



EUROPEAN UNION

A young girl with dark hair tied back, wearing a grey cardigan over a blue dress and dark pants, sits on a wooden bench in a classroom. She is looking towards the camera with a slight smile. The classroom has several windows and desks in the background.

Communication & Outreach Results Report

**The EU Regional Trust Fund
in Response to the Syrian Crisis**

December 2016 – December 2018



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Photo credit

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European Commission

EU Regional Trust Fund in Response to the Syrian Crisis



I. Context

As the war in Syria has entered its eighth year, over 5.6 million people¹ have fled their country, constituting the biggest refugee population from a single conflict in one generation and the largest humanitarian crisis since the end of World War II.

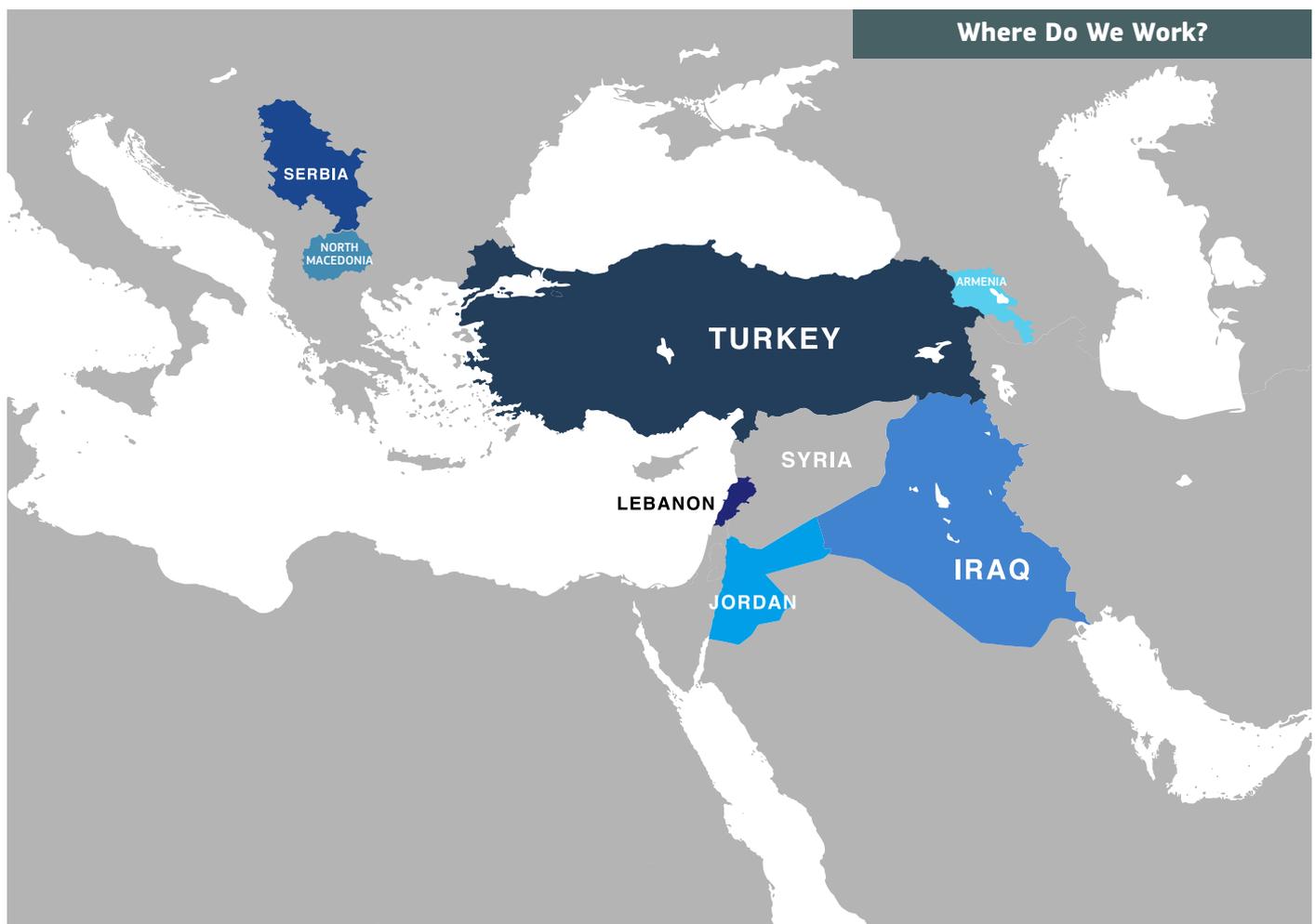
Established in December 2014, **the EU Regional Trust Fund in Response to the Syrian Crisis**, provides for a **more coherent and integrated European response to the massive needs resulting from the Syrian refugee crisis**. The Fund primarily addresses the current **longer-term resilience and recovery needs** of Syrian refugees in neighbouring countries such as Jordan, Lebanon, Turkey and Iraq, as well as assisting their overstretched local communities and administrations. In December 2015, the Trust Fund's scope was explicitly expanded to also cover support to internally displaced persons and local communities in Iraq.

1 Source: UNHCR

The main objectives of the EU Trust Fund are to foster more self-reliance of refugees, **helping them thrive, not just survive**, while at the same time assisting the countries and communities hosting them.

In doing so, the EU Trust Fund bridges the nexus between humanitarian relief and development aid:

- It addresses early recovery, as well as resilience and self-reliance needs of refugees and IDPs in a manner that also benefits local communities, and preserves the stability of the neighbouring countries.
- It supports countries hosting refugees by investing in health and education, economic development, job creation and integration into labour markets, for both local communities and refugees, especially vulnerable groups such as women and youth.



II. Strategy and Communication & Outreach approach of the Trust Fund (executive summary)

Eight years into the Syria crisis, local governments and communities in neighbouring countries continue to carry a substantial burden in absorbing the significant refugee numbers, and often call for increased direct support. As neighbouring countries are under great socio-economic pressure, it is essential to reassure host communities and their governments of the continued EU support throughout the protracted crisis. It is therefore important to communicate that, while the EU addresses the needs of Syrian refugees, its



support also has a sustainable and transformative impact on local communities, service infrastructure and institutions.

