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FRANÇAISE**

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**FONDS
FRANÇAIS POUR
L'ENVIRONNEMENT
MONDIAL**

Visibility & Communication Guide

FOR PROJECTS SUPPORTED BY THE
FFEM



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Convey the branding and values of the FFEM



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THE PRIORITIES IN YOUR COMMUNICATION ARE :

**HIGHLIGHT INNOVATION AND DEMONSTRATE THE RESULTS AND
IMPACT OF THE PROJECT**

VALUES TO CONVEY IN ALL YOUR COMMUNICATION:

- IMAGINATION
- PRAGMATISM AND RESPONSIBILITY
- HUMILITY
- PROXIMITY AND EMPATHY
- COMMITMENT AND DYNAMISM
- RESPECT FOR PEOPLE AND THE ENVIRONMENT

Summary of COMMUNICATION obligations

RECIPIENTS OF FFEM FUNDING UNDERTAKE TO COMPLY WITH THE GUIDELINES SET OUT IN THE TABLE BELOW. THE FUNDING AGREEMENT SPECIFIES THE VISIBILITY AND COMMUNICATION OBLIGATIONS FOR PROJECTS.

The three obligations of the partner for initial visibility

ALL PROJECTS SUPPORTED BY THE FFEM

- 1** Acknowledge the support of France and the FFEM as detailed on page 9 of this Guide. The partner must display the France/FFEM logo on all communication materials related to the project throughout its implementation.
- 2** Provide photographs to illustrate the project as detailed on page 14. The partner shall submit one to two photographs to the FFEM project team at the time of signing the financing agreement, followed by a selection of photographs at each key stage of the project.
- 3** Invite the FFEM and the Embassy to key events related to the project, as detailed on page 16. The partner commits to inviting representatives of the local AFD agency representing the FFEM, as well as the French Embassy, to all events related to the project throughout its implementation.

The partner's six obligations for in-depth communication

FOR CERTAIN SPECIFIC PROJECTS IDENTIFIED

Implement all the visibility obligations mentioned above

- 1** Define the objectives and actions of the communication strategy (p. 18). Establish a budget (p. 19). These objectives may be discussed with the FFEM project team.
- 2** Identify your skills and internal resources. Decide whether to manage the communication strategy internally or to outsource it partially or entirely to one or more external service providers (p. 19). This choice may be discussed with the FFEM project team.
- 3** Prepare a communication and action plan as detailed on page 20. This communication plan shall be submitted to the FFEM project team for a no-objection opinion within six months from the date of signature of the financing agreement. The communication plan shall be updated as necessary during the implementation of the project and submitted to the FFEM for a no-objection opinion.
- 4** Implement the actions of the communication plan throughout the duration of the project (p. 22).
- 5** Share your communication outputs with the FFEM project team throughout the entire duration of the project's implementation (p. 22).
- 6** Assess the impact of your communication throughout the entire duration of the project's implementation, based on result indicators (p. 23).

WHY

communicate?

THE VISIBILITY OF A PROJECT IS AN OPPORTUNITY FOR YOU AND FOR US

As a financial institution and operator of the public policy development and international solidarity of the French State, the French Facility for Global Environment (FFEM) is committed to transparency and accountability towards French citizens and the beneficiaries of its funding.

As such, the FFEM must ensure the visibility of its support and that of France in all projects and programmes it supports. Effective communication also enhances your reputation.

PROJECT VISIBILITY: A VEHICLE FOR DISSEMINATING RESULTS AND TRANSFERRING KNOWLEDGE

The FFEM does not support innovation for innovation's sake. It supports project leaders in their experimental efforts, with a view to sharing and widely disseminating the results.

Sustained and thoughtful communication about project progress, innovations tested, and their results and impacts is essential to ensure knowledge sharing, uptake by other actors, and wider dissemination. It gives greater visibility to your actions and the impacts of your project among its beneficiaries. It is up to you, who are closest to the field, to make these projects visible.

A CONTRACTUAL COMMITMENT

The application of these visibility obligations and communication guidelines is a contractual commitment mentioned in the funding agreements that bind you to the FFEM.

In addition to our visibility, the communication guidelines in this manual also set out how our image and actions should be used, in line with our values.

Our visibility and communication guidelines also apply to your partners, who must follow the advice and requirements set out in this guide.

MAKE IT A HABIT VISIBILITY & COMMUNICATION

Communicating and raising the profile of a project helps to:



Inform, share, publicise and promote the projects you are carrying out and that we are supporting.



Build your reputation among specific audiences and gain their support (decision-makers, partners, donors, media, general public, etc.).



Establish yourself as a key player in your field.

ENSURING the visibility of your projects

ARE YOU THE BENEFICIARY OF FINANCIAL SUPPORT FROM FRANCE THROUGH THE FRENCH FACILITY FOR GLOBAL ENVIRONMENT (FFEM) ?

THIS GUIDE PROVIDES ADVICE AND EXPLAINS HOW TO ENSURE THE VISIBILITY OF THE PROJECT WE SUPPORT.

IN A SIMPLE WAY, THIS GUIDE ADVISES YOU ON:



The use of the France/FFEM logo and mention of our support for the project.



The production of communication materials and their distribution.



Various possible communication actions.

SECURITY, CREDIBILITY... PROJECTS EXCLUDED FROM COMMUNICATION

The communication guidelines apply to all projects financed by the FFEM except:

- in the event of a sensitive security context exposing project partners or beneficiaries;
- when communication could harm or undermine the smooth running of the project.

These exceptions are granted by the FFEM on a case-by-case basis, after consultation.

QUESTIONS ABOUT THE VISIBILITY OF YOUR PROJECT

For further questions regarding project communication and use of the France/FFEM logo, please contact the FFEM communications manager.



Logos, methodologies, etc.
All documents useful for promoting your project can be found in the **Communications Kit**.

A KEY TOOL

The

Communication Kit

THIS KIT CONTAINS THE KEY TOOLS AND TUTORIALS NEEDED TO RAISE THE PROFILE OF OUR PROJECTS.

IT WILL BE SENT TO YOU BY THE FFEM PROJECT TEAM NO LATER THAN THE PROJECT SIGNING DATE.

IN THE COMMUNICATION KIT, YOU WILL FIND:

- ✓ This guide with advice and guidelines to ensure your project's visibility.
- ✓ Different versions of the France/FFEM logo.
- ✓ Presentation summaries of the FFEM in several languages.
- ✓ An image rights transfer agreement and a copyright transfer agreement for photos and videos
- ✓ For media relations, an example press release and invitation to journalists.



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

ENSURING MUTUAL VISIBILITY

3 OBLIGATIONS TO GUARANTEE THE VISIBILITY OF YOUR PROJECT AND OUR SUPPORT



1



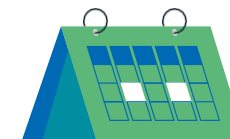
Mention the support of France and the FFEM
p. 9

2



Provide photos to illustrate the project
p. 14

3



Invite the FFEM and the embassy to key events related to the project
p. 16

BE VISIBLE FROM THE START OF THE PROJECT

Project visibility must be launched **from the outset**, when the funding agreement is signed. Easy to implement, visibility **does not require a specific budget or human resources**. In a win-win situation, project visibility enhances your reputation and image, and showcases your work to other project stakeholders and the general public.

1 I MENTION THE SUPPORT OF FRANCE AND THE FFEM ON ALL COMMUNICATION MATERIALS RELATED TO MY PROJECT

THE FFEM'S EXPECTATION: BROAD AND EFFECTIVE VISIBILITY

The presence of the FRANCE/FFEM logo on all communication materials and actions related to a project guarantees the visibility of France and the FFEM's support to the people who benefit from the projects it funds.



→ SUPPORT FROM FRANCE AND THE FFEM

must be mentioned on all communication tools related to the project by our France/FFEM logo in the context of communication in foreign countries:

France 



See the **guidelines** for proper use of the France/FFEM logo on pages 25 and 26.

Various examples of the France/FFEM logo

FFEM logo are available in the **Communication Kit**.

For communications in France or the French overseas departments and territories,

It is advisable to use the French Republic/FFEM logo:

En partenariat
avec



FONDS
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MONDIAL

PRESENTING THE FRENCH GLOBAL ENVIRONMENT FUND

The FFEM presentation summary may accompany our logo on press releases, reports, studies.



The FFEM presentation summary is available in several languages in the **Communication Kit**.

WHERE, WHEN AND HOW TO MENTION THE FFEM AND FRANCE?

MENTION OF THE SUPPORT OF FRANCE AND THE FFEM THROUGH THE PRESENCE OF OUR JOINT LOGO MUST APPEAR ON ALL COMMUNICATION MATERIALS AND ACTIVITIES RELATED TO THE PROJECT.

IN THE FIELD WHERE THE PROJECT IS TAKING PLACE

- On the site, private or public places where the project is taking place:
 - Put up signs mentioning the support of France and the FFEM (on construction sites during the works, on infrastructure with commemorative plaques or steles at the end of the project, etc.), on equipment (e.g. equipment dedicated to the project) and other possible displays on site;
 - Ensure that the equipment or buildings displaying the France/FFEM logo are in good working order. Ensure that plaques and logos are up to date and in good condition. Take all necessary measures to replace the damaged items and this until the end of the project co-financed by the FFEM.

WHEN YOUR PROJECT IS SUPPORTED BY SEVERAL DONORS

The logo and support of France and the FFEM are mentioned on the same basis and with the same level of visibility as that of the other project donors. In this case, it is important to coordinate the communication actions requested by the co-financers.

WHEN YOUR PROJECT HAS ITS OWN BRAND

Some projects that receive support from France and the FFEM have their own brand and specific logo. In this case, the logo and support of France and the FFEM are mentioned in the same way and with the same level of visibility as the project logo.

