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Strategic Communication Plan

**Global Energy Transformation Programme (GET.pro) including
One Stop Shop for Green Energy Investments and an Africa-EU
Energy Partnership**

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List of Abbreviations

AEEP	Africa-EU Energy Partnership
AEGEI	Africa-EU Green Energy Initiative
AFREC	African Energy Commission
AFUR	African Forum for Utility Regulators
APUA	Association of Power Utilities of Africa
AUC	African Union Commission
AUDA-NEPAD	African Union Development Agency
BMZ	German Federal Ministry for Economic Cooperation and Development (<i>Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung</i>)
C&V	Communications and Visibility
CMP	Continental Power Systems Master Plan
CW	Country Window
DFI	Development Finance Institution
DoA	Description of the Action
EU	European Union
G-PST	Global Power System Transformation
G-TAF	Global Technical Assistance Facility
GET.pro	Global Energy Transformation Programme
GIF	Graphics Interchange Format
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
SCP	Strategic Communication Plan
SDG	Sustainable Development Goals
OSS	One Stop Shop

1 Introduction

The Multi-Donor Action “Global Energy Transformation Programme incl. One Stop Shop (OSS) for Green Energy Investments and an Africa-EU Energy Partnership” is jointly co-financed by the European Union and the Federal Ministry for Economic Cooperation and Development (Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung - BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) as part of the BMZ project “Global Energy Transformation Programme (GET.pro)”. GET.pro is a European multi-donor platform co-funded by the European Union, Germany, Norway, the Netherlands, Sweden, and Austria delivering on international energy and climate goals in a Team Europe spirit. It comprises of scalable instruments – namely GET.invest, GET.transform and the Secretariat of the Africa-EU Energy Partnership (AEEP) – which are particularly suited to address global energy sector developments and jointly make up this Action.

The **Overall Objective** of the Action is that the conditions for investments in a global energy transformation are improved in a concerted European approach.

The **Specific Objective** (outcome) of the Action is:

- Specific Objective GET.invest: Private investment in clean energy and access to energy in partner countries is mobilised and the market is improved.
- Specific Objective GET.transform: Energy sector governance, planning and regulation for a low emission power system transformation has been enhanced.
- Specific Objective AEEP Secretariat: With the support of the AEEP Secretariat, African and European actors have implemented key initiatives and actions for just energy transition in a partnership of equals.

This shall be achieved through a set of activities and interventions by the three instruments. In essence,

- GET.invest mobilises investments in renewable energy and develops a pipeline of bankable investment projects;
- GET.transform provides technical assistance to the public sector in energy system transformation with a focus on the power sector, including support on long-term energy planning, on- and off-grid regulation and market development (including electrification), as well as renewable energy frameworks and
- The AEEP Secretariat fosters a dynamic, integrated political dialogue on energy across Africa and Europe to build a strong and inclusive partnership of equals.

GET.pro as a genuine European multi-donor programme can serve as key instrument for achieving the goals of the Team Europe Initiative “Africa-EU Green Energy Initiative (AE-GEI)”. In particular, the Africa-EU Energy Partnership (AEEP), whose secretariat is hosted by GET.pro, provides an established bi-continental dialogue forum, facilitating strategic political dialogue with African partners and functions as the dialogue arm of the AE-GEI. Furthermore, GET.pro through its instrument GET.invest serves as the “One Stop Shop” for Green Energy Investments serving as an access point for information about and facilitated access to (in particular European) support and financing instruments for green energy in Africa. The idea of OSS support to the private sector is enshrined in the AE-GEI and is meant to support its key priority - implementation of the green energy transition and sustainable energy investments in the continent.

The duration of this Joint Action is scheduled from 01/04/2023 to 30/06/2026 (39 months) with a total budget of EUR 28,500,000.00 (EU contribution EUR 5,000,000.00 with additional EUR 5,000,000.00 to be provided as part of the Annual Action Programme 2024 - and BMZ contribution of EUR 18,500,000.00).

This Strategic Communication Plan (SCP) indicatively describes the Action's strategic communication measures. It is indicative, may be revised during the Action's implementation period, and can be amended in writing without the need for an addendum. The framework and parties' obligations agreed in Section 8 of Annex I of the Agreement remain unaffected.

2 Narrative, Objectives, Audiences, Approaches and Activities

Communication of the action will occur throughout the project cycle. Strategic communication activities will be properly sequenced to achieve maximum impact. They will inform target audiences about the reasons for the Action, the support provided by the EU, the Federal Ministry for Economic Cooperation, Norway, the Netherlands, Sweden and Austria and the outcomes and impact of that support.

Further, communication measures will emphasise the tangible results and impact of the Action rather than administrative milestones or financial inputs. They will ensure wide and timely information and publicity and seek to maximise synergies with the relevant general EU communication strategy.

GET.pro's (and its instruments') strategic communication will maintain and build on the communication and visibility architecture established at GET.pro's outset. The branding had been designed with a view to incorporate donor requirements and has been agreed with all contributors in 2018 (for the AEEP in 2020) and reaffirmed in 2023. Having its own brand makes it possible to focus on the European identity of the programme rather than on that of the well-known German implementing organisation GIZ, which remains visible where deemed useful in written form and also through its logo. Such approach was approved by GIZ's Corporate Communications. This applies to the platform and all instruments.

The GET.pro and instrument brandings have enabled the platform and its instruments to successfully address and reach its core audiences. The communication products (e.g. websites, printed materials, social media handles) have established the name, offering and visual identity of GET.pro and its instruments amongst its target audiences.

Main visibility will rest at the instrument level, with each GET.pro instrument having its own visibility, branding and communication approach. Separate communication will allow for clear and targeted communication measures and ensure that contributors receive full visibility as a supporter of the respective instrument.

Nonetheless, to ensure one voice towards cross-instrument or platform target groups, communication messages and approaches for linked activities are aligned (e.g. Joint Country windows, support to AUDA-NEPAD in the context of the African Continental Power System Master Plan (CMP)).

The following sub-chapters will provide a detailed overview on the narrative, objectives, target groups, approaches and activities per instrument and for the overarching platform.

2.1 GET.pro

Narrative

GET.pro is a European multi-donor platform delivering on international energy and climate goals. Jointly founded by the European Union, Germany, Norway, the Netherlands, Sweden, and Austria, GET.pro specifically contributes to the implementation of the Paris Climate Agreement and the Sustainable Development Goals.

Through complementary instruments, GET.pro offers support to both the private and public sector in unlocking renewable energy potentials. GET.pro simultaneously mobilises private sector investments in clean energy (via GET.invest), assists public partners in transforming their energy sectors (via GET.transform), and fosters the strategic energy dialogue between Africa and Europe (via the Secretariat of the Africa-EU Energy Partnership).