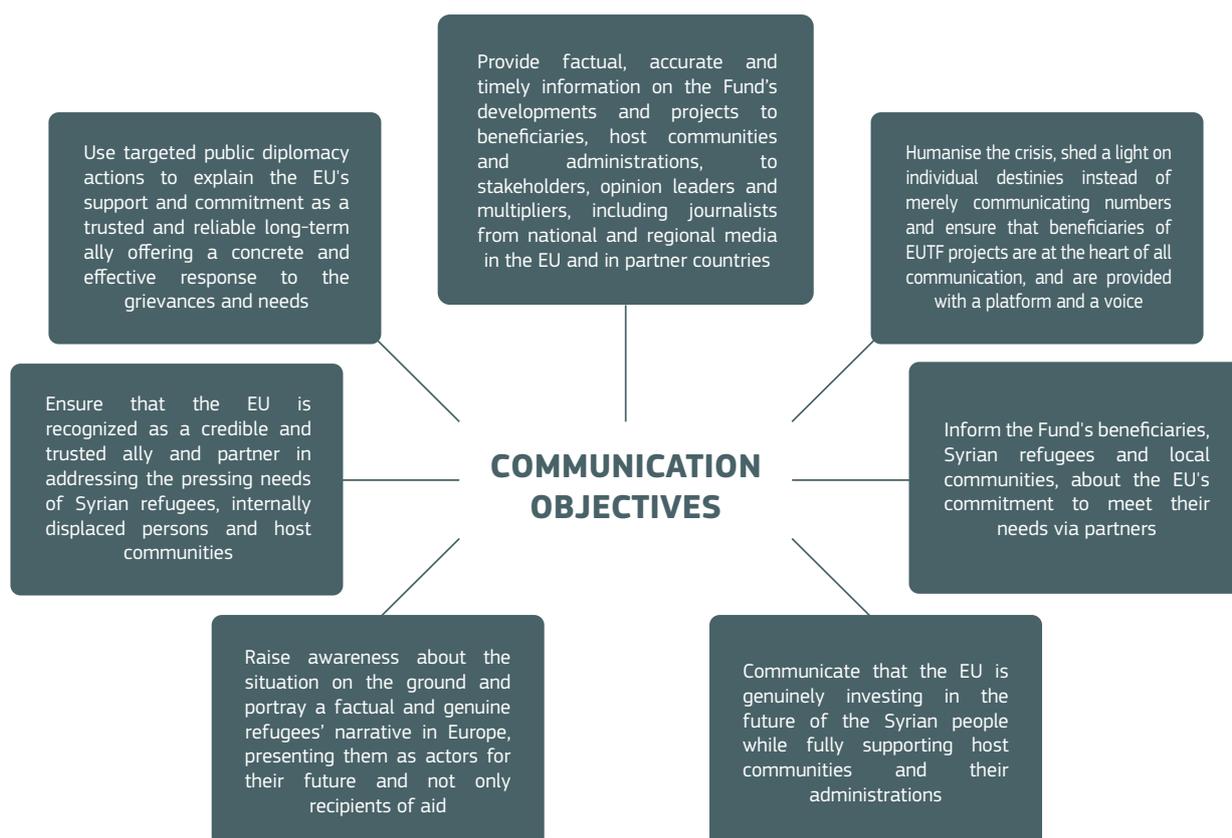
The EUTF's communication and outreach approach aims to strengthen the recognition, visibility and profile of the EU as an essential actor in its Southern neighbourhood, in particular Iraq, Jordan and Lebanon. The Trust Fund's communication objectives are aligned with the overall DG NEAR communications strategy, the EEAS Strategic Communication Task Force South Road Map and the #EUGlobalPlayer corporate communication theme as defined by the European Commission services and the EEAS.

The Trust Fund also encourages implementing partners to actively include beneficiaries in their communication and visibility activities with the aim to support project objectives, such as social cohesion between refugees and local communities. An additional added value of this approach is that through active participation in EU outreach events, local stakeholders will acquire better understanding of the former's mandate and role.

To date, the Trust Fund has established itself as an innovative EU Foreign Policy instrument encompassing the needs of Syrian refugees. Through its various outreach activities including Board meetings, conferences, UNGA and thematic events, communication campaigns disseminating visual and audio-visual testimonies of its impact on the ground the Trust Fund has significantly contributed to the strategic positioning of the EU at the centre of the policy dialogue on the Syria crisis response.

Given the magnitude and the impact of the Syria crisis not only on the region but also within EU borders, there is a common interest and obligation to seek effective and integrated solutions. In this context and drawing on DG NEAR's communication strategy, "**highlighting the impact of the EU's political, technical and financial assistance** requires a comprehensive and also targeted approach."

The key objectives of the strategy are as follows:



III. Results, Products and Achievements

Over the past 18 months, a substantive number of communication instruments and products have been produced, which will require expansion and regular updating. Key products are: four editions of a testimonial brochure "Voices from the Ground", 26 web-clips, 26 teasers, 28 testimonial posters, four mini documentaries, one animated video and hundreds of high quality photos. All material has been collected at EUTF projects in Iraq, Jordan and Lebanon and is effectively used in all communication products and campaigns (including social media, newsletter, Brussels Syria conference, etc) and successful photo exhibition containing 65 photographs. The videos are hosted on the [EU Neighbours South YouTube platform](#).² A new [EUTF website](#) was launched in December 2018, featuring factual and up-to date information, videos, testimonies and a photo gallery. In order to ensure increased outreach and visibility within and outside the institutions, one side-event to the Brussels II Conference on Syria and the Region and a larger conference and public outreach event have been organised between April and June 2018. The photo-exhibition was displayed for one month at the EEAS premises in September 2018 and will become itinerant.

