

France 



Visibility and communication guide

FOR PROJECTS SUPPORTED BY
AFD'S CSO INITIATIVES MECHANISM



LEVELS  1 &  2

#WorldInCommon

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OVERVIEW OF *communication obligations*

EVERY BENEFICIARY OF AFD FINANCING MUST UNDERTAKE TO COMPLY WITH THE **LEVEL 1** OR **LEVEL 2** GUIDELINES SET OUT IN THE TABLE BELOW. THE FINANCING AGREEMENT SPECIFIES LEVEL 1 VISIBILITY OR LEVEL 2 COMMUNICATION FOR A PROJECT

4 obligations relating to the France/AFD logo for visibility of Level ①

ALL PROJECTS SUPPORTED BY AFD

- 1 Refer to France's and AFD's support** as described on p. 8 to 12 of this guide. The CSO must display the France/AFD logo on all communication materials used for the project, throughout its duration.
- 2 Provide photos** to illustrate the project as described on p. 13. The CSO must send one or two photos to the AFD project manager with the communication sheet, then a selection of photos when sending the interim report, and then with the final report.
- 3 The CSO must produce a project communication sheet** in accordance with the template and format available on www.afd.fr*. The CSO must submit this communication sheet via OSCar when requesting the first payment.
- 4 Invite AFD and the French Embassy (for projects outside of France)** to key project-related events, p. 15. The CSO must invite representatives from the local AFD office and the French Embassy (for projects outside of France) to all project-related events, throughout the project's implementation (local AFD field office + embassy for projects in the field + Paris headquarters for projects of general public interest).

6 partner obligations for communication of LEVEL ②

FOR CERTAIN SPECIFIC PROJECTS IDENTIFIED IN AGREEMENT WITH THE PARTNER

Implement all the LEVEL 1 visibility obligations listed opposite.

- 1 Define objectives** and actions for the communication plan (p. 17). **Set a budget** (p. 17). These objectives can be discussed with the AFD project manager.
- 2 Identify your skills** and internal resources. **Decide whether to manage the communication strategy** internally or to outsource part or all of the work to one or more external service providers (p. 18).
- 3 Draft a communication and action plan** as described on p. 19. This communication plan must be sent to the AFD project manager via OSCar when the first payment request is made, along with the communication sheet. The communication plan should be updated if necessary during the project's implementation and shared with AFD.
- 4 Implement** the communication plan actions throughout the entire duration of the project (p. 21).
- 5 Share your communication materials** with AFD throughout the duration of your project (p. 21).
- 6 Conduct an impact assessment** of your communication plan for the entire duration of the project based on performance indicators (p. 22).

* See <https://www.afd.fr/en/civil-society-organizations-csos>, Reference documents section - Appendix 11.

WHY IS *communication important?*

PROJECT VISIBILITY, AN OPPORTUNITY FOR YOU AND FOR AFD

As a financial institution and operator of the French government's development and international solidarity policy, Agence française de développement (AFD) is bound by an **obligation of transparency and accountability** to French citizens, as well as to beneficiaries of its financing. As such, AFD must ensure the visibility of its support and the support of France for the projects and programs it finances.

An effective communication plan will help to **raise your profile and promote your activities and your project's positive impact on its beneficiaries**. It is your responsibility, as the person at grassroots level, to ensure the visibility of these projects.

A CONTRACTUAL OBLIGATION

The application of these visibility and communication guidelines constitutes a **contractual obligation** as specified in the financing agreements entered into with AFD.

In addition to the visibility of France and AFD, the communication guidelines herein also provide a framework for using our image and promoting our activities, while upholding our values.

DEVELOP THE REFLEX FOR VISIBILITY AND EFFECTIVE COMMUNICATION

Effectively communicating on and ensuring the visibility of a project helps to:



Keep people informed: promote and raise the profile of projects that you implement and we support.