The platform's innovative and scalable set-up allows a unique bundling of forces that saves resources and generates unmatched synergies in coordination, knowledge transfer and impact delivery. GET.pro reinforces existing initiatives and programmes to promote sustainable development through concerted action on the global energy transformation.

Objectives

In this context, the GET.pro Platform has three communication objectives:

1. **Raise awareness for the multi-donor programme and donors' ambition** in development cooperation in the area of renewable energy
2. **Generate credibility** for sustainable impact of energy and climate action
3. **Strengthen the Team Europe Character by showcasing the impact of bundled European forces** (and potentially attract further funding)

Audiences

The platform communication is applying a focussed target group approach as the main visibility is supposed to rest at the instruments level. This allows the instruments to build its own visibility, branding and communication approach and to create communication messages towards the broad (private and public) instrument target groups (see instrument Chapters *GET.invest*; *GET.transform*;

Secretariat of the AEEP for details).

The platform's main target group¹ are donors to GET.pro (EU, Germany, Norway, Netherlands, Sweden, and Austria). At the same time, the GET.pro communication targets the population in partner countries and in the European Union. These target groups are additionally addressed by the instruments.

¹ Second target group are GIZ employees, that should be informed about results, impact and best practices of GET.pro and its instruments. This target group will not be further considered in the SCP as communication activities will only be published in GIZ internal channels.

Audiences	Narrative/Key Message(s)
International Context, Partners and Donors	
GET.pro current and future donors	• GET.pro is the Team Europe programme that strives to improve conditions for investment toward a global energy transition. • GET.pro is an impactful way to join forces with other European donors. • GET.pro's innovative set-up enables scalable solutions and faster progress on the ground. • GET.pro's setup of modular instruments follows a holistic transformation logic, that can be deployed individually based on partner and contributors' preferences. • GET.pro is an effective way to generate impact across different regions and topics. • GET.pro generates visibility opportunities for contributors.
Population in Partner Countries	• The transition to clean and sustainable energy can only be achieved through a collaborative effort. Therefore, the European Union and Africa have joined forces through the Africa-EU Green Energy Initiative that will guide common efforts in coming years. This initiative aims to scale up the European Union's contribution to achieving SDG7 in Africa, including the rate of renewable energy in the energy mix, providing more African people with access to affordable, reliable and sustainable energy services, and ultimately moving towards universal access so that no one is left behind.
In the European Union	
Population in the European Union	• By improving the conditions for investment toward a global energy transition, GET.pro supports in achieving the Sustainable Development Goals, specifically SDG7 access to affordable, reliable and sustainable energy and SDG13 climate action.

Approach and Activities

The GET.pro platform focuses its C&V efforts on providing the overarching umbrella for its instruments, specifically at the level of GET.pro contributors, collaborating partners and stakeholders.

GET.pro provides an overall website serving as a portal to the instrument-specific web presences and introductory information, such as fact sheets. The GET.pro website is also home to a repository of key publications of GET.invest, GET.transform and AEEP Secretariat (in addition to publishing them on the instruments' websites). Furthermore, joint fact sheets and high-level strategic communication will be provided under the GET.pro brand where appropriate as per need of GET.pro contributors. The continuation of the online presence is beneficial: On the one hand, the applied visual identity of GET.pro is well-known and recognised by its target groups and on the other hand, the platform has proven to be a knowledge database for showcasing the results and achievements of the programme, while at the same time granting visibility to the GET.pro contributors.

To achieve the communication objectives and reach the target groups, the following tools and channels as well as main activities may be used. The overview is indicative and may change during the implementation of the Action, including to capitalise on opportunities that may arise.

Tools and Channels	Main Activities	Indicative Schedule
Online communication	• GET.pro Website ○ Present platform setup, impact figures and partner countries ○ Repository of GET.pro (incl. instrument specific) knowledge products • Project description on the GIZ website	• Throughout the implementation period
Printed materials	• Displays with key deliverables, management structure and donors (e.g. Fact-sheets)	• Updated throughout the implementation period
Events and stakeholder meetings	• Regular meetings with donors (e.g. Advisory Board Meetings, Thematic day) to report on GET.pro and developments in the sector	• Throughout the implementation period
Video, radio and photography	• (Animated) Infographics (e.g. of GET.pro portfolio including impact figures, geographical reach etc.) • Photography/Videography to capture events	• Throughout the implementation period

Strategic communication activities will be in English and, if required by the context, German.

2.2 GET.invest

Narrative

Financing for renewable energy does not happen at the scale and pace required, nor does it reach those who need it the most. This is a key barrier towards progress on the Sustainable Development Goals, particularly number seven (Ensure access to affordable, reliable, sustainable and modern energy for all). To address the twin challenge of energy access and climate change, billions of euros of investment capital into sustainable energy are still needed.

However, a very complex landscape of different financing instruments as well as scattered and fragmented information readily available pose several challenges that call for enhanced coordination among donors and initiatives. Financiers need to fine-tune their mix of instruments to fit various development stages, which would help increase the pool of bankable projects while reducing idle capital from existing funds available for investment-ready projects.

Against this background, since 2022 the European Union has mandated GET.invest to serve as the **‘One Stop Shop’** (OSS) as part of its **Team Europe Africa-EU Green Energy Initiative** (AEGEI), the access point for information about and facilitated access to support and financing instruments for green energy in Africa.

- For energy companies and project developers, the OSS provides a comprehensive overview of available solutions and financing instruments, while combining this with independent and tailor-made advisory services to facilitate and accelerate access to such instruments; and
- For providers of financing and support solutions, it creates visibility for the offered instruments and helps build a pipeline of viable investees.

Through mobilising investment in renewable energy, GET.invest aims to substantially increase the volume and pace of investment and to contribute to building sustainable energy markets, supporting project developers and companies in partner countries towards investment readiness and linking them with financiers through its **Finance Access Advisory** services (OSS). In collaboration with stakeholders in the sector, GET.invest provides a range of services to complement these efforts, including:

- **Finance Systems Advisory**, strengthening the capacity of financiers, in particular domestic actors, to provide financing products for renewable energy projects;
- **Private Sector Mobilisation**, working together with key associations at the international and national level to empower them in their enabling function for energy market development; and
- **Market Information**, improving the availability of essential information and data required to enable energy investments (also as part of the AEGEI and Global Gateway). This is achieved through targeted platforms and knowledge products on investment opportunities, including a funding database and the new data platform Prospect².

² Launched in October 2022, Prospect is being developed by the Access to Energy Institute (A2EI) and GET.invest.

Objectives

Communication at GET.invest remains a cornerstone of the instrument's capacity to realise the programme's objectives.

