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Communication guide

FOR AFD-SUPPORTED PROJECTS

LEVEL **2**

#WorldInCommon

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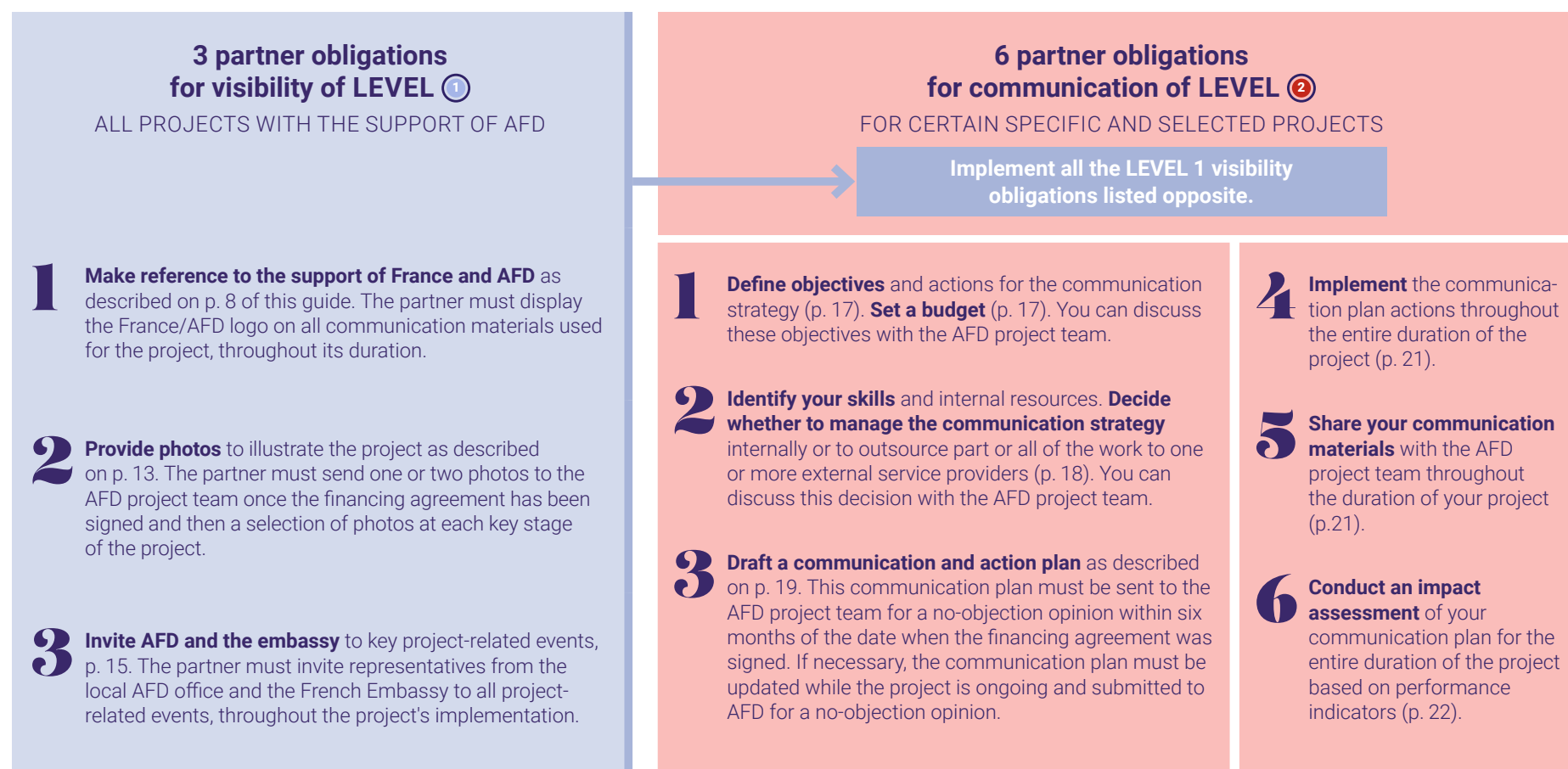
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OVERVIEW OF *communication* OBLIGATIONS

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



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.

IN THE EVENT OF PROJECT TRANSFER

Have you just signed a financing agreement with AFD but have decided to outsource the project's implementation to a third party? Our visibility and communication guidelines are also designed for your partners, who must apply them by following the advice and adhering to the obligations in this guide.

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 AFD's visibility, 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, donor partners, 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 PROVIDES ADVICE AND
EXPLAINS HOW TO ENSURE THE VISIBILITY
OF PROJECTS WE SUPPORT

THIS GUIDE OFFERS STRAIGHTFORWARD ADVICE ON:

In partnership
with
RÉPUBLIQUE
FRANÇAISE
*Liberté
Égalité
Fraternité*



Using the France/AFD
logo and referencing
our support for the
project.



Producing communication
materials and notes
on 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.



**Logos, methodologies, and
more:** all the relevant documents
for ensuring the visibility
of your project are provided
in the **Comm. Kit**.

A KEY TOOL

the Comm. Kit

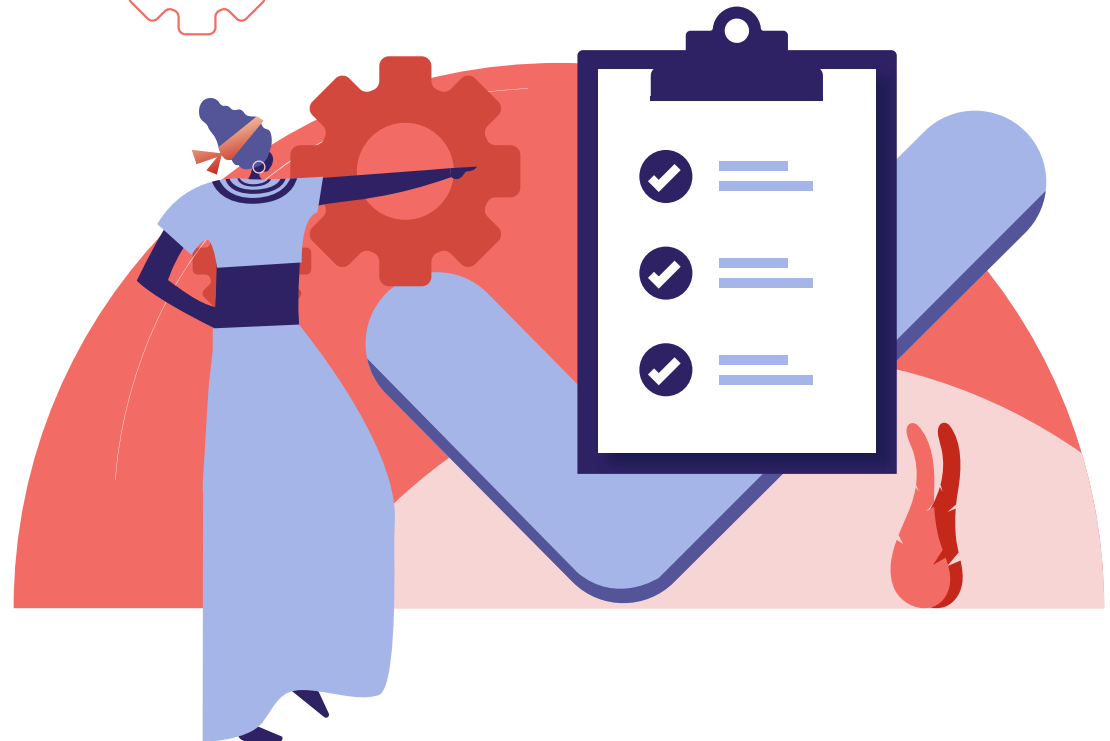
THIS KIT CONTAINS THE KEY TOOLS AND TUTORIALS REQUIRED TO ENSURE THE VISIBILITY OF OUR PROJECTS. THE AFD PROJECT TEAM WILL SEND YOU THE KIT, AT THE LATEST, UPON SIGNING THE PROJECT AGREEMENT

THE COMM. KIT INCLUDES THE FOLLOWING:

- ✓ 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
- ✓ A transfer deed of image rights and a transfer deed of copyright for photos and videos
- ✓ For media relations, an example of a press release and an invitation for journalists



The AFD project team can provide you with standard communication plans, as well as reference terms for contracting with communication service providers (communication agencies, photographers, writers, graphic designers, etc.).



LEVEL ①

ENSURING OUR MUTUAL VISIBILITY

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

1



Make reference to the support of France and AFD
p. 8

2



Provide photos to illustrate the project
p. 13

3



Invite AFD and the embassy 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 it finances.



