



BIOPAMA Grantee Communications Guidelines

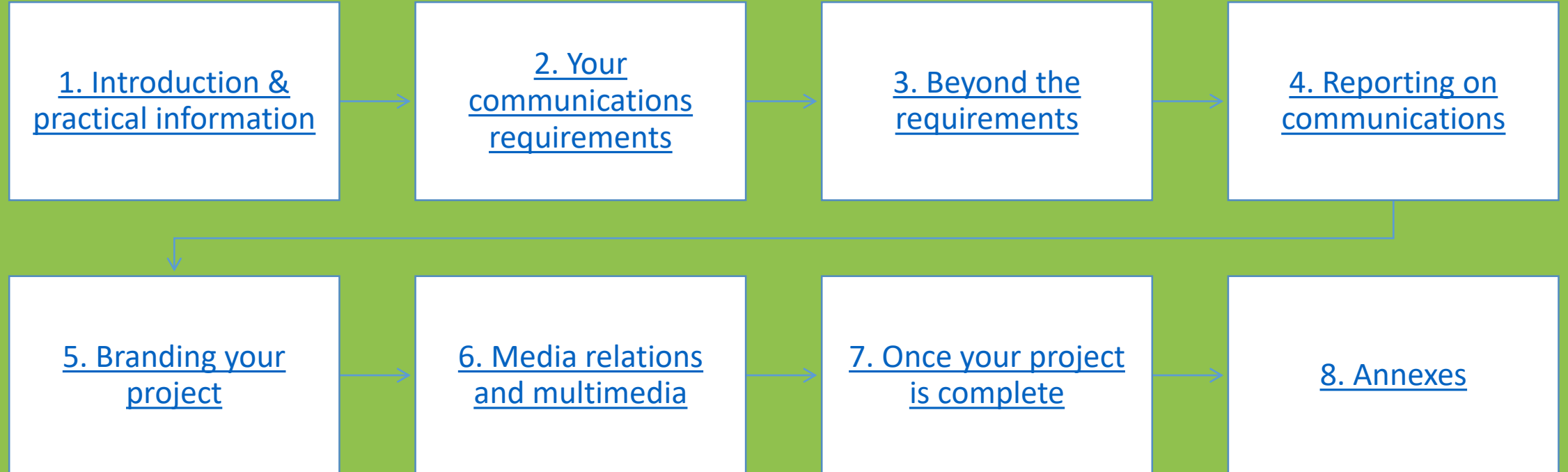
Version1_10September2020



An initiative of the Organisation of African, Caribbean and Pacific States financed by the European Union's 11th EDF.



From Knowledge to Action for a Protected Planet



Welcome to the BIOPAMA grantees family!

Congratulations, you are implementing an exciting project that will achieve impactful results for your protected and conserved area(s), with the financial support of the European Union and the Organisation of African, Caribbean and Pacific States (OACPS), through the BIOPAMA 'Action Component'.

1. Introduction and practical information

As grantee of the BIOPAMA Action Component, your communications activities related to the Project must be in line with your communications and visibility activities as described in the project proposal and must respect the provisions of your contract and these guidelines.

These guidelines provide you with practical steps for communicating your BIOPAMA Action Component project (hereafter referred to as the “project”). They are in line with BIOPAMA’s overall communications strategy and the [“Communications and Visibility in EU-financed external actions”](#) guidelines.

Communication with the BIOPAMA AC Secretariat

Getting in touch: When you produce and publish communications products about the grant, you are required to get in touch with your BIOPAMA AC focal point.

We advise you on finalizing your products and ensuring that it is in line with these guidelines and the requirements of all the communications-related provisions from your BIOPAMA grant contract.

Your BIOPAMA AC focal point will support and guide you in the implementation of your communications activities linked to your project. All your communications outputs and activities must be approved by your BIOPAMA AC focal point to ensure the full compliance with these guidelines.