Overall, GET.invest has two main communication objectives:

1. **Create visibility for the One Stop Shop as part of the Africa-EU Green Energy Initiative:** GET.invest informs the private sector about the offer of the EU and its Member States. It gives direct visibility to the donors' actions and thereby enhances their uptake by the market.
2. **Promote and build trust with beneficiaries:** The programme directly offers services to market participants, who need to be made aware of GET.invest's service offer and, on a second level, convinced that the services offered are reliable and trustworthy.

Audiences

GET.invest's strategic communication activities mainly address:

- **Project and business developers**, both national and international, working in sub-Saharan Africa, the Caribbean and the Pacific region. They require information about the markets and the available funding opportunities, know-how on structuring and pitching business ideas to investors and financiers, and opportunities (e.g. through events or matchmaking) to meet business partners;
- **Financiers and investors**, requiring market information to guide their investment decisions into sustainable opportunities;

In addition, secondary target groups include:

- **Ministries and regulators in partner countries**, where GET.invest has a reputation to uphold and can be a 'door opener' in particular for GET.transform (or vice versa);
- **Population in the EU and in partner countries**, who may have an interest in learning more about our services; and
- **Peers and partners**, whom GET.invest informs based on its extensive experience and close links with the markets and its participants.

GET.invest will review the appropriateness and suitability of the target groups and key messages throughout the implementation period and propose revisions as necessary.

Audiences	Narrative/Key Message(s)
In sub-Saharan Africa, the Caribbean and the Pacific	
Project and business developers, both national and international	• Since 2022, GET.invest powers the Team Europe One Stop Shop for Green Energy Investments, an access point for information about and facilitated access to European support and financing instruments for energy projects and companies in Africa. • GET.invest provides information about markets and available funding opportunities, know-how about how to

	structure and pitch business ideas to investors and financiers, and offers opportunities to meet other business partners • GET.invest is brought to you by the European Union and its Member States (#TeamEurope) as one element of the EU's support of sustainable development in partner countries.
Ministries and regulators in partner countries	• Advancing the energy transition calls for enabling conditions for increased clean energy investment. In turn, energy regulation can help unlock such progress if it is informed by the demands and opportunities tied to technology and socio-economic development, where GET.invest is a reliable partner which can provide with market information to guide sustainable investment opportunities. • Through interacting with the private sector, GET.invest provides information on the demands and opportunities tied to technology and socio-economic development in the clean energy market. This knowledge is essential for the creation of energy regulation that enable conditions for increased clean energy investment and advance the energy transition.
Population in partner countries	• Through the Africa-EU Green Energy Initiative, the European Union and Africa have joined forces to achieve SDG7 in Africa, increasing the rate of renewable energy in the energy mix and providing more African people with access to affordable, reliable and sustainable energy services. Private sector engagement and investment is essential to achieve such transition, through a collaborative effort.
International context, partners and donors	
Financiers and investors, mainly impact investors (State or International Organisation supported, non-for-profit)	• GET.invest is a seal of quality for investment opportunities and a reliable partner which can provide them with market information to guide their investment decisions and help them find sustainable investment opportunities
Implementing partners	• GET.invest implements some of its activities hand in hand or through partners, in particular international and national business associations. In doing so, GET.invest contributes to strengthening key actors and building sustainable markets. Associations play a key role, as they are both the voice of the private sector and also

	help the programme reach to more project developers and companies.
Cooperation partners	• GET.invest works closely with partners who provide similar or related services to the market in order to help build synergies, learn from each other and avoid duplication. In doing so, the programme taps into the potential of deeper and structured cooperation to have more impact or make its work more efficient.
In the European Union	
Population in the European Union	• Sustainable energy is key for our present and future. It is crucial for reliable, clean and affordable energy, for economic development and jobs, for climate change mitigation and adaptation, and for inclusion and gender equality. • Private investment is needed, and yet, financing is not readily available and does not deploy at the scale and pace required. The European Union and its Member States back and boost private investments in the energy sector. Through the One Stop Shop implemented by GET.invest, Team Europe is stepping up its support in order to help sustainable energy projects reach bankability stage.

Approach and Activities

In line with GET.invest's objective to create visibility for the One Stop Shop as part of the Africa-EU Green Energy Initiative, the OSS is well integrated across the different communication activities of the programme. This reflects not only throughout the different channels (e.g. prominent banner on website, dedicated information [page](#), messaging spread across social media), but also at events featuring or supported by GET.invest.

The GET.invest brand including the corporate design and the Communications & Visibility (C&V) strategy were developed together with the donors and approved following the programme's first Advisory Board meeting in 2018. The initial C&V plan and corporate design rules are the cornerstone for all further developments and cover the complexity of a multi-donor programme.

As specified in section 2, having its own brand makes it possible to focus on the European identity of the programme rather than on that of the well-known German implementing organisation GIZ. Additionally, a brand that resembles the private sector is seen as more attractive and memorable for the main target groups than the image of a technical assistance / implementation organisation from the field of development cooperation, thus increasing the attractiveness of the programme.

Since then, new developments – such as communications in country windows (CWs) – have been added. GET.invest global communication focuses on its global services and topics to explain the programme in a simple and accessible way, reducing the level of complexity. Therefore, while CWs content plays a minor role in the global communication strategy and channels to reduce complexity, the CWs target groups at country-related level are still addressed through a dedicated set of channels and materials (landing pages on GET.invest website, own fact files, CW slides in presentation, role in GET.invest social media, outreach via partner newsletters with country focus).

To achieve the communication objectives and reach the target groups, the following tools and channels as well as main activities may be used. The overview is indicative and may change during the implementation of the Action, including to capitalise on opportunities that may arise.

Tools and Channels	Main Activities	Indicative Schedule
Online communication	• GET.invest website, the entry portal to and for GET.invest's services: ◦ One Stop Shop portal, incl. application for advisory services and funding database ◦ Market information ◦ Knowledge products ◦ GET.invest stories ◦ Results and list of supported companies • Digital fact files highlighting GET.invest's set-up and services • Social media ◦ X (formerly Twitter) handle ◦ LinkedIn profile	• Throughout the implementation period
	• Project descriptions on partner websites • Implementing partners' social media ◦ Communication & Visibility guidelines for partners	• At the start of the implementation period • Throughout the implementation period
	• GET.invest market and programme news mailing for the programme contributors and their networks	• Monthly

Printed materials	• GET.invest fact file • Roll-up banners • Posters (market information and funding database) • Business cards • Knowledge dissemination through limited print runs of selected studies or reports	• Updated throughout the implementation period & displayed at events
Events, visits and stakeholder meetings	• Launch events for new country windows with EU Delegation, German Embassy and key partners (jointly with GET.transform for joint country windows)	• Within 4 months of implementation start
Press and media	• Joint press releases with activity partners	• Throughout the implementation period
Video, radio and photography	• New GET.invest stories GIFs • GET.invest video (2 min) highlighting flagship activities and achievements • Photography to capture trainings, events and potential site visits	• Throughout the implementation period

Strategic communication activities will be predominantly in English but, if required, may also be provided in French, Portuguese (e.g. in the context of the country windows) or German.

