Triangular Cooperation Window

**European Union
Latin America
& the Caribbean**

2021-2024

Manual of Implementation and Management 2024

Adelante 2
TRIANGULAR COOPERATION EU-LAC
FACILITY CO-FINANCED BY THE EUROPEAN UNION

ADELANTE Triangular Cooperation Window
European Union - Latin America and the Caribbean
2021-2024

Manual of Implementation and Management of Triangular Cooperation Initiatives
ADELANTE Window 2024

http://extranet.adelante2.eu

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1. INTRODUCTION

Policy framework of the ADELANTE Window.

The Policy Framework of the ADELANTE EU-LAC Triangular Cooperation Window 2021-2024 (ADELANTE Window) is composed of:

- The Guidelines for applicants of the ADELANTE Window.
- The Specific rules of the annual Window of the corresponding year.
- The annual Window Manual of Procedures of the corresponding year.
- The annual Window Manual of Implementation and Management of the corresponding year.

All these documents have the same status and must be complied with.

Objective of the Manual of Implementation and Management of Triangular Cooperation Initiatives.

This Manual **completes and complements what is established in the Manual of Procedures** regarding the 'responsibilities' of all actors involved in the implementation of the Initiatives, including the Partnership member entities, on the management and justification of resources of the ADELANTE Window.

- Objective of the **Manual of Procedures**: the standardisation of procedures related to the management of the expense categories and the corresponding activities of the Initiatives.
- Objective of the **Manual of Implementation and Management of Initiatives**: the standardisation (definition and assignment) of the responsibilities of each of the actors involved in the management of the activities in the Initiatives.

To successfully fulfil these responsibilities, all the provisions of the Manual of Procedures must always be taken into account, especially with regard to deadlines.

The European Union as a member or 'partner' of the Partnership during implementation.

When funding is approved, the provisions of Rule 11 and Rule 1.6 of the Guidelines for applicants are clearly expressed: *According to the definition of Triangular Cooperation and the European Union's understanding of it, the moment the final formulation of an Initiative is approved by the ADELANTE Window and the corresponding budget is committed, **the European Union also becomes a 'partner' in the Partnership**.*

For the successful implementation of this approach, the definition and assignment of **responsibilities** within the Partnership is essential, as are the **actions** to fulfil them in an orderly manner, together with the **scope** of work and **tools** to carry them out.

Scope of work and tools during implementation.

The ADELANTE Extranet will remain the primary work environment during the implementation of the Initiatives.

In turn, **the Extranet forms and functionalities will be the main tools** to manage the activities.

For implementation, the **Triangular Cooperation Initiatives Implementation Form** (Implementation Form) is available, which will be based on all the information provided during the formulation phase, to which new sections will be added with their corresponding subsections and fields, to be filled in for the correct management, ongoing dedication to quality and subsequent accountability (see item 3 of this Manual).

In this last sense, once the implementation of the Initiative has been completed and the final version of the Implementation Form has been filled in, the comments of the ADELANTE Team will be added and sent to the European Union after the official closing meeting of the Initiative for final assessment.

In addition, for a smooth implementation, the ADELANTE Window provides a series of **complementary tools and resources** to the Partnerships for the successful implementation of the Initiatives, which are reported in the last part of this document (see item 5 of this Manual).

2. RESPONSIBILITIES AND ACTIONS

Binding act for the Partnerships.

By accepting co-financing from the ADELANTE Window for an Initiative, the coordinating entity and the Partnership member entities:

- **Indicate that they are aware of** the policy framework of the ADELANTE Window.
- **Commit to complying with** the policy framework of the ADELANTE Window for the implementation of the corresponding Initiative, as well as the management of the related activities.

Responsibilities during implementation.

As set out in Rule 1.5.a of the Guidelines for applicants: *the coordinating entity assumes full responsibility (including management and justification) for the Initiative vis-à-vis the ADELANTE Window and vis-à-vis DG INTPA throughout the entire management cycle and in each of its phases.*

In order to be able to assume this responsibility, there are two scenarios in terms of the management of the activities, again building on the principles of Rule 11:

- For activities that are <u>not</u> funded by the ADELANTE Window: **the coordinating entity** is **responsible for the management of the activity,** including the confirmation of the activity, the validation and uploading of products, the delivery of supporting documents for the co-financing, and the assessment of the activity.
- For the activities that <u>are</u> funded by the ADELANTE Window: the ADELANTE Team is responsible for the management of the activity, while **the coordinating entity is responsible for following up and carrying out a series of 'actions' that enable the ADELANTE Team to assume its responsibilities for the management of the activity** (confirmation of logistic services, participants, professional services and transports, assessment and uploading of products, and assessment of the activity).

As stated in Rule 1.5.a: *For all purposes, **the person responsible for the Initiative in the coordinating entity is the person in charge of the coordination of the Initiative and the direct relationship with the ADELANTE Team***.

All of this is framed within the ongoing dialogue and coordination between the coordinating entity, the other member entities of the Partnership and the ADELANTE Team, according to the aforementioned explanation. This involves the joint follow-up of all the activities through the work tools and their effective implementation, either face-to-face or virtually.