III.1 Communication products (print) - brochures, posters, factsheets, etc

EUTF BROCHURE "VOICES FROM THE GROUND"



1st Edition
June 2017



2nd Edition
July 2017



3rd Edition
April 2018



4th Edition
September 2018

FACTSHEETS



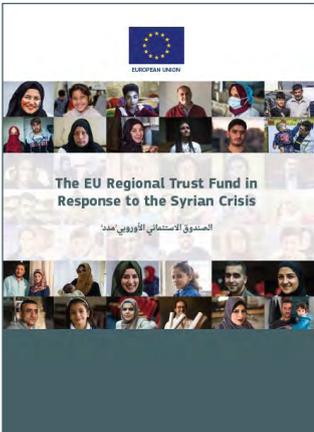
41 project factsheets have been produced, with the following information: objectives, expected results, budget, start date, duration, beneficiaries, implementing partners, project locations, impact with picture(s) and testimonial(s).



3 country factsheets have been produced - Lebanon, Jordan and Iraq, with the following information: sectors covered, impact with pictures and testimonials, implementing partners.

² https://www.youtube.com/watch?v=NZUcG44W1Zg&index=50&list=PLaGaqba06xpi4YwDTwt0ljl_RPptPcjjx&t=285s

PRESENTATION FOLDERS



2 versions of the presentation folder have been designed, with the mosaic (faces from beneficiaries - visual identity of the EU Trust Fund).

TESTIMONIAL POSTERS



26 posters have been developed, both for print and online/social media use, with the following information:

- Picture from beneficiary.
- Quote from beneficiary.
- Background information.
- Project support.

POP-UP STAND



1 pop-up stand (stand parapluie)

ROLL-UP



5 roll-ups have been produced with portraits from beneficiaries.

PRESS PACKAGE

100 USB keys with EU Trust Fund key information have been produced.

PUBLICATIONS (EN & AR)



1 EUTF general factsheet



41 project factsheets



3 country factsheets



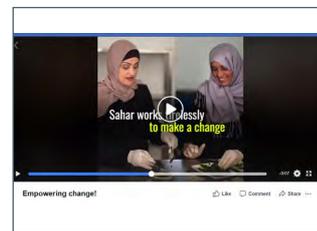
EUTF brochure

Annual Report (TBC)

AUDIOVISUAL MATERIAL



26 video clips



26 trailers



4 mini-documentaries



1 animated video



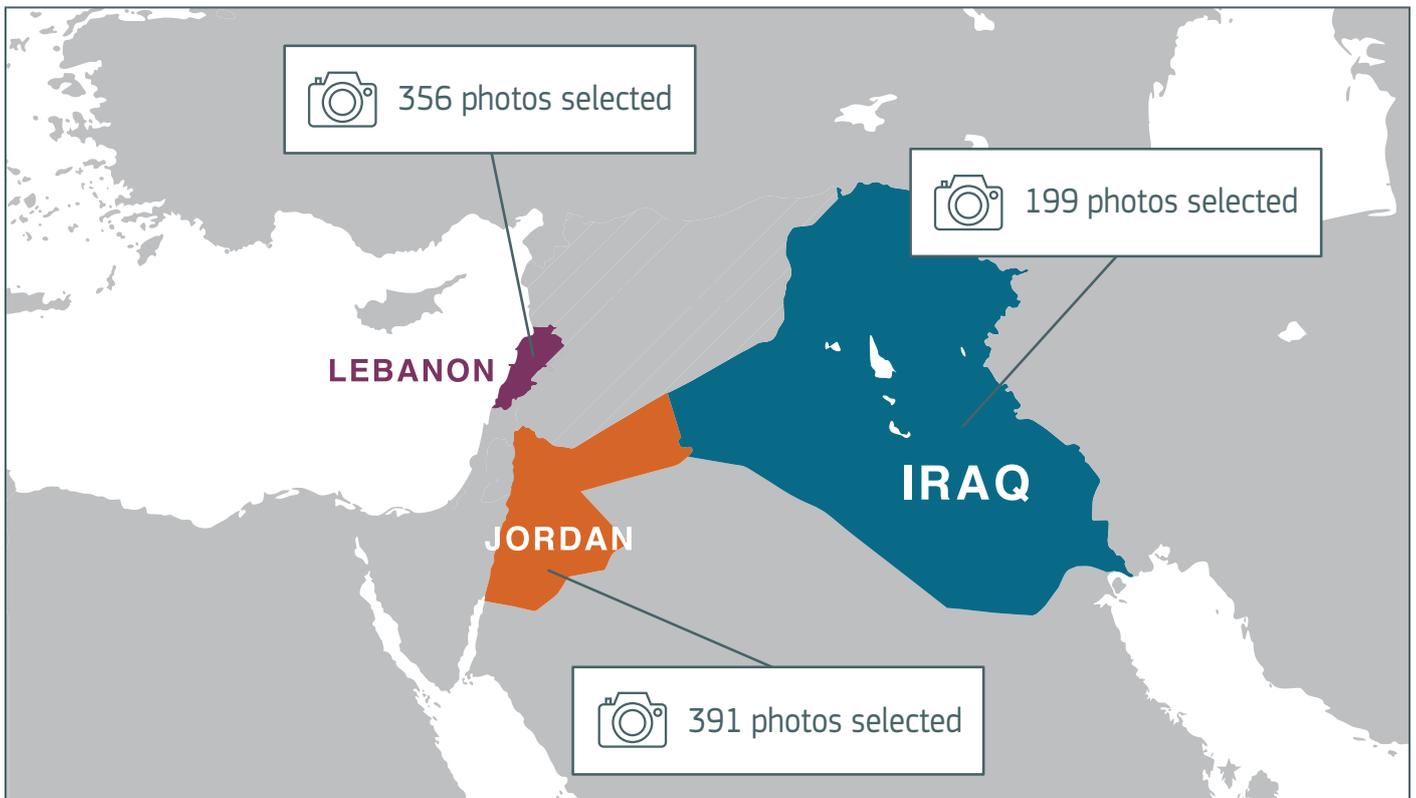
III.2 Field Missions

During **4 field trips** the concrete real-life impact of **40 EUTF projects** has been documented in Iraq, Jordan and Lebanon.