2.3 GET.transform

Narrative

The world's pathway to net zero foresees the power sector delivering 60 percent of the required energy-related CO₂ emissions reduction. This target cannot be reached without an accelerated deployment of renewable energy, both at utility-scale on-grid and in decentralised off-grid power generation.

Yet the technical, legal and commercial requirements for clean energy investment and grid integration are often not in place or insufficient. The need for energy transitions through power sector transformation is being recognised by most public-sector actors, but the institutional capacities for initiating change are limited in many jurisdictions. An efficient method to address the interdependencies between policies, regulation, economic principles and technical implementation is often missing.

This is where GET.transform closes a gap. GET.transform is an internationally recognised global hub of expertise with the objective to enhance energy sector governance, planning and regulation for a low emission power system transformation. Public sector actors are

assisted in creating sustainable and conducive conditions for clean energy investment and a successful power sector transformation. The strength of the technical assistance lies in the unique systematic approach to ensure impact and additionality:

- GET.transform is **focused on the energy sector** and offers cutting-edge expertise to partner countries and regions across four transformational service lines: long-term energy planning, renewable energy grid integration, on- and off-grid regulation and market development.
- In delivering its support, GET.transform relies on **strong partnerships**: project personnel in focal countries and regions establish valuable relationships with local partners. Following a collaborative **Team Europe** approach, GET.transform aligns with contributors and peer implementers at country, regional and international level to complement and strengthen each activity.
- GET.transform focuses on **scalable solutions**: successful solutions and lessons learned in the focal country support are mainstreamed at the regional level through the means of directives, guidelines, knowledge products and capacity building. The identified best practices are thus scaled to other countries and regions to accelerate progress in the energy sector transformation.

Realising GET.transform's specific objective and the further defined indicators of the related outputs requires strategic communication. For the instrument to have the biggest possible impact, beneficiaries need to be made aware of GET.transform and the critical support it provides. The importance of strategic communication for GET.transform is increasing in tune with its ambition to expand geographically by adding up to five new focal countries.

Objectives

Communication at GET.transform remains a cornerstone of the instrument's capacity to realise its objectives. It raises awareness of GET.transform and the vital services the European instrument offers to public partners in emerging and developing economies.

GET.transform's strategic communication revolves around the two core goals of **creating and showcasing transformational impact**.

By actively **raising awareness of GET.transform's offering**, focus and approach, communication contributes to **attracting new cooperation opportunities** in line with the instrument's overall objective. By sharing the subsequent results of activities in the shape of success stories and knowledge products, GET.transform's communication **generates references that help to build trust** with yet more and possibly new partners.

Communication thus aims to keep the continuous loop of achieving and showcasing impact in motion.

By illustrating the yielded impact, the instrument feeds into two more communication objectives. On the one hand, it does emphasise the ownership of the activity by the local partner organisation or regional institution and demonstrates their role in achieving progress. This does actively **elevate the visibility and reputation of partner entities** and helps to **strengthen institutional capacities** that are vital for effective energy sector governance.

On the other hand, the results themselves often take the form of studies, findings and insights and allow GET.transform to further achieve its objective of **disseminating knowledge that supports the scaling of best practice solutions**.

Audiences

GET.transform's has three main target groups:

- **Public sector agents** (energy ministries and relevant departments therein, sector regulators, utilities, rural electrification agencies, amongst others) whose capacities are strengthened to better govern, structure and manage energy and power system transformations.
- **Regional regulatory bodies** including the AUC, AFUR, APUA, AUDA-NEPAD, Power Pools and potentially the regional energy centres in Africa, as well as CIER and OLADE in Latin America.
- **Contributors to GET.transform** including European Commission regional and sectoral departments as well as country delegations for the alignment with regional and country initiatives.

In addition, secondary target groups include:

- **Peer implementers** that need to understand GET.transform's relevant capabilities to trigger meaningful cooperation across joint values and objectives. Examples are international organisations, academia, financiers and NGOs like IRENA, G-PST, PFL, EU G-TAF, DFIs, and others (Cooperation Community).
- **European-funded development cooperation projects** (for the time being limited to those implemented by GIZ) to contract GET.transform to deploy its expertise in further countries and regions, increasing its reach and capacity to mainstream and scale-up power system transformation.
- **Population in the EU and in partner countries**, who can be made aware of the European Union's role in supporting energy sector transformations in emerging and developing economies which contribute toward achieving universal energy access and climate change mitigation.

At the core of all key communication messages sits GET.transform's capacity to effectively assist public sector partners to advance their power sector transformations. This core message, however, is broken down into several key messages per individual audience.

The focus lies on highlighting the **added value the European multi-donor instrument** can offer as it takes great care to identify and leverage synergies between the priorities of local partners and its contributors as well as tap into the wider development cooperation community for enhanced impact.

GET.transform will review the appropriateness and suitability of the target groups and key messages throughout the implementation period and propose revisions as necessary.

Audiences	Narrative/Key Message(s)
In the GET.transform focal countries and regions	
▪ Energy Ministries ▪ Regulators ▪ Electric Utilities ▪ Power System Network Operators ▪ Electrification Agencies ▪ African Union Commission (AUC) ▪ African Forum for Utility Regulators (AFUR), AUDA-NEPAD, APUA, Power Pools, Regional Energy Centres ▪ CIER, OLADE ▪ Populations in the focal countries/regions and in the contributor states	• Through GET.transform, partners get access to the technical expertise they need to successfully transform their energy sector. • Through GET.transform, partners flexibly and rapidly tap into proven standardised advisory services which can be adapted to the required country context. • GET.transform is brought to you by the EU and EU Member States (#TeamEurope) as one element of the EU's support of sustainable development in partner countries. • GET.transform strengthens partner institutions and organisations through capacity building, networking and communication support. • GET.transform connects national and regional best practices to develop scalable solutions with impact. • Through GET.transform, more people are provided with access to reliable, affordable and sustainable energy. • GET.transform is funded by the EU and EU Member States (#TeamEurope) as one element of the EU's support of sustainable development in partner countries.
International Context, Partners and Donors	
▪ Contributors of GET.transform/GET.pro: EU, Germany, Norway, the Netherlands, Sweden and Austria ▪ European Commission Regional and Sectoral Departments ▪ EU Country Delegations ▪ AEEP ▪ EU G-TAF ▪ GET.invest ▪ G-PST	• GET.transform is an effective way to advance energy sector transformations in high-impact countries and regions and thus makes vital contributions towards achieving Sustainable Development Goals 7 and 13. • GET.transform connects national and regional best practices to develop scalable solutions with impact. • GET.transform works in close cooperation with partners, other programmes and donors to create synergies and add value to existing activities. • GET.transform mainstreams cross-cutting issues that are priorities for partners and donors and makes them integral to its activities.