Actions linked to the responsibilities.

The following **six 'actions'** to be carried out by the coordinating entity in the framework of the Initiative activities are listed below, in order to enable the ADELANTE Team to assume its responsibilities for the management of the activity.

Each and every one of them must be carried out within **the ADELANTE Extranet** and, more specifically, **in the Implementation Form** within each of the sub-sections, as outlined below (see item 3 of this Manual).

Before the start of each activity:

Action 1.- Confirmation of the activity.

Action 2.- Confirmation of participant information and/or consultant profiles.

Action 3.- Confirmation of the service providers and consultants.

After each activity:

Action 4.- Justification of co-financing or financial contribution (if applicable).

Action 5.- Presentation and confirmation of the products associated with the activity.

Action 6.- Assessment of the activity.

Actions 1, 2 and 3 authorise the ADELANTE Team to carry out all of the steps associated with the utilisation of the resources provided by the ADELANTE Window.

If actions 1, 2 and 3 are not performed by the coordinating entity, the ADELANTE Team will not be able to act and the activity will not begin.

3. TRIANGULAR COOPERATION INITIATIVES IMPLEMENTATION FORM

As noted above, the Implementation Form has a threefold objective:

- **Adequate management** (enabling the actions described in the previous point to be carried out, collecting all the information and documentation necessary in an orderly and systematised way to manage and follow up on each of the Initiative's activities).
- **Ongoing reflection on the quality** of the activities and the Initiative**.**
- **Subsequent accountability**.

The main sections of the Implementation Form indicating the Initiative's management are presented below, paying particular attention to **section 7 - Activities and estimated budget, where the actions outlined in the previous item** are carried out.

Section 7. Activities and estimated budget.

Section 7 - Activities and estimated budget is an interactive tool to support the comprehensive management of all activities within the Initiatives.

The menu for each of the activities in the Initiative features the following sub-sections:

- **General information**: this sub-section contains basic information about the activity, including its title, description, objective, dates and countries of implementation, among others. This is the first sub-section to be updated and confirmed before the management of an activity begins (action 1).
- **Deliverables:** this sub-section contains the expected products after the activity has been completed. Any number of products can be uploaded, but priority should be given to those

products that will show the achievement of the results of the activity. The products associated with each type of activity are detailed in Rule 6.2 of the Guidelines for applicants.

- **Participants/Consultants:** this sub-section should include and confirm the contact details of only those individuals who will need logistical support for travel to the face-to-face activities. In the case of consultancies, the professional profile of the consultants to be hired to carry out the activity must be confirmed.
- **Consolidated budget from the formulation:** as the name suggests, this sub-section is used to consult the budget of the activity, as approved by the European Union. This provides a helpful reference on the budget limits for each activity.
- **Implemented budget:** this sub-section records all actual expenses related to the activity. Expenses, in turn, are managed according to the budget items included at the formulation phase, as set out in Rule 5.2 of the Guidelines for applicants.
- **Activity assessment:** this sub-section contains the assessment questions to be filled in after the end of the activity.

Activity A1-ICT97-21 - Studies (31/08/2021) - [FINALIZED]

GENERAL INFORMATION ✓

DELIVERABLES ✓

PARTICIPANTS ✓

CONSOLIDATED BUDGET FROM THE FORMULATION ✓

IMPLEMENTED BUDGET ✓

ACTIVITY ASSESSSMENT ✓

Once all the information and documents have been uploaded in each of the sub-sections, a green 'OK' sign will appear associated with each sub-section. Once all subsections have been cleared, the status will change from 'CONFIRMED' to 'FINALISED'.

Actions linked to Section 7.

The following is a sequential description of the actions, outlined in item 2 of this Manual, to be carried out by the person responsible for the Initiative in the coordinating entity for the management of each activity on the ADELANTE Extranet, **linking each action to the corresponding sub-section within Section 7 of the Implementation Form.** It is important to highlight that, in parallel to the management of information on the ADELANTE Extranet, it may be necessary to carry out a series of actions inherent to the management of any activity such as, for example, agreeing on the contents of work plans and agendas, coordinating information and travel itineraries for participants who need to travel, assessing the services to be contracted, designing communication plans for the activity, among others.

Action 1. Sub-section 'General information'.

In this sub-section, the **activity is confirmed (Action 1).**

With a view to standardising procedures, **all activities should be confirmed before they are initiated**, including those with financial contributions from the Partnership. Before confirming, check that the dates of implementation of the activity, the work plan/agenda and other editable fields are up to date. In addition, a title will be requested for the activity that allows for visibility through the Partnership's and the ADELANTE Window communication channels.

Once the activity has been 'confirmed', it will be managed immediately, so it is recommended to check that all the information is correct before ticking the confirmation box.

☑ Ticking this box confirms that the Partnership agrees to the implementation of this activity as described at the time of confirmation. Once confirmed, the dates, location and other organisational aspects included in this 'General information' section cannot be changed.

Confirmed: 17/08/2021

Action 2. Sub-sections 'Participants' and 'Consultants'.

