ANNEX VI : COMMUNICATION AND VISIBILITY PLAN

- **Fontanot group** - **Projects on the EU-funded Cocaine Route Programme** - **Projects in the participating countries (such as, MIDAS, etc.)**	find possible synergies and benefit from best practices - Inform about activities and impact
Other entities: - **INTERPOL GA, Heads of NCBs, etc.**	- Inform on benefits for their own countries' law enforcement agencies
General Public	- Provide basic information about the Programme

B- Communication Activities

3. Main communication activities/events that will take place during the period covered by the communication and visibility plan

- The WAPCCO Annual General Meetings will be a key opportunity to assess the implementation of the Action each year.
- As a side event of the WAPCCO Annual General Meetings, INTERPOL will organize, in cooperation with ECOWAS and in close coordination with the Contracting Authority and relevant EU Delegations and services, a workshop for the region's Heads of Police to share information on the Action implementation and discuss implementation strategies that would provide the maximum ownership and operationalization of the WAPIS System.
- INTERPOL will organize, in cooperation with beneficiary countries' law enforcement authorities, a so-called INTERPOL Operation "Infra", targeting fugitives from or operating across the region. Besides the standard press releases, this operation will be used to produce a promotional video for the Action The video will showcase the operationalisation of the WAPIS System by participating countries.

4. Other regular communication tools that will be used during the period covered by the communication and visibility plan

- **Website**

The backbone of the communication to the general public is provided by INTERPOL's public website. The site contains basic information and gives access to all information material published, such as factsheets and brochures. This information can be found on the following link:
https://www.interpol.int/About-INTERPOL/International-partners/European-Union/WAPIS-programme

Furthermore the press releases and news stories related to the Action (and to previous phases of the WAPIS Programme) are linked to the website. This information can be found at the following link:
http://www.interpol.int/en/News-and-media/News

WAPIS will soon have its own dedicated page on INTERPOL's public website, which will allow gathering all useful information on one single page and share the (future) URL's name with all involved stakeholders. The **mock** version of the website will be shared and discussed with the Contracting Authority for its prior approval before it goes live.

The information on the INTERPOL website will be updated on a regular basis.

In the framework of the EU-funded Cocaine Route Programme and the related CORMS project, further web-based information on previous phases of the WAPIS Programme can be found on the following site:
https://cocaineroute.eu/projects/wapis/

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- **Social media**

Press releases, videos and news stories related to the Action will be reflected and/or published on INTERPOL's Twitter, YouTube and Facebook accounts as often as possible under the following links:
https://twitter.com/interpol_hq
https://www.youtube.com/user/INTERPOLHQ
https://www.facebook.com/InterpolHQ

- **Print and online publishing**

A factsheet and two brochures (one on the WAPIS Programme and another one on the WAPIS System) were published and printed during the Phase 3 Trust of the WAPIS Programme and will be updated to take into account the larger scope of the Action. The factsheet contains general information on WAPIS in order to give a first overview on the Programme. The brochures provide more detailed information on the strategy and principles of the Programme, as well as on the implementation of the system in participating countries. The draft revised version of the factsheets and brochure shall be submitted to the Contracting Authority for its prior approval.

As mentioned above, these documents are all available on the public INTERPOL website and will be handed to relevant authorities in all beneficiary countries.

Approximately twice a year, a Newsletter will be published and printed out to enable all involved stakeholders to get an update on current activities and achievements in the framework of the Action. The draft version of the newsletters shall be submitted to the Contracting Authority for its prior approval.

A WAPIS Kit has been published during the Phase 3 Trust in order to provide detailed information on the WAPIS Programme, including their legal, logistical and technical requirements to relevant authorities within the new participating countries. This kit will be handed to relevant authorities in all beneficiary countries.

- **Promotional items**

To support the promotion of the Action in the participating countries and at regional level, promotional items, such as pens, USB keys, plaques, notepads etc. have been produced during Phase 3 Trust of the Programme and will continue to be used and/or produced throughout implementation. Those items shall be mainly handed out to the designated points of contacts for distribution through their WANACO to several law enforcement agencies and/or during events organized by the Action or where the Action is participating. The mock version of these items shall be submitted to the Contracting Authority for its prior approval.

For major events, existing WAPIS Programme quickstands (produces during Phase 2) will be used to increase the visibility of the Programme.

5. Completion of the communication objectives

The indicators of achievement with regards to the different activities and tools are the following:

- ✓ Number of views of the promotional video
- ✓ Number of organized workshops, meetings and events
- ✓ Attendance in workshops, meetings and events
- ✓ Press releases published
- ✓ Media and social media coverage
- ✓ Number of access to the Action's website

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- ✓ Newsletters produced
- ✓ Number of recipients for the newsletter
- ✓ WAPIS Kits produced

C- Resources

6. Human Resources

The communication activities will be implemented by the Project Communications Officer in collaboration with the Head of Programme. All communication activities shall be approved by the Head of Programme and Programme Director as well as the Contracting Authority.

7. Financial resources

The budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action).

WAPIS Visibility budget	
Total amount	Visibility budget
28.000.000 € (100%)	[redacted]

[redacted]

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