▪ GIZ ▪ IRENA ▪ Power Futures Lab (PFL) ▪ DFIs ▪ Further organisations	• GET.transform offers rapid mobilisation of leading expert pools on energy planning, renewable energy grid integration, regulation and market development.
In the European Union	
Population in the European Union	• Through GET.transform, the European Union actively supports energy sector transformations in emerging and developing economies. This enables vital contributions toward achieving the Sustainable Development Goals of universal energy access and climate change mitigation.

Approach and Activities

The GET.transform branding (designed and agreed in 2018) has enabled the instrument to successfully address and reach its core audiences. Multi-layered campaigns involving a dedicated website, printed materials, by-lined articles and social media handles have established the name, offering and visual identity of GET.transform in its targeted domain of public actors in African and Latin American energy sectors, as well as with contributors and partner organisations sharing the same support goals in the global energy transformation.

Throughout all of its activities, GET.transform aims for joint and coordinated communication activities with other donor programmes to provide a full picture of European activities and to create valuable synergies. Particularly for activities at country window level, the instrument works in close contact with the respective EU Delegations to maximise European alignment and exposure in the context.

The principle of strong partnerships at the instrument's core is kept alive throughout its strategic communication. Wherever possible, GET.transform will liaise with the activity partner's communications departments and ensure amplification beyond its own curated channels by providing e.g., articles for partner publications or social media kits for the partner entities.

Recognising the great potential of cross-learning and scaling up 'technical assistance that works', GET.transform will maintain and expand on its Leveraged Partnerships. This mechanism allows other European-funded development cooperation projects (for the time being limited to those implemented by GIZ) to contract GET.transform to deploy its expertise in further countries and regions, increasing its reach and capacity to mainstream and scale-up power system transformation. Relevant lessons learnt are taken up and further streamlined within GET.transform, e.g. through regional knowledge products. Achievements under the Leveraged Partnerships are not counted towards the logframe of GET.transform as they are attributed to the partnering development cooperation projects but they allow for joint access to and dissemination of the findings.

To achieve the communication objectives and reach the target groups, the following tools and channels as well as main activities may be used. The overview is indicative and may change during the implementation of the Action, including to capitalise on opportunities that may arise.

Tools and Channels	Main Activities	Indicative Schedule
Online communication	• GET.transform Website ◦ Transformational Impact Stories (project news and event wraps) ◦ Repository of GET.transform knowledge products ◦ Partner testimonials (quote cards) • Digital brochures highlighting GET.transform's set-up and services • Project descriptions on partner websites (e.g., UN-ECLAC, IRENA, RETA) • Social media ◦ X (formerly Twitter) handle ◦ LinkedIn profile ◦ Social media kits for partners • GET.transform Activity Update (Newsletter for GET.transform contributors and their networks)	• Throughout the implementation period • Quarterly
Printed materials	• Displays for brand recognition and networking (roll-ups, post cards (QR coded), business cards) • Benefit communication through factsheets or 4pagers • Knowledge dissemination through limited print runs of selected studies or reports	• At events • Throughout the implementation period
Events, visits and stakeholder meetings	• Speaking slots/presentations at relevant events and conferences • Own events for study launches, trainings or knowledge exchanges	• Throughout the implementation period

	• Launch events for new country windows with EU Delegation, German Embassy and key partners (jointly with GET.invest for joint country windows) • Partner visits and wider stakeholder meetings	• Within 4 months of implementation start
Press and media	• Contributed articles on media platforms • Expert interview pitches to target media • Joint press releases with activity partners	• Throughout the implementation period
Video, radio and photography	• (Animated) Infographics (e.g. of a report's key findings) • News reel GIFs • Videos (2-5 min) to highlight flagship activities/achievements • Photography to capture trainings, events and potential site visits	• Throughout the implementation period

Strategic communication activities will be predominantly in English but, if required by the context, may occasionally also be provided in Spanish, French, Portuguese or German.

2.4 Secretariat of the AEEP

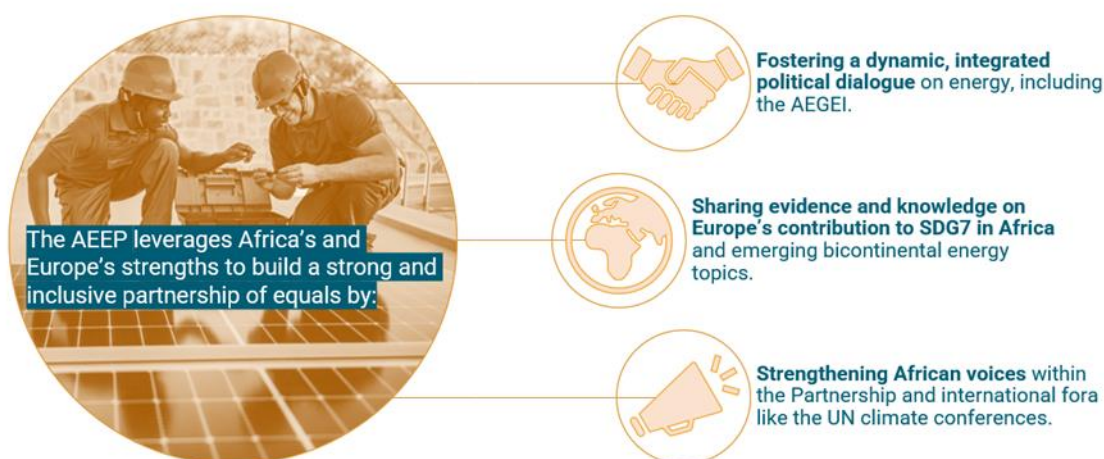
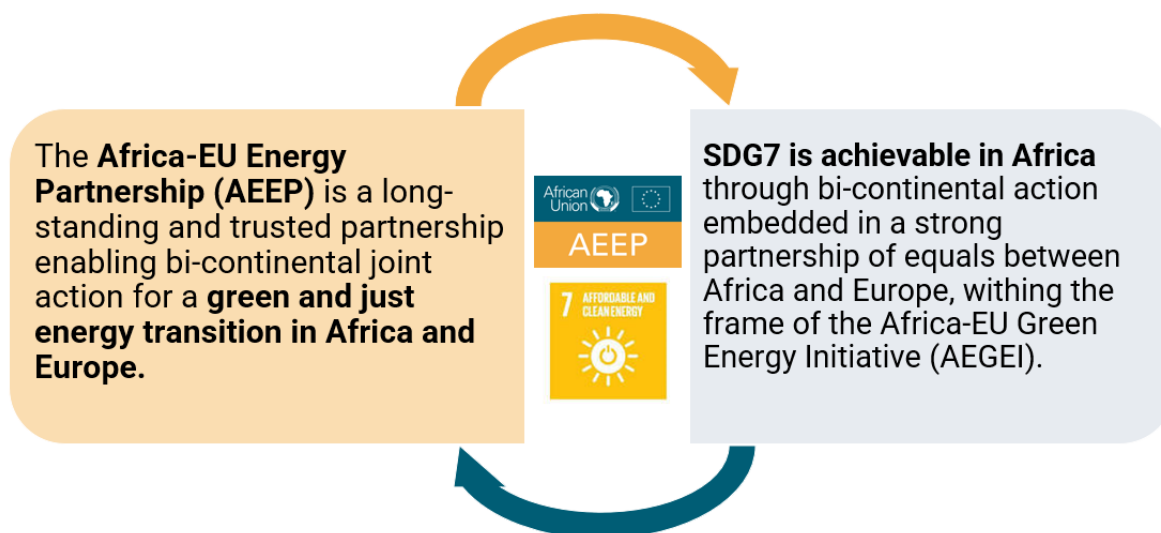
Narrative

