ATTACHMENT 4 OF THE FRAMEWORK AGREEMENT

AGREEMENT ON THE VISIBILITY AND PARTICIPATION CLAUSE OF THE EU-WORLD BANK GROUP FRAMEWORK AGREEMENT

Objectives

This Attachment aims at clarifying the scope of the visibility clause included in Article 8 of the Framework Agreement, as well as establishing a course of action for improving public understanding of the role of the Parties in co-financed operations.

It describes actions to be undertaken to strengthen the understanding of and support for key development messages among authorities, non-state actors and the general public in beneficiary countries, authorities, non-state actors and general public in the EU member states and interested parties in the wider donor community.

Respect of the visibility provisions of the Framework Agreement

(1) The Parties shall take all appropriate measures to ensure that the visibility provisions of the Framework Agreement, as clarified by this Attachment, are duly respected, and that their departments, both in headquarters and in their country offices, comply with their respective visibility obligations. Where the action entails particular, context-specific visibility requirements, the specific Administration Agreements signed by the Parties complement the visibility provisions of the Framework Agreement, by including a visibility plan adapted to the action to be financed or co-financed, and incorporating the provisions of this Attachment.

(2) The services of the Commission, including its Delegations, and the relevant services of the World Bank Group, will, in the framework of their respective regular reporting requirements, report on their assessment of the implementation of the visibility provisions of the specific Administration Agreements.

(3) The result of the reports on visibility mentioned in the previous paragraph will be discussed in the preparations for the annual consultations between the Commission and the World Bank Group provided for in Article 11 of the Framework Agreement. Specific recommendations and proposals to improve the implementation of such visibility provisions may then be adopted during the annual consultations.

(4) Where appropriate to support such visibility requirements, funding may be included in the program of development activities the trust fund is supporting.

Press information, reports and publications

The relevant World Bank Group entity will take all appropriate measures to publicise the fact that an action has received funding from the European Union. Information given to the press and to the beneficiaries of an action, all related publicity material, official notices, reports and publications should acknowledge that the action was carried out "with funding provided in part by the European Union" and display appropriately the European logo (twelve yellow stars on a blue background).

Equipment and vehicles

The World Bank Group entity's equipment and vehicles may carry its emblem and other indications of ownership prominently displayed. In such cases, where equipment or vehicles and major supplies have been purchased using funds provided by the European Union, the relevant World Bank Group entity shall, and shall require entities contracted by the relevant World Bank Group entity to, include appropriate acknowledgement on such vehicles, equipment and major supplies (including display of the European logo).

High level visits

Where high level visits are planned concerning joint funded activities, the Parties will inform each other and consider co-ordinating these visits and agreeing on joint messages.

Trust Fund Management

Where the Commission contributes more than 20% of a trust fund, it will expect to have a significant role in the governance of the trust fund, including, where appropriate, co-chairing any steering committee for the trust fund.

Joint press conferences, donor conferences and public debates

The World Bank Group and the Commission shall invite each other to participate at press conferences, donor conferences and public debates on trust funds where the Commission is a significant contributor.

Initiatives for a better visibility

The Parties will work together so that a better visibility in the field for co-financed actions will support actions to improve visibility in the EU. Special initiatives such as material for schools, website management and development, shared photo banks and TV spots will be appropriately included in the visibility plan referred to above, and the necessary financial provision made in the visibility plan.

Staff

Improving visibility in the field will depend primarily on initiatives of staff in both institutions. These initiatives will be agreed during the negotiation of each trust fund and their cost covered by the trust fund. The Parties commit themselves to improving the training of staff in communication skills. Best practices will be disseminated as appropriate through Commission and World Bank Group instruments.

Guidelines

The Parties will adopt joint guidelines in order to clarify and support the co-operation of their country offices in relation to visibility, including the scope and format for visibility plans.