How you can reach us: Contact your BIOPAMA AC focal point using the BIOPAMA AC.INFO email address. We will be happy to chat with you. Do not forget to mention your project reference number/ID in the subject line of your email.

Where you can find useful communications resources: A page dedicated to resources is available on the BIOPAMA Action Component website [here](#).

1. Introduction and practical information



**Contact your
BIOPAMA AC
focal point:**

West Africa & Central Africa:
BIOPAMA.AC.INFO.WCA@iucn.org

Eastern Africa & Southern Africa:
BIOPAMA.AC.INFO.ESA@iucn.org

Caribbean:
biopama.ac.info.caribbean@iucn.org

Pacific:
biopama.ac.info.pacific@iucn.org

Communications for your BIOPAMA AC project

Communications activities must be implemented through the lifespan of your BIOPAMA Action Component Project.

REQUIRED COMMUNICATIONS ACTIVITIES:

There are two main types of communications outputs required:

1. You must provide the BIOPAMA Action Component with a number of communications outputs during the lifespan of your project, starting with the first 30 days.
2. You must implement your communications activities, as presented in your project design.

GO BEYOND THE REQUIREMENTS:

You are encouraged to go beyond the requirements.



We appreciate language diversity. We expect you to deliver the communications activities we require from you in French, English or Spanish. However, to be more effective at the local and national level, do not hesitate to publish your own articles, social media posts or produce a leaflet in your local or national languages, if they are not one of these three languages.

1. Introduction and practical information



You must list all your communications activities in your project reporting.

Getting started with communications

GETTING STARTED IS EASY... Complete these simple steps ***within 30 days*** of your grant agreement being signed. These steps are part of your **communications requirements**.

- 1. Send us three (3) images that represent your project.** They will be used to promote your project and on your project profile page. Please note that every image must have the ID of your project, a description (caption) and an author (credit); in addition, we need the confirmation that we are allowed to use these images for the purpose described above. If you would like, please also send us a picture of the team who will implement this project.
- 2. Send us the logo of your organisation and partner organisations** (co-applicants) if applicable. The logos must be high resolution.
- 3. Fill in the project fiche template ([annex 1](#)) and send it back to us.** We will use this to present your project on the BIOPAMA Action Component website and other communications channels and activities.

2. Your communication requirements



Nature and people images are the most impactful.

see [“Photography” section](#) for more tips

Getting started with communications (cont.)

GETTING STARTED IS EASY... Complete these simple steps ***within 30 days*** of your grant agreement being signed. These steps are part of your **communications requirements**.

4. Create your project's page on your website. Your project must be presented on your organisation's website. Please get in touch with us should you wish to consult us on the best approach. Please provide us with the link, once the page is live. We might want to suggest edits to your page to ensure the compliance with this guide. The page must include information about the project and acknowledge the financial contribution appropriately.

- If it is not possible for you to create a page for your project, it is imperative that you find a place for it on an existing page. Please notify your BIOPAMA AC focal point accordingly.
- In case you don't have a website for your organisation, you will be asked to use the link we provide you with the description of your project on the BIOPAMA Action Component website for any visibility purposes. Please notify your BIOPAMA AC focal point if your organisation doesn't have a website.

5. Promote your project on your own communications channels (social media, newsletters, etc). Please provide us with the relevant links, as appropriate. The page must include information about the project and acknowledge the financial contribution appropriately.

6. In addition..... familiarize yourself with this guide. Please pay special attention to the timeline when we expect contributions from you (at least twice a year).

2. Your communication requirements



Check our guidance for [branding your project](#)



Our social media tips are available [here](#)

Communications during your project implementation

As BIOPAMA Action Component Grantee, you are required to help us communicate your project. You must provide the BIOPAMA Action Component with a number of communications outputs during the lifespan of your project. Please implement these activities in French, English or Spanish.