Communication and visibility activities are an important element of political partnerships - they can help increase their success by communicating to the right stakeholders and can help set the wider political agenda by bringing key messages to decision-makers' attention. A coordinated communication approach therefore makes a significant difference to a partnership's success.

The AEEP Secretariat acts as service provider to the Africa-EU Energy Partnership, established by African and European heads of states in 2007 and governed by a Steering Group comprised of African and European representatives. Within the new bi-continental cooperation framework enshrined in the New Comprehensive Strategy with Africa, the AEEP functions as dialogue arm of the Africa-EU Green Energy Initiative (AEGEI).

Communication and outreach measures are an integral part of maintaining and enhancing visibility of the AEEP and Team Europe efforts in the frame of the partnership, and especially the AEGLI, its benefits and achievements.

The AEEP Narrative



Through a range of communications channels (including own website, social media channels, regular public newsletter, opinion editorials/single-off articles, videos) the AEEP Secretariat reaches a wide range of target groups, including the AEEP Steering Group, wider partner network, and general public, each with a specific messaging highlighting major progress of key partnership efforts and driving partnerships for achieving SDG7.

As the AEEP is governed by a Steering Group that provides guidance for the Partnership's strategy and activities, the AEEP Secretariat will at relevant times and regular intervals seek the Steering Group's approval for communication activities. This C&V plan therefore is indicative and may be adjusted by decisions of the AEEP Steering Group.

Objectives

The overarching objective of the AEEP Secretariat's C&V activities is to **raise awareness of the Africa-EU Energy Partnership and European contributions to SDG7 in Africa.**

Based on this, the specific communications objectives for the action are to:

1. **Raise awareness** and maintain the AEEP as a recognised voice in the political dialogue on Africa's and Europe's energy transformations and inform the AEEP's audience about the AEGEI's status and progress.
2. **Share knowledge & evidence** for the energy transition and promote EU contributions to achieving SDG7 in Africa.
3. **Strengthen African voices** for joint action on SDG7 and highlight the role of women and youth in Africa's energy sector development.

Audiences

The Secretariat of the AEEP has four main target groups:

- The **African and European population** benefitting from access to sustainable, reliable and climate-friendly energy as result of a successful partnership between the two continents on energy.
- The **Steering Group Members**: The SG members are both, strategic cooperation partners, giving the Secretariat its strategic direction, as well as direct beneficiaries (recipients) of the work of the Secretariat.
- **AU agencies** such as AUDA/NEPAD and African Energy Commission (AFREC)
- **Wider partner network** (incl. international organisations, associations, foundations and civil society organisations, academia and think tanks),

The Africa-EU Energy Partnership Secretariat will review the appropriateness and suitability of the target groups and key messages throughout the implementation period and propose revisions as necessary.

Audiences	Narrative/Key Message(s)
In Africa and Europe	
The African population benefitting from access to sustainable, reliable and climate-friendly energy as result of a successful partnership between the two continents on energy.	• The Africa-EU Energy Partnership is the key forum to coordinate African and European energy affairs. Together, the two continents partner for Africa's energy transformation and the achievement of access to sustainable energy for all.
AEEP Steering Group members:	• The Africa-EU Energy Partnership facilitates bicontinental dialogue on shared energy challenges, raises awareness among the public in AU and EU member

• AUC (Department for Infrastructure and Energy) • European Commission (DG INTPA, DG ENER) and the EU Delegation to the AUC • Egypt • COMESA • Germany • Italy	states about the support of the AEEP Steering Group members, and serves as a platform to share knowledge and best practices to drive a collaborative African-European energy transformation. • The AEEP continues to be the recognised, trusted and proven facilitator of bicontinental dialogue and action on energy.
AU agencies such as AUDA/NEPAD and African Energy Commission (AFREC).	• The AEEP is a cornerstone of the Africa-EU Green Energy Initiative (AEGEI), and actively supports to facilitate the implementation of joint initiatives such as e.g. Africa Single Electricity Market (AfSEM) and the Continental Power Systems Master Plan (CMP). • The AEEP continues to be the recognised, trusted and proven facilitator of bicontinental dialogue and action on energy.
International Context, Partners and Donors	
• International organisations such as IEA, IRENA, REN21 • African institutions incl. AfDB, UNECA, RECs and their energy sub-structures (including the regional energy centres, power pools and regulators) • Initiatives such as SEforALL, RES4Africa, EU-TAF, PIDA • Associations, foundations and civil society organisations (industry associations, the Africa-Europe Foundation, the African Climate Foundation, GWNEN/ENERGIA, SDG7 Youth Constituency, Student Energy etc.) • Academia and think tanks (PFL – University of Cape Town, Florence School of Regulation, African School of Regulation)	• The Africa-EU Energy Partnership promotes dynamic political dialogue, serves as knowledge hub for bicontinental energy affairs and collaborates closely with implementing partners at international, European and African level to achieve SDG7. • The AEEP improves the coherence of joint African-European energy initiatives, tracks the impact of the partners' contributions, and facilitates knowledge exchange on tomorrow's energy topics. • The AEEP offers a space for women, youth, NGO's and academia to voice their views in the bicontinental political debate on the Africa-European energy transformation.
In the European Union	

EU Member states, Europe-based media, European Energy associations, NGOs and companies	Africa is Europe's closest neighbour and a trusted partner in driving the African energy transition. Through the Africa-EU Energy Partnership, European contributions towards achieving SDG7 in Africa are monitored and showcased.
Population in the European Union	The Africa-EU Energy Partnership enables a green and just energy transition in Africa and Europe. It deploys each continents' strengths to meet their own and their shared energy and climate challenges in a partnership of equals based on respect and reciprocity.