Build your reputation amongst certain target audiences and enlist their support (decision-makers, partners, donors, media, the general public, etc.).



Ensure you become established as a major player in your field.

ENSURING *the visibility of your projects*

HAVE YOU RECEIVED FINANCIAL
SUPPORT FROM FRANCE VIA
AGENCE FRANÇAISE DE DÉVELOPPEMENT ?
THIS GUIDE EXPLAINS HOW TO ENSURE THE
VISIBILITY OF YOUR PROJECT AND REFERENCE
OUR SUPPORT

THIS GUIDE OFFERS STRAIGHTFORWARD ADVICE ON:



Using the France/
AFD logo.



Producing
communication
materials and how to
distribute them.



Various possible
communication
actions.

SECURITY, CREDIBILITY... PROJECTS EXCLUDED FROM COMMUNICATION

The communication guidelines apply to all
projects financed by AFD except for:

- Projects involving sensitive security issues
that could pose a risk to partners and
beneficiaries;
- Cases where communication may adversely
affect or hinder the smooth running
of the project.

AFD will grant such exceptions on a case-by-
case basis, after discussion with you.

QUESTIONS ABOUT THE VISIBILITY OF YOUR PROJECT

If you have any further questions about project
communication or using the France/AFD logo,
please contact the project manager of your local
AFD agency or your project coordinator.



All the relevant documents for
ensuring the visibility of your
project are provided in the
Comm. Kit.

Key tools



→ THE COMM. KIT

THE AFD PROJECT TEAM WILL SEND YOU THE KIT, AT THE LATEST, UPON SIGNING THE PROJECT AGREEMENT, OR YOU CAN DOWNLOAD IT FROM WWW.AFD.FR/EN. THIS KIT CONTAINS THE KEY TOOLS REQUIRED TO ENSURE THE VISIBILITY OF YOUR PROJECTS:

- ✓ This guide with tips and guidelines to ensure the visibility of your project.
- ✓ Different versions of the France/AFD logo.
- ✓ AFD Group presentation summaries translated into several languages.
- ✓ The template and the required visual format to create the project communication sheet.
- ✓ For the communication sheet, the template that must be used to create this document and the required visual format

→ PRACTICAL INFORMATION SHEETS

YOU CAN DOWNLOAD THE PRACTICAL INFORMATION SHEETS LISTED BELOW, WHICH WILL HELP YOU CREATE YOUR MATERIALS AND IMPLEMENT COMMUNICATION ACTIONS:

- ✓ Defining communication tools and actions.
- ✓ Drafting a communication plan and taking inspiration from good examples.
- ✓ Setting a communication budget.
- ✓ Using existing communication tools.
- ✓ Producing printed materials: brochures, leaflets, kakemonos, plaques, etc.
- ✓ Taking photos for your project and obtaining image rights and copyright.
- ✓ Developing media relations, writing a press release and press invitation.
- ✓ Posting on social media.
- ✓ Organizing an event.
- ✓ Ensuring the visibility of your project in the field.
- ✓ Producing promotional items.
- ✓ Writing a newsletter.
- ✓ Producing a video.

Examples of projects with **inspiring communication materials**.



LEVEL ①

ENSURING OUR MUTUAL VISIBILITY

4 OBLIGATIONS TO ENSURE THE VISIBILITY OF YOUR PROJECT AND OUR SUPPORT:



1



Make reference to France's and AFD's support
p. 8

2



Provide photos to illustrate the project
p. 13

3



Produce a project communication sheet
p. 15

4



Invite AFD and the French Embassy (projects outside of France) to key project-related events
p. 15

BE VISIBLE FROM THE START OF THE PROJECT

A project visibility campaign must be launched **from the start of the project**, as soon as the financing agreement has been signed. This visibility plan can be easy to implement and does not **require a specific budget or skills**. It constitutes a win-win situation, a project with high visibility will help build your reputation and your image, while promoting your work to other project stakeholders and the general public.