→ THE SUPPORT OF FRANCE AND AFD

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

In partnership
with



See our **guidelines** for correct use of the France/AFD logo on pages 25 and 26.
Different **examples of the France/AFD logo** are available 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 REFERENCE TO THE SUPPORT OF FRANCE AND AFD WITH OUR COMMON LOGO MUST BE PRESENT ON ALL COMMUNICATION SUPPORTS 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 the support of France and AFD (at the sites during the construction work, on structures with commemorative plaques or monuments at the end of the project), on equipment (on tools specific to the project, for example) and at other potential locations on site;
- 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 steps to replace damaged items until completion of the project co-financed by AFD.

✓ 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 those of the project.



Resolution, size, location, etc.

Guidelines on the correct use of the France/AFD logo can be found on pages 25 and 26.





✓ 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.). Reference to our support must also be displayed during oral presentations.

The local AFD and embassy offices must be informed of, invited to and quoted at any event organized as part of a project with the support of 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 refer to brochures, presentation booklets, fliers, studies, reports, research papers, posters, public awareness materials, etc.

If there is sufficient space on these materials, the summary presentation of our activities should be included with the France/AFD logo (p. 8).

✓ 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.

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 ONLINE MEDIA

BY DISPLAYING THE FRANCE/AFD LOGO
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/channel/UCqWz8v8v8v8v8v8v8v8v8v8)

These posts can be shared via AFD's 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 can make reference to 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, an example of a press release and a 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

For any content production and communication materials, 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 a public policy), 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 on how to photograph your project and add captions to your photos can be found on pages 27 and 28.

YOU ARE REQUIRED TO PROVIDE THE FOLLOWING:

- One or two photos **upon signing the project agreement**
- A selection of photos **at key stages throughout the project**

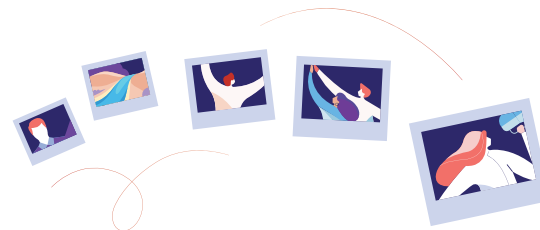
These photos must be:

- In **high definition** (300 DPI/500 KB minimum)
- Preferably in a **horizontal** rather than vertical format
- Correctly **labeled**
- Sent to the AFD team **as and when they are taken**



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. For example: for a dam project, take shots of key milestones during work on the construction site, building the wall, impounding the water, etc. For projects where a village is being connected with running water, take photos of the beneficiaries using a tap.

Remember that official ceremonial photos can be useful but they do not tell the story of the project or convey its positive impact on beneficiaries. If the project offers a lot of visual opportunities, feel free to hire a professional photographer.



→ OBTAIN IMAGE RIGHTS

You must **obtain a declaration of consent** from the individuals appearing in a video or a photo before using their image. 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 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 transfer of rights form and your captions to your file

A transfer deed of image rights is provided in the **Comm. Kit**.

A transfer deed of copyright is provided in the **Comm. Kit**.

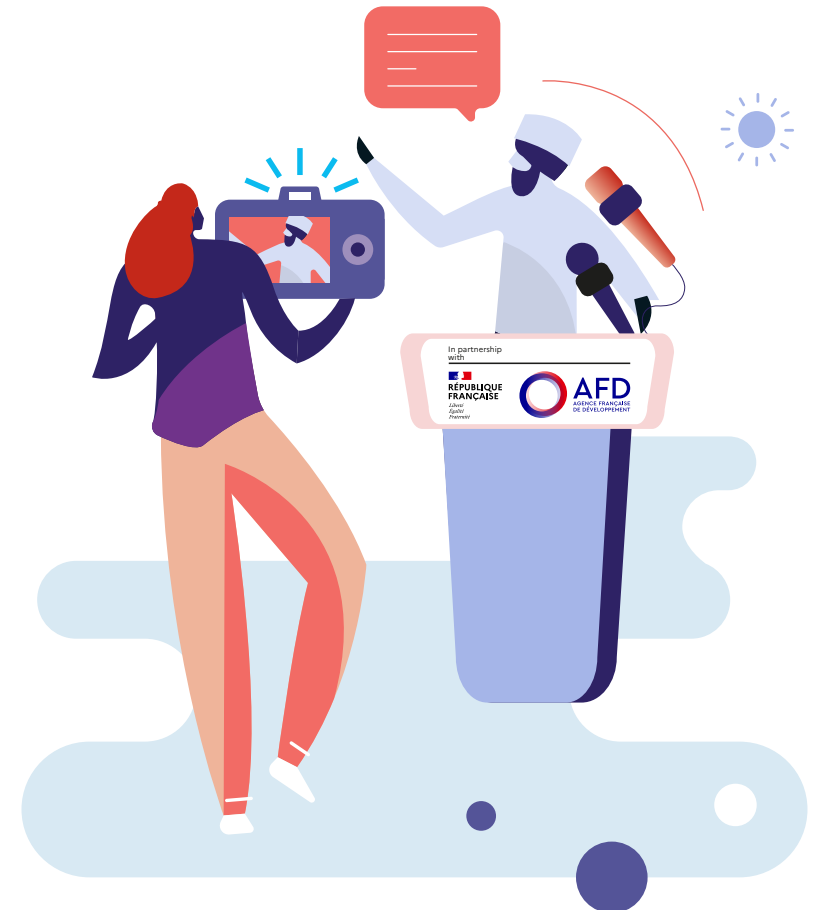
If your files are too large to be sent by email, refer to p. 21.

3 INVITE AFD AND THE EMBASSY TO ALL PROJECT-RELATED EVENTS



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

We require that you invite local AFD and embassy representatives when you organize an event related to AFD-financed projects, and throughout the project implementation phase.

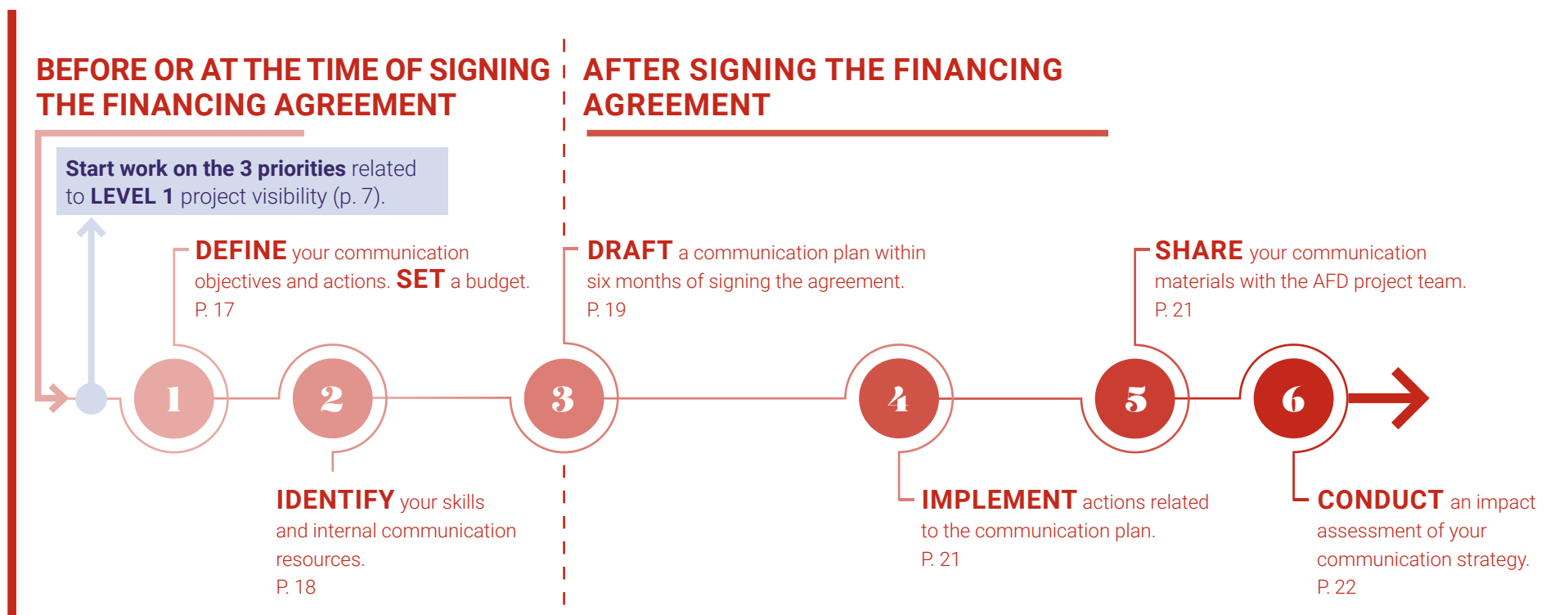


LEVEL **2**

IMPLEMENTING AN ENHANCED PROJECT COMMUNICATION STRATEGY



6 OBLIGATIONS FOR DEVELOPING AN ENHANCED PROJECT COMMUNICATION STRATEGY:



1 DEFINING YOUR COMMUNICATION OBJECTIVES AND ACTIONS

Moving beyond **LEVEL 1** visibility obligations (p. 7), towards **enhanced LEVEL 2 communication**, requires that you **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.