The professional photos and audio-visual recordings are intimate portraits telling the personal stories behind the unimaginable numbers of those affected by the Syria crisis. Photos and videos provide a glimpse into the individual lives that have changed for good in over 7 years of violent conflict, and how the EU support has enabled them carry on. Furthermore, through these photos the EUTF offers a platform to the many courageous and resilient people who, despite the trauma and personal losses sustained still find the strength to carry on, care for their children and dream of a better future.

III.3 Photographic Production



III.4 Audio-visual production Production

A total of **148 in-depth interviews** from beneficiaries have been carried out in Jordan, Lebanon and Iraq, and captured on video:



- **1 animated video** (around 2'30") in English and Arabic
ENG: <https://youtu.be/dtVluPGB2uU>
AR: <https://youtu.be/xp3YYoEdZ7k>
- **26 video clips** (around 2' each) + **26 trailers** (15"), in both **English** and **Arabic** + **Kurdish** (Iraq videos).

Title	Country	Sector	Link to video in ENG	Link to video in AR
Rasha's story: Taking up nursery studies to be self-reliant	Lebanon	Higher and further education	https://youtu.be/qv4iC6WUfo	https://youtu.be/V8v09HZzzfM
Dr Hisham Mustafa's Mission: Getting the critical care needed	Iraq	Health services	https://youtu.be/FxvK4nKhDDs	/
Qusai's story: Starting a new life	Jordan	Livelihoods and local development	https://youtu.be/Eubo1SXTW7A	https://youtu.be/hK9-I5dxsYc
Oum Walid's Story: Raising her head high	Jordan	Livelihoods and local development	https://youtu.be/QWWfOMRqBiU	https://youtu.be/Ebf9vKob2tg
Asmaa's story: From economic hardship to a thriving business	Jordan	Livelihoods and local development	https://youtu.be/r2COLD4BbDg	https://youtu.be/Z8t4kMGjwaw
Ziad's story: Self-Motivation & Autonomy!	Lebanon	Livelihoods and local development	https://youtu.be/_3iEOYoANwo	https://youtu.be/62bH5GGVBeg
Roshan and Faras' Mission: Saving Lives!	Iraq	Protection	https://youtu.be/zTTCufDm44s	https://youtu.be/uzapqNaaOZM
Bitas's story: Loving her school	Iraq	Livelihoods and local development	https://youtu.be/kknpINnl6V4	https://youtu.be/tHl5SpQx3sU
Sherin's story: New Life in the balance	Iraq	Health services	https://youtu.be/-srnw3gEtoU	/
Omar's story: Fighting for his life	Lebanon	Health services	https://youtu.be/s3pHAyp84yU	https://youtu.be/HY_QnpXTp98
Huthayfa's story: The Little Chess Master from Yarmouk	Lebanon	Basic education	https://youtu.be/L5oRPCCXNvo	https://youtu.be/yFT6L9a-jrY
The story of three Syrian families: Getting the critical care they need	Lebanon	Health services	https://youtu.be/h8sbxJmJjXo	/
Amsha's story: Now Water, Now Life	Lebanon	Water and sanitation	https://youtu.be/Z2gv4iDWkc8	/

Nasreen and Rayna's stories: Social Leadership and Integration through Media and Arts	Lebanon	Livelihoods and local development	https://youtu.be/oUrbqU5-2Ps	https://youtu.be/9uiBMRUyDSo
Eesra's story: The Girl Who Loved to Draw	Jordan	Livelihoods and local development	https://youtu.be/7cE6yakIB0c	https://youtu.be/I0VgQjmCpYA
Khaldoun's story: Painting on Glass for a Better Future	Jordan	Livelihoods and local development	https://youtu.be/1wRFBVKigs	https://youtu.be/1nPgBIML84Y
Sahar's story: Empowering Women Entrepreneurs in Jordan	Jordan	Livelihoods and local development	https://youtu.be/h7iHkM-lZOU	/
Mohammad's story: First Zaatari Camp Post-Graduate Syrian	Jordan	Higher and further education	https://youtu.be/tw2W4mUpf7E	/
Ahmad's and Manal's stories: Back to School, back to life	Jordan	Basic education	https://youtu.be/kL1Wv7gw8UE	https://youtu.be/KY3b6cTgJOU
Mamand's story: Broken No More, When Resilience Meets Aid	Iraq	Livelihoods and local development	https://youtu.be/WPOd_uAzNgo	https://youtu.be/bKgoFx2f-ZY

- **4 mini-documentaries:** Lebanon, Jordan, Iraq (around 8' each), Regional (12') + **4 trailers** – in **English, Arabic, French** and **Kurdish**.

Title	Country	Link to video in ENG	Link to video in AR	Link to video in FR
EU Regional Trust Fund in response to the Syrian Crisis: Inspiring stories from Lebanon	Lebanon	https://youtu.be/vDq0APF2x5I	https://youtu.be/sizbu1zIz5Y	https://youtu.be/NZUcG44W1Zg
EU Regional Trust Fund in response to the Syrian Crisis: Inspiring stories from Jordan	Jordan	https://youtu.be/zev0-GcGQ5U	https://youtu.be/USgyw-FT9s	https://youtu.be/Wful3CzrY-l

EU Regional Trust Fund in response to the Syrian Crisis: Inspiring stories from Iraq	Iraq	https://youtu.be/Ns9fSNyI93M	https://youtu.be/VUp8cyFLYjE	https://youtu.be/tppkJtS1IkQ
EU Regional Trust Fund in response to the Syrian Crisis: Inspiring stories from Lebanon, Jordan and Iraq	Regional	https://youtu.be/6yoZNsi2T5U	https://youtu.be/tDsdvYp2Nzs	https://youtu.be/1Q-HjiM1Cll

- **1 Event video** (2'30) in **English** and **Arabic**
 ENG: <https://youtu.be/bo9P3YoZglA>
 AR: <https://youtu.be/yLpCTRJoKvw>



III.5 Photo Exhibition

EUTF-UNICEF Photo Exhibition “Human Faces of the Syrian Crisis” December 2016

The first photo exhibition of the Trust Fund was organised in cooperation with UNICEF under the patronage of the EU Commissioner for Enlargement Negotiations and Neighbourhood Policy, Johannes Hahn. It was opened on 6 December 2016 by Commissioner Hahn at the Berlaymont. Professional photos taken by Sebastian Rich from EUTF- UNICEF projects in Jordan, Lebanon and Turkey featured alongside drawings of Syrian refugee children depicting their trauma and their dreams were juxtaposed with the children's portraits. In addition, the Cabinet of Commission President Jean-Claude Juncker contributed with powerful and haunting drawings from children from Aleppo from the siege of the city.