Once the activity is confirmed, the following step is to click on the sub-sections 'Participants' or 'Consultants', according to the type of activity, for the **confirmation of information on participants or consultant profiles (Action 2).**

- In the case of the sub-section **'Participants',** the Implementation Form (compared to the approved form) allows for a change in the names and details of participants who will require logistical assistance with their travel to a face-to-face activity (local transport or international transportation and per diem). However, **once it has been 'confirmed' that a given participant will attend an activity and that the information provided is correct, the corresponding arrangements** for their participation will be initiated immediately, so it is recommended to verify that participants meet all the requirements and have all the necessary travel documents.

Checking this box confirms that the participant's information provided above is correct and ensure that his/her passport is valid and meets all entry and purpose requirements in the country of destination. It is also the responsibility of the person travelling to manage, process, pay and be in possession of all the travel documents required by the country of destination (visas, permits, vaccination cards, COVID test, international health certificates, among others).

☑ Will attend ☐ Will not attend

* This cannot be undone, tickets will be purchased or disregarded after you save this.

☑ Ticket purchased

Confirmed: 03/02/2022

☑ Close the list of participants. Checking this box confirms that the list of participants is closed. Once confirmed, no changes can be made. Only those persons on the list will receive travel assistance, without exception.

- In the case of the sub-section **'Consultants',** the Implementation Form does not allow the profiles of consultants to be changed (compared to the approved formulation)[1]. **With the express 'acceptance' of the profiles, the ADELANTE Team will be able to initiate the identification and evaluation of CVs** of consultants who match these profiles. In parallel, the Partnership will also be able to provide the CVs of consultants who match these profiles.

☑ Checking this box confirms that the proposed profile is accepted.

Confirmed: 23/02/2022

Action 3. Sub-section 'Implemented budget'.

In this sub-section, the **confirmation of suppliers and consultants is carried out (Action 3).**

Once under each budget item, a box will be displayed, requesting the review and confirmation of the information and documentation (including quotations/ proforma invoices/ estimates) required for the contracting of the proposed suppliers and consultants, as well as the final amount associated with each contract, as indicated below:

- If a **confirmation request is received from suppliers**, the relevant budget item must be selected.

I1. Venue rental and services ✔	-	€ 50,00	€ 50,00
asdfasdfasdf			
Provider: asdfasdfasdf			
Status: FINALIZED			

Once in the budget item, it is necessary to verify that the proposal of the selected supplier corresponds to the services requested, as well as to the approved budget. In such a case, this should be confirmed. **Once a supplier is 'confirmed', contracting arrangements will begin immediately.**

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[1] The profiles of the consultants proposed at the formulation stage are approved by the European Union on the basis of the skills and knowledge required to meet the objective of the activity, not on the basis of specific individuals. For this reason, no modifications to the approved profiles may be made during the implementation phase.

Step 2 - Selected provider

Name
Total contract amount   €
Confirmed by   YES
partnership
Confirmed availability   YES

(Update amount or status)

(Change selected provider)

- In the case of **confirmation of the consultants** (exclusively in the case of 'Consultancy' activities), the ADELANTE Team will upload the CVs of the proposed consultants, and it will be the responsibility of the coordinating entity to select and confirm the consultant to be hired, based on the suitability of the CV to the established profile. **Once each consultant has been 'confirmed', recruitment and travel arrangements, if necessary, will begin immediately**.

  In the event that the activity is financed with funds from the ADELANTE Window, the contracting of the consultant will be carried out directly by DT Global (see items 3 and 4 of the Manual of Procedures). In cases where the consultancy is financed with financial contributions from the Partnership, the coordinating entity will be responsible for following up on the contracting of the consultant. In the latter case, the contract can be managed by any Partnership member entity.

  Prior to the hiring of the consultant, and regardless of which entity manages the contract, the consultant will be informed about the communication and visibility guidelines of the ADELANTE Window, as well as about his/her commitments to the Partnership and the ADELANTE Window.

> Based on this triple confirmation in the corresponding sub-sections (general information, participants/consultants, budget implemented), the ADELANTE Team will initiate all the steps associated with the implementation of the resources provided by the ADELANTE Window itself: contracting logistical services, professional services and transportation; always in accordance with the stipulations of the Manual of Procedures. As was previously indicated, without this triple confirmation, the ADELANTE Team will not carry out any management in this regard, and the activity will not be able to begin.

Action 4. Sub-section 'Implemented budget'.

Once the payments associated with each of the contracts have been made, this sub-section enables **the justification of both the financing of the ADELANTE Window and the co-financing or financial contribution of the Partnership (Action 4).**

- **The justification of the co-financing expenses or financial contribution of the Partnership must be made through the supporting documents provided by the person responsible for the Initiative** in the coordinating entity, accompanied by a brief narrative description. For more information on the accepted documents, see item 6 of the Manual of Procedures.

- **The justification of the funding of the ADELANTE Window will be performed by the ADELANTE Team** as payments are made. In this regard, information will be available in real time, facilitating the monitoring of the budget implementation by all Partnership member entities, as well as by the European Union.

