

BEST

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



LIFE4BEST

Communication and visibility guidelines

*Life*4BEST



LIFE4BEST.Secretariat@iucn.org

www.life4best.org

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Welcome to the LIFE4BEST grantees family!

1. Introduction and practical information

Congratulations, you are implementing an exciting project that will achieve impactful results for the Overseas biodiversity, with the financial support of the **LIFE Programme of the European Union**, the **French Office for Biodiversity (OFB)** and the **French Development Agency (AFD)**.

As grantee, your communication activities related to the Project must be in line with 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 LIFE4BEST project (hereafter referred to as the “project”). They are in line with the [LIFE Communication Requirements](#).

Communication with the LIFE4BEST Secretariat

1. Introduction and practical information

Getting in touch: When you produce and publish communication products about the project, you are required to get in touch with your **LIFE4BEST 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 communication-related provisions from your grant contract.

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

Communication with the LIFE4BEST Secretariat

1. Introduction and practical information

Communication activities must be implemented through the lifespan of your Project.

REQUIRED COMMUNICATION ACTIVITIES:

There are two main types of communication outputs required:

1. You must provide the Secretariat with a number of **communication outputs** during the lifespan of your project, starting with the first 30 days.
2. You must implement **your communication activities**, as presented in your project design.



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



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.

Getting started with communication

2. Your communication requirements

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

2. Send us the logo of your organisation and partner organisations (co-applicants) if applicable. The logos must be high resolution and in vector formats.



Nature and people images are the most impactful.

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

Getting started with communication (cont.)

2. Your communication requirements

3. Create your project's page on your website when available. 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 focal point accordingly.

4. Promote your project on your own communication 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.

5. In addition..... familiarize yourself with this guide. Please pay special attention to the timeline when we expect contributions from you.



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



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

Communication during your project implementation

As LIFE4BEST Grantee, you are required to help us communicate your project. You must provide the Secretariat with a number of communication outputs during the lifespan of your project.

2. Your communication requirements

DURING THE PROJECT IMPLEMENTATION

1. We will ask you for **information about your project and its results** for our communication 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 1 article** produced and published on your communication channels.
3. **One “LIFE4BEST” article.** This is an opportunity to raise awareness of your project, its value and its challenges [\(see Annex 2\)](#).
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 (when available) with each article published about your project. [\(Check the “social media” section for details\)](#).



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

Communication during your project implementation (cont.)

2. Your communication requirements

WITHIN THE LAST TWO 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 LIFE4BEST Public Website and Protected planet newsletter.
3. **At least one brief video testimonial** from beneficiaries of your project.



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.



Remember to :

1. Consult with your focal point before finalizing and publishing any of these articles and type of content.
2. Do not forget to always send us the links of the articles, news, posts, etc. published about your project.

Communication during your project implementation

GO BEYOND THE COMMUNICATION 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 communication requirements. We repost and share high-quality content on our channels, so remember to:

- ✓ **Tag our accounts** @IUCN_PA, @LIFEprogramme, @OFBiodiversite, @AFD_en and include the #LIFE4BEST hashtag, if posting on social media.
- ✓ **Send us a copy**, if publishing on other channels.
- ✓ **Get in touch with us** for validating your communication products and activities.

CONTRIBUTE TO LIFE4BEST COMMUNICATION!

We may contact you about contributing to communication that we are producing for LIFE4BEST (e.g. articles focused on a 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 requirements



N'oubliez pas de nous informer de vos activités de communication. Nous ferons la promotion de vos actualités, vidéos, messages, si nous les connaissons.

Notre équipe est disponible pour répondre à toutes vos questions afin de communiquer conjointement votre projet conformément aux lignes directrices.

Communication reporting

You must report on communication as part of your technical report. It is important that you follow the reporting template which will be sent to us as we have to report to the EU on all communication produced under LIFE4BEST.

For each report you must:

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

Using the LIFE4BEST, EU-LIFE, OFB and AFD logos

THE LOGOS In any of your communication, you must acknowledge the financial contribution of LIFE4BEST financers.

The logos of LIFE4BEST, together with the EU LIFE programme, the OFB, the AFD logo must be clearly displayed and should enjoy equal prominence and size as other logos (for example of your organisation) in all communication 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.



When used in digital materials, the logos must include the hyperlinks:
 LIFE4BEST - www.life4best.org
 EU - LIFE <https://ec.europa.eu/easme/en/life>
 OFB - www.ofb.gouv.fr
 AFD- www.afd.fr/en

Describing the financial contribution from donors

THE CREDITS INFORMATION, or an equivalent translation, must be visible in addition to the logos:

“This LIFE4BEST project has received funding from the LIFE Programme of the European Union, the French Office for Biodiversity (OFB) and the French Development Agency (AFD)”.



With the financial support of the LIFE Programme of the European Union, the French Office for Biodiversity (OFB) and the French Development Agency (AFD) through the LIFE4BEST programme

- In communication and marketing materials, in digital and print formats:
- In equipment, hardware, supplies, vehicles, uniforms
- In articles for the web: There is no standard wording, but make sure to indicate that your project receives financial support from *the* LIFE Programme of the European Union, the French Office for Biodiversity (OFB) and the French Development Agency (AFD) through LIFE4BEST. If you are not sure, simply use the credit information or the disclaimer.
- In social media posts: *“This project is supported by @LIFEprogramme, @OFBiodiversite, @AFD_en through #LIFE4BEST”*

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 LIFE4BEST Secretariat before use. Remember to contact your Regional Focal Point before finalizing and publishing any communication 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 support from the LIFE Programme of the European Union, the French Office for Biodiversity (OFB) and the French Development Agency (AFD) through the LIFE4BEST 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 OFB and AFD.'

5. Branding your project: logo usage and credit

THE LIFE4BEST STATEMENT PARAGRAPH

The LIFE4BEST 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 LIFE4BEST

The LIFE4BEST Programme (hereafter LIFE4BEST) continues the EU BEST Initiative. LIFE4BEST provides grant funding for small-scale field actions for biodiversity conservation and sustainable development in the Outermost Regions of the European Union (ORs). LIFE4BEST is a grant scheme designed to provide effective support for actions on the ground at the local, as well the regional level. It is funded by the EU LIFE Programme, the French *Office for Biodiversity (OFB) and the French Development Agency (AFD)*.

The overall objective of LIFE4BEST is to provide support for biodiversity action in the EU's Outermost. The specific objectives of LIFE4BEST are:

1. To facilitate access to EU funds for actors in the nine EU Outermost Regions so as to unlock initiatives and potential in the fields of biodiversity conservation and the sustainable use of ecosystem services, including ecosystem-based approaches to climate change adaptation and mitigation, as a basis for sustainable development.
2. To increase the capacity of these actors to access and effectively manage EU funds.
3. To increase the visibility of EU Outermost Regions as key contributors to the achievement of EU and global biodiversity strategies and targets.

www.life4best.org

Branding your communication - examples

PRINT MATERIALS including but not limited to newsletters, leaflets, brochures, technical reports and annual reports must display the logos ