

## **ANNEX 7: CDTF Communication and Visibility Strategy**

### **1.0 Introduction**

The following communication and visibility strategy guidelines are designed to:

- i) document the process through which the information on the Call For Proposals launched by the Community Development Trust Fund (CDTF) will be managed; and
- ii) ensure that projects funded under CDTF programmes incorporate communication activities to raise the awareness of their objectives and impact

On visibility, the manual contains compulsory requirements to be undertaken by all implementing partners under contracts and financing agreements which specifically refer to them, and suggests activities that may be incorporated to build a communication and visibility plan that will highlight, in a dynamic way, the participation and impact of the participation of the European Union (EU) and DANIDA in supporting social development and environmental management projects in the country.

### **2.0 Call for Proposals Communication strategy:**

2.1 The Call for Proposals will be advertised through the following mass media channels:

- Newspapers
- Radio (including vernacular stations)
- Website

2.2. Clarification on queries arising on the Call for Proposals will be addressed through the following structured means:

- Telephone queries will be directed to specific individuals within CDTF and the questions and responses documented. The issue will to be included in the Website.
- All queries received in writing will be responded to in writing and the issue included in the Website

2.3. Communication to institutions supporting dissemination of Call for Proposal materials, including the District Environment Office and District Development Office, will be informed through:

- Initial introductory meetings, where practical
- Letters
- Telephone

### **3.0 Visibility activities for projects undertaken through CDTF:**

The following guidelines will ensure that projects receiving funding from the EU and/or DANIDA through CDTF show the donor's involvement as an expression of part of their values in supporting poverty reduction and sound environmental management in Kenya.

As far as possible, the visibility activities should show the objective of the project and the level of EU or DANIDA support for the activities as well as the results and the expected impact of the support. Different activities may be appropriate at different stages of the project cycle. In any event, communication activities should focus on the achievements/progress and the impact of the projects.

Funds set aside for project specific mandatory communication activities must be included in all financing agreements or contracts.

#### **3.1 Mandatory activities:**

All projects must put in place measures to ensure the following visibility activities at the various phases:

##### **3.1.1. Display Panels**

Infrastructure-related projects funded by the EU or DANIDA should be identified as such by means of display panels describing the project activity. The display panels must be clearly visible so that those passing are able to read and understand the nature of the project. These should be erected beside access routes to the site where the project is taking place and should remain in place from the start of the project until six months after its completion.

##### **3.1.2. Commemorative Plaques**

Permanent commemorative plaques are an effective way of identifying a project/activity and acknowledging the involvement of the EU and DANIDA in the construction or planning of permanent structures such as clinics, production units, institutions, training centers, roads, bridges, offices, etc.

As part of the opening or hand-over ceremony (of completed project activities) involving permanent structures that are erected with funding/co-funding by the EU or DANIDA, a permanent plaque must be erected in the most visible part, such as the main entrance or in front of the buildings. Where appropriate, the plaque should display writing showing that the activities funded by the European Union or DANIDA, and co-funders where applicable. The plaque must feature the flag/logo of the funding partners, besides that of the Government of Kenya and CDTF, as recommended. The production of the plaques will be facilitated by CDTF.

##### **3.1.3 Banners**

During public events such as launches or opening ceremonies for projects supported through EU and DANIDA, a display banner with the relevant information - project name, objective, beneficiaries/community partners must be used, the banner must be branded with the donors name and logos of the donor and CDTF should be displayed to serve as a backdrop.

### **3.1.4. Branding Vehicles, Supplies and Equipment**

All vehicles and equipment used in EU and DANIDA funded activities must be clearly identified and visibly carry a sticker of the EU flag and the text *Provided with the support of the European Union /or DANIDA*, (whichever is applicable). Logos of the contracting authority, implementing partner and other donors may appear on vehicles/equipment.

Unless otherwise agreed all project supplies or equipment delivered under a EU or DANIDA funding must be clearly identified and should feature prominently the donor and the mention “*Provided with the support of the EU (or DANIDA)*”.

## **3.2 Other elements of the visibility plan might include:**

### **3.2.1 Press Visits**

Group visits by journalists to project sites may offer additional visibility opportunities; these must be coordinated with the implementing partner/s or contracting agency. Such visits should be used to focus on tangible achievements of the project activities. The project beneficiaries must acknowledge the type and level of support from EU or DANIDA and acknowledge the role of CDTF. Where appropriate, groups of visiting journalists should be accompanied by representatives of CDTF and/or the donors.

### **3.2.2 Publications:**

Partners, associates or beneficiaries may produce promotional information materials such leaflets, brochures, newsletters, etc on EU or DANIDA funded projects. For this purpose the basic elements of the EU and DANIDA visual identity, including identity of CDTF i.e. flag or name, as well as acknowledgement of type/level of support, should be included. Copies of the publications should be made available by the beneficiary to CDTF, EU and DANIDA.

### **3.2.3 Photographs**

Photographs showing the progress of a project should be taken where appropriate to document the progress of the project activities and related events (launch, visits by EU/DANIDA officials, etc) so that they can be used in communication material. These should be shared with the contracting Agency and the donors.

### **3.2.4 Audiovisual Productions**

Audio-visual material may be appropriate but can be expensive to produce so these should only be prepared when there is a realistic chance wide dissemination through appropriate channels such as media. However, small video clips can be produced very simply for posting on websites, or publicity material. As with all material the productions should acknowledge EU or DANIDA at the beginning and/or end.