



BUDGET ALLOCATION	WHAT MATERIALS AND ACTIONS ARE REQUIRED?	WHAT HUMAN RESOURCES ARE NEEDED?
Less than € 10,000	Keep the communication plan simple: Examples: hire a photographer to take high-quality photos, hire a graphic designer to produce a brochure in English, French, and the local language, schedule typical social media posts.	The partner, with help from the AFD and CMN project teams if needed. Prioritize the use of free communication tools deployed in-house.
From €10,000 to €30,000	Build on the simple communication plan and enhance it with reuseable content: <ul style="list-style-type: none"> • A specific webpage for the project enhanced with news articles on your website. • Regular posts on social media. • Press relations: press releases to promote important news about the project, appearances in the local media, etc. • Event communication: basic events for the launch or completion of a project, open days, etc. • A communication kit comprising all the standard tools: banners, presentation brochures, PowerPoint presentations, etc. • Short video clip (max. 3 minutes) featuring a simple presentation of the project, posted on social media, YouTube, the website, etc. • Photo report at key stages of the project. 	Prioritize the use of internal resources, where possible, for a budget under €15,000. Option to use a local communications manager for ad-hoc communication support. The consultant may be responsible for producing the communication plan and monitoring its implementation, while working with service providers as needed. Any other questions? Please feel free to contact us for more information on remuneration/budgets if necessary.
From €30,000 to €70,000	Produce more engaging content: <ul style="list-style-type: none"> • Larger-scale events: site visits with the media, elected officials, etc. • Video clips: interviews, testimonials, tours, etc. • Marketing products: various promotional items within reason. • Create a visual identity for the project with a specific graphic charter, if deemed appropriate and for long-term projects only. 	For a communication budget over €30,000, it may be useful to hire a communications consultant to manage and monitor the project's communications. This communication specialist will manage the production and implementation of the communication plan, while overseeing the work of potential service providers. You can also hire a communications agency with costs starting at €50,000. The cost of a communications agency will vary depending on the service and skills required. The partner is responsible for directly recruiting and managing these human resources (contracts, invoices, etc.).
From €70,000 to €100,000	Increase the use of services from previous phases and take your communications a step further: <ul style="list-style-type: none"> • Podcasts, documentaries, exhibition with the publication of a book, live event, TV or radio ads, press trip, etc. 	Same comments as for the €30,000-€70,000 budget. It is important to hire an external service provider for your communications (agency or consultant) if you do not have in-house communication resources.