Approach and Activities

Since its establishment in 2007 the Africa-EU Energy Partnership (AEEP) and its secretariat has played an instrumental role in communicating successes and highlighting joint African-European energy agendas. The AEEP Secretariat's strategic communication builds on this established brand of a recognised platform for facilitating knowledge sharing and evidence-based products for joint African-European action on energy.

The AEEP branding was re-designed and agreed with the Steering Group in 2020 and has since grown into a well-established brand, with functioning communications channels (including website, public newsletter and social media) that reach the AEEP's target audience with updates and dedicated campaigns on events and European contributions, in a Team Europe spirit, on SDG7 in Africa.

As the dialogue arm of the AEGEI, the AEEP plays an important role in maintaining and enhancing visibility of the AEEP and Team Europe efforts in the frame of the AEGEI. The AEEP does this in close collaboration with the Steering Group, with implementing partners as well as the other GET.pro instruments, including GET.transform and GET.invest.

As outlined in the Description of the Action (DoA), Output 2, the Knowledge Hub function of the AEEP, in support for facilitating dialogue as per Output 1, requires the AEEP to use its established channels to 1) inform key stakeholders and the public about evidence and knowledge products on African-European energy affairs, 2) to prepare and share analytical papers and think pieces on key aspects of an African energy transition in close cooperation with implementing partners, and 3) to promote the visibility of the AEEP and the AEGEI by communicating results and achievements via the AEEP website and social media channels, a regular public newsletter, opinion editorials/single-off articles in newspapers.

To achieve the communication objectives and reach the target groups, the following tools and channels as well as main activities may be used. The overview is indicative and may change during the implementation of the Action.

Tools and Channels	Main Activities	Indicative Schedule
Online communication	• Project website • Social media, including X (formerly Twitter), LinkedIn, YouTube • Email newsletter	• From start of implementation period • Throughout the implementation period • Quarterly and campaign related
Printed materials	• AEEP Factsheet, Roll-up banners • Printed post cards promoting AEEP knowledge products such as 'European Financial Flows on SDG7 in Africa – report' or specific studies prepared in collaboration with partners	• Existing and updated throughout the implementation period
Events, visits and stakeholder meetings	• AEEP Steering Group meetings • AEEP Energy Talks – webinar series • AEEP Forum • AEEP participation at African, European and international conferences including STC, Africa Climate Summit, Africa Climate Week, COPs.	• Biannual • 4-6 times per year • Annually • Throughout the implementation period
Press and media	• Press releases • Journalists visits • Contributed OpEds and articles for African, European and international media outlets • Press monitoring	• Throughout the implementation period
Video, and photography	• Edited videos for website, social media and display at events • Photography from AEEP & other events for news items, newsletter and social media	• Throughout the implementation period

Strategic communication activities will be in English and French and, if required by the context, German.

3 Measuring Impact

The monitoring system described in Annex I will include the performance and results of strategic communication. The data will be used for steering, progress reporting, and evaluating strategic communication activities and their impact.

The following indicators for strategic communication will particularly guide the implementation of this plan:

GET.invest

As a set of indicators taken directly or indirectly from the log frame, GET.invest monitors:

- The number of times that the different ‘market intelligence’ products are accessed;
- The number of projects that have been taken up in the project pipeline; and
- The participants to B2B and matchmaking events.

In its Annual Progress Report, GET.invest looks at both the total number as well as the percentage increase of:

- Mentions in media and newsletter articles;
- Visitors to the website; and
- Impressions in social media (X formerly Twitter and LinkedIn).

In addition, and given that GET.invest messages are amplified by the programme’s broad network through joint campaigns, article placements and partnership pages, figures such as the number of followers on partners’ social media channels, readers of partner newsletters and visitors on partners websites are also considered.

GET.transform

GET.transform does rely on strategic communication to pave the way for its targeted support to public-sector actors in Africa and Latin America. To indicate whether GET.transform’s strategic communication effectively contributes to the instrument’s objective, the following success metrics are monitored continuously. They are listed here in tune with the channel dimensions shared under the Activities and Approach section above.

Online Communication

- Website traffic
 - Number (+ duration/geographical spread) of visits
 - Downloads of knowledge products
- X (formerly Twitter) reach (followers + impressions)
- LinkedIn reach (followers + impressions)

Media

- Media clippings
- By-lined articles in external media platforms/newsletters
- Journalistic inquiries

Stakeholders/Events

- Feedback by contributors
- Collaboration inquiries by peer organisations from the development cooperation community
- Requests for support by public sector actors from targeted countries/regions
- Invitations to speak/present at relevant conferences and events
- Number of registrations and attendees at own/co-hosted events or for speaking engagements GET.transform provides at third-party events
- Feedback by attendees of own/co-hosted events.

AEEP Secretariat

To ensure effective and transformative communication on Africa-EU energy collaboration the AEEP closely monitors the strategic communications targets by monitoring the following success metrics:

- Number of visitors and pageviews on the AEEP website
- Download number of publications and PR material
- Number of followers and impressions on the AEEP X (formerly Twitter) and LinkedIn account
- AEEP newsletter subscribers
- Number of views of AEEP video material on YouTube
- Number of media and external newsletter placements/clippings
- Number of participants at AEEP Forum, AEEP Energy Talks and other AEEP organised or co-hosted events, including satisfaction surveys after events.

During implementation, suitable quantitative and qualitative methods such as gender-disaggregated participation documentation, analytics, surveys, focus groups and stakeholder consultations may be used.

4 Design and Disclaimers

The Design and Visibility obligations agreed in Section 8 of Annex I of the Agreement (DoA) remain unaffected.

Further, all communication and visibility activities shall comply with “Article 7 –Visibility” of the General Conditions for Delegation Agreements as well as with the latest version of the “Communication and Visibility Requirements for EU External Actions”, while at the same time reflecting the multi-donor nature of this Action.

Information given to the press and to the beneficiaries, all related publicity material, official notices and communication, reports as well as presentations and publications will acknowledge that the Action is carried out with funding by the EU and further donors, display their logos appropriately and feature a disclaimer statement where necessary.

The established communication and visibility architecture of the GET.pro platform (amongst others programme and instrument websites, logos, social media handles, etc.) will remain as approved by the contracting authorities in 2018 and reaffirmed at the Advisory Board Meeting in November 2023.