2. Your communication requirements

DURING THE PROJECT IMPLEMENTATION

1. We will ask you for **information about your project and its results** for our communications activities. You are kindly asked to provide us with this information. It could be: images and/or of your project, updates on the results of the activities, potential articles on the inspiring places and people who contributed to this work.
2. **At least 2 articles a year** produced and published on your communications channels.
3. **One “Inspiring place” article.** This is an opportunity to raise awareness of your protected area, its value and its challenges. [\(Check the details in annex 2\).](#)
4. **At least one brief video testimonial** from beneficiaries of your project. [\(Check the “videos” section for details\).](#)
5. **At least one social media post** in each of **your social media channels** with each article published about your project. [\(Check the “social media” section for details\).](#) **If your organisation doesn’t have any social media channel, please notify in writing your BIOPAMA AC focal point.**



Remember to **consult with your BIOPAMA Action Component focal point** before finalizing and publishing any of these articles and any type of content.

Communications during your project implementation

As BIOPAMA Action Component Grantee, you are required to help us communicate your project. You must provide the BIOPAMA Action Component with a number of communications outputs during the lifespan of your project. Please implement these activities in French, English or Spanish.

2. Your communication requirements

WITHIN THE LAST SIX MONTHS BEFORE THE END OF THE PROJECT

1. **One PANORAMA full solution** published on PANORAMA.SOLUTIONS (learn more about it [here](#)).
2. **One success story**: focused on the lessons learnt through the project implementation, the results and impact of the project and the way forward for the respective protected area, its community etc. to be promoted on the BIOPAMA portal and Protected planet newsletter.
3. **At least one brief video testimonial** from beneficiaries of your project.



The communications activities from your project description and milestones are complementary to these requirements. You have to implement your communications activities and also comply with the requirements of these guidelines.



Remember to :

1. **Consult with your BIOPAMA AC focal point** before finalizing and publishing any of these articles and type of content.
2. **Send us the links of the articles, news, posts, etc published about your BIOPAMA AC project.**

Communications during your project implementation

GO BEYOND THE COMMUNICATIONS REQUIREMENTS

There is always more you can do, beyond the requirements, however useful for the visibility of your project:

If you have more news that is exciting and inspirational stories, share them! We strongly encourage you to promote your project beyond the articles required to fulfil your communications requirements. We repost and share high-quality content on our channels, so remember to:

- ✓ **Tag our accounts** @IUCN_PA and #BIOPAMA, if posting on social media.
- ✓ **Send us a copy**, if publishing on other channels.
- ✓ **Get in touch with us** for validating your communications products and activities.

CONTRIBUTE TO BIOPAMA COMMUNICATIONS!

We may contact you about contributing to communications that we are producing for BIOPAMA (e.g. articles focused on a conservation theme that is relevant for your work). We will always give you plenty of notice. This is a great opportunity to further promote your project and increase your reach.

We will want to follow up with you after your project is completed, and get your news. Don't forget about us after the completion of your project!

3. Beyond the requirements



Don't forget to inform the BIOPAMA AC about your communications activities. We will further promote your news, videos, posts, if we know about them.

Our team is available to answer all your questions in order to communicate jointly your project in line with these guidelines.

Communications reporting

You must report on communications as part of your technical report. It is important that you follow the reporting template as we have to report to the EU and ACP Group of States on communications produced as part of the BIOPAMA Action Component.

4. Reporting on communications

For each report you must:

- 1. Complete the “Communications” section in the technical report template:** this should list any communications activities undertaken and materials produced since your last report. You should list **all** communications regarding your BIOPAMA Action Component project: those that were part of your grantee communications requirements and those communications activities you undertook in addition (for e.g. you reposted on social media a post IUCN published about the BIOPAMA Action Component grants; or you produced a leaflet for your project).
- 2. Ensure that there is a copy of all your communications outputs on your project’s page:** this is to ensure that we have a record of all communications produced about the projects granted by the BIOPAMA Action Component.
- 3. Ensure that there is a copy of all images/videos used in your communications outputs on your project’s page.** Please remember the protocol for each picture you share with us (include ID of your project, caption and credit in the title of each picture).

