

BEST

VOLUNTARY SCHEME
FOR BIODIVERSITY AND
ECOSYSTEM SERVICES
IN TERRITORIES OF
EUROPEAN OVERSEAS



BEST 2.0+ Call for proposals

Communication and Visibility Guidelines

2021



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www.best2plus.org



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BEST
2.0+



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Overall principles

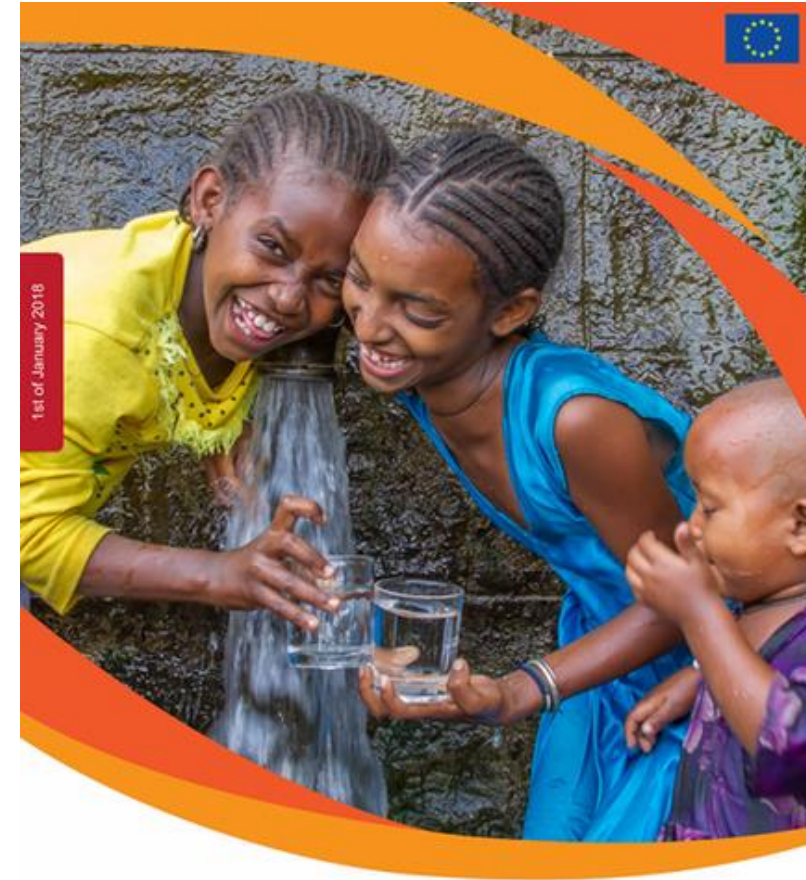
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Overall principles

- ❖ Effective communication is an essential component of a successful BEST project
- ❖ Communicating properly is a legal obligation and must respect the provisions of your contract and these guidelines
- ❖ Please get acquainted also with the [Communication and Visibility Guidelines in EU financed external actions](#)



- ❖ Communication occurs throughout the project cycle, and communication and visibility actions and products must be carefully sequenced to achieve maximum impact: different stages may require different outputs
- ❖ Get in touch with your BEST 2.0+ Regional Focal Point prior any communication activities to receive support and the necessary approval



