



Communication and Visibility Plan (CVP)

- Every applicant/co- applicant must produce a CVP for the actions/activities that are planned to be implemented.
- The Enabel team must review the plan and approve it before starting the implementation.
- A CVP template will be shared with each applicant/co- applicant to ensure consistency and comprehensiveness, however, if applicant/co- applicants wish to use their templates, they can do so if their template includes all requested information/elements mentioned below.
- The CVP must include a budget that is reflected in specific and clear lines.

Objectives
1. Communication objective (s)
2. Target Audiences
3. Key messages
Activities
4. Communication tools and channels identified
5. Main communication activities
6. Tentative timeline/ schedule
Evaluation
7. Self-evaluation tool that includes numbers (planned vs achieved) and related messages coverage, used tools effectiveness, reach, etc. Communication activities should be reported in the periodical reports submitted to Enabel
8. Means of verification/ feedback
Resources
9. Human resources – communication focal point
10. Financial resources: budget allocated for each communication activity