A large photo exhibition highlighting the real-life impact of the Trust Fund's support through intimate portraits of its beneficiaries opened on 19 June 2018 at the Flagey Cultural Centre in Brussels, ahead of World Refugee Day.

From mid-September to mid-October, the exhibition was on display at the premises of the European External Action Service and visited by HRVP Federica Mogherini.

III.6 Events

Informal Donors Meeting 12 June 2017

The Trust Fund's first informal donors meeting allowed for a frank and open discussion between the EUTF management and its donors, addressing questions not raised during the Board Meetings.

Support to the DG NEAR & DG DEVCO cooperation day 5 March 2018

EUTF stand at the DG NEAR & DG DEVCO Cooperation Day on March 5: the support included the production of a **large roll-up banner** and a **pop-up stand**, including installation and presence at the venue for half a day. Moreover, **6 posters** were designed for this occasion, factsheets and the Trust Fund Brochure "Voices from the Ground" displayed and distributed.

Side Event to the conference on Syria at Bibliothèque Solvay 23 April 2018

The event featured a series of opening remarks by Commissioner Hahn and selected Trust Fund's implementing partners, a panel discussion between the Commissioner, students and young entrepreneurs, all beneficiaries of EUTF supported projects, and ended with a concert of the pianist from Yarmouk, Aeham Ahmad. A small exhibition with photo and video material collected during three field missions was also on display.

The event and the exhibition were successful, with more than 160 people attending (a maximum of 150 people was envisaged) and some media presence.

"Europe's response to the Syrian refugee crisis: delivering effective aid in partnership with the region," 19 June 2018

On the eve of World Refugee Day and its Board meetings on 20 June, the EU Regional Trust Fund (EUTF) in response to the Syrian Crisis organised an outreach event in Brussels highlighting the EU's support in response to the Syrian refugee crisis.

The interactive event brought together experts, practitioners from the region and Europe, ranging from EUTF Donors to academics, NGOs, civil society activists, implementing partners, and representatives of EU institutions, as well as direct beneficiaries of the Trust Fund's projects. The evening concert and exhibition were accessible to a wider public. Renowned international journalist Riz Khan moderated the discussions. The panel featured many representatives from the region and focused on identifying new innovative approaches in providing assistance to refugees and local communities. The deliberations also highlighted the need to include people affected by crisis in the delivery of aid.

A multi-media exhibition including a photographic exhibition by award winning photographers Johanna de Tessières and Sebastian Rich, video screenings displaying EUTF supported projects, and artwork by Thomas Israël, as well as a marketplace for implementing partners, were accessible throughout the event. After the conference, attendees were invited to a walking dinner organised by the Syrian refugee catering service "From Syria with love".

The event concluded with public concerts by Palestinian, Syrian, Iraqi and Belgian artists, including Aeham Ahmed, the Pianist from Yarmouk (Palestinian refugee from Syria), "Syrians got Talent", a Syrian musical group, and "Nawaris", a group of Iraqi and Belgian musicians.

Some 150 people the afternoon panel discussions and some 700 the public evening concert. An outcome document was subsequently prepared and shared with all participants.





III.7 Social Media

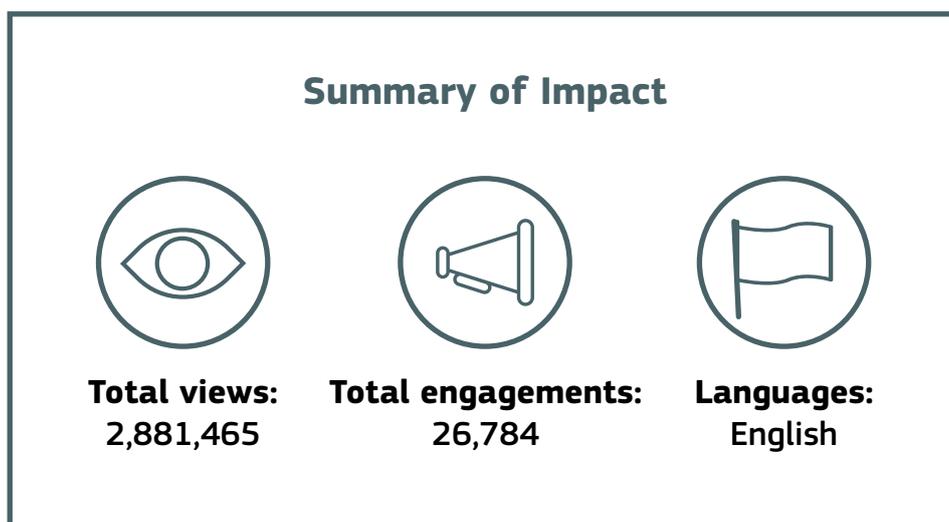
Introduction

The EU Trust Fund in Response to the Syrian Crisis targets people from Europe as well as people from the region. Social media posts stem from a number of sources, including material collected during field visits to the projects and events organised in Europe and in the region.

The main purpose of the social media posts is to give voice to the people affected by the crisis and raise awareness among people, both in Europe and in the region, about the efforts of the European Union to support those affected by the Syria crisis.

As the Trust Fund does not have its own social media channel, the EU Neighbourhood & Enlargement platform provides three channels with a total of **397,000** followers. Additionally, the Open Neighbourhood South programme provided three social media channels to promote video stories of beneficiaries. The three channels have a total of **164,260** followers.