+ Resolution, size, position...
Advice for better use of the France/FFEM logo in pages 26 and 27





✓ AT EVENTS

Mention of the support provided by France and the FFEM appears on printed materials related to the event (see p.9), signage (banners, posters, stands, kakemonos, billboards, etc.). Our support is also mentioned in oral presentations.

Local AFD agencies representing the FFEM and the embassy must be informed, invited and mentioned for any event organised as part of a project supported by the FFEM.

✓ ON PRINTED PUBLICATIONS

These printed publications may include brochures, presentation leaflets, flyers, studies, reports, research papers, posters, public awareness materials, etc. When space allows, the France/FFEM logo may be accompanied by a summary of our activities (p. 9).

✓ ON PRESENTATIONS

In presentations related to the project, during webinars, training sessions, conferences, MOOCs, etc.

✓ IN AUDIOVISUAL PRODUCTIONS

In a **video**, by mentioning it on the opening or closing screen. In a **podcast**, by mentioning it audibly or visually.

For **photos**, in the caption accompanying the image.

✓ IN AWARENESS-RAISING ACTIVITIES TARGETING THE PROJECT'S END BENEFICIARIES

On flyers, awareness-raising tools, training kits, stands, etc.



The France/FFEM logo and a summary of FFEM's activities can be found in the communications kit.



→ VISIBILITY TO BE ENSURED ON YOUR ONLINE MEDIA

BY MENTIONING THE FRANCE/FFEM LOGO AND INCLUDING A LINK TO www.ffem.fr

- on **websites or web pages** that mention the project;
- in **newsletters and mailings** that mention the project, near the content relating to the project.



→ VISIBILITY ON YOUR SOCIAL MEDIA

Post photos at key moments in the project. Always mention the FFEM when discussing the project, tagging the following accounts:

- Twitter: [@FFEM_Fr](https://twitter.com/FFEM_Fr)
- LinkedIn: [ffem-fonds-fran-ais-pour-l-environnement-mondial](https://www.linkedin.com/company/ffem-fonds-fran-ais-pour-l-environnement-mondial)
- YouTube: [@ffem-fondsfrancaispourlenv1815](https://www.youtube.com/@ffem-fondsfrancaispourlenv1815)

These posts may be shared on the FFEM's social media accounts.

→ THE SPECIAL CASE OF MEDIA RELATIONS

ON PRESS RELEASES AND MEDIA INVITATIONS

You can issue a press release at the start of the project and possibly at key stages (laying of the foundation stone, review, etc.). This press release should mention:

- the support of France and the FFEM, through the presence of our joint logo and a mention of our support;
- a summary presentation of the FFEM;
- a quote from one of the FFEM project managers. **Its content must be approved by your FFEM contact.**

The support of France and the FFEM is also mentioned verbally at press conferences and meetings with the media.



The presentation of the FFEM:
An example of a press release and press invitation can be found in the Com. Kit.



→ THE FFEM, A PROTECTED BRAND

The FFEM authorises you to use the France/FFEM logo without consulting us.

However, such use must comply with the guidelines in this guide and the specifications for certain media, press releases, studies and reports produced on your initiative and mentioning the disclaimer (see below). The framework for using the FFEM's image and its actions must also comply with our values and strategies, without damaging our reputation.

DISCLAIMER

For all content production and communication materials, the France/FFEM logo must be accompanied by a disclaimer: "This film/video/radio production/brochure, radio programme/brochure has received support from the French Facility for Global Environment (FFEM). The ideas and opinions expressed therein are those of the authors and do not necessarily reflect the views of the French Facility for Global Environment (FFEM)."

Under no circumstances shall the FFEM be held liable for the content of communication materials produced by its partners.

2 I ILLUSTRATE MY PROJECT WITH PHOTOS



FFEM'S EXPECTATIONS: A SET OF PHOTOS TO ILLUSTRATE THE PROJECT

Photos are essential for communication: they grab attention, illustrate your message visually, and help provide a visual perspective of the project. A smartphone or a personal camera is usually sufficient to take good photos.

→ HOW TO ILLUSTRATE A PROJECT?

At the very beginning of a project, when it is not yet visible (e.g. infrastructure) or when it is difficult to illustrate your work theme (governance, support for public policy), you can submit one or two contextual photos.

Example: a protected natural area for a biodiversity project, photos of nature in the city for a sustainable urban development project, solar panels or bioclimatic buildings for a low-carbon transition project.



Illustrating a project that is not easily visible, framing your photos well, choosing the right image resolution, etc.: find tips for effectively photographing your project and captioning your images on pages 21 and 22.

WE REQUEST

- one or two photos as soon as the project is signed;
- a selection of photos at key stages of the project.

These photos must be:

- high definition (minimum 300 dpi/500 KB);
- in landscape format rather than portrait format;
- properly captioned;
- sent to the FFEM team as they are taken.