1 MAKE REFERENCE TO THE SUPPORT OF FRANCE AND AFD ON ALL THE COMMUNICATION MATERIALS ASSOCIATED WITH YOUR PROJECT

AFD'S EXPECTATION: WIDESPREAD AND EFFECTIVE VISIBILITY

Ensuring that the France/AFD logo is present on **all communication materials and during any promotional activities** makes the support of France and AFD visible to all those who stand to benefit from the projects financed.



→ THE SUPPORT OF FRANCE AND AFD

must be referenced on all project-related communications tools by using our France/AFD logo:



See our guidelines for the correct use of the France/AFD logo on pages 23 and 24.
Various examples of the France/AFD logo are provided in the Comm. Kit.

PRESENTING AGENCE FRANÇAISE DE DÉVELOPPEMENT

The AFD Group presentation summary can be used, as well as the logo, on press releases, reports and studies.



The AFD Group presentation summary is provided in several languages in **the Comm. Kit.**

→ WHERE, WHEN AND HOW SHOULD AFD AND FRANCE BE REFERENCED?

THE SUPPORT OF FRANCE AND AFD SHOULD BE REFERENCED BY USING OUR COMMON LOGO ON ALL COMMUNICATION MATERIALS AND DURING ALL ACTIVITIES ASSOCIATED WITH THE PROJECT



✓ AT THE LOCATION WHERE THE PROJECT IS BEING IMPLEMENTED

On-site, whether on private or public land, you are required to:

- put up signs referencing France's and AFD's support (at the sites during the construction work, on structures with commemorative plaques or monuments at the end of the project, on equipment (tools specific to the project, for example) and at other potential locations on site See sheet "**Ensuring the visibility of your project in the field**".
- Ensure that equipment or buildings bearing the France/AFD logo are properly maintained. Keep plaques and logos up to date and in good condition. You must take all necessary measures to replace damaged items until completion of the project.

✓ IF YOUR PROJECT IS SUPPORTED BY SEVERAL DONORS

The logo and support of France and AFD are referenced in the same way and afforded an equal level of visibility as those of other project donors. In this case, it is important that you coordinate the communication actions required by co-financiers.

✓ IF YOUR PROJECT HAS ITS OWN BRAND

Some projects that receive support from France and AFD have their own brand and a specific logo. In this case, the logo and support of France and AFD are referenced in the same way and afforded an equal level of visibility as that of the project.

Resolution, size, location, etc.

Tips on the correct use of the France/AFD logo can be found on pages 23 and 24.





✓ AT EVENTS

The support of France and AFD must be referenced on all printed materials for an event (see p. 8), including signage (banners, posters, stands, kakemonos, billboards, etc.). The support of France and AFD must also be referenced during oral presentations, in the form of quotes, for example. See sheet **"Tips on organizing an event"**. The local AFD offices and the embassy must be informed of, invited to, and quoted at any event organized as part of a project supported by AFD.



The France/AFD logo and the summary presentation of AFD's activities can be found in the **Comm. Kit**.

✓ ON PRINTED PUBLICATIONS

Printed publications may include brochures, presentation booklets, fliers, studies, reports, research papers, posters, public awareness materials, etc. See sheet **"Tips on producing printed communication materials"**.

✓ ON PRESENTATIONS

On presentations related to the project, at webinars, training programs, conferences, MOOCs, etc.

✓ IN AUDIOVISUAL WORKS

In **videos**, with a reference on the screen either at the beginning or end. See sheet **"Tips on producing a video"**.
In **podcasts**, with an audio or visual reference.
With **photos**, in the caption accompanying the image.

✓ DURING AWARENESS-RAISING ACTIVITIES INVOLVING THE PROJECT'S FINAL BENEFICIARIES.

On fliers, awareness-raising tools, training kits, promotional stands, etc.