Action 5. Subsection 'Deliverables'.

This sub-section allows for **the presentation and confirmation of the products associated with the activity (Action 5)**, providing the possibility to comment on the relevance and quality of each one. Furthermore, in this sub-section, additional products can be added to those identified in the formulation phase, thus allowing for the inclusion of any product that may add value and allow communication of the outcomes of the activity. However, products indicated during the formulation phase may not be removed.

Once all the products from an activity have been submitted and confirmed, the corresponding confirmation box must be ticked.

Action 6. Sub-section 'Assessment of the activity'.

In this sub-section, the **activity is assessed (Action 6). This exercise will be coordinated through questions assessing the quality of the activity, understood in terms of efficient management and its real and effective contribution to the Initiative's objective,** including the effective incorporation of cross-cutting approaches**.**

It is strongly recommended that this sub-section be completed as the implementation of activities progresses, as this exercise requires an advanced level of reflection among all Partnership entities. In addition, this sub-section is useful for identifying lessons learnt that can add value to future activities.

TRIANGULAR COOPERATION INITIATIVE

6 Description of the Initiative

7 Activities and estimated budget

8 Action plan

9 Consolidated budget

10 Beneficiaries

11 Contribution to the 2030 Agenda

12 Justification

13 Additional information

Once all sub-sections of all activities are given the 'green light' and the status of each sub-section is marked as 'COMPLETED', section 7 - 'Activities and estimated budget' - in the right-hand menu will turn green, indicating that the entire section has been completed.

This same approach applies to all sections of the Implementation Form, i.e., each section will turn green when all mandatory fields are correctly filled in.

Final assessment of the Initiative. Sections 5, 8, 9, 10, 11, 12, 13 and 16.

Each of these sections of the Implementation Form contains the full information provided during formulation.

A new element during implementation is a series of additional questions aimed at assessing and reflecting on the quality of the Initiative.

Sections 9 to 13 take a twofold approach to this reflection: from the perspective of each of the activities, and from the perspective of the Initiative as a whole; enabling a deeper, more comprehensive reflection.

By having all this information in the same section, it facilitates a permanent comparison between what has been formulated and what has actually been implemented.

As mentioned above, all these reflections form part of the final version of the Initiative's Implementation Form, which will be submitted by the coordinating entity at the end of the implementation phase, for assessment by the European Union.

Communication and visibility of the Initiative. Section 14. Dissemination plan.

Throughout the implementation of the Initiative, this section aims to **collect the messages and content that will be disseminated through the previously established communication channels**, in order to share and disseminate both the implementation of the activities and the progress of the Initiative as a whole.

With the support of the ADELANTE Team, this content will be optimised to ensure maximum impact, as well as alignment with the communication and visibility guidelines of the European Union.

All multimedia materials produced during implementation (photos, videos, podcasts, etc.) will also be collected in this section and can be uploaded to the Initiatives' mini-sites (see item 4 of this Manual). This material will be edited and used by the ADELANTE Team to illustrate communication about the Initiative, about the ADELANTE Window and about ADELANTE 2, which can be carried out through the different communication tools: ADELANTE 2 website, the mini-site of the Initiative, ADELANTE Newsletter, social media and the final systematisation document, among others.

Communication and visibility of the Initiative. Section 15. Lessons learnt.

As set out in Rule 3 and Annex 3 of the Guidelines for applicants**, each Initiative should identify at least one lesson learnt in terms of the process** and develop, with the support of the ADELANTE Team, a corresponding piece of knowledge.

For this purpose, the Implementation Form provides a sample or piece of knowledge of the lessons learnt that will be permanently available, even after the implementation period concludes.

It should be noted that in several sections of the Implementation Form, it is possible to make updates or improvements in relation to the formulation, in order to be able to provide more updated and accurate information regarding the current state of the Initiative. In this regard, it is worth highlighting the possibility of adding new collaborating entities (Section 4), updating the data on beneficiaries (Section 10), and expanding the 2030 Agenda targets to which contributions are made (Section 11), among others.

4. COMMUNICATION AND VISIBILITY GUIDELINES OF TRIANGULAR COOPERATION INITIATIVES

Introduction.

As indicated in Rule 15 of the Guidelines for applicants:

Effective communication on the Triangular Cooperation Initiatives will help raise awareness of the European Union's external policies and actions, in its role as a global player. At the same time, it provides European citizens, as well as those of partner countries, with accountability and transparency in the use of European Union funds.

The Partnership member entities, under the responsibility and coordination of the coordinating entity, *agree to disseminate the products developed, the objectives reached and the impacts achieved by mobilising all available resources and means, whether their own or those of third parties, to ensure optimal visibility of the Initiative and to reach the broadest possible audience in the region, in compliance with the requirements of the Communication and Visibility Manual for EU External Actions and the ADELANTE Window Manual of Procedures.*

Within the framework of the activities of the Initiative, the elements of visibility must take into account the visual identities of ADELANTE 2 and those of the Partnership member entities, excluding any other identity, regardless of the potential links with the Partnership or with one of its member entities.

A multi-level, multi-stakeholder, dual approach.