Making this ambitious choice will help to increase the popularity of your project. It provides an opportunity to review your progress, the project's impact and results, and your capacity for managing change while obtaining buy-in from your beneficiaries with regard to your activities.

Your project communication objectives can vary widely and it is your responsibility to define them (pages 23 and 24). Each of these objectives must be associated with actions and communication materials that will allow you to reach your target groups.

It provides an effective way of **building your reputation and image**, while helping you to develop communication skills or put your existing skills to good use.



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? A non-exhaustive list of options is provided on pages 23 and 24.

Identify your communication objectives

Your communication objectives may be varied: increase the visibility of your project and of AFD's support, 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. It will also help you to set a suitable budget for these actions.

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.



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 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.

2 IDENTIFYING YOUR SKILLS AND RESOURCES

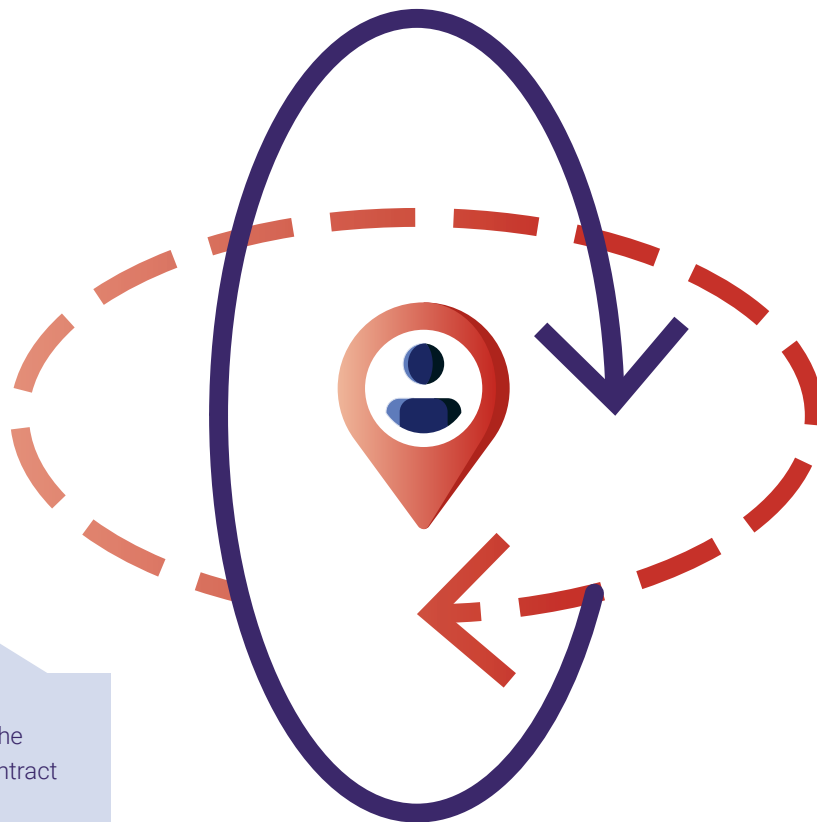


Manage internally or outsource communication to external service providers?

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

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.

SIX MONTHS TO FINALIZE YOUR COMMUNICATION PLAN

The communication plan must be drafted and approved by the AFD project team **within six months of signing the project agreement**. This communication plan must **cover the duration of the project** and must **include a schedule** that lists all planned actions and deliverables. It must also include a **budget**. 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.

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. visit from a government official, 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. To manage this flexibility effectively and achieve the project's communication objectives, it is essential to share information and consult with the AFD project team.