→ ENSURED VISIBILITY ON YOUR DIGITAL MEDIA

BY DISPLAYING THE FRANCE/AFD AND A LINK TO www.afd.fr/en

- on **Websites or Internet pages** which mention the project;
- on **newsletters and email campaigns** which mention the project, located near to the content about the project.



→ ENSURED VISIBILITY ON YOUR SOCIAL MEDIA PAGES

Publish posts illustrated with a photo at key stages of the project. Always refer to AFD when mentioning the project, by tagging the target links:

- Twitter: [@AFD_France](https://twitter.com/AFD_France).
- LinkedIn: [Agence Française de Développement](https://www.linkedin.com/company/Agence-Francaise-de-Dveloppement)
- Facebook: [@AFDOfficiel](https://www.facebook.com/AFDOfficiel)
- Instagram: [afd_france](https://www.instagram.com/afd_france)
- YouTube: [AFD – Agence Française de Développement](https://www.youtube.com/AFD-Agence-Francaise-de-Dveloppement)

These posts can be shared via AFD's social media accounts. AFD's regional divisions also have their own specific social media accounts. These accounts can also be useful platforms for communicating about your projects. Please contact the project team for more information. AFD's regional divisions also have their own specific social media accounts. These accounts can also be useful platforms for communicating about your projects. Please contact the project team for more information.



Tips on writing a post and links to our regional social media accounts.

→ SPECIFIC CASE OF MEDIA RELATIONS

ON PRESS RELEASES AND MEDIA INVITATIONS

You can produce a press release at the start of the project and possibly at other key stages (laying of the first stone, evaluation, etc.).

This press release should reference the support of France and AFD by:

- Displaying our common logo with the reference to our support;
- Including the AFD group presentation summary;
- Including a quote from one of the AFD project managers.

It is essential that the content of this press release is approved by your AFD contact.

Reference to the support of France and AFD can also be made through comments at press conferences and meetings with the media.



The AFD Group presentation and an example of a press release and **press invitation** can be found in the **Comm. Kit**.



→ AFD, A REGISTERED BRAND

You are authorized to use the France/AFD logo without having to consult us. However, such use must be in accordance with the guidelines herein and with the specific instructions for certain forms of media, press releases (see opposite), studies and reports produced on your own initiative and must include the disclaimer (see below).

The context in which AFD's image and actions are used must also be in keeping with our values and strategy and must not cause harm to our reputation.

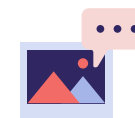
DISCLAIMER

On all content and communication materials produced, the France/AFD logo must be displayed along with a disclaimer:

"This film/video/radio production/ brochure... is supported by Agence Française de Développement. The ideas and opinions expressed herein are those of the authors alone and do not necessarily reflect the views of Agence Française de Développement."

AFD shall not be held liable for the content of communication materials produced by its partners under any circumstances.

2 USE PHOTOS TO ILLUSTRATE YOUR PROJECT



AFD'S EXPECTATION: A PHOTO KIT TO ILLUSTRATE YOUR PROJECT

Photos are an essential part of communication: they attract attention, illustrate your point with images and help put the project in visual perspective. A smartphone or personal camera will usually suffice for taking good photos.

→ HOW SHOULD YOU ILLUSTRATE YOUR PROJECT?

At the very start of the project, when there is nothing physical to see (an infrastructure project, for example) or when your theme is difficult to illustrate (e.g. governance, support for communities or national stakeholders), you should provide one or two contextual photos. For example: photos of a nature reserve for a biodiversity project, of inner city districts to illustrate an urban development project, of solar panels or a wind turbine for a sustainable energy project, etc.



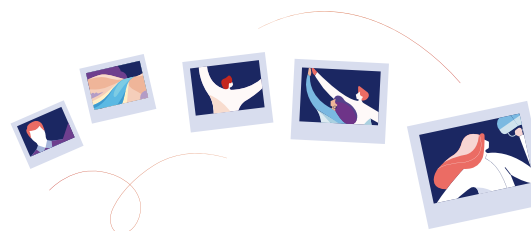
To illustrate a non-visual project, ensure that you frame your photos properly and select the right image resolution, etc.: Tips are provided on how to photograph your project and add captions to your photos on our information sheet **"Taking photos of a project"**.