From the ADELANTE Window, we understand that **ALL ACTORS** involved in the Initiatives must have a special interest in communicating effectively.

BENEFICIARIES

Entities that seek to respond to a **development challenge** linked to any SDG.

From one or more LAC countries.

Of all types.

FIRST PROVIDERS

Entities that have **knowledge and experience** in responding to the same or similar development challenge and want **to offer** it or make it available to the Beneficiaries.

From one or more LAC countries other than the Beneficiaries' countries.

Of all types.

SECOND PROVIDERS

Entities that have **knowledge and experience** in responding to the same or similar development challenge and want **to offer** it or make it available to the Beneficiaries.

From one or more European Union countries.

Of all types.

This communication must be **MULTI-LEVEL**:

- The **quality** of the Initiatives (the smooth and transparent management of the <u>funds</u>, the implementation of the planned <u>activities</u> - progress made -, the expected involvement of all the <u>actors</u>, the participation of all the <u>direct beneficiaries</u>, the development of all the planned <u>products</u>, the achievement of the <u>results</u>, attainment of the <u>objectives</u>... **and in particular, the triangulation of knowledge**).

- The **impact** of the Initiatives (change in the living conditions of the <u>final beneficiaries</u>, the contribution to <u>broader development processes</u>, the contribution to the <u>2030 Agenda</u> / Sustainable Development Goals...).

- The **unforeseen positive effects** (the development of additional products, the participation of more direct beneficiaries, the involvement of even more actors - from additional countries - and the generation of networks, the achievement of greater and more far-reaching objectives, the broader impact on the 2030 Agenda...).

- The **added value of working under the Triangular Cooperation modality**.

Each level should always have a **DUAL APPROACH**:

- Communication made **to the immediate environment** of each of the actors involved in the Initiatives (their respective 'communities').

- Communication made **to the general public**.

Coordination, content, resources and responsibilities.

To this end, the coordinating entity, the Partnership member entities and the ADELANTE Team must work together, in highly **COORDINATED MANNER,** in order to:

- Define the **CONTENT** oriented towards each of the levels and approaches, and adapted to each resource.
- Identify all available **RESOURCES**.
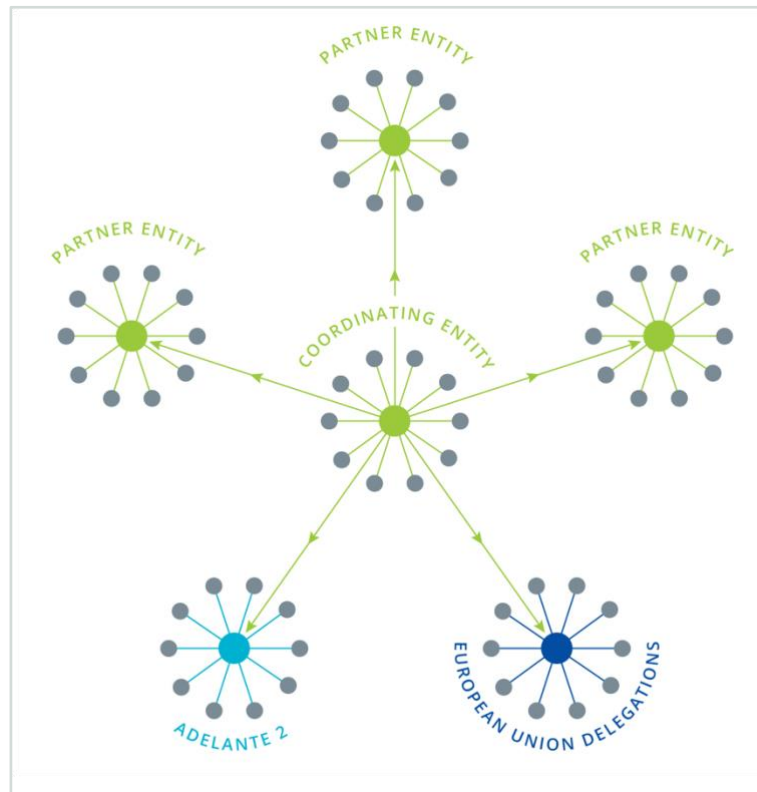
Within this framework, the definition of **RESPONSIBILITIES** is as follows:
- **Coordinating entity: responsible for the content generated and the first to share it through its channels.**
- **Other Partnership member entities**: are responsible for disseminating the content generated by the coordinating entity to their own communities and to the general public, using all means at their disposal, thus widening the circle of audiences.
- **ADELANTE Team**: is responsible for disseminating the contents generated by the coordinating entity, using all means at its disposal, thus reaching a more international audience related to Triangular Cooperation.
- **European Union Delegations**: are responsible for disseminating the content generated by the coordinating entity, using all means at their disposal, thus reaching a more international audience related to International Development Cooperation and International Relations.

Indications.

To establish the content, it will be important to take into account several indications:

- Special attention should be paid to **linking communication to <u>Triangular Cooperation</u> and the <u>2030 Agenda</u>.** This way, the Partnership and the Initiative become a benchmark for Triangular Cooperation in their sector, generating greater interest and potential replication among peers in the region.

