

and FPI, and will be reviewed, modified and extended as appropriate as part of the MTR process. The plans will cover the key elements below:

- The audiences targeted
- For each group targeted, the principal communication objective, couched in terms of measurable outcomes
- The core narrative, formulated in terms not of what we do in the country concerned , but why we do it
- Preliminary suggestions for content (messages, straplines, hashtags), partnerships (influencers) and channels

Key administrative information: timeline, budget and the programme manager responsible for implementation.

## Appendix 1 REPORTING IN OPSYS

An Intervention<sup>19</sup> (also generally called project/programme) is the operational entity associated to a coherent set of activities and results structured in a logical framework aiming at delivering development change or progress. Interventions are the most effective (hence optimal) entities for the operational follow-up by the Commission of its external development operations. As such, Interventions constitute the base unit for managing operational implementations, assessing performance, monitoring, evaluation, internal and external communication, reporting and aggregation.

Primary Interventions are those contracts or groups of contracts bearing reportable results and respecting the following business rule: ‘a given contract can only contribute to one primary intervention and not more than one’. An individual contract that does not produce direct reportable results and cannot be logically grouped with other result reportable contracts is considered a ‘support entities’. The addition of all primary interventions and support entities is equivalent to the full development portfolio of the Institution.

The present Action identifies as <delete the options that are not applicable to the Action>;

Contract level		
<input checked="" type="checkbox"/>	Single Contract 1	Service Contract through procurement

<sup>19</sup> [Ares\(2021\)4450449](#) - For the purpose of consistency between terms in OPSYS, DG INTPA, DG NEAR and FPI have harmonised 5 key terms, including ‘action’ and ‘Intervention’ where an ‘action’ is the content (or part of the content) of a Commission Financing Decision and ‘Intervention’ is a coherent set of activities and results which constitutes an effective level for the operational follow-up by the EC of its operations on the ground. See more on the [concept of intervention](#).