



ECOWAS COMMISSION  
COMMISSION DE LA CEDEAO  
COMISSÃO DA CEDEAO



European Union



**COMMUNICATION GUIDELINES** for projects under 10th and 11th EDF of the  
Regional Indicative Programme



Regional Authorising Officer Support Unit  
Vers Oct 2021



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## List of Acronyms

AGoSE-AO	Improving governance of the energy sector in West Africa
CSF	Community Strategic Framework
DER	Directorate of External Relations
ECOWAS	Economic Community of West African States
EU	European Union
EDF	European Development Fund
EUD	European Union Delegation
GIZ	Gesellschaft für Internationale Zusammenarbeit
ICT	Information and Communication Technology
IP	Implementing Partner
ISE	Institutional Support to ECOWAS
IA	Imprest Administrator
IAO	Imprest Accounting Officer
IT	Information Technology
PARCI	Programme d'Appui au Renforcement des Capacités Institutionnelles
PE	Programme Estimate
RAO	Regional Authorizing Officer
RIP	Regional Indicative Programme
SWAIMS	Support to West Africa Gulf of Guinea Integrated Maritime Security
SOC	Strategic Orientation Committee
TWG	Technical Working Group (GTT)
WACOMP	West African Competitiveness Project
WAEMU	West African Economic and Monetary Union

## **COMMUNICATION GUIDELINES FOR PROJECTS UNDER 10<sup>TH</sup> AND 11<sup>TH</sup> EDF RIP**

### **INTRODUCTION**

The overall objective of these communication guidelines is to help projects comply with both EU and ECOWAS communication requirements and processes.

These guidelines also include the visibility measures and the processes to be followed by all partners implementing external actions financed by the EU, as well as the processes of interactions with the ECOWAS COMMUNICATION department and the RAO Support Unit, while facilitating better coordination of exchanges between stakeholders.

### **1. Communication and visibility Requirements for External actions financed by the European Union**

The usage of the EU logo and other graphic elements (in the production of press releases, banners, PowerPoint presentations, brochures etc) must be done in accordance with the Communication and visibility Requirements for external actions financed by the European Union.



communication-visibility-requirements-2018

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#### **1.1. Some examples to avoid when communicating EU-funded external actions**

(Ref.: EU Communication and visibility requirements for External actions financed by EU)



Any alterations to the size and shape of the EU logo or combining the EU logo with another entity's.



## 2. ECOWAS Communication and visibility requirements for actions involving partners and other institutions

The usage of ECOWAS logos and other graphic elements (Include press releases, banners, PowerPoint presentations, brochures...) involving ECOWAS must be done in accordance with the ECOWAS Corporate Design Manual .



ECOWAS\_CD-ManualECOWAS\_CD-ManualECOWAS\_CD-Manual  
\_2020\_A4\_final\_2012 \_FR\_Final\_WEB.pdf \_2020\_POR\_Final\_wel

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## 2.1. Some examples to avoid when communicating ECOWAS actions



### Not Allowed Logo Forms

The following examples illustrate different examples of what not to do. It should be ensured that the logo and

the rules surrounding the construction and placement of the logo, are applied at all times. Please do not apply any special effects.



Note : If you have any questions, please contact the Directorate of Communication ECOWAS Commission or the RAO Support Cell –ECOWAS Commission

[communication@ecowas.int](mailto:communication@ecowas.int) / [contact@raosupportcellecowas.com](mailto:contact@raosupportcellecowas.com) [kskouadio@ecowas.int](mailto:kskouadio@ecowas.int)

## 3. Guidelines and area of interaction between the Implementing partners, RAO Support Unit, External Relations Directorate (DER), ECOWAS Communication Directorate (DIRCOM) and European Union Delegation in Nigeria (EUD)

### 3.1. Guidelines

A) STEPS

STEP 1

**Communication officer of the implementing partner**

Drafting of the annual visibility plan and strategy  
Submission of Visibility Plan and Materials and Strategy to RAO Support Unit, User Department and European Union  
Implementation of the approved visibility plan  
Preparation of press releases and visibility materials for each event, key meeting or workshop  
Inform the ECOWAS Directorate of External Relations via RAO SU and EUD for all key events, meetings, workshops, handover one week (minimum) before the start of the activity ...



STEP 2

**ECOWAS DER / RAO Support Cell /IT and Communication**

Analysis of Communication plan, visibility material and advise.  
Verification of Compliance with Ecowas and EU Communication requirements.  
Proposal of Tasks and Action for Visibility  
Sharing to the Directorate of **Communication of ECOWAS and EUD Communication** for comments  
Sharing Comments to user department and agencies for implementation

STEP 3

**Communication officer of the implementing partner**

Implementation of communication activities according to the plan proposed by the agencies and validated by ECOWAS Commission and European Union Delegation in Nigeria.