EU Neighbourhood & Enlargement channels January 2018 - September 2018



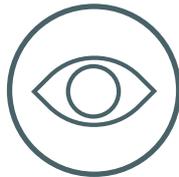
Impact in Details

	Facebook Visit here	Twitter Visit here	Instagram Visit here
Views/Impressions*	2,016,432	462,411	402,622
Engagement (shares, likes, website clicks)	10,689	10,127	5,968

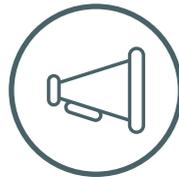
* number of people who saw the post

Open Neighbourhood South July 2018 – September 2018

Summary of Impact



Total views:
205,892



Total engagements:
26,784



Languages:
English
Arabic
French

Impact in Details

Impact on Facebook



KEY METRICS

- ✓ Reach: **351,000**
- ✓ Engagement: **476**
- ✓ Views: **196,000**

Impact on Twitter



KEY METRICS

- ✓ Impressions: **9,000**
- ✓ Engagements: **84**
 - 24 Likes
 - 7 Retweets

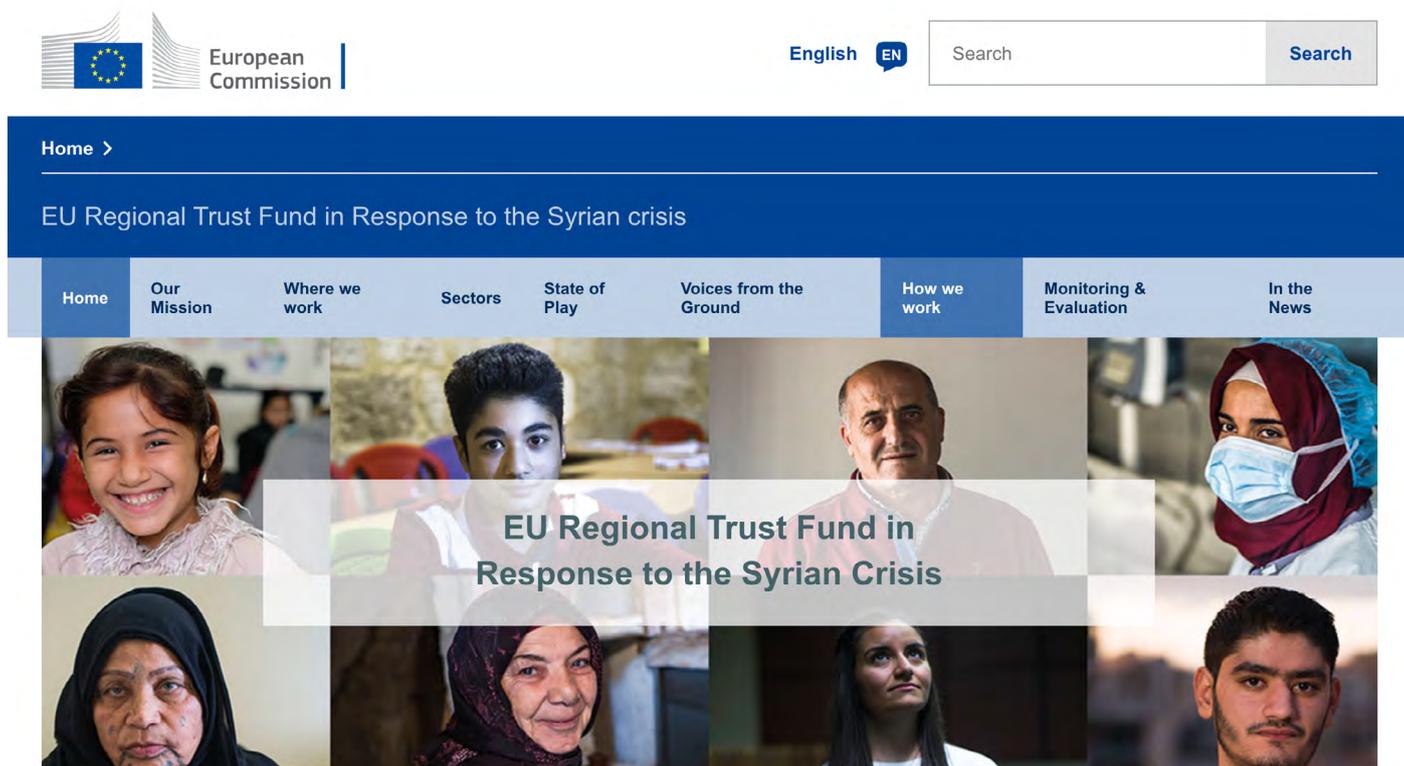
Impact on Instagram



KEY METRICS

892 VIEWS

III.8 Website



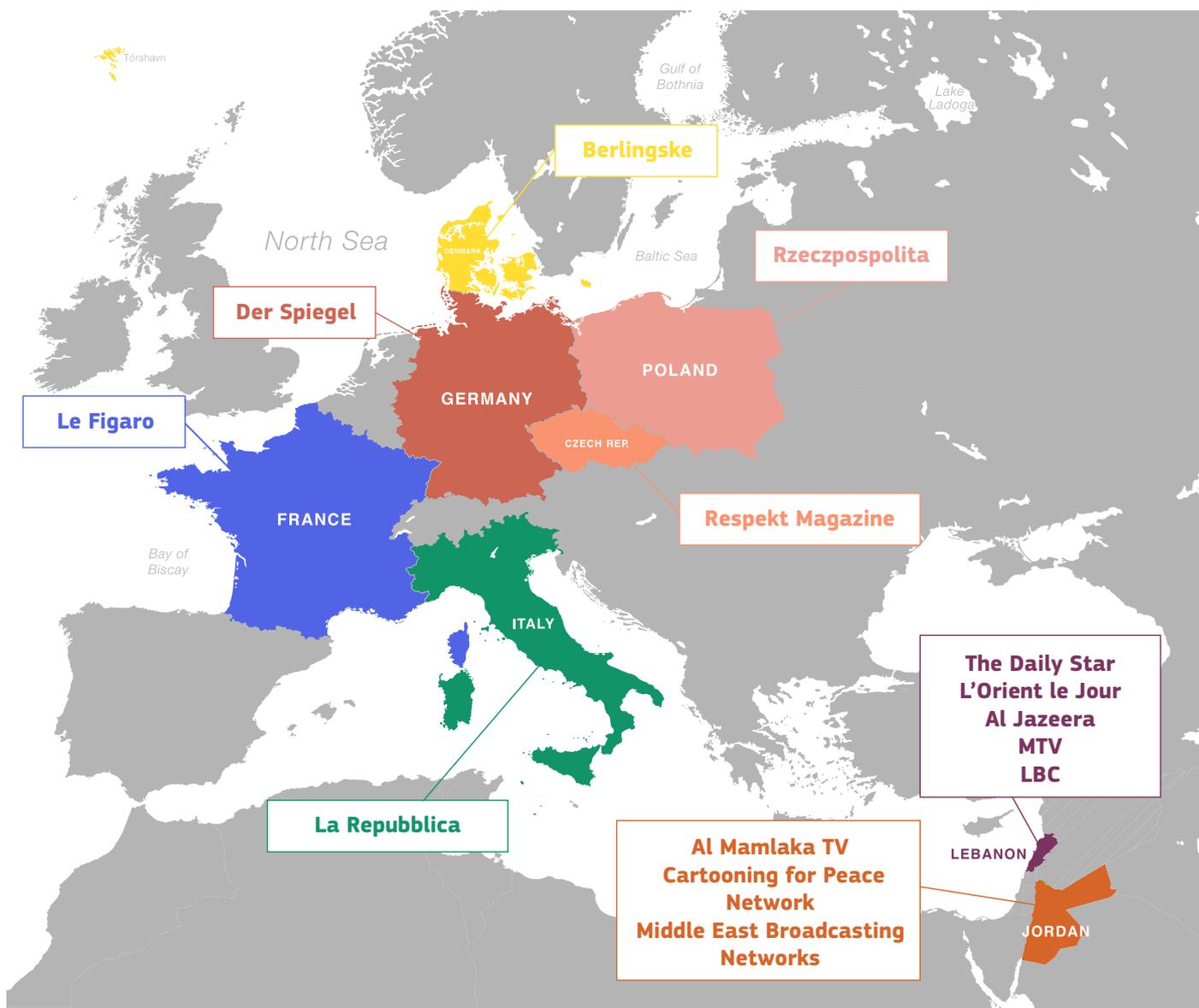
The EU Regional Trust Fund in Response to the Syrian Crisis developed its own website, which was launched on 13 December 2018. The website features all the relevant information concerning the EU Trust Fund, as well as testimonies of Trust Fund supported projects' beneficiaries, in one place. The launch was announced on social media on [DG NEAR's channel](#), [Open South](#), [DG DEVCO](#), and [EU DEL LB](#).

The website serves a double purpose. On the one hand, it is informative for the wider public both in Europe and in the region, as well as stakeholders such as donors and implementing partners, as it provides information on the Trust Fund's state of play and monitoring & evaluation data. On the other hand, it gives a voice to the people affected by the crisis, through testimonies available in different formats (written testimonies, videos and photo stories), and helps raise awareness on the Syrian crisis and the European Union's support in the region.

The website provides information on the Trust Fund's mission, governance and objectives, its countries of operation and the sectors of intervention. It also contains "State of Play", "How do we work", and "Monitoring and Evaluation" sections, as well as a "In the news" section collecting media articles, press releases and events organised by the EU Trust Fund. The "Voices from the ground" section gives access to a collection of testimonies, videos, and a photo gallery through which the Trust Fund's beneficiaries tell their stories of courage and resilience.