Secondly, we ask you to photograph the key stages of a project, its results and its impact throughout the implementation phase of the project. For example : for a mangrove preservation project, photos of key moments of planting, products from sustainable mangrove exploitation, fishermen at work, etc. Keep in mind that photos of official ceremonies are useful, but they do not tell the story of the project and what it brings to its beneficiaries. If the project is very visual, do not hesitate to hire a professional photographer to get high-quality photos.

quality.



→ BE AWARE OF IMAGE RIGHTS

You must **obtain written consent** from anyone appearing in a video or photograph before using their image. This requirement is particularly strict when it comes to children's image rights. In this case, it is essential to obtain authorisation from a parent or guardian in order to use and share these photos. In order for the FFEM to also be able to use and distribute these photos freely, you must return the image rights transfer agreement for the person(s) in question.

Photographs signed by the person(s) appearing in the photo or their representative(s) in the case of minors, as well as the deed of assignment of copyright to the FFEM signed by the authorised representative of the beneficiary of the funding. In order to validly transfer your copyright to the FFEM, you must **first obtain from the author of the photograph the transfer of all intellectual property rights and all authorisations necessary for their use by the FFEM**. These photos will be stored in our photo library and used in our own media.



SEND YOUR PHOTOS TO THE FFEM



Are your photos ready and would you like to share them with the FFEM?
All you need to do is:

- send or upload them in high definition to the platform designated by the FFEM;
- attach the consent form + transfer of rights + captions and copyright to your file.



A release form for image rights is available in the Communications Kit.

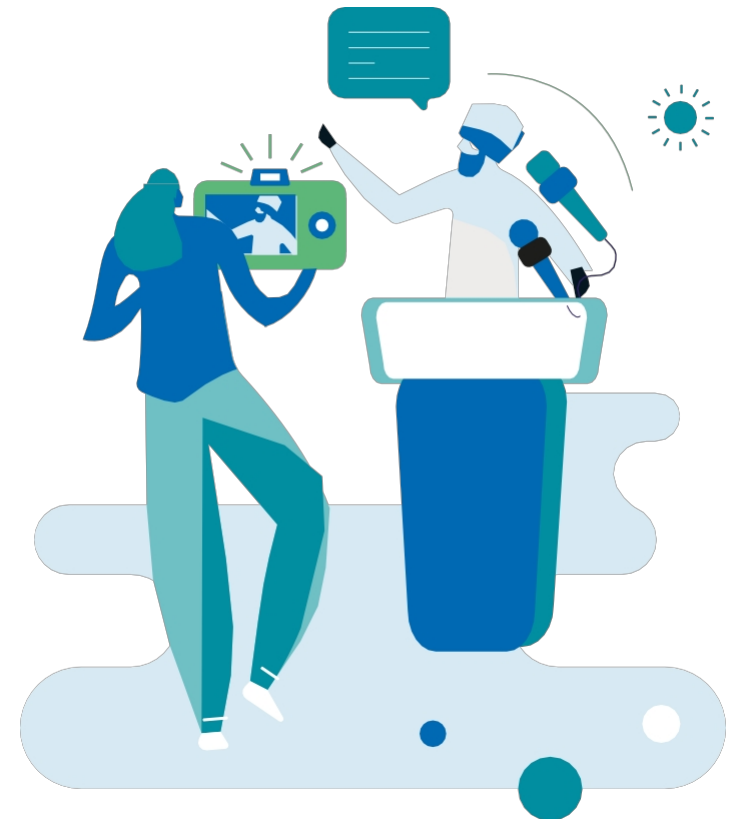
A copyright assignment agreement is available in the Communications Kit

If your files are too large to be transferred by email, see page 24.