Using the EU, ACP and BIOPAMA logos

You must acknowledge the financial contribution of the European Union and the ACP Group of States through the BIOPAMA Programme.

The EU, ACP and BIOPAMA logos must be clearly displayed and should enjoy equal prominence and size as other logos (for example of your organisation) in all communications activities, materials or equipment of the project.

These materials and activities include, but are not limited to brochures, roll up banners, leaflets, PowerPoint presentations, horizontal banners, social media posts, commemorative plaques, publications and reports, videos, vehicles, equipment, hardware, supplies and uniforms.



5. Branding your project: logo usage and credit



You must not crop, change or alter the logos in any way.

These logos must NOT BE USED on your stationary, letterhead or business cards.



You can use **the Black and White version of the logos** if colour printing is not available for some printed materials. The relevant logos are available on your [resources page](#).



When used in **digital materials, the logos must** include the hyperlinks:
 BIOPAMA – www.biopama.org
 ACP – www.acp.int
 EU – www.Europa.eu

Describing the financial contribution from donors

THE CREDITS INFORMATION must be visible in addition to the BIOPAMA, EU and ACP logos:

- **In communications and marketing materials, in digital and print formats:** *“With the support of the European Union and the Organisation of African, Caribbean and Pacific States through the BIOPAMA Programme”*



- **In equipment, hardware, supplies, vehicles, uniforms:** *“Provided with the financial support of the European Union and the Organisation of African, Caribbean and Pacific States through the BIOPAMA Programme”*



- **In social media posts:** *“This project is supported by @EuropeAid and @PressACP through #BIOPAMA”*
- **In articles for the web:** There is no standard wording, but make sure that you indicate that your project receives financial support from the European Union and the ACP Group of States through BIOPAMA. If you are not sure, simply use the credit information or the disclaimer.

5. Branding your project: logo usage and credit



Check the next section for concrete examples of logos and disclaimers usage



All logos usage must be approved by the BIOPAMA AC team. Remember to contact your BIOPAMA Action Component focal point before finalizing and publishing any communications activity about your project.

Describing the financial contribution from donors

THE DISCLAIMER

Any **publication** by the Grantee(s), in whatever form and by whatever medium, digital or/and printed (and including reports, publications, leaflets, brochures and your website's page of the project) must include the following disclaimer:

'This < type of communication product > has been produced with the financial assistance of the European Union and the Organisation of African, Caribbean and Pacific States through the BIOPAMA Programme. The contents of this document are the sole responsibility of < Grantee's name > and can under no circumstances be regarded as reflecting the position of the European Union nor of the Organisation of African, Caribbean and Pacific States.'

THE BIOPAMA STATEMENT PARAGRAPH

The BIOPAMA Programme's statement paragraph should be included in communication products of more than 2 pages (for e.g. brochures, publications) **and** your website's project page.

About BIOPAMA

The Biodiversity and Protected Areas Management (BIOPAMA) programme aims to improve the long-term conservation and sustainable use of natural resources in African, Caribbean and Pacific (ACP) countries, in protected areas and surrounding communities. It is an initiative of the Organisation of African, Caribbean and Pacific States financed by the European Union's 11th European Development Fund (EDF), jointly implemented by the International Union for Conservation of Nature (IUCN) and the Joint Research Centre of the European Commission (JRC). Building on the first five years of activities financed by the 10th EDF (2012-2017), BIOPAMA's second phase provides tools for data and information management, services for improving the knowledge and capacity for protected area planning and decision making, and funding opportunities for specific site-based actions. www.biopama.org

**5. Branding your project:
logo usage and credit**

Branding your communications – examples

PRINT MATERIALS including but not limited to newsletters, leaflets, brochures, technical reports and annual reports must display the BIOPAMA, EU and ACP logos **with the relevant credit information** on the front cover or first page. They also must **include the disclaimer**.