Communication and Visibility
in EU-financed external actions

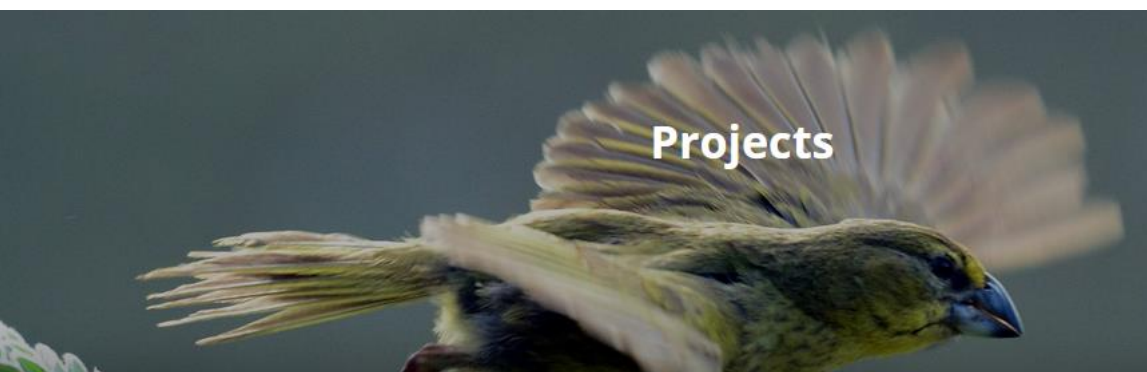
Requirements for implementing partners

Overall principles



We appreciate language diversity. We expect you to deliver the communication activities in your local or national language. However, to be more effective at the European level, do not hesitate to publish your own articles, social media posts or produce a leaflet in English.

- ❖ There are two types of required outputs:
 - Your communication activities as planned in your project description
 - The **BEST requirements** for all 2.0+ projects
- ❖ All the BEST documentation is available on the [BEST 2.0+ website](#)

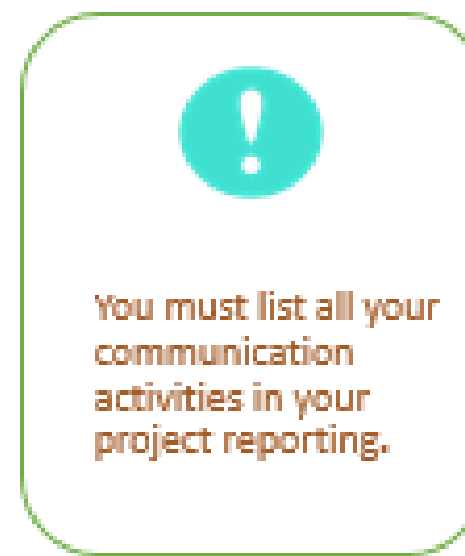


Discover

All the projects funded by the BEST Initiative from 2011-2018 can be found in this [brochure](#).

Regional impact factsheets present the results of the EU BEST Initiative, including BEST 2.0 projects for the **Caribbean, Pacific, Indian Ocean, South Atlantic, Polar and Subpolar** regions.

More information on BEST 2.0 projects are available [here](#) and videos below:



Overall principles

Accurately identifying the correct target audience is key to successful communication!

- ❖ Your Communication activities must include the following elements: a clear communication **objective**; well-defined **target audiences**; **key messages** aligned with the BEST objectives; a **timeline**; a **budget**; context-appropriate communication **channels**; **indicators** for monitoring and evaluating the success and reach of the activities;
- ❖ In addition, it must:
 - use **accurate and factual information**;
 - be **properly planned and sequenced**, but also capitalise on any appropriate opportunities that may arise;
 - be people and nature centred, adopting where appropriate a **story-telling approach** that emphasises the impact of the project on individuals and the environment, rather than administrative milestones or budgets;
 - allow for the **local context**, customs and practices;
 - use (the) **local language(s)** wherever possible;
 - be appropriate to the channels used and the audience targeted in terms of style and register;
 - be leveraged where appropriate through partnerships with individuals and organisations with a potential multiplier effect.

BEST requirements and beyond

BEST requirements

Getting started

Complete these simple steps within the first 30 days of your project:

1. Send us **three pictures representing your project**

- ❖ They will be used to promote your project and be displayed on your project profile page
- ❖ Please note that every picture must include the reference of your project, a description (caption) and an author (credit)
- ❖ We need the confirmation that we are allowed to use these picture for the above-described purpose

2. Send us **the logo of your organisation** and partner organisations (co-applicants) if applicable

- ❖ The logos must be of high resolution and in vector formats

3. **Create your project's page on your website**

- ❖ If not possible to create a dedicated page for your project, it is imperative to find an alternative

4. **Promote your project on your own communication channels** (social media, newsletters, etc.)