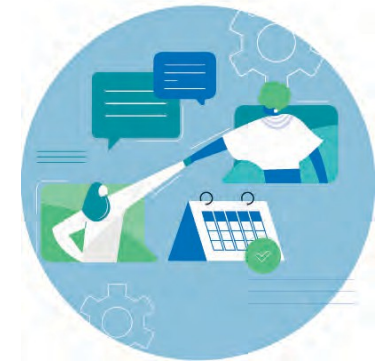
3 I INVITE THE FFEM & THE EMBASSY TO ALL EVENTS RELATED TO THE PROJECT

THE FFEM'S EXPECTATIONS: TO BE INVITED TO YOUR KEY EVENTS AND TO SUPPORT YOU

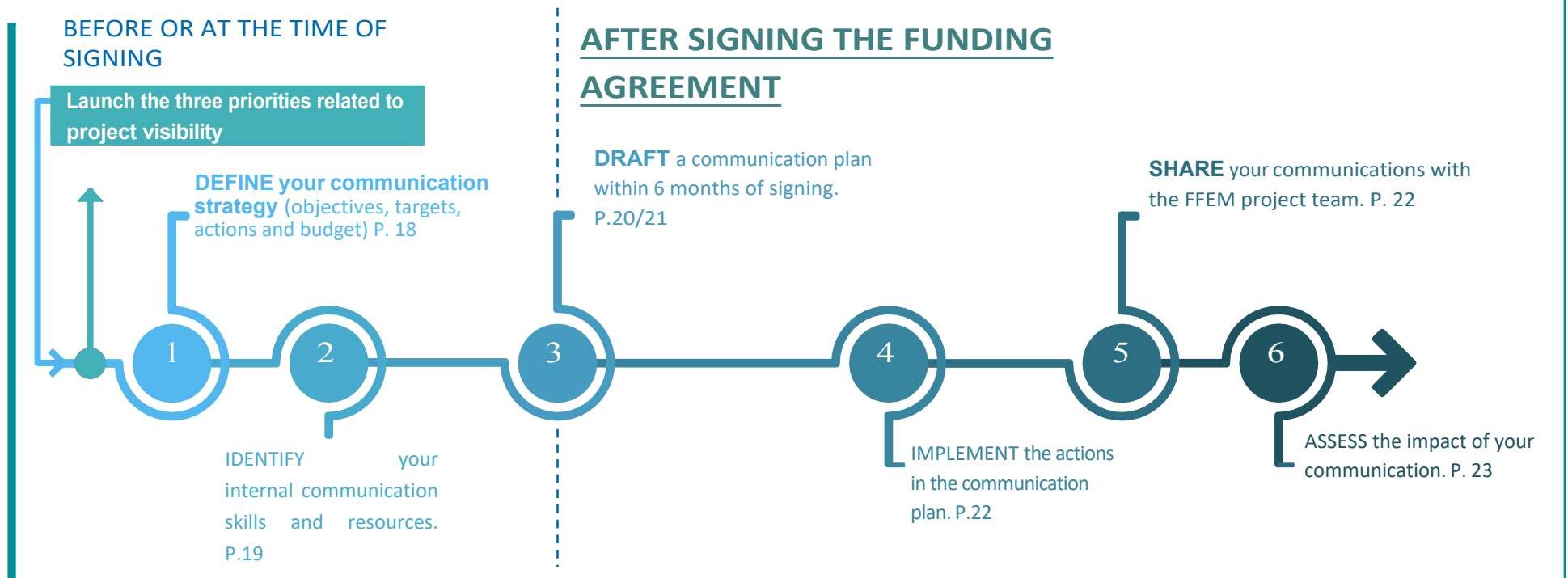
When you organise an event related to a project funded by the FFEM, we ask that you systematically invite local representatives of the AFD and the embassy throughout the project implementation phase.



ESTABLISH A STRONG PROJECT COMMUNICATION STRATEGY



6 REQUIREMENTS FOR IMPLEMENTING ENHANCED PROJECT COMMUNICATION:



1 DEFINE YOUR COMMUNICATION STRATEGY

Beyond visibility requirements (p. 8), moving towards **enhanced communication** involves developing a communication strategy and plan that **you draft, oversee and implement**. This option is decided between you and the FFEM project team. It requires skills, financial resources and human resources. This ambitious choice will boost your project's popularity. It allows you to report on your work, the project's impact and results, and your ability to support change while gaining the support of the beneficiaries. The communication objectives related to your project can be very varied and it is up to you to define them (pages 24 and 25) according to your target audiences. Each of these objectives corresponds to actions and communication materials that will enable you to achieve your targets. This is a way for you to **strengthen your reputation and image** while developing your communication.

T

You do not know the costs of communication services in your country?

Don't hesitate to ask for multiple quotes and compare them during the project preparation phase. The FFEM project team can also assist you with this. Running out of ideas for defining communication actions? A non-exhaustive list of possibilities can be found on pages 24 and 25.



Identify your communication objectives and target audiences

Providing visibility to your project and with the support of the FFEM, reporting on your results, increasing your reputation and making yourself known: your communication objectives can be very varied. Identifying them clearly ensures that you focus on the relevant communication actions that will enable you to achieve them, targeting the audience you need to reach. It also enables you to set a budget that is appropriate for these actions.



What contract with external service providers?

The communication budget, in accordance with the project's financing plan, allows you to pay the selected service providers according to the terms of the contract within the framework of the procurement process set out in the financing agreements.



What budget for what actions?

The budget required to implement a communication plan varies from a few thousand to tens of thousands of euros, depending on the scope of the project, its overall financial envelope, its duration, its originality, etc. The amount and source of funding for the budget line reserved for communication are decided with the agreement and advice of the FFEM project team. This budget must be commensurated with the planned communication actions and appropriate with the costs of the services in your country. It is included in the project financing plan in the agreement between you and the FFEM.

2 IDENTIFY YOUR SKILLS AND RESOURCES



Internal management or use of external service providers?

Establish a quick inventory of your internal communication skills and human resources. This list will help you better define the actions you can manage yourself and those that need to be outsourced. You may also decide to entrust part or all of the communication aspect of a project to one or more service providers. Under your direction, they will be responsible for implementing project communication according to your needs and objectives, within a predefined budget.

T

Tip: to simplify your procedures and reduce the administrative burden, consider contracting with a communications agency or communication specialist consultant.

He will coordinate with the various teams (photographer, editor, graphic designer, videographer, etc.) that you need for your communication.