YOU ARE REQUIRED TO PROVIDE THE FOLLOWING:

- one or two photos **when sending the communication sheet**;
- a selection of photos **when sending the interim report and then the final report**.
- To illustrate a non-visual project, ensure that you frame your photos properly and select the right image resolution, etc.: See our information sheets for tips on how to **take photos of your project and add captions**.



For the second stage, we require that you take photographs at key stages of a project and of its results and impact throughout the implementation phase. If the project offers a lot of visual opportunities, feel free to hire a professional photographer.



→ OBTAIN IMAGE RIGHTS

You must **obtain the consent** of people in a video or photo before using their image by asking them to complete a consent form. This obligation is particularly strict for image rights relating to children. In this case, it is essential that you obtain permission from a parent or guardian to use and share these photos.

To ensure that AFD is also able to freely use and disseminate these photos, you must return the transfer deed of image rights for the person(s) photographed to AFD, signed by the person(s) in the photo (or by their representative(s) if they are minors), as well as the transfer deed of copyright

for use by AFD, signed by the authorized representative of the financial beneficiary. In order to legally transfer your copyright to AFD, **you must have previously obtained the transfer of all intellectual property rights and all authorizations necessary for their use by AFD from the photograph copyright holder.**

These photos will be stored in our photo library and used on our own communication materials.



→ SEND YOUR PHOTOS TO AFD

Your photos are ready and you would like to share them with AFD? You can simply:

- Send them in high definition by email to your AFD contact;
- Attach the consent form, the transfer of rights form, the captions and copyright to your file.



A template for a transfer deed of image rights is available [here](#).

A template for a transfer deed of copyright is available [here](#).

If your files are too large to be sent by email, see p. 21.

3 PRODUCE A PROJECT COMMUNICATION SHEET



AFD'S EXPECTATION: A PROJECT SUMMARY DESCRIPTION

A key tool for project visibility, **you must produce the communication sheet and submit it via OSCar with your first payment request at the latest.** This sheet provides a brief summary of the essential information about the project:

- Background information on the project;
- A description of the project;
- Impacts and main deliverables (indicators or quantified data on beneficiaries);
- Location, the start and end dates, the amount of financing and its duration, and the project partners.



A COLLABORATION BETWEEN YOU AND AFD

Once the project communication sheet has been drafted, it must be **sent to the DPA CSO project manager of AFD via OSCar, when the first payment request is made, for approval.**

The content of this sheet can be:

- used to create a web page about the project on your website;
- published on the website www.afd.fr;
- sent to anyone who would like information about the project in PDF or printed format.

The template in Word, and a tutorial for producing a communication sheet are available and can be downloaded from the AFD website, at <https://www.afd.fr/en/civil-society-organizations-csos> in the Reference Documents section - Appendix 11.

4 INVITE AFD TO KEY PROJECT-RELATED EVENTS



AFD'S EXPECTATION: TO BE INVITED TO YOUR KEY EVENTS AND TO PROVIDE SUPPORT

When you organize an event related to a project financed by AFD, you should always inform and invite AFD representatives (representatives of the local AFD field office + embassy for field projects and/or DPA/CSO project manager for projects of general public interest) throughout the entire implementation phase of the project.



LEVEL 2

IMPLEMENTING AN ENHANCED PROJECT COMMUNICATION STRATEGY



6 OBLIGATIONS FOR DEVELOPING AN ENHANCED PROJECT COMMUNICATION STRATEGY:

BEFORE OR AT THE TIME OF SIGNING THE FINANCING AGREEMENT

Start work on the 4 priorities related to **LEVEL 1** project visibility (p. 7).