III.9 Press Trip



The EU Trust Fund organised a press trip for European journalists and local journalists to visit Trust Fund supported projects in Jordan, on 25 and 26 November, and Lebanon, from 27 to 29 November included. The general objective of the press trips was to inform about the EU Trust Fund’s concrete positive impact on the ground as an enabler for empowerment and self-reliance.

Another objective of the press trip was to raise awareness on the crisis and provide journalists with the opportunities to learn about the daily lives of Syrian refugees, as well as Jordanians and Lebanese affected by the crisis, shedding as such a different light on the refugee narrative. The press trip highlighted the reinforced and unified EU response to the Syrian crisis through concrete project examples on the ground and provided an important opportunity to communicate on why continued EU support in the region is important.

14 European and local journalists joined the press trip. They visited eleven projects covering all the Trust Fund’s sectors, namely, basic and further education, protection, health, water and sanitation, and livelihood.

Journalists were able to meet and interview Syrian and Palestinian refugees as well as vulnerable Lebanese and Jordanians benefitting from the Trust Fund projects. These visits and exchanges exemplified how the Trust Fund support addresses the needs of Syrian refugees whilst also seeking to have a lasting and transformative impact on Lebanese and Jordanian local communities, institutions, and public service delivery systems.

Europeans	Jordanians	Lebanese
<ul style="list-style-type: none"> • Le Figaro (France), George Malbrunot • Der Spiegel (Germany), Christoph Reuter • Rzeczpospolita (Poland), Piotr Jendroszyk • Respekt Magazine (Czech Republic), Tomas Lindner • Berlingske (Denmark), Carolina Kamil • La Repubblica (Italy), Francesca Caferra 	<ul style="list-style-type: none"> • Al Mamlaka TV, Anaas Harahsheh, Almu'Atasim Abujaber, Sara Khatatbeh • Rashed Assaf, freelancer reporting for Middle East Broadcasting Networks • Emad Hajjaj, cartoonist from Cartooning for Peace network 	<ul style="list-style-type: none"> • The Daily Star, Finbar Anderson • L'Orient le Jour, Patricia Khodr • Al Jazeera, Ehab El Okdy • MTV, Mirella Bou Khalil • LBC, Raneen Bou Khzam • Nohad Topalian, freelancer network