Recruit local talent:

- You can identify local service providers with expertise in various communication tasks that may be required.
- If you are unable to identify a communications service provider in the geographical area where your project is being developed, the FFEM project team may be able to help by providing you with details of competent local contacts that it has already identified (agencies or consultants specialising in communications, photographers, videographers, writers, etc.).
- All of these steps must be carried out in accordance with the procurement framework set out in the funding agreement.

3 DRAW UP A COMMUNICATION AND VISIBILITY PLAN

WHY HAVE A COMMUNICATION PLAN?

A communication plan brings together all the operations and actions implemented over a defined period to achieve the desired communication strategy. As the guiding principle for communication related to a project, it allows you to know what you want to say, to whom, what objectives you want to achieve and when to start measuring effectiveness. It also allows you to anticipate actions and costs so that you can plan appropriate budgets.

SIX MONTHS TO IMPLEMENT YOUR COMMUNICATION

The communication plan **is** drafted and approved by the **FFEM** project team **within the first six months following the signing of the agreement**. This communication plan **covers the entire duration of the project** and must be **accompanied by a schedule** listing all planned actions and deliverables. It must also be accompanied by a **budget plan**. You can draft it yourself or entrust this task to the service provider who will be responsible for implementing the communication actions.

The communication plan is not exhaustive and must allow for the unexpected and be open to change.

It can be flexibly adapted, supplemented or modified in order to profit from any communication opportunities that could not have been anticipated (e.g. ministerial visit, significant local event, etc.). This adaptation of the communication plan has no budgetary impact. However, the allocation of the budget defined for communication may change depending on obstacles or opportunities for communication that arise. Information exchange and consultation with the FFEM project team remain the basis for ensuring potential successful flexibility while pursuing the objectives of the project.



The FFEM project team may be consulted during the preparation of the communication plan

CONTENTS OF A COMMUNICATION PLAN

At a minimum, the communication plan should include...

...define **communication objectives** by considering the goal of the communication strategy and the expected returns.

... identifies the **target audiences** in line with the chosen communication objectives. Defines **the key** and priority **messages** for each audience.

... details the **activities, tools and communication actions** to be carried out in order to achieve the communication objectives set.

... mentions the **communication channels to be used** to achieve the objectives.

... specifies **the budget**.

... details **the human resources** required to implement the communication plan.

The question that arises

Why do I communicate?

Who am I communicating for?

What do I use to communicate?

How do I communicate?

With how many do I communicate?

With the help of who am I communicating?

When do I communicate?

Assess the impact of my communication

Advice to help you

Some examples of objectives: monitor progress of a project, communicate about its impacts, raise public awareness, generate support and ownership, be a recognised player in a field, publicise the innovation tested and disseminate lessons.

Some examples of targets: direct and indirect beneficiaries, decision-makers and opinion leaders, institutions, local authorities and organisations (ministries, public agencies, administrations), donors and other AFD partners, etc.

See the list of deliverables and communication actions on pages 24–25.

Online (web, social media, newsletter, mailing), in print (brochures, flyers, infographics), in the media (print media, radio, TV), through events, etc.

Allocate a budget in line with the objectives and deliverables of the communication plan.

The partner using its own resources or assisted either by external service providers or by a consultant specialising in communication.

The communication plan covers the entire duration of the project, prioritising communication actions. It specifies the dates for deliverables and events.

See details of indicators on p. 23.



4 IMPLEMENTING THE COMMUNICATION PLAN

Once the communication plan has been decided and approved, actions and tool production proceed according to the predefined schedule. When communication has been outsourced to an external service provider, it is important that you monitor its implementation, the quality of the outputs and their impact. If certain actions do not contribute to the achievement of the defined communication objectives or do not have the expected impact, their usefulness may be questioned. If necessary, the communication plan can be modified (p.20).

RIGHT OF INSPECTION
Once the communication plan has been approved, project communication is in your hands. Only the FFEM project team has the right to review the tools produced and the communication actions carried out. The FFEM is the only body that can oppose communication actions that go against its values or tarnish its image.

5 SHARE YOUR COMMUNICATION PRODUCTS

The first step is to distribute your communication materials and tools through your own channels (website, internal magazine, newsletter, social media, etc.). Your materials should also be shared with the FFEM project team so that we can potentially relay them locally on our networks. For even greater visibility, you can also send all your communication tools to everyone involved in the project to encourage them to communicate.

SEND YOUR COMMUNICATION MATERIALS TO THE FFEM. You can forward your communication materials to the FFEM project team:

- by email;
- via [wetransfer.com](https://www.wetransfer.com), [grosfichiers.com](https://www.grosfichiers.com) and [transferynow.net](https://www.transferynow.net) for large files;
- by giving us access to your servers.



6 EVALUATE YOUR COMMUNICATION ACTIONS

A final assessment evaluates the impact of the project's communication actions. This impact is based on specific indicators defined when the communication plan was drawn up. They are illustrated with concrete examples (press clippings, videos, links to online tools, etc.).