You can consult with **the AFD project team** when preparing your 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: to report on the progress of a project, to promote its impact, to raise awareness, to encourage and obtain buy-in, to 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?	See the list of deliverables and communication actions on pages 23 and 24.
... list the communication channels that will be used to achieve your objectives.	How are you communicating?	Online (internet, social networks, newsletters, 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.
... identify the human resources that will be 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 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 on your own channels (website, internal magazine, newsletter, social media, media relations, etc.)

Your productions must also be shared with the AFD project team so that we can share 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 to the AFD project team:

- By email;
- By wetransfer.com, grosfichiers.com and transferrnow.net if the files are large;
- 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;
- 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).



OUR TIPS ON...

defining communication tools and actions

This list is not exhaustive, but provides examples of actions and tools that can be included in a communication plan. Those selected should be aligned with your objectives and the audiences targeted.

Two examples: if your project is highly visual, use photos, videos and site visits. If your project improves the daily life of a community, prioritize the use of portraits in the form of interviews, themed videos and awareness-raising activities.

VISIBILITY OF THE AFD BRAND

- See pages 24 and 25.

PRINTED COMMUNICATION MATERIALS

- Presentation brochures, leaflets, fliers;
- Larger brochures, even books;
- Kakemonos, banners, signs, wrap advertising;
- Posters.

WEB TOOLS

- An Internet page dedicated to the project and hosted on your website. A website dedicated to the project should be the exception;
- Posts on your social media. Social media dedicated to the project should be the exception;
- Mailshot and newsletters;
- Infographic that tells the story of a project through data in an educational way;
- Integration of visual identity/logo in the e-mail signature.

AUDIOVISUAL

- Photo;
- Short video of 1 to 3 minutes for web platforms and social media;
- A longer video documentary for a specific TV or web broadcaster;
- Podcast.



TEXT CONTENT

- Key messages;
- Articles, reports, interviews with project and final beneficiaries;
- Discussion points which can be sent to anyone who has to talk about the project publicly;
- Newsletters;
- A Powerpoint presentation on the project.



For printed communication tools, you can use existing AFD publications for inspiration. If required, please ask for some examples of our publications from the AFD project team. You can also see our publications on afd.fr.

For videos, podcasts and reports, you can use existing tools for inspiration. Feel free to visit our [YouTube channel](#) or listen to examples of our [podcasts](#).

MEDIA RELATIONS

- Press kit to inform journalists about the project. It contains all communication materials related to the project;
- Press release at key stages of the project;
- Press conference and briefing: the media is invited at a key stage in the project and journalists are given the opportunity to ask questions;
- Media invitation to events;
- Press trip and reception of journalists on request;
- Press review to gather data on coverage of the project in the media;
- Journalist file with their field of work and the name of the media organization. This is useful for press releases and mailshots.



Examples of press releases and media invitations are provided in the **Comm. Kit**.

MARKETING

- In the media: TV and radio spot ads, paid infomercials;
- Public poster campaign;
- SMS mailshots, telemarketing campaigns;
- Competitions;
- Goodies: T-shirts, pencils, bags and other promotional items.

EVENTS

- Launch event attended by all the project stakeholders;
- Event for the laying of the foundation stone;
- Closing event;
- Open days at key stages of the project;
- Attendance at and organization of seminars, symposia and conferences (face-to-face or by video), participation in conventions, trade shows, and international events related to the project;
- Webinars, MOOCs, presentations;
- Exhibitions, live events.



Wherever possible, communication materials and activities should be produced in a sustainable and responsible way (recycled materials, use of local companies, etc.).



MAKE EFFECTIVE USE of the France / AFD logo

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



✗ INCORRECT FRANCE/AFD LOGO TEMPLATES



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✗ 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**.



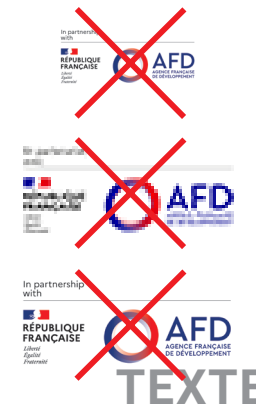
LOGO SIZE AND RESOLUTION FOR PRINTED MATERIALS

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.



- In this case, 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.

TAKING PHOTOS OF *A project*

CHOOSE YOUR SUBJECT CAREFULLY AND TAKE EFFECTIVE PHOTOS

OPT FOR VIBRANT PHOTOS

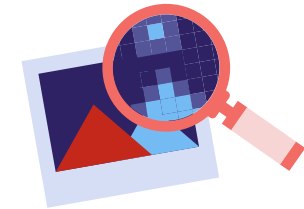
- Prioritize natural-looking scenes rather than staged photos;
- Take photos of people in action. For example: a photo of people working in a field can tell a story about an agricultural development project. Please note, action does not mean people actually in movement.



