

(MTR). The plans will be endorsed by a coordination mechanism comprised of the EEAS, DG INTPA, DG NEAR and FPI, and will be reviewed, modified and extended as appropriate as part of the MTR process.

Expected key elements of the strategic plan to be adopted will be as follows:

1. The audiences targeted

End beneficiaries of EU cooperation, General Public (with special emphasis on Youth and Children), Federal, State and Local Government Authorities (LGAs), Civil Society Organisations, Academia, Private Sector Organisations, and Donor Partners, among others.

2. Principal communication objectives for each group targeted:

- End beneficiaries of EU Cooperation actions: The principal objective for targeting this group is to establish the EU as the funding entity of cooperation activities. Beneficiaries are known to sometimes assume that the implementing partners are the funders of the actions they implement. This natural assumption stems from the fact that beneficiaries are in greater contact with our implementing partners. In the light of this, there is need for EU to be more strategic about its communication and ensure proper branding and visibility of its deliverables. Measurable outcomes could include an increase in the number of beneficiaries who recognise EU as the source of funding of the actions they benefit from. This contributes to the objective of Nigeria's recognition of the EU as its largest development cooperation partner.
- General Public (with special emphasis on Youth): the Principal objective for this target group is to increase their recognition of the EU identity (the logo). Emphasis on Youth is important as this demography makes up almost 60% of Nigeria's total population. Measurable outcome is that the EU logo is easily identified and recognised by a large number of the Nigerian population.
- Federal, State and LGAs: Principal objective for this target group is the continued and increased awareness of EU's partnership with Nigeria as the largest development partner. Measurable outcomes include more mention of the EU-Nigeria cooperation in the media (including online government publications), increased number of ministries, parastatals and agencies using deliverables produced from EU-funded actions and the publication and distribution of impact stories from successfully implemented programmes and actions.
- Civil Society Organisations: Principal objective for this target group is to maintain existing relevance as a trusted partner in advocacy, policy and strengthening of CSOs in Nigeria. Measurable outcome could include an increase in the number of CSOs using tools developed as deliverables from EU-funded actions and an increase in the number of CSOs who are applying for calls for proposals/other EU funding opportunities.
- Academia: Principal objective is to improve access to opportunities available to this target group including the amplification of EU messaging to youth (i.e. university students). Measurable outcomes include more academics applying for opportunities under the Erasmus mobility scheme.
- Private Sector Organisation: principal objective is to increase awareness of EU programmes/investment opportunities targeting the private sector. Measurable outcome is an increase in the number of organisations or individuals in the sector who either benefit from EU programmes/investments, or who act as multipliers of information on opportunities afforded to the sector by the EU.
- Donor Partners: principal objective is the continued cooperation and prominent role of EU in donor coordination in Nigeria. Measurable outcomes could include an increase in jointly drafted policy advocacy briefs, co-chairing of working groups on different sectors and thematic areas, etc.

3. The core narrative, why we do it:

The core narrative of these interventions will be anchored in reinforcing the EU-Nigeria Strategic Partnership as a whole, based on the areas identified in the *Joint EU-Nigeria Ministerial Roadmap*. The interventions will pursue the goals of raising the EU profile in the country, enhancing the strategic communication and awareness of EU values, interests and actions. It will also aim to manage disinformation by eliminating as much as possible the propagation of false information intended to mislead the public on issues that directly or indirectly concern the EU, its partnership objectives with Nigeria or negatively affect the EU reputation. It will also pursue the overall objectives of promoting the rule of law and the respect of human rights, global public goods as well as multilateralism.

4. Preliminary suggestions for content (messages, straplines, hashtags), partnerships (influencers) and channels

- Messages: focus on partnerships as opposed to aid; the EU cares about Nigeria and her future; the EU stands with Nigeria when it matters; the EU is a trusted partner with a proven track record.
- Straplines: EU-Nigeria cooperation – a partnership that works; From the European People; Partnering for Sustainable Development; Supporting when it matters; From the EU, for every Nigerian;