DIGITAL MATERIALS including but not limited to videos, multimedia features, powerpoint presentations in the scope of the project, any print publication available in electronic format, must include the elements of the BIOPAMA branding: BIOPAMA, EU and ACP logos **with the relevant credit information and the disclaimer** (the logos and the disclaimer not necessarily in the same place).

MARKETING MATERIALS including but not limited to USB keys, hats, T-shirts, bags, water bottles and any other promotional gadgets must include the BIOPAMA, EU and ACP logos **and the credit information** *“With the support of the European Union and the Organisation of African, Caribbean and Pacific States through the BIOPAMA Programme”*.



For small-sized materials (such as pens and USB keys), it is acceptable not to include the credit information if it is unreadable due to the small size.

EQUIPMENT, HARDWARE, SUPPLIES, VEHICLES, UNIFORMS purchased as part of your project and/or used in relation to your BIOPAMA Action Component Grant must be clearly identified by displaying visibly the BIOPAMA, EU and ACP logos, as well as **the credit information** *“Provided with the financial support of the European Union and the Organisation of African, Caribbean and Pacific States through the BIOPAMA Programme”*.

5. Branding your project: logo usage and credit



Remember that you must get in touch with the BIOPAMA Action Component focal point before finalizing and publishing any communications about your project. We will make sure that your communications activities are in line with the requirements.

Branding your communications – examples

Use of the BIOPAMA, ACP and EU logos with or without your logo: options

5. Branding your project:
logo usage and credit



The logos and other useful resources are available [here](#).



When the colour version of the logos is not available for printing materials, use the Black & White version.



Branding your communications – examples

Use of the BIOPAMA, ACP and EU logos with or without your logo and with credit information: examples of options

5. Branding your project: logo usage and credit



Use the credit information in the language of the communications material you are producing. For marketing materials, consider using the credit information in the language of the area or region where the material is used.

Branding your communications – examples

Examples of the use of logos and credit information on **hardware (laptop)** and **vehicle**: with the credit information “Provided with the financial support of the European Union and the Organisation of African, Caribbean and Pacific States through the BIOPAMA Programme.”

5. Branding your project: logo usage and credit



Remember that you must get in touch with the BIOPAMA Action Component focal point before finalizing and publishing any communications about your project. We will make sure that your communications activities are in line with the requirements.



For hardware, vehicles and other equipment purchased as part of your BIOPAMA Action Component project, it is highly recommended to use the credit information in the language of the area or region where the material is used.

Branding your communications – examples

Examples of the use of logos on marketing materials:
USB Keys and pens: logos without the credit information

5. Branding your project: logo usage and credit



Remember that you must get in touch with the BIOPAMA Action Component focal point before finalizing and publishing any communications about your project. We will make sure that your communications activities are in line with the requirements.

Media relations

Media relations activities can include press releases, press briefings, press conferences, media advisories etc.

We kindly ask you to consult with your BIOPAMA AC focal point on your media relations linked to your project. We will be happy to assist you with tailored support and guidance, case-by-case, but in line with these guidelines.

6. Media relations & multimedia

Social media

When producing social media content regarding your BIOPAMA Action Component project, you must follow the guidance below:

- Always tag the accounts **@IUCN_PA**, **@EuropeAid**, **@PressACP**
- Always include the **#BIOPAMA** hashtag

It works well if it is incorporated into a sentence: *“This project is supported by @EuropeAid and @PressACP through #BIOPAMA.”*



How to include the BIOPAMA, EU and ACP logos in your social media post:

- Add them to the image accompanying your post (recommended), or
- Add the BIOPAMA, EU, ACP logos as one separate image to your post.

