

Annex 4: Lot CIV and Lot LAB: Project-Related Information/Communication in Denmark (PRI)

Organisations within lot CIV and lot LAB can cover the costs of communication and engagement activities in Denmark over the MFA grant, called Project and Programme Related Information Activities in Denmark (PRI), by up to 2 pct. of the lot CIV/LAB programme- and project activity budget (PPA). The main objective of the funds is to maintain and enhance the Danish public's engagement and understanding of Danish development assistance, the Sustainable Development Goals (SDGs), and to stimulate debate and understanding of globalisation and challenges faced by development countries and their populations.

Activities under PRI should build on the organisation's knowledge and experiences from implementing development activities and be in line with the overall objectives of the respective lots under which the activities are financed. PRI-funds cannot be used for the organisation's general fundraising or PR activities, or as part of campaigns with a political content.

It is important that PRI-activities are visible and reach a broad audience in Denmark. This requires solid analysis and knowledge of strategically chosen target groups and how these are best reached through communication or engagement strategies, including through an integrated use of digital and social media in all activities. Organisations are expected to promote experimenting and innovative activities, and are encouraged to work in partnership with other relevant Danish actors through joint activities to amplify reach, impact, and foster innovation.

When planning PRI-activities, the organisation should be able to account for the following:

- Overall thematic focus for the activity, including alignment with objectives of the partnership engagement and the SDGs
- Prioritized target group(s)
- Means to reach the target group(s)
- Expected reach of the engagement/communication activity (quantitative)
- Expected results of the engagement/communication activity
- Involvement/participation of partners in the Global South, other relevant actors and selected target groups
- Integration of innovative or experimenting means of engagement and communication