As a guide, the following indicators can help to evaluate the impact of communication actions.

Quantitative indicators

- number of articles, web content or posts published;
- connection statistics on social networks and websites;
- number of recipients of a mailing, newsletter and impact of these tools;
- number of events organised and participants at these events;
- number of presentations of the project at conferences and symposiums;
- number of communication initiatives aimed at target audiences and/or the general public;
- number of media meetings and impact.

Qualitative indicators

- level of satisfaction of participants/target audiences reached by communication activities;
- involvement of project stakeholders (ministries, project partners, final beneficiaries, etc.);
- promotion of Sustainable Development Goals (SDGs).



OUR ADVICE FOR...

defining communication tools and actions

This list is not exhaustive, but it provides ideas for actions and tools that can be included in a communication plan. The ones you choose should meet your objectives and target audiences.

Two examples: if your project is highly visual, focus on photos, videos and site visits. If your project improves the daily lives of a population, focus on interviews, themed videos and awareness-raising activities.

VISIBILITY OF THE FFEM BRAND

- See pages 25 and 26.

PRINT COMMUNICATION

- presentation brochures, leaflets, flyers;
- more detailed brochures, or even books;
- banners, billboards, flock printing,
- posters.

WEB TOOLS

- a web page dedicated to the project and hosted on your website. A dedicated project website should be the exception;
- posts on your social media accounts. Social media accounts dedicated to a project should be the exception;
- mailings and newsletters;
- infographics that explain a project using data in an educational manner;
- integration of the visual identity/logo in the email signature.

IMAGE AND AUDIOVISUAL

- photos of key stages of the project;
- a short video lasting 1 to 3 minutes, intended primarily for the web and social media;
- a longer video for a specific TV or web broadcaster;
- Podcasts if the project lends itself to this format.

TEXT CONTENT

- Key messages;
- articles, reports, interviews with project stakeholders and end beneficiaries;
- language elements that can be communicated to anyone who needs to talk about the project;
- newsletter.
- a PowerPoint presentation of the project.



For print communication tools, you can draw inspiration from existing materials published by the FFEM. If necessary, ask the FFEM project team for examples of our publications. See also our publications on ffem.fr.

For videos, podcasts and photo reports, you can draw inspiration from existing tools. You can visit our YouTube channel or listen to examples

MEDIA RELATIONS

- Press kit to inform journalists about the project. It contains all communication materials related to the project.
- press releases at key moments in the project;
- press conference and briefing: invitation to the media at a key moment in the project with opportunities for journalists to ask questions;
- media invitations to events;
- press trips and hospitality for journalists on request;
- press review compiling media coverage of the project;
- journalist database with areas of expertise and media names. Useful for press releases and mailings.



Examples of press releases

, media invitations, etc. can be found in the communications kit.

MARKETING

- in the media: TV and radio adverts, paid advertorials;
- public poster campaign.
- SMS messages, phone calls;
- competitions;
- goodies: T-shirts, pens, bags and other marketing items.



EVENTS

- launch event attended by all project stakeholders;
- groundbreaking ceremony;
- closing event;
- open days at key moments in the project;
- organisation of seminars, symposiums and conferences (in person or via video link), participation in congresses, trade fairs and international events as part of the project;
- webinars, MOOCs, presentations;
- exhibitions, live performances.





Where possible, develop communication activities using sustainable and responsible media (recycled materials, local businesses, etc.).

MAKE GOOD USE of the France/FFEM logo




BE SURE TO MENTION THE NAME "FRENCH FACILITY FOR GLOBAL ENVIRONMENT"

- Fonds français pour l'environnement mondial is written in French and translates into English as "The French Facility for Global Environment";
- Fonds is **capitalised**, while français and environnement mondial remain lowercase;
- **No abbreviations** are permitted.
- FFEM is the **only** accepted **acronym**.

CORRECT USE

-  French Facility for Global Environment FFEM
-  The French Facility for Global Environment

INCORRECT USE

-  Fds. français pr l'envir. mond.
-  French fund for the global environment
-  FFGE

USE THE FRANCE/FFEM LOGO

CORRECT VERSIONS OF THE FRANCE/FFEM LOGO



Can be printed in black and white




INCORRECT VERSIONS OF THE FRANCE/FFEM LOGO




 Distortion, height and width

 Typographical modification

 Changes to elements

 Partial colour changes to elements (shadow, outline, etc.)

 Use in transparency

CORRECT USE OF THE FRANCE/FFEM LOGO



CORRECT FRANCE/FFEM LOGO TEMPLATES

VISIBILITY OF THE LOGO

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



INCORRECT FRANCE/FFEM LOGO TEMPLATES

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



LOGO SIZE AND RESOLUTION FOR PRINT

For all non-web publications:

- the size of the horizontal logo must be greater than or equal to 30 mm (1.2 inches);
- a safety margin of at least 5 mm must be maintained around the logo so that it remains legible and visible;
- preferably use a high-definition file for print.