Jordan

25 November 2018 – Za'atari Camp

- *Support to Syrian Women and Girls and local communities*, implemented by UN WOMEN
- *Access to Education and Protection Services for youth*, implemented by UNICEF

Dinner at the Hospitality School of Luminus Technical University College (LTUC) with Jordanian and Syrian students of the EDU-SYRIA scholarship programme

26 November 2018 – Amman

- *Support to Palestine Refugees*, implemented by UNRWA
- *Addressing livelihood and health related vulnerabilities of Syrian refugees and local communities*, implemented by the Jordanian Red Crescent Society Vocational Training Centre

Lebanon

27 November 2018

- *Provision of Protection Services*, implemented by UNICEF, Bourj Al Barajneh
- *Access to non-formal education services ('Back to the Future')*, implemented by AVSI, Kayfour center

28 November 2018, Bekaa Valley

- *Provision of water services*, implemented by GVC, Zabboud
- *Access to basic education*, implemented by UNICEF (education), Bar Elias

29 November 2018

- *Access to primary health care services*, implemented by IMC, Association de Development Social – Minieh Clinic, Tripoli
- *Reinforcing social cohesion between youth communities ('Youth Resolve')*, implemented by World Vision, Dahr El Ain

A networking event was also organised in Beirut, as a platform for informal discussions between journalists, implementing partners and representatives from the Lebanese authorities, as well as some local Member States' representatives.

An exhaustive press review will be compiled, translated, and circulated. Some media outlets have already released news stories:

- **Le Figaro, France** published a full page in the print newspaper, <https://goo.gl/gq7oG5>. A photo slideshow will also be published on Le Figaro's website. The Trust Fund was also mentioned on France Culture by Georges Malbrunot, <https://goo.gl/hoKUqc>.
- **Rezecpospolita, Poland** published an article on the visit to UN Women and UNICEF schools in Zaatari Camp (printed and online), <https://goo.gl/Y47JSJ>; and an article on Lebanon (printed and online), <https://goo.gl/DFZhnB>.
- **Berlingske, Denmark** published a long article (print and online), <https://goo.gl/HMCvF4>, in addition to a second article on the EU/Danish money spent in the region (print and online), <https://goo.gl/P1vrxD>.
- **Respekt Magazine, Czech Republic** printed a long (printed) article, <https://goo.gl/Sv6WFi>, and two online articles, <https://goo.gl/b9GZPx> and <https://goo.gl/thHbRw>.
- **La Repubblica, Italy** will run a story on Il Venerdì, Repubblica's magazine at the end of January.
- **Al Mamlaka TV, Jordan** broadcasted a report on Zaatari Camp (UN Women and UNICEF schools), <https://goo.gl/hZAXVJ>.
- **L'Orient Le Jour, Lebanon** published four articles (print and online), <https://goo.gl/kvNTnW>, <https://goo.gl/6jxr4B>, <https://goo.gl/3i6xZV>, and <https://goo.gl/eqfWo4>.
- **The Daily Star, Lebanon** published an article on water and health support in Lebanon, <https://goo.gl/AP8Bc5>.
- **Al Mashareq, Lebanon** published a piece on the press trip, <https://goo.gl/8vuy87>.
- **LBC, Lebanon** covered a primary health care center managed by IMC in Tripoli, <https://goo.gl/uwTxCd>.
- **MTV, Lebanon** covered the UNICEF Social Protection Centre close to Bourj Al Barajneh and the "Back to the Future" project implemented by Terre des Hommes in Kayfoun. Links to the video reports are not available online anymore.

IV. Conclusions and Recommendations

With the support of the herein described results, audio-visual, visual, and print products, various outreach activities including Board meetings, conferences, UNGA and thematic events, as well as targeted communication campaigns, the Trust Fund has significantly contributed to strategically position the EU at the centre of the policy dialogue in response to the Syria crisis. It also helped leverage the EU's recognition as a trusted partner and support in its countries of operation.

Through its people-centred and results-oriented communication, the Trust Fund moved away from merely stating numbers towards highlighting the concrete and real-life impact of the EU support on the ground. It has helped establish the EUTF as a reliable and recognisable crisis instrument amongst its stakeholders while also humanising the crisis and providing a platform and a voice to those affected by the crisis.

The following key recommendations will guide the next implementation phase of the EUTF communication and outreach strategy:

As the overall EU communication is moving towards targeted campaigns, **the EUTF shall add a campaign dimension to its project communication, aligned with overall EU messaging in response to the Syria crisis.**

EUTF communications will **support wider EU campaigns and strategic communication** where relevant, to ensure that **concrete results on the ground can be leveraged for political visibility and communication, as well as advocacy.**

Syrian refugees and local communities remain at the heart of the EUTF's communication and will continue to be **given a platform and a voice in the region and in Europe.**

In a **neutral and factual manner, EUTF communications will help counteract misperceptions** and support honest refugee narratives.

Public diplomacy: EUTF beneficiaries' personal stories are testimonies of determination, talent and resilience and will as such be communicated to EU citizens **to help change negative refugee narratives** and inform about the EU's continued assistance.

The EUTF will continue to strengthen the **coordination** of the communication and visibility obligations towards the EU of its **numerous implementing partners on the ground.**

In the **region**, the EUTF will ensure that **communication, information, outreach and advocacy actions focus on the sustainability of the Trust Fund's interventions**. While all projects support Syrian refugees, it is crucial to **highlight their long-term positive and transformative impact** on the host countries overall public service delivery, educational and protection systems, as well as water, sanitation and healthcare infrastructures.

To conclude, the need for the EU to be more visible remains, and communication efforts to better inform the European public, donors, EU Members States, as well as beneficiaries in partner countries about the EU's comprehensive assistance to those affected by the Syria crisis need to continue. Paving the way forward, **continuity in the development of these products needs to be ensured in addition to optimisation and wide-scale dissemination**.

As communication and outreach are an indispensable tool to support and communicate operational impact and policy decisions, **scaled-up communication and awareness-raising about EU assistance helps strengthen the EU's role as a global actor, leading donor and reliable partner**.

