

Communication and visibility guideline

Co-financed by:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



Sweden
Sverige

CONTENTS

INTRODUCTION	3
REQUIREMENTS.....	4
Communication and promotion channels	4
Press and media	4
Press release	4
Media conferences	4
Printed materials.....	5
Communication and visibility on the internet.....	5
SUCCESS STORIES.....	6
Information and awareness campaigns and activities.....	6
Audio-visual materials, photographs, and other publications	6
VISUAL IDENTITY	8
Support clause	8
Support clause for institutional grantees.....	9
Liability clause.....	10

Introduction



This guideline aims to guide and assist grantees in properly communicating and promoting activities supported by the Engagement for Joint Action “EJA Kosovo” program.

This guideline is an integral part of the contract and therefore grantees are obliged to respect the requirements specified in this document. For any questions or additional information, grantees should contact the officer responsible for their grant from the Kosovar Civil Society Foundation (KCSF).

For an illustration of some of the requirements of this guideline, refer to the annex with models.

For all requests not regulated in this guideline, KCSF will make every effort to respond as soon as possible, but no later than 5 working days. In exceptional cases, KCSF reserves the right to extend this deadline. In such cases, KCSF will take care to inform grantees in due time.

Requirements

Grantees are responsible for the adequate communication and promotion of the activities and results that are part of the grant supported by the “EJA Kosovo” program.

As a general rule, activities and results should be promoted in accordance with the methodology for visibility and engagement with citizen/public groups presented at the application stage. In doing so, the requirements set out below should be respected.

Although the copyright of any material produced remains with the grantee, the Swiss Agency for Development and Cooperation (SDC), the Swedish International Development Cooperation Agency (Sweden) and the Kosovar Civil Society Foundation (KCSF) reserve the right to use and promote the communication and visibility materials and products, during the implementation and after the end of the supported grants. Furthermore, the above entities will have the right to use and reproduce all publications and audio-visual products without the need for permission or payment.

Communication and promotion channels

In addition to communicating and promoting the implemented activities, grantees should also aim to promote the results and success stories. The purpose of communication and promotion is not simply to inform about the implemented activities, but goes beyond ensuring the transparency of the work and, above all, inspiring others to become active and take similar actions. In doing so, grantees should carefully choose the appropriate methodology and approach to promotion in order to adapt to the target audience and their interests.

Press and media

Press release

The document must contain the liability clause found in the “Visual Identity” section. For information purposes, all press releases must be electronically sent to the KCSF officer responsible for the grant. In any case, the grantee remains responsible for the content of the press release.

Media conferences

Except for extraordinary cases that require a rapid response and, as a consequence, a media conference must be organized urgently, KCSF must be notified at least three days in advance. Invitations must contain the support clause found in the “Visual Identity” section.

Printed materials

Factsheets, leaflets, brochures and newsletters, Power Point presentations.

In general, printed materials such as factsheets, leaflets, brochures and newsletters should also be submitted in electronic format in order to be posted on websites, social media and

easily distributed to interested parties. All printed materials should contain the SDC, Sweden and KCSF logos as well as the liability clause displayed in the most appropriate place, allowing for easy identification.

Power Point presentations (*in printed and electronic format*) must contain the SDC, Sweden, and KCSF logos at the bottom of the first page, as well as **the liability clause** on the last (concluding) page.

Banners (*in printed and electronic format*) must contain the logos of SDC, Sweden and KCSF, as well as **the support clause**, at the bottom of the banner.

At public grant activities involving targeted beneficiaries and/or external participants, the banner should always be placed in a visible location.

Grantees should consider their environmental responsibility before printing any promotional and visibility materials. Such materials may only be printed if no other means of promotion can achieve similar results. If printed materials are necessary, they should be printed in the minimum number of copies necessary to achieve the relevant promotional purpose.

Communication and visibility on the internet

Websites, articles, newsletters, blogs

Information to be promoted through online channels, including social media, must always contain the support clause found in the “Visual Identity” section.

Where possible, the grantee’s website should contain the logos of SDC, Sweden and KCSF. The logos of the respective donors should be linked to the donors’ websites.¹ If the design of the entire website or any subsection is supported by the grant, the grantee should include a support clause on the website or a relevant link.

When publishing **articles, newsletters, and blogs**, the liability clause should also be presented and placed in the most appropriate part, allowing for easy identification.

When the information is also printed on paper, in addition to the clauses mentioned above, the logos of SDC, Sweden, and KCSF must also be displayed.

Social Media: We expect EJA Kosovo grantees to actively share valuable information with KCSF using the @KCSF hashtag when promoting their activities on Facebook, Instagram, Platform X, LinkedIn, or other social media. Launch events, conferences, inaugurations, keynote workshops, publication of studies, and especially results and success stories — including those from targeted beneficiaries — are all considered newsworthy moments.

¹ SDC: <https://www.eda.admin.ch/sdc> Sweden: <https://www.Sida.se/English/> KCSF: <https://www.kcsfoundation.org/>

Success stories

Organizations, initiatives, and individuals must prepare and submit to KCSF no less than two success stories throughout the year, regarding the impact of their work during the implementation of the project.

Success stories should be compiled in written format of up to 300 words and accompanied by photographs, posters or videos (or other products that are applied to social media).

The visibility standards set out in this guideline must be applied to all products.

KCSF reserves the right to use and promote these success stories on its online platforms or as printed products in order to best showcase the impact of the grantees' work in the areas they cover.