RESULTS

Global visibility on internal and external communication channels of ECOWAS Commission, partners, local and international media for projects under 10th and 11th EDF Regional Indicative Programme (RIP).  
Visibility of Successful cases of projects funded by the European Union under the 10<sup>th</sup> and 11<sup>th</sup> EDF RIP

	ACTION	Responsible(s)
<p><b>Step 1</b></p>	<ul style="list-style-type: none"> <li>• Drafting of the annual visibility Plan and Strategy</li> <li>• Submission of Visibility Plan, Materials and Strategy to RAO Support Unit, ECOWAS User Department, European Union;</li> <li>• Preparation of press releases and visibility materials for each event, key meeting or workshop</li> <li>• Inform the ECOWAS Directorate of External Relations via RAO SU and EUD about all key events, meetings, workshops, handover ceremonies etc one week (minimum) before the start of the activity.</li> </ul>	<p><b>Communication officer of the implementing partner</b></p>
<p><b>Step 2</b></p>	<ul style="list-style-type: none"> <li>• Analysis of visibility material and advices;</li> <li>• Verification of Compliance with Ecowas and EU Communication Requirements;</li> <li>• Proposal of Tasks and Action for Visibility;</li> <li>• Sharing to the Directorate of Communication of ECOWAS and EUD Communication for comments; Sharing Comments to user</li> </ul>	<p><b>ECOWAS DER /RAO Support Cell /IT and Communication</b></p>



	department and agencies for implementation.	
<b>Step 3</b>	<ul style="list-style-type: none"> <li>Implementation of communication activities according to the plan proposed by the agencies and validated by ECOWAS Commission and European Union Delegation in Nigeria.</li> </ul>	<b>Communication Officer of implementing partner</b>
<b>RESULT</b>	<ul style="list-style-type: none"> <li>Global visibility on internal and external communication channels of ECOWAS Commission, partners, local and international media of projects under 10th and 11th EDF Regional Indicative Programmes (RIP);</li> <li>Visibility of success stories of projects funded by the European Union under the 10th and 11th EDF RIP.</li> </ul>	



## **B ) Areas of interaction with ECOWAS Communication department**

1. Review of visibility materials produced for ECOWAS under EU-funded projects before implementation;
2. Publication of information on events, workshop, success stories from EU-funded projects on ECOWAS Commission communication channels;
3. Advise the RAO Support Unit on authorised Media coverage during Key events of EDF Projects in ECOWAS member states;
4. Sharing and update of ECOWAS Communication requirements and policies with RAO Support Unit.

## **C) Area of Interactions with EUD Communication department in Nigeria**

Interactions between the Communication Department for EDF Project Support and the EUD will be in the areas below, but not limited to:

1. Review of visibility materials for EU-funded projects before implementation;
2. Publication of information, hosting of workshops, sourcing and publishing of success stories from EU-funded projects on ECOWAS Commission communication channels;
3. Sharing and updating of the EU Communication Requirements and policies with the RAO Support Unit.

#### 4. ANNEX

### A- List of project managers and ECOWAS focal point by implementing agency(EU Funded programmes for ECOWAS 10<sup>th</sup> 11<sup>th</sup> EDF RIP)

	Project Name	Project Manager-TAT Focal Point	ECOWAS Focal Point
1	SUPPORT TO THE WEST AFRICA REGIONAL TECHNICAL ASSISTANCE CENTRE 2 (AFRITAC WEST 2) – PHASE 2	To be launched	TBD
2	WEST AFRICA COMPETITIVENESS PROGRAMME (PHASE 1&2) <b>(WACOMP) Regional Component</b>	ICT and UNIDO**Kola and Enobong**	Enobong Friday UMOESSIEN <eumoessien@ecowas.int>; Kola Contact : M +2347064181082 ksofola@ecowas.int>;
3	TRADE FACILITATION PROGRAM IN WEST AFRICA <b>(TFWA)</b>	Mareike Meyn: mareike.meyn@giz.de Left the project	Enobong Friday UMOESSIEN <eumoessien@ecowas.int>; Kola Contact : M +234706418108 Kola ksofola@ecowas.int>;
4	SUPPORT TO THE REGIONAL CENTRE FOR DISEASE SURVEILLANCE AND CONTROL IN THE ECOWAS ZONE <b>(ECOWAS-RCDCS-RPPP)</b>	Giampiero Baldassari giampiero.baldassarri@giz.de Sabine Ablefoni Contact M+234 9050139557 sabine.ablefoni@giz.de Skype sabine.ablefoni	WAHO Director
5	11th EDF TECHNICAL COOPERATION FACILITY I <b>(TCF I)</b>	Directorate of External Relation ECOWAS	Directorate of External Relation ECOWAS
6	INSTITUTIONAL SUPPORT TO ECOWAS	Directorate of External Relation ECOWAS	Directorate of External Relation ECOWAS