DEFINE your communication objectives and actions. **SET** a budget. P. 17

IDENTIFY your skills and internal communication resources. P. 18

AFTER SIGNING THE FINANCING AGREEMENT

DRAFT a communication plan which must be sent when the first payment request is made, together with the communication sheet. P. 19

SHARE your communication materials with the AFD project manager. P. 21

IMPLEMENT actions related to the communication plan. P. 21

CONDUCT an impact assessment of your communication strategy. P. 22

1 DEFINING YOUR COMMUNICATION OBJECTIVES AND ACTIONS

To move beyond the **LEVEL 1** visibility obligations (p. 7) towards **enhanced LEVEL 2 COMMUNICATION, you must draft, manage and implement a communication plan.** You can decide whether to take this option in collaboration with the AFD project team. It requires certain skills, as well as financial and human resources.

Your project communication objectives can vary widely and it is your responsibility to define them. These objectives must be associated with actions and communication materials that will allow you to reach your target groups.



Do you know how much communication services cost in your country? We recommend that you ask for several different quotes and compare them during the investigative phase of the project. The AFD project team can also provide help with this.

Are you short of ideas for defining communication actions? Read the practical information sheet on **the communication actions and tools that can be used for a project.**

You can also look at examples of projects with high-quality communication materials.



Identify the communication objectives

Your communication objectives may be varied: increase the visibility of your project and of the support of France and AFD, report on the project's results, raise your profile or establish your reputation. Precisely defining your objectives will guide you towards taking the appropriate communication actions to achieve them, by targeting the right audience.



What budget should be allocated and for which actions?

The budget for a communication plan can vary from a few thousand to several tens of thousands of euros, depending on the scale of the project, its overall finance budget, its length and its originality. The amount and source of financing for the communication budget is decided after consulting with and obtaining approval from the AFD project team. The budget set must be commensurate with the planned communication activities and in line with service costs in your country. It is included in the project financing plan in the agreement that you have signed with AFD. See sheet **"Tips on setting a communication budget"**.

2 IDENTIFYING YOUR SKILLS AND RESOURCES

Manage internally or outsource communication to external service providers?

Conduct a quick review of your skills and internal human resources in terms of communication. Writing this list will help you to more accurately define the actions that can be managed in-house and those that should be outsourced.

You may also decide to outsource part or all of the project communication plan to one or several service providers. Under your management, they will be responsible for implementing the project communication strategy according to your needs and objectives while keeping to a predefined budget.



Tip: to simplify your procedures and reduce the workload involved with follow-up, set up a contract with a communications agency or an expert consultant in communication. The contractor will serve as the link between the different tradespeople (photographer, writer, graphic designer, videographer, etc.), required for your communication activities.

Recruit skilled local personnel:

- you can identify local service providers skilled in the different communication activities potentially selected;
- if you are unable to identify a communications service provider in the geographic area where your project is being implemented, the AFD project team may be able to help, by providing you with a list of pre-identified local contacts (agencies or expert consultants in communication, photographers, videographers, writers, etc.);
- all of these tasks must be carried out in accordance with the procurement framework set out in the financing agreement.

Which contract should be taken out with external service providers?

The communication budget, in accordance with the project financing plan, will allow you to pay the selected service providers according to the terms of the procurement contract set out in the financing agreements.

WHY OPT FOR AN ENHANCED COMMUNICATION STRATEGY?

- Making this choice will help to increase the popularity of your project.
- Choosing this option means that you can report on the work you are doing, the project's impacts, and results.
- Implementing an enhanced communication strategy will demonstrate your expertise in a given area and your ability to manage change while gaining support from the beneficiaries of your work.
- It is an effective way of building your reputation and image, while helping you to develop communication skills or use your existing skills to support your project.

3 DRAFTING A COMMUNICATION AND VISIBILITY PLAN

WHY IS A COMMUNICATION PLAN IMPORTANT?