> **Triangular Cooperation** *is a horizontal and partnership-centred modality, in which the complementary knowledge and experience of the different partners, as well as their resources, are harnessed to create joint solutions that respond to development challenges.*

- Particular attention should be paid to **providing context when communicating within the framework** of the **<u>ADELANTE Window</u>**. In this regard, the Partnership and the Initiative are linked to an international agenda, which provides greater visibility and recognition.

- To this end, the **correct use of the key terms** of Triangular Cooperation and the ADELANTE Window is of great importance, respecting upper and lower case letters:

    Triangular Cooperation

    2030 Agenda

    ADELANTE Window

    ADELANTE 2

    Triangular Cooperation Partnership

    Triangular Cooperation Partnership member entities

    Triangular Cooperation Initiative

    Roles of the actors:

        Beneficiary

        First provider

        Second provider

    Activities:

        Events: workshops, seminars, congresses.

        Missions: consultancies, study visits, internships.

        Research and analysis: studies

        Training: courses

- Particular attention shall be paid to the **accuracy and consistency of the financial information**, always providing the amounts of funding and co-financing with care, to ensure that the partial and total figures are always correct.

Content creation and publication on the activities of the Initiatives.

Section **14 'Communication materials and channels' of the Implementation Form** is the main preferential tool for this task.

This section has been prepared so that the ADELANTE Team can gather the contents generated by the Partnership during the implementation of its activities, in order to publish them on the ADELANTE 2 website, within the mini-site of each Initiative.

Thanks to its knowledge and expertise in communication and visibility, the ADELANTE Team is available to collaborate with the Partnership and its communication managers, and to generate and edit content that reflects the impact that Triangular Cooperation can have through an Initiative. **The ADELANTE Team will support the coordinating entity in the *definition and dissemination of content, oriented towards each of the levels and approaches and adapted to each of the resources,*** in order to maximise its impact and ensure alignment with the requirements of the European Union at all times in terms of communication and visibility.

With this section, it will be possible to work together on products that are specific to the Initiatives, such as:

- **Press releases** (model attached)**.**

- **Articles.**

- **Web announcements.**

- **News.**

- **Videos.**

- **Posts.**

  - ADELANTE Hashtags:
      #TriangularCooperation
      #2030Agenda

  - Specific hashtags:
      #SDGs [number] to which the Initiative contributes
      #Depending on the theme of the Initiative
      #Depending on the activity

  - Tag ADELANTE:
      On Twitter: ADELANTE_EU_LAC
      On Facebook: ADELANTE.EU.LAC
      On LinkedIn: ADELANTE EU LAC
      On YouTube: ADELANTEEULAC

  - Tag the Partnership member entities.

  - Tag the European Union Delegation in the relevant country.

When a Partnership member entity retweets a post from the coordinating entity, it should add value with relevant content, highlighting either its contribution or how it has benefited from the activity.

In addition to its use as a collaborative workspace during the implementation of the Initiatives, the contents, products and pieces of this section will feed into the final version of the Implementation Form, thus facilitating the task of accountability.

ADELANTE 2 website and mini-site of the Initiative.

The ADELANTE 2 website has a **specific section dedicated to the ADELANTE Window**. This section makes information available to the general public about the ADELANTE Window as a whole, as well as information about each of the annual editions of the Windows.

One of the main resources in this section is a **mini-site dedicated to each of the approved Initiatives**. The mini-site has 3 very distinct but highly complementary sections:

- The Triangular Cooperation Partnership.
- The Triangular Cooperation Initiative.
- The impact.

The first outline of the mini-site will be made by the ADELANTE Team, based on all the information collected on the ADELANTE Extranet and approved during the formulation phase (and depending on the authorisation received), following a standard approach and methodology for all mini-sites.

Once the outline has been finalised, it will be reviewed by the Partnership and its observations will be taken into account. The mini-site will not be published without the express approval or confirmation of the Partnership.

An initial version of the mini-site will be published a few days after the Initiative is approved (with information on the first two sections), **and a second version will be published upon finalising implementation** (with the previous information revised and updated, and with a new section oriented towards communication about the impact).

Each mini-site will have its own link or specific link (as a 'micro webpage: *https://www.adelante2.eu/en/initiatives/ictXX-22*), to be used for dissemination through social media and other means, as outlined in Rule 3.2 of the Guidelines for applicants.

In order to maximise this product, it is important to generate audio-visual content during the activities, primarily by relying on the contributions of the final beneficiaries through interviews, testimonials and success stories (instructions for non-professional recording in the annex).

Visual identity and organisation of logos

In order to ensure the correct and consistent visibility of all the Partnership's member entities (without forgetting the collaborating entities, where applicable), **a standard footer has been defined for all the Initiatives. This model is structured around the roles of the actors:** Beneficiary, First provider and Second provider, which must always be respected.

The member entities are represented by their logo and the collaborating entities are mentioned by name.