7	SUPPORT TO WEST AFRICA, GULF OF GUINEA MARITIME SECURITY ( <b>SWAIMS</b> )	<p>Dr. Axel Klein, Project Coordinator/Coordinateur de Projet - SWAIMS</p> <p>+2349030009681 +447788140267 WhatsApp +447788140267 Skype axelcklein2</p>	<p>Colonel Dieng: aresdieng@yahoo.fr ( +2348062092769)</p>
8	WEST AFRICA POLICE INFORMATION SYSTEM 3 ( <b>WAPIS 3 EDF</b> )	<p>YANSANEH Contact M +234-8104137053 M +234-7013218325 E m.yansaneh@interpol.int www.interpol.int Twitter @INTERPOL_HQ</p>	<p>Colonel Dieng: aresdieng@yahoo.fr YANSANEH</p>
9	IMPROVED REGIONAL FISHERIES GOVERNANCE IN WESTERN AFRICA ( <b>PESCAO</b> )	<p>Amadou Tall Contact : M+2348167407201 amadou.tall@gopa.de</p>	<p>Alain Sy Traore (atraore@ecowas.int) TBD</p>
10	ORGANISED CRIME: WEST AFRICAN RESPONSE TO TRAFFICKING ( <b>OCWAR – T</b> )	<p>Mathias Steinebach: Contact M+234 (0) 906 298 1443 mathias.steinebach@giz.de (FO)</p>	<p>Component 3 Human Traffic Mrs Raheema Contact : M +234 8023118971 rmomodu@ecowas.int Component 2 Small arms Ahoba Joseph Contact M +2347080139194 jahoba@ecowas.int Component 1 and 4 Drug and Research Colonel Dieng Contact: M +2348062092769 aresdieng@yahoo.fr</p>
11	WEST AFRICAN RESPONSE ON CYBERSECURITY AND FIGHT AGAINST CYBERCRIME ( <b>OCWAR – C</b> )	<p>Rabiatou Bah Contact : +2349092220345 rabiatou.bah@ocwarc.eu</p>	<p>Raphael Kouame KOFFI: Contact: M+2348088811222 rkoffi@ecowas.int</p>
12	ORGANISED CRIME: WEST AFRICAN RESPONSE TO MONEY LAUNDERING AND THE	<p>Stephanie Berthomeau Contact : +33 6 88 77 33 44 stephanie.berthomeau@expertisefrance.fr</p>	<p>Colonel Dieng Contact: M +2348062092769 aresdieng@yahoo.fr</p>

	FINANCING OF TERRORISM (OCWAR – M)		
13	ENERGY GOVERNANCE – AMELIORATION DE LA GOUVERNANCE DU SECTEUR DE L'ENERGIE EN AFRIQUE DE L'OUEST (AGOSE)	M. Lamine Thioune, Contact: M:+234 906 709 1372 Leader It@ntu.eu	M. B. DABIRE, Contact: M +234703 40 97 047 Director Energy and Mines bdabire@ecowas.int (FO)
14	TRANSPORT GOVERNANCE	Peter Sturmheit (Dipl.-Ing. TU) Team Leader  ECOWAS 11th EDF Transport Governance Nigeria Mobile Nigeria & WhatsApp: +234 – 913 667 02 50 Skype: petersturmheit@outlook.com petersturmheit@outlook.com psturmheit@web.de	Eng. Ashoke MALIKI Contact: M:+2347032347320 amaliki@ecowas.int and Eng. Eugene CAPO-CHICHI ecapo- chichi@ecowas.int
15	SUPPORT TO ECOWAS PEACE AND SECURITY ARCHITECTURE AND OPERATIONS (EPSAO)	Christian Voelkel Contact : M+234 (0) 906 297 8134 E: christian.voelkel@giz.de	Multiple Directorates (DPKRS Lead) Colonel Dieng: Contact: M +2348062092769 aresdieng@yahoo.fr
17	PSS	Vincent Okole Contact : M :+2348100540305 vokole@gmail.com	Dieudonne Nikiema Contact: M +2348135380009 dieudonnenuikiema@gmail.com
	Institutional Support to ECOWAS (ISE ,Specific Objective 1 and 3)	Ba Natalie	natalie.ba@giz.de