A communication plan encompasses all the operations and actions implemented over a defined period of time. It serves as the guiding principle for project communication, thus helping you to define what you want to say, to whom, when, which objectives you plan to achieve and your performance indicators, from the start of the project. Another benefit of a communication plan is that it helps you to plan actions in advance and anticipate costs in order to establish a suitable budget.

FINALIZE YOUR COMMUNICATION PLAN

The communication plan **covers the entire duration of the project** and must **include a schedule** that lists all the planned actions and deliverables. You can choose to write it yourself or to outsource this task to a service provider who will be responsible for implementing the communication actions. It must also include a **budget**. The communication plan must be sent

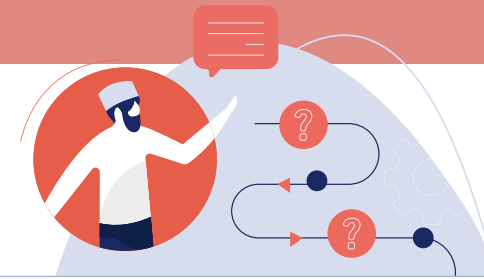
to AFD when the first payment request is made, along with the communication sheet.

The communication plan is non-exhaustive, it must allow for flexibility and may change over time. The plan must be flexible; it can be adapted, added to or modified, in order to take advantage of potential communication opportunities that could not be anticipated (e.g. important local event, etc.). These changes to the communication plan do not impact the budget. However, the budget allocated for communication may change depending on problems or opportunities that arise.



You can contact the AFD project manager for advice on preparing the communication plan.





COMMUNICATION PLAN CONTENT

At a minimum, the communication plan must...	The question to ask	Tips to help you
... define the communication objectives by determining the aims of the communication strategy and the expected returns.	Why are you communicating?	Some examples of objectives: report on the progress of a project, promote its impact, raise awareness among your target audience, encourage and obtain buy-in, become a recognized player in a particular field, etc.
... identify the target audiences in line with the chosen communication objectives. Define the key and priority messages for each target group.	Who is the communication for?	Some examples of target groups: direct and indirect beneficiaries, executives and opinion leaders, institutions, local authorities and organizations (ministries, public agencies, administrations), donors and other AFD partners, etc.
... stipulate the communication activities, tools and actions that will be used to achieve the set communication objectives.	What are you using to communicate?	Some examples of tools and actions: printed materials, videos, photos, newsletters, social media, poster campaigns, etc. See the practical information sheet on Communication actions and tools .
... list the communication channels that will be used to achieve your objectives.	How are you communicating?	Online (internet, social networks, newsletter, mailing campaigns), in print (brochures, fliers, infographics), in the media (print, radio, TV), through events, etc.
... specify the budget .	With how many people are you communicating?	Allocate a budget that is in line with the objectives and deliverables of the communication plan. See the practical information sheet on setting a budget.
... identify the human resources needed to implement the communication plan.	Who can help you with your communications?	The partner must rely on their own resources but can also enlist the help of external service providers or a specialist communication consultant.
... establish a communication schedule .	When are you communicating?	The communication plan must cover the entire duration of the project by prioritizing communication activities. It must specify the dates when deliverables will be realized and event dates.
... stipulate indicators which can be used to conduct an impact assessment for your project communication plan.	Assess the impact of your communication plan.	See information on indicators on p. 22.

4 IMPLEMENTING THE COMMUNICATION PLAN

Once the communication plan has been finalized and approved, actions are implemented and tools are produced according to the predefined schedule. In cases where communication has been outsourced to an external service provider, it is important that you monitor progress, the quality of the communications materials and their impact. If certain actions do not help you to achieve your defined communication objectives or do not have the expected impact, it is recommended to discuss whether they are worthwhile. If necessary, the communication plan can be modified (p.19).

RIGHT TO SCRUTINY

Once the communication plan has been approved, its implementation is your responsibility. Only the AFD project team has a right to scrutiny of the tools produced and the communication actions implemented. AFD is the only organization that has a right to oppose communication actions that may run counter to the Group's values or tarnish its image.

