹ <https://ec.europa.eu/europeaid/node/17974>

² <http://eu4georgia.ge/visibility/>

p. 2

M

- b) *Employment services* and their operations for job-seekers in 2020
- c) *Lifelong learning* including access and opportunities to LLL for adults in 2021
- d) *Employment and employability* in 2022

- An annual press release and communication on the progress of reforms covered by the programme highlighting the main results and using the evidence of achievements of performance indicators in 2019, 2020, 2021, 2022, 2023.

Costs for all measures in this annex will be covered under the communication allocation or as part of the funds of the complementary measures dedicated for visibility activities. Final design, timetable and phrasing of these elements will be agreed with the EU during implementation.