Photography

Photography is a great way to showcase the progress of your project. Please comply with the following:

- ✓ Provide a copy of your photos produced in the context of your BIOPAMA Action Component project.
- ✓ Ensure you, and us, have consent for using the photographs in the context described above. Each author that provides pictures of your project must sign the “Photography consent form”. Please make sure you share this form with the photographer and you send it to your BIOPAMA Action Component focal point at the same time with the photograph(s). ([see annex 3](#))
- ✓ For each photo, please include in the name:
 - your project reference number/ID (e.g. “P100”)
 - the description of the photography (e.g. “Lions in the Serengeti National Park”)
 - the author of the photography (e.g. “ credit John Smith”)
- ✓ **High-resolution photographs:** ideally 240-300 dpi. Landscape formats are preferable.
- ✓ **Add information to the meta data (properties) of the photograph:** (1) title; (2) location; (3) short description or caption; (4) photographer’s name; (5) date when the picture was taken; (6) information on who to credit for the image, if different from the photographer’s name. This is a direct requirement from the EU.

6. Media relations & multimedia

*Example of photo name:
“P100_Lions in the Serengeti
National Park_credit John
Smith”*

Videos

We require you to send us video testimonials. We are quite flexible in terms of technical requirements. As long as you have a smartphone that you can use to video and audio record a brief statement from beneficiaries of the project, we can deal with script and editing. We will be using the video materials you send us for our visual/digital communications.

6. Media relations & multimedia

Once your project is complete...

If your project or actions continue after the BIOPAMA Action Component grant is complete, you must stop including the BIOPAMA, EU and ACP logos in any new communications once six months have passed from the completion of your grant.

7. Once your project is complete....

Any communication materials produced after six-month period should include the statement below:

“An earlier phase of this project < date to date > was supported by the European Union and the Organisation of African, Caribbean and Pacific States through the BIOPAMA Programme.

Where the donation to a specified entity of a vehicle or vehicles used in the implementation of the project specifically constitutes one of the deliverables of the action, implementing partners are required to remove the BIOPAMA, EU and ACP visibility marks when transferring ownership of the vehicles on completion of the action.

Annex 1: Project fiche

Please fill in this project fiche in English, French or Spanish and send it to your BIOPAMA Action Component focal point within 30 days from the signature of your contract.

1. Title of the project	6. Diagnostic tool used (where applicable)
2. Your project ID	7. The BIOPAMA AC objective(s) addressed
3. Location (country/ies and region)	8. Priority need addressed
4. Duration (exact start and end dates, as per your contract)	9. Project activities (approx. 200 words)
5. Protected and conserved area(s) concerned (with WDPA ID if applicable and the link on the BIOPAMA Reference Information System rris.biopama.org)	10. The change the project implementation will bring for the protected area(s) (approx. 200 words)
11. Keywords (select maximum three from each of the following categories, by deleting the non-relevant ones): <ul style="list-style-type: none"> Type of priority area: Marine Protected Area – Marine Managed areas - Terrestrial Protected Area - Indigenous and Community Conserved Area (ICCA) - Privately Protected Area – Conservancy - Key Landscape for Conservation – Key Biodiversity Area – Transboundary areas Primary objective: Governance – Management Effectiveness – Livelihoods Target groups: Local communities – Indigenous people – Youth – Women – Private sector – Farmers/Fishermen Main activity focus : Management plan - Enforcement – Legal framework/Regulation – Illegal activities - Co-management - Participation - Livelihoods/ Alternative economic activities – Sustainable development – Landscape approach – Eco-tourism — Sustainable financing- Threatened species – Human-Wildlife conflict - Ecosystem/habitat restoration - Invasive Alien species – Survey/Data knowledge management – Protected Area Management Effectiveness (PAME) - Protected Area Governance Effectiveness (PAGE) - Capacity building – Awareness/education – Climate adaptation/mitigation/resilience – Monitoring/Patrol equipment – Human rights – IUCN Green List. 	

8. Annexes



The Project fiche form is available in word document format [here](#)

Annex 2: Guidelines for content writing

GENERAL CONSIDERATIONS

Your topic: the progress in your project implementation, results of your activities, the change it contributes to and the impact it has for protected area and biodiversity conservation in your region and in your country.