Information and awareness campaigns and activities

Materials to be used in **information and awareness campaigns** should always contain the support clause together with the logos of SDC, Sweden, and KCSF. When materials contain information beyond general information about the grant², a liability clause should also be included.

When organizing public **activities** grantees should ensure that visual identity requirements are properly addressed. Depending on the intended outreach, grantees should make every effort to secure appropriate media coverage. When the participation of donors and KCSF representatives is necessary, the dates of public events should always be set in coordination with KCSF.

Audio-visual materials, photographs, and other publications

Audiovisual products must contain the support clause, the logos of SDC, Sweden, and KCSF, and, where applicable, the liability clause at the beginning or end. Grantees must ensure that copies in their final format for distribution are submitted to KCSF for prior approval.

Photographs of grant activities, events, and more should be taken whenever possible so that grant activities and outcomes are documented and used in any communication materials. Grantees should ensure that copies are sent to KCSF in a professional final format. Good quality photographs should be taken regularly for communication purposes, both for the needs of the EJA Kosovo program and for donors. Posing and photographs specially arranged for the camera should be avoided.

² Applies to cases where materials contain information, findings and/or recommendations derived from analysis, research and reports

The focus should be on people as they engage in activities (e.g., conversations, protests, women in action, elderly people in action, planting, harvesting, extracting water, building something, at their workplace; young people in activities, studying, playing, etc.). If images of persons, their voices or any other private personal attribute are presented in an identifiable manner in the communication and visibility results, it is the direct responsibility of the grantee to secure consent statements from the persons concerned (or in the case of minors, from persons exercising parental authority) for the specified use of the image, voice or other private personal attribute. Grantees must take appropriate steps to obtain such consent in accordance with applicable legal provisions.

Additionally, when compiling mass media products, inclusive and non-discriminatory language should be used. Aim to create an inclusive approach in public discourse, in every communication about the activities that are supported. (For example, "Dear representatives of civil society; citizens; contributors, etc.)

In addition to the support clause and the logos of SDC, Sweden and KCSF, the liability clause should be presented as follows:

- If the publication is prepared only in electronic version on the Internet, the liability clause must appear on the second page of the publication.
- If the publication is also prepared in a printed version, the liability clause must appear on the last page of the publication (on the back cover page).

Visual identity

The logos of SDC, Sweden and KCSF are sent to each grantee at the start of the grant implementation by the KCSF officer responsible. In case logos of other donors are presented, they should be presented in accordance with the percentage of their support for the grant, starting from the donor with the highest percentage in the grant support to the lowest percentage. The logos should be presented in the same place and in similar dimensions.

Support clause

The support clause must be used in any presentation, announcement, and/or material related to the activities supported by the grant.

In Albanian:

Ky aktivitet përkrahet nga programi i Fondacionit Kosovar për Shoqëri Civile (KCSF) 'EJA Kosovë', bashkëfinancuar nga Agjencia Zvicerane për Zhvillim dhe Bashkëpunim (SDC) dhe Suedia

In English:

This activity is supported by the Kosovar Civil Society Foundation (KCSF) program 'EJA Kosovo', co-financed by the Swiss Agency for Development and Cooperation (SDC) and Sweden

In Serbian:

Ovu aktivnost podržava program Kosovske Fondacije za Civilno Društvo (KCSF) „EJA Kosovo“, koji sufinansiraju Švajcarska Agencija za Razvoj i Saradnju (SDC) i Švedska.

Support clause for institutional grantees

Beneficiaries of institutional grants are required to use the following support clause:

In Albanian:

<<Emri i organizatës>> përkrahet nga programi i Fondacionit Kosovar për Shoqëri Civile (KCSF) 'EJA Kosovë', bashkëfinancuar nga Agjencia Zvicerane për Zhvillim dhe Bashkëpunim (SDC) dhe Suedia.

In English:

<<Organization name>> is supported by the Kosovar Civil Society Foundation (KCSF) program 'EJA Kosovo', co-financed by the Swiss Agency for Development and Cooperation (SDC) and Sweden.

In Serbian:

<<Naziv organizacije>> podržan je programom Kosovske Fondacije za Civilno Društvo (KCSF) 'EJA Kosovo', koji sufinansiraju Švajcarska Agencija za Razvoj i Saradnju (SDC) i Švedska.

Liability clause

For publications such as analyses, research papers, and reports containing information, findings, and/or recommendations, all grantees must use the liability clause as follows.

In Albanian:

Zhvillimi dhe publikimi i këtij dokumenti është përkrahur nga programi i Fondacionit Kosovar për Shoqëri Civile (KCSF) 'EJA Kosovë', bashkëfinancuar nga Agjencia Zvicerane për Zhvillim dhe Bashkëpunim (SDC) dhe Suedia. Përmbajtja e këtij dokumenti është përgjegjësi e XXX dhe jo domosdoshmërisht paraqet qëndrimet e KCSF-së, SDC-së, apo Suedisë.

In English:

The development and publication of this document has been supported by Kosovar Civil Society Foundation (KCSF) program 'EJA Kosovo' co-financed by the Swiss Agency for Development and Cooperation (SDC) and Sweden. The content of this document is the sole responsibility of XXX and does not necessarily represent the views of KCSF, SDC or Sweden.

In Serbian:

Izradu i objavljivanje ovog dokumenta podržala je Kosovska Fondacija za Civilno Društvo (KCSF) programom 'EJA Kosovo', koji sufinansiraju Švajcarska Agencija za Razvoj i Saradnju (SDC) i Švedska. Sadržaj ovog dokumenta odgovornost je XXX i ne predstavlja stavove KCSF-a, SDC-a ili Švedske.