The page must include information about the project and acknowledge the financial contribution
Provide us with the relevant links



Nature and people images
are the most impactful.

see ["Photography" section](#)
for more tips

BEST requirements



During your project implementation

- ❖ You are kindly asked to provide the BEST Secretariat with information about the implementation of your project
- ❖ It could be pictures, updates on the results of the activities, potential articles on inspiring places and people contributing to this work, *etc.*
- **At least one article published** on your communication channels
- **One “BEST 2.0+” article**, an opportunity to raise awareness of your project, its value and its challenges
- **At least one brief video testimonial** from beneficiaries of your project
- **At least one social media post** on all your social media channels



At the end of your project

- **One PANORAMA (full) Solution published** (*more info to follow*)
- **One success story** focussing on the lessons learnt, the results and impact of the project and the way forward



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

Beyond BEST requirements

- ❖ There is always more you can do!
- ❖ Do not hesitate to share any exciting news and inspirational stories! We strongly encourage you to promote your project beyond the required articles
- ❖ We repost and share high-quality content on our channels, so remember to **send us a copy**, and if posting on social media **tag our accounts @IUCN_PA, @IUCNEurOverseas, @EU_Partnerships** and include the **#BEST2.0+** hashtag
- ❖ We may contact you to contribute to other BEST products (e.g. on an article focussing on a theme relevant to your work), which is a great opportunity to further promote your project and increase your outreach



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

Reporting requirements

- ❖ You must report on communication as part of your reporting requirements
- ❖ The **BEST 2.0+ technical report** includes a **‘Communication’ section** which should list any **communication activities undertaken and materials produced** since your last report
- ❖ Ensure that there is a **copy** of all your communication outputs on your project’s page

BEST branding

BEST branding



Logos

- ❖ You must always acknowledge the EU financial contribution to BEST 2.0+ and its donor, the European Commission's department for International Partnerships (DG INTPA)
- ❖ The logo of BEST 2.0+, together with the Biodiversity4Life logo and the EU emblem must be clearly displayed with **equal prominence** and size as other logos (for example of your organisation) in all your activities
- ❖ These materials and activities include, *inter alia*, brochures, roll up banners, leaflets, *PowerPoint* presentations, horizontal banners, social media posts, commemorative plaques, publications and reports, videos, vehicles, equipment, hardware, supplies and uniforms.



You can use the **Black and White** version of the logos if colour printing is not available for some printed materials.

- ❖ The logos are available on the BEST 2.0+ website

BEST Branding



Credits

- ❖ In addition to logos, you should include the following sentence: “This BEST 2.0+ project has received funding from the European Union.”
- ❖ Or in social media: “This project is supported by @EU_Partnerships through #BEST2.0+”
- ❖ You should also add a link to the BEST 2.0+ website: <https://www.best2plus.org/>

Disclaimer

- ❖ The EU is not responsible for the contents of your communication materials, all of which must include a standard disclaimer:

'This publication/website/video was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.'

BEST Branding



BEST 2.0+ statement

- ❖ A short paragraph describing the BEST 2.0+ programme should be included in communication products of more than 2 pages (for e.g. brochures, publications) and your website's project page:

‘The objective of BEST 2.0+ is to promote the conservation of biodiversity and sustainable use of ecosystem services, including ecosystem based approach to climate change adaption and mitigation, in the Overseas Countries and Territories (OCTs).

BEST 2.0+ aims to fulfil its objective by enabling, empowering and strengthening local authorities and civil society organisations which are committed to local development, biodiversity conservation and sustainable use of ecosystem services in OCTs through the implementation of a grant scheme accompanied by capacity building activities.

BEST 2.0+ continues the EU BEST Initiative and is a direct follow up of the BEST 2.0 Programme. To learn more, visit: <https://www.best2plus.org> ’



Use the credit information in the language of the communication 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.

BEST Branding



The BEST beneficiary must ensure that the information provided on its website is up to date, and that all featured links function correctly

Once your project is over

- ❖ When actions continue after completion of the BEST 2.0+ project, the logos may not be included in any new communication activities once six months have passed after completion of the BEST project
- ❖ However, communication materials issued after the six-month period has elapsed must include the following sentence:
'An earlier phase of this project (<date 1 - date 2>) was supported by the European Union through the BEST 2.0+ programme.'
- ❖ Where the donation of a vehicle used in the implementation of the BEST 2.0+ project specifically constitutes one of the deliverables of the action, the partner is required to remove the logos when transferring ownership of the vehicles on completion of the project