This stripe **should be used on all communication products** as a footer**.**

As can be seen, the ADELANTE 2 logo is included, in line with Rule 1.6 of the Guidelines for applicants:

*According to the definition of Triangular Cooperation and the way it is understood by the European Union, when the ADELANTE Window approves the final formulation of an Initiative and commits to the corresponding budget, **the European Union also becomes a "partner" in the respective Partnership.***

In this regard, the European Union has a role similar to that of a Second provider, by contributing to the strengthening of the Partnership and supporting it not only through financing, but also through the added value of the ADELANTE Team, with their respective knowledge and expertise.

Based on the template of the footer, **a presentation template (PowerPoint) has also been established, with a standard cover page and closing slide for all the Initiatives, as well as a roll-up template** to be used in events where significant participation is foreseen, in particular seminars and congresses**.**
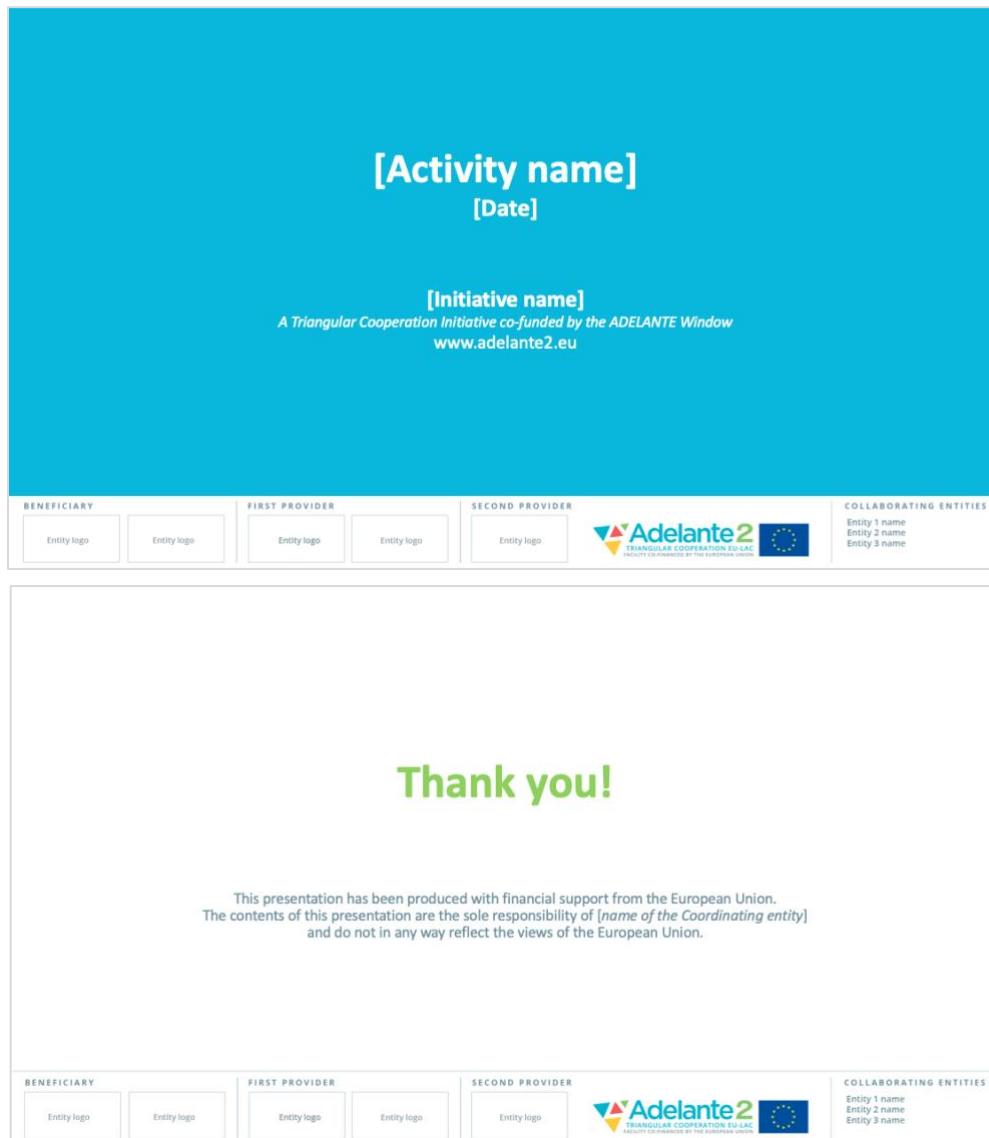
Estrategias culturales para la participación ciudadana

Esta Iniciativa de Cooperación Triangular pretende compartir los conocimientos de las entidades de la Alianza para desarrollar conjuntamente herramientas que ayuden al diseño de estrategias públicas culturales caracterizadas por el fomento de la participación ciudadana y con un enfoque en desarrollo sostenible y derechos humanos.