5 SHARING YOUR COMMUNICATION MATERIALS

Your first impulse should be to disseminate your communication materials and tools via your own channels (website, internal magazine, newsletter, social media, media relations, etc.).

The materials you produce must also be shared with the AFD project team so that we can publicize them locally on our networks.

For even more visibility, you can also share all your communication tools with all the stakeholders involved in the project to encourage them to communicate.

SEND YOUR COMMUNICATION MATERIALS TO AFD

You can send your communication materials the AFD project team:

- By email;
- By wetransfer.com, grosfichiers.com and transferrnow.net for large files;
- By providing us with access to your servers.



6 EVALUATING YOUR COMMUNICATION ACTIONS

A final assessment to evaluate the impact of the project communication actions is conducted. The impact is assessed based on precise indicators which are defined when developing the communication plan. They must be illustrated using concrete examples (press clippings, videos, links to online tools, etc.). As a guide, the following indicators can be used to evaluate the impact of communication actions.

Quantitative indicators

- Number of articles, web content or posts published. And, most importantly, the number of people who have viewed these articles and posts;
- Login statistics on social networks, websites;
- Number of recipients of an email or newsletter mailshot and the impact of these tools;
- Number of events organized and of participants attending these events;
- Number of project presentations at conferences, symposia;
- Number of communication actions directed at target groups and/or the general public;
- Number of media interviews and follow-up coverage.

Qualitative indicators

- Level of satisfaction of the participants/target audiences reached by the communication actions;
- Involvement of project stakeholders (ministries, project partners, final beneficiaries, etc.);
- Promotion of the Sustainable Development Goals (SDGs).



USING THE *France/AFD logo correctly*

CORRECTLY REFERENCE THE NAME AGENCE FRANÇAISE DE DÉVELOPPEMENT

- Agence Française de Développement is **always written in French**, regardless of the language of the communication support in which the name of the agency is mentioned;
- Agence, française and développement are **capitalized**;
- **No abbreviations** are permitted;
- AFD is the **only acronym** accepted.

CORRECT USAGE

- ✓ Agence Française de Développement
- ✓ AFD

INCORRECT USAGE

- ✗ Agence française de développement
- ✗ Ag. française de dev.
- ✗ French Agency of Development
- ✗ FAD, FDA, AfD, and so on.

CORRECT USE OF THE FRANCE/AFD LOGO

✓ CORRECT FRANCE/AFD LOGO TEMPLATES

France



France



✗ INCORRECT FRANCE/AFD LOGO TEMPLATES

France



✗ Distorsion,
height and width

France



✗ Typographical
alteration

France



✗ Partial change
in color of the
elements



France



✗ Use of visual
effects (shadow,
contour)



France



✗ Transparent
effect



CORRECT USE OF THE FRANCE/AFD LOGO

✓ CORRECT FRANCE/AFD LOGO TEMPLATES



✗ INCORRECT FRANCE/AFD LOGO TEMPLATES

LOGO VISIBILITY

The logo must **be clearly** visible against the background.

The logo **must not obstruct** or **blend into the image**.



LOGO SIZE AND RESOLUTION FOR PRINTED MATERIALS

For all non-web publications:

- The size of the horizontal logo must be greater than or equal to 30 mm (1.2 inches);
- There must be a minimum safety margin of 5 mm around the logo so that it remains legible and visible;
- Prioritize the use of high definition files for printed materials.



- Here, the logo is too small, it is illegible;
- Blurred or pixelated logo: the resolution of the image used is probably too low. Tip: use a higher definition image with better resolution;
- Not enough space around the logo: it is illegible and blends in with the surroundings.



LOGO RESOLUTION ON WEB PLATFORMS

Prioritize the use of the low definition version on web platforms while keeping to a minimum file size of 150 pixels.