Tip: feel free to take lots of photos and then select the best ones.

TELL THE STORY OF THE PROJECT THROUGH IMAGES

- **Take photos of key project stages** and of its main themes to illustrate the progress made and its impact. For example: the different construction phases of a structure right through to its commissioning (from the piers of a bridge to the passage of vehicles); the connection of a drinking water supply in a village, from installation of the pipes to the faucet at the beneficiary's home, while also illustrating how this connection will change the daily lives of beneficiaries;
- **Include a human element** in your story with both men and women, if possible. A photo of a well is more interesting if the people using it are visible;
- **The ceremonies** that mark the various milestones throughout a project do not tell its story. Photos of formal meetings or of groups of officials should be avoided unless that is the subject you are aiming to document.



AIM FOR THE BEST POSSIBLE TECHNICAL QUALITY

- Visually, check the sharpness of the photo by zooming in on the image;
- In terms of image definition: image resolution 300 DPI, file size: minimum 500 KB.

ILLUSTRATE THE PROJECT'S IMPACT ON CERTAIN COMMUNITIES

AFD places great importance on visibly illustrating the impact of projects on beneficiaries, particularly young people (young men and women), women, seniors, people with disabilities, and any other category of vulnerable citizens. This is even more important when producing videos and photos.

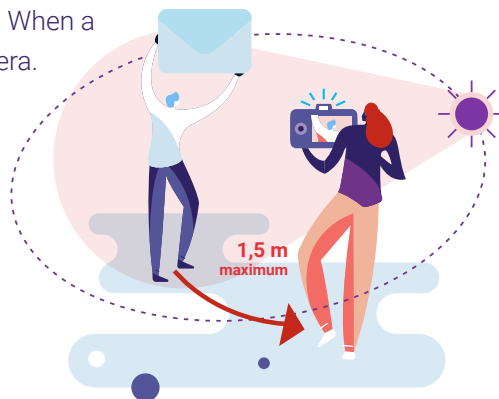


FRAME YOUR PHOTOS CORRECTLY AND MAKE EFFECTIVE USE OF LIGHT

PAY ATTENTION TO THE LIGHTING

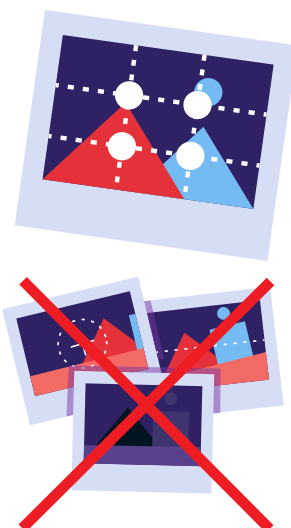
To prevent any backlighting or shadows, the light source (sun, lamp, window) must be behind the photographer and the subject. You should also take note of any light sources at the sides that could overexpose the subject. When a location is too dark, use the flash on your camera.

Beware of red eye and overexposure.



FRAME THE SUBJECT CORRECTLY

- In photography, the rule of thirds states that the image should be seen as divided into nine equal parts, by two equally spaced horizontal lines and two equally spaced vertical lines (lines of thirds). The important elements of the composition should be placed either along these lines or on their intersections (strong points);
- The horizon line should be horizontal, without tilting;
- The main subject should stand out and be clearly visible against the background.



CAPTION PHOTOS CORRECTLY

Without a caption, a photo has no context: it cannot be classified or used. On an appended Word document, the photo caption must cite the following:



Caption	Example
The number or the file reference of the photo	82038.jpeg/Oruro_Plant1.jpeg
The name of the project involved, the location and date of the photo	Oruro–Oruro Solar Power Plant Bolivia –20.01.2021
The copyright or photo credit (last name and first name or name of agency that took the photo)	© Pablos Ramos Roncal
A brief description of the image that possibly includes the names of identifiable people	AFD is co-financing the construction of a photovoltaic solar power plant, located 45 km from the city of Oruro. This is Fernando Gonzalez, its director. The project partner is...
A transfer deed of image rights and/ or a transfer deed of copyright	Document to be attached to the photo or report.

A transfer deed of image rights and a transfer deed of copyright are available in the Comm. Kit.