Logos of the donors will be accompanied by the following disclaimer: “GET.X *<Insert Platform or Instrument name>* is a European programme supported by the European Union, Germany, Norway, the Netherlands, Sweden and Austria (and *<insert any other additional donor>*).

For specific Country Windows funded by EU Delegations the following disclaimer might be used according to the agreement with the EU Delegation: “GET.X *<Insert Platform or Instrument name>* *<Insert Name of Country>* is co-funded by the European Union and Germany (and *<insert any other additional donor>*) and part of the European programme “GET.X *<Insert Platform or Instrument name>*.”

To comply with legal rules, the imprint on the platform’s/instrument’s website and publications will follow GIZ guidelines:

Published by

*Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH*

*Registered offices
Bonn and Eschborn*

<insert office address of GET.pro or instrument>

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GIZ, as the implementing organisation, shall be represented in the imprint with its official logo, in conjunction with the additional statement “implemented by”.

5 Risks

Risks – Strategic Communication	Likelihood*	Ability to mitigate*	Mitigating measures
Overarching			
Brand consistency: ensuring compliance with brand identity across large network of cooperation partners.	1	4	Onboarding and info calls with new staff, consultants or project partners help to sustain clarity on the platform and instrument communication principles. A corporate design manual and tailored editions of instrument specific Communication Guides (e.g., for team members and for consultants) ensure to up-keep layout and wording in tune with the GET.X brand.
Neutrality of public sector advice: protecting the instrument's reputation as an independent public sector advisor against private sector bias claims due to cooperation with GET.invest.	2	3	Transparency and clarity in the communication of joint or complimentary activities of GET.invest and GET.transform is essential in highlighting each instrument's integrity in serving their different audiences. Close and early alignment (e.g., through agreed standard wording) on every communication aspect of joint or associated projects, such as a joint country window launch or training, allow to emphasise the added value that an exchange between private and public sector actors can bring. Joint trainings on tariff tools, for example, enable greater coordination between the public and private sector and thus render regulation more efficient and robust.
Reputation of Twitter: since the social media platform has changed ownership and renamed itself to 'X', it has taken controversial corporate decisions and generated negative press attention.	2	3-4	So far, X's (formerly Twitter) declining reach or reputation has not had an impact on GET.invest, GET.transform and AEEP. At the current time, there still are a significant number of our targeted audiences as well as close partners (incl. AU and EU institutions) that use the platform and follow the instrument handles. All GET.pro instruments will, however, closely monitor the platform development and look into alternate social media platforms so that the instrument's social media footprint could be easily maintained and expanded should it deem it necessary to withdraw from Twitter.
GET.invest:			

Risks – Strategic Communication	Likelihood*	Ability to mitigate*	Mitigating measures
Increased number of partners and communication activities: higher risk of oversight, need for more C&V checks on partner comms. outputs as to avoid wrong communication about GET.invest	2	4	GET.invest is a well-established and coherent brand, which is easy to deploy also by the partners as it has a clear visual identity with standard elements. In-house, this is reinforced by an experienced and professional team, in addition to more internal coordination (e.g. interface between communications and private sector mobilisation teams).
Country Windows: risk of incoherence and multiplication of different C&V rules (local vs. global content), multi-lingual approach	1	3	GET.invest global communications focus on global services to explain the programme in a simple and accessible way to reduce the level of complexity. Country Windows only play a minor role in the global communication strategy and channels to reduce complexity, while they are still addressed in order to reach the national target groups at a country-related level.
GET.transform:			
Highly technical content: condensing technical aspects of the project into accessible/ engaging content for diverse audiences can be challenging.	1	3	GET.transform staff is very experienced in breaking complex technical content into comprehensive stories. Wherever possible, GET.transform refers to the bigger picture in its communication products and makes the link between individual activities and their wider meaning for progress in the respective energy sector transformation. The four-eye principle (tapping into both the technical and non-technical personnel) is adhered to in the instrument's communication.
Secretariat of the AEEP:			
External risks and uncertainties (e.g. pandemic and war crisis) affect the partnership and its image and/or lead to misinformation/misinterpretation about AU/EU aims.	3	2	The AEEP Secretariat's strategic communications and support for the partnership is based on shared knowledge, data and best practices from key African and European energy stakeholders, and ensures a facts-based messaging, seeking the guidance and underlining the positions of the Steering Group members, in cases of contested or controversial topics.

Risks – Strategic Communication	Likelihood*	Ability to mitigate*	Mitigating measures
Coordination between European and African programmes stagnates and progress under the AEGERI is delayed.	2	2	The AEEP Secretariat continues to support the partnership to effectively communicate achievements and milestones within and outside the umbrella of the AEGERI, and takes guidance from the Steering Group if focus needs shifting.
The emergence of other initiatives decreases the relevance of the partnership or creates competition in a crowded bicontinental and international energy debate.	1	2	The AEEP Secretariats established position as a contributing voice on bicontinental energy policy is maintained and amplified through precise messaging and well-established partnerships and collaboration based on mutual trust with other relevant Africa, European and international energy stakeholders.

*) Ranking: 1=low, 2=medium, 3=high, 4=very high

6 Standard Procedures

6.1 Coordination, Feedback and Approval

Strategic communication activities as described in the previous sections will be developed by GET.pro and its instruments based on the established communication and visibility architecture of the GET.pro platform (amongst others programme and instrument websites, logos, social media handles, etc.) created and approved by the contracting authorities in 2018 and reaffirmed at the Advisory Board Meeting in November 2023.

The operation of communication activities considered as “business as usual” (e.g. content elaboration for websites, social media etc.) will be handled by the GET.pro.

Creation of new communication materials such as publications, press releases, reports will be coordinated with the Contracting Authority’s Development and Cooperation Section. The contact point for GET.pro will be:

INTPA 02

E-Mail: INTPA-02@ec.europa.eu

Further to be copied in the conversation:

Nicolas Ritzenthaler,

Head of Section;

E-Mail: Nicolas.RITZENTHALER@ec.europa.eu

Achim Schaffert,
GET.pro Programme Manager at INTPA;
E-Mail: Achim.SCHAFFERT@ec.europa.eu .

EU Delegations in other relevant countries will be associated.

6.2 Reporting

Information on the implementation of the Strategic Communication Plan and any additional measures taken to identify the EU as source of financing will be part of the contractually agreed reporting.

6.3 Budget and Resource Allocation

The entire project team will be involved in strategic communication under the Action. The GET.invest, GET.transform and AEEP Communication Advisors listed in Annex I will further elaborate the Action's communication strategy, be responsible for the implementation of strategic communication activities, and liaise with the Contracting Authority and other stakeholders to that effect.

Annex III (Budget of the Action) indicates the financial resources for strategic communication.