BEST Branding

Examples

- ❖ PRINTED MATERIALS such as newsletters, leaflets, brochures, technical reports and annual reports must display the relevant logos with the cover or front page clearly identifying the publication as being part of an EU-financed project and the lower banner of the front or back page featuring a disclaimer
- ❖ DIGITAL MATERIALS such as videos, multimedia features, *PowerPoint* presentations in the scope of the project
- ❖ MARKETING MATERIALS such as USB keys, hats, T-shirts, bags and any other promotional gadgets must include the logos with the relevant credit information & disclaimer
- ❖ EQUIPMENT, HARDWARE, SUPPLIES, VEHICLES, UNIFORMS purchased as part of your project must be clearly identified by displaying the logos with the relevant credit information & disclaimer ('Provided with the financial support of the European Union.')
- ❖ PUBLIC EVENTS such as conferences, workshops, seminars, debates, training courses, fairs and exhibitions financed by the BEST 2.0+ project



Any communication activities must be undertaken with best environmental practice in mind!

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

Media relations & multimedia

Media relations & multimedia

Media

- ❖ It can include press releases, press briefings, press conferences, radio interview, *etc.* on which we will be happy to assist you with tailored support and guidance

Pictures

Please comply with the following:

- ❖ Provide a copy of the pictures taken in the context of your project
- ❖ Ensure we have the **necessary consent** to use these pictures: **each author must sign the “Photography Consent Form”** (*next slide*)
- ❖ The name of each picture should include:
 - your project reference number/ID (e.g. “P-100”)
 - 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 pictures:** ideally 240-300 dpi, landscape formats are preferable
- ❖ **Add information to the meta data** (properties) of the picture: (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 picture, if different from the photographer’s name

Media relations & multimedia



The BEST beneficiary grants the EU and IUCN a royalty-free, non-exclusive and irrevocable licence to use all communication and visibility materials and products developed in support of the BEST 2.0+ project

The IUCN Image Licence Agreement

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.

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

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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 she/he 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.



The Photography consent form is available in word document format and will be sent to you by the Secretariat upon request

Media relations & multimedia

Video

Please take the following points into account for your video testimonials:

- ❖ You could start by briefly presenting yourself, your organisation, your territory, its specificities and biodiversity issues
- ❖ You could then either focus on the activities implemented thanks to BEST funding, what are its added value, what you have learnt throughout the grant and were able to replicate since then
- ❖ Another focus could be on your remaining needs and challenges, future actions and collaborations
- ❖ Do not forget to mention BEST during your intervention but feel free to express your opinion and ideas, this is your message!
- ❖ Format: your intervention should be 2 to 3 minute long

Alike pictures, the relevant descriptive metadata (title, summary, filming and production dates, production company, director and language version(s), plus script and subtitling files if available) must be provided



A recorded vocal message, radio and other audio productions could also be envisaged

Positioning Your Camera

- ❖ Try not to hold the camera/phone in your hand, place it on a stand or solid surface, or have a 2nd person shoot the video
- ❖ Keep your camera level with your face so you are not looking too far up or down
- ❖ If using your phone, position your camera horizontally
- ❖ If using your laptop or camera yourself, try not to watch yourself talking on the screen - instead, focus on eye contact with the camera lens (Depending on your device, it helps to position the preview near the camera)

Lighting

- ❖ It is important to consider where you are going to be making your video, if outside, natural light can be a big plus
- ❖ If outdoors, the best time is in the morning while the sun is still coming up, or in the evening when the sun goes down
- ❖ If indoors, be sure that you have plenty of light, it can help to record near a window that lets in natural sunlight
- ❖ If sunlight is not an option, try positioning some lighting around the area that you will be filming

Background Noise

- ❖ Take a minute to see if there are any distracting or repetitive sounds where you want to record
- ❖ If indoors, be sure to think about traffic noise, fan noise, or air conditioners running in the background
- ❖ If outdoors, in case of strong winds or loud sounds from human activity, consider using a Bluetooth headset

Clothing

- ❖ Be sure that your clothes do not blend in too much with your background

Media relations & multimedia

Tips for content writing

Your topic

The progress in your project implementation, results of your activities, the change it contributes to and the impact it has for the biodiversity in your region and in your country.

Your audience:

Example: your article will be published on the BEST 2.0+ website. The main audience for this website is the protected and conserved area practitioners in the region, the EU OCTs and beyond, decision-makers at all levels, the BEST community, including implementing partners and donors.

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



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 your article with at least 3-4 photographs. The photographs should be shared as separate attachments.

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Looking forward to hearing from you!

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