## B- List of Communication officers by implementing agency(EU Funded programmes for ECOWAS 10th 11th RIP EDF)

Project Name	Responsible of Communication and Visibility	Contact
WEST AFRICA COMPETITIVENESS PROGRAMME (PHASE 1&2) <b>(WACOMP) Regional Component</b>	Mr. Christian KAFANDO	christiankafando@gmail.com
TRADE FACILITATION PROGRAM IN WEST AFRICA <b>(TFWA)</b>	Mr. Christian KAFANDO	christiankafando@gmail.com
SUPPORT TO THE REGIONAL CENTRE FOR DISEASE SURVEILLANCE AND CONTROL IN THE ECOWAS ZONE <b>(ECOWAS-RCDSC-RPPP)</b>	Ms. Manon Möller Junior Technical Advisor	<a href="mailto:manon.moeller@giz.de">manon.moeller@giz.de</a>
SUPPORT TO WEST AFRICA, GULF OF GUINEA MARITIME SECURITY <b>(SWAIMS)</b>	Ms. Njeri Okono	+234 8039784161 njeri.okono@gmail.com
WEST AFRICA POLICE INFORMATION SYSTEM 3 <b>(WAPIS 3 EDF)</b>	Mr. Fabrice Kouame. Mr. YANSANEH M.	M +234-8104137053 M +234-7013218325 m.yansaneh@interpol.int
IMPROVED REGIONAL FISHERIES GOVERNANCE IN WESTERN AFRICA <b>(PESCAO)</b>	Mr. Amadou Tall	M+2348167407201 amadou.tall@gopa.de
ORGANISED CRIME: WEST AFRICAN RESPONSE TO TRAFFICKING <b>(OCWAR – T)</b>	Ms. Chiaka Orjiako Ms Chidelo	M +234 8104475698 / 07053090090. <a href="mailto:chiaka.orjiako@giz.de">chiaka.orjiako@giz.de</a> <a href="mailto:chinelo.nwakwesili@giz.de">chinelo.nwakwesili@giz.de</a>
WEST AFRICAN RESPONSE ON CYBERSECURITY AND FIGHT AGAINST	Rabiatou Bah	+2349092220345 rabiatou.bah@expertisefrance.fr

CYBERCRIME ( <b>OCWAR – C</b> )		
ORGANISED CRIME: WEST AFRICAN RESPONSE TO MONEY LAUNDERING AND THE FINANCING OF TERRORISM ( <b>OCWAR – M</b> )	Stéphanie BERTHOMEAU (coordinator)	M +236 88 77 33 44 <a href="mailto:Stephanie.berthomeau@expertisefrance.fr">Stephanie.berthomeau@expertisefrance.fr</a>
ENERGY GOVERNANCE – AMELIORATION DE LA GOUVERNANCE DU SECTEUR DE L'ENERGIE EN AFRIQUE DE L'OUEST ( <b>AGOSE</b> )	Mr. Lamine Thioune,	M:+234 906 709 1372 Leader <a href="mailto:lt@ntu.eu">lt@ntu.eu</a> Tahir basse +221 773324336
TRANSPORT GOVERNANCE	Mr. Eng. Ashoke MALIKI	M:+2347032347320 <a href="mailto:amaliki@ecowas.int">amaliki@ecowas.int</a> and Eng. Eugene CAPO-CHICHI <a href="mailto:ecapo-chichi@ecowas.int">ecapo-chichi@ecowas.int</a>
SUPPORT TO ECOWAS PEACE AND SECURITY ARCHITECTURE AND OPERATIONS ( <b>EPSAO</b> )	Ms. Chiaka Orjiako	M +234 8104475698 / 07053090090. <a href="mailto:chiaka.orjiako@giz.de">chiaka.orjiako@giz.de</a>
ECOWAS-EU Peace, Security and Stability Project ( <b>PSS</b> )	Vincent Okole	Okele : M :+2348100540305 <a href="mailto:vokole@gmail.com">vokole@gmail.com</a> ;  Nigeria Component Small Arms Tolu Tel: +234-80-2356-8311, +234-81-6886-3322   E-mail: <a href="mailto:tolu@lite-africa.org">tolu@lite-africa.org</a>   Skype: <a href="https://www.skype.com/name/oluoyero">tolu.oyero</a>   <a href="http://www.lite-africa.org">www.lite-africa.org</a>
Institutional Support to ECOWAS (ISE ,Specific Objective 1 and 3)	Ms. Chiaka Orjiako	<a href="mailto:chiaka.orjiako@giz.de">chiaka.orjiako@giz.de</a>