Your audience: Your article will be published on the BIOPAMA Action Component website. The main audience for this website are: the protected and conserved area practitioners in African, Caribbean and Pacific countries and beyond, decision-makers at all levels, the BIOPAMA community, including implementing partners and donors; donors organisations, regional economic communities and other regional organisations. Please have in mind your audience when you write your article.

The five Ws: your article should answer the following questions:

- WHAT is your article about (and WHAT is the context, WHAT is next);
- WHEN it happened;
- WHERE it happened;
- WHO is involved;
- WHY it happened.

And the ADDED VALUE.... Your article must bring value to the reader, whether it is information or entertainment.

The structure of your article: we recommend you to use the following structure:

- Title (max 8 words)
 - Lead paragraph (50-80 words): a short paragraph highlighting the main message of the article.
 - Body of the article: 5-8 main paragraphs detailing the ideas and activities related to the main message. It can include quotes from relevant stakeholders.
- ! Send us with your article at least 3-4 photographs. The photographs should be shared as separate attachments. Please remember to respect the protocol for photography.

8. Annexes



Annex 2: Guidelines for content writing

“INSPIRING PLACE” ARTICLES

“Inspiring place” articles, as the name suggests, inform about protected areas that achieve successes in conservation outcomes, management, governance, and inspire others. The “WHAT” is the protected or conserved area itself.

An “inspiring place” article should include the following sub-sections:

- i. background – about the protected area;
- ii. size and location;
- iii. biodiversity and cultural values;
- iv. threats;
- v. examples of conservation successes;
- vi. work and results in the frame of your BIOPAMA Action Component project.

If your protected area achieved the IUCN Green List status or is a candidate site, please do not forget to mention it!

8. Annexes

Annex 3: Photography consent form

The “IUCN Image Licence Agreement” applies for the images you share as part of your project.

The IUCN Photo Library is a central pool of royalty-free photographs, illustrations and other graphics (the ‘Image(s)’), to be used on a royalty-free basis by IUCN and its statutory components* worldwide in hard copy, electronic or other medium and for non-commercial purposes only.

The person external to IUCN or an IUCN employee outside the scope of his/her employment contract who takes or creates and contributes a particular Image (the ‘Photographer’) grants to IUCN a royalty-free, non-exclusive license to copy, distribute, alter or otherwise use the Image(s) in the context of IUCN’s statutory mission and objectives.

The use of Images includes but is not limited to the IUCN website and internal network systems, social media, projections, PowerPoint presentations, publications (periodicals, reports, newsletters, catalogues in hard copy or electronic media) and press releases, feature articles and fact sheets, but not for private or commercial purposes. Notwithstanding, IUCN reserves the right to distribute Images to the media (print and online) for the sole purpose of illustrating IUCN’s work.

The copyright vests in and is retained by the Photographer. Consequently the Image(s) will be published with the following credit:

© [Photographer’s name]

For all Images taken or created by an IUCN staff member within the context or scope of his/her employment responsibilities and for all Images taken or created by an IUCN consultant within the context or scope of his/her contract, the copyright vests in and is retained by IUCN. Consequently, the Image(s) will be published with the following credit:

© IUCN/[Photographer’s name]

IUCN may from time to time contact the Photographer to seek permission for uses not outlined in this Agreement.

This Agreement, as may be amended by IUCN without notice from time to time, shall apply to any and all subsequent submissions of Images by the Photographer without his/her need for signing the policy again.

UNDERSTOOD AND AGREED BY PHOTOGRAPHER

The Photographer confirms that he/she is the creator of this/these Images(s), that no other party has legal rights over it/them that may be inconsistent with this Agreement, and that he/she agrees to the terms and conditions as outlined above.

8. Annexes



The Photography consent form is available in word document format [here](#)



From Knowledge to Action for a Protected Planet

Donors & Implementing Partners



www.biopama.org

The Biodiversity and Protected Areas Management Programme (BIOPAMA) is an initiative of the Organisation of African, Caribbean and Pacific States financed by the European Union's 11th EDF.