- Here, the logo is too small: it is illegible.
- blurry or pixelated logo: the resolution of the image used is probably insufficient. Tip: use a high-definition image with better resolution;
- Not enough space around the logo: it is illegible and blends in with neighbouring elements.



LOGO RESOLUTION ON THE WEB

Use the low-definition version on the web, but ensure the file size is at least 150 pixels.

PHOTOGRAPHING a project

CHOOSE YOUR SUBJECT WELL AND TAKE SUCCESSFUL PHOTOS

ADOPT THE FFEM'S ICONOGRAPHIC APPROACH

- The style is natural, warm and bright. The aim is to highlight life (nature and people).
- Highlight the commitment of employees, beneficiaries and partners.
- Illustrate everyone's commitment, value people (both women and men), and the actions and interactions of the FFEM with its partners.
- Focus on human, expressive, dynamic representations, in action, in natural situations, in a living or working environment.

In its various written, photographic and video materials, the FFEM strives to represent women and men equally and to promote the diversity of profiles that enrich its organisation.

OPTING FOR LIVELY PHOTOGRAPHS

- Favour natural scenes rather than posed photos;
- Capture people in action. Example: a photo of people working in a field tells the story of an agricultural development project. Be careful, movement does not necessarily mean action.



Tip: Don't hesitate to take many photos and select the best ones.

TELL THE STORY OF THE PROJECT IN PICTURES

- Photograph key moments and themes of the project to show its progress and impact. Examples: the different stages of construction of an infrastructure until it is put into service; the arrival of solar electricity in a village and how it changes the daily lives of the population.
- Put people in your story, if possible, both men and women. A photo of eco-construction is more interesting if the people who live there are visible.
- The ceremonies that punctuate the life of a project do not tell its story. Photos of formal meetings. Groups of officials should be avoided unless that is the subject you wish to document.



AIM FOR THE BEST POSSIBLE TECHNICAL QUALITY

- Visually, check the sharpness of the photo by zooming in on the image.
- Image definition: image resolution 300 dpi, file size: minimum 500 KB.

ILLUSTRATING THE IMPACT OF THE PROJECT ON CERTAIN CATEGORIES OF CITIZENS

The FFEM attaches great importance to clearly illustrating the impact of projects on beneficiaries, particularly young people (young men and women), women, the elderly, people with disabilities and any other vulnerable groups. This importance is even greater in the case of videos and photos.



FRAME YOUR PHOTOS WELL AND MANAGE THE LIGHTING CAREFULLY

BE AWARE OF LIGHTING

To avoid backlighting and shadows, the light source (sun, lamp, window) should be behind the photographer and the subject. Also be careful with side light sources, which can overexpose the subject. If the location is too dark, use your camera's flash.

Be careful of red-eye or overexposure.

FRAME YOUR SUBJECT WELL

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



CAPTION YOUR PHOTOS

Without a caption, a photo is taken out of context: it cannot be classified or used. In an attached Word document or on the uploading platform designated by the FFEM, the caption for a photo should include:



<i>Caption</i>	<i>Example</i>
The number or reference of the photo file	Vital reserves Amazonia.jpg
The name of the project concerned, the location and the date the photo was taken	Vital reserves, Brazil – 08.11.2018
The copyright or photo credit (surname, first name or agency that took the photo)	© Flavio Forner
A brief description of the image, including the names of any identifiable persons	The FFEM supports the development of financial mechanisms for the preservation of Amazonian territories. The partner for this project is Conservation International.
An image rights transfer agreement and/or a copyright transfer agreement	Document to be attached to the photo or report.

An image rights transfer agreement and a copyright transfer agreement are available in the Com' Kit.

EXAMPLES OF PHOTOGRAPHS

WIDE SHOT



CLOSE-UP



PROJECTS/PORTRAITS OF BENEFICIARIES

Keywords: women, men and children / natural / positive / looking at the camera / empowerment / environment / pride / sharp foreground, blurred background permitted



Namibia - ©PhytoTrade Africa



Cameroon - ©Alex Huguet



Mongolia - ©AVSF

FOCUS ON A TOPIC

Keywords: gesture / detail / human / nature / sharp-blurred / macro / close-up / object / colour / contrast / animals



Cambodia - ©GRET



Philippines - ©Sulubaa'i Foundation -
Corinne Bourbeillon



South Africa - AFD ©Ghislain Rieb

LANDSCAPES WITH PEOPLE ON A THEME

Keywords: landscape/perspective/depth of field/horizon/people in action and in everyday life



Nubian vault - Burkina Faso - ©R.Binard



Fisherman ©PPI OSCAN - Mediterranean



Togo - Farmer ©N.Robert

ILLUSTRATIVE PHOTOS

Keywords: nature/landscapes/perspectives/depth of field/horizon/focus/object/light



Emerald Sea © Ismael MOUNIBOU & Nicolas MARTIN



Congo – © Franck Ribas



FONDS
FRANÇAIS POUR
L'ENVIRONNEMENT
MONDIAL

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