Talleres virtuales

1 Visita de estudio
BARCELONA
España

1 Seminario
1 Congreso
GUADALAJARA
México

1 Congreso
BOGOTÁ
Colombia

1 Visita de estudio
BUENOS AIRES
Argentina

6 entidades

5 países

162 personas beneficiarias directas

PRESUPUESTO TOTAL ESTIMADO:
257,755.00 euros

PERIODO DE EJECUCIÓN:
17/07/2023 - 29/03/2024

⦿ Actividades de la Iniciativa
▢ Países implicados
▢ Países ADELANTE

UNA INICIATIVA DE COOPERACIÓN TRIANGULAR COFINANCIADA POR LA VENTANA ADELANTE
Estrategias culturales para la participación ciudadana
UNA INICIATIVA DE COOPERACIÓN TRIANGULAR
COFINANCIADA POR LA Ventana **Adelante2023**

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BENEFICIARIO   PRIMER OFERENTE   SEGUNDO OFERENTE   ENTIDAD COLABORADORA

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1 SEMINARIO VIRTUAL:
Compartiendo contextos

2 SEMINARIO:
Fortalecimiento de la cultura viva en su acción social / Triple autodiagnóstico
Guadalajara, México

3 CONGRESO:
Congreso internacional de cultura y participación ciudadana
Guadalajara, México

4 VISITA DE ESTUDIO:
Estrategia cultural iberoamericana para el desarrollo sostenible / Experiencias desde las prácticas
Barcelona, España

5 VISITA DE ESTUDIO:
A once años de Puntos de Cultura Argentina / Experiencias y modelos de sostenibilidad
Buenos Aires, Argentina

6 CONGRESO:
Creación conjunta de modelo orientador
Bogotá, Colombia

7 SEMINARIO VIRTUAL:
Presentación del Modelo Orientador

Este pendón has sido elaborado con el apoyo financiero de la Unión Europea.
Los contenidos de este pendón son de la responsabilidad exclusiva de la Dirección de Cultura de Guadalajara
y en ningún caso reflejan las opiniones de la Unión Europea.

Co-financing clause and disclaimer clause.

Finally, **two important formalities** must be observed in all communication documents or materials:

- Always include the EU **co-financing clause**:

  This [type of document] has been produced with financial support from the European Union.

- Always include the EU **disclaimer:**

  The contents of this [type of document] are the sole responsibility of [name of the coordinating entity] and do not in any way reflect the views of the European Union.

Regarding intellectual property rights.

In this respect, we specifically refer to section 3.6 of the Communication and Visibility Manual for EU External Actions.

5. ADDITIONAL TOOLS AND RESOURCES FOR THE SEAMLESS IMPLEMENTATION OF INITIATIVES AND MANAGEMENT OF ACTIVITIES

As indicated above, **the ADELANTE Window provides the Partnerships with a set of complementary tools and resources to** contribute to the seamless implementation of the Initiatives. The following are worth noting:

Zoom Business.

The ADELANTE Window has a permanent Zoom Business license available to the Partnerships.

This platform allows you to organise virtual meetings of up to 300 participants, with useful added features, such as the possibility of recording the meetings and live broadcasts using channels such as YouTube or Facebook, among others.

The ADELANTE Team will support the Partnerships to maximise the use of this tool.

Zoom Business Video Link: https://www.youtube.com/watch?v=oBAEs1v-VlE

EventsCase.

The ADELANTE Window has a permanent EventsCase license (a software programme for the comprehensive management of events) available to the Partnerships.

This platform enables the organisation of large-scale face-to-face, virtual and hybrid events, with many interesting features: from the management of the list of attendees and the corresponding registration, to the creation of a specific web page for the event, the management of speakers and panellists, and the management of the agenda, not to mention the dissemination of the event on social media. The use of this tool is strongly encouraged.

The ADELANTE Team will support the Partnerships to maximise the use of this tool.

Link Video EventsCase: https://www.youtube.com/watch?v=_8xi5BDRcgs

Calendly.

The ADELANTE team uses the Calendly application throughout the management cycle of the Initiatives to schedule meetings with the Partnership member entities and, in particular, with the coordinating entity of the Partnership.

ANNEXES

ANNEX 1

Sample press release

ANNEX 2

Instructions for non-professional recording

Camera

A camera with the best possible quality should be chosen.

The best option is a Reflex (Canon 600D, 70D, 5D, etc.). Failing that, a compact camera that records in HD (1080p, 720p, etc.) or a mobile phone that can record in HD (iPhone 5 to 7, the latest Samsung Galaxy S or Note, Sony Experia, etc., to give a few examples).

Stability

Always shoot using a **tripod** or, alternatively, by resting the camera or mobile phone on a very stable horizontal surface.

Framing

In interviews, always use the **mid-plane**, from head to waist.

Format

Recording must ALWAYS be done **in HORIZONTAL FORMAT**. 90% of the quality of the audio-visual product depends on this detail.

Lighting

A **neutral** background should be used whenever possible.

Never record **WITH BACKLIT SUBJECTS** (e.g., never have a window or any other light source in the background).

Other indications

Always maintain at least **5 seconds from the beginning of the recording to the beginning of the voice-over, and another 5 seconds from the end of the voice-over to the end of the recording**.

These 5 seconds at the beginning and 5 seconds at the end, called 'tails', are essential for proper editing and to avoid choppy or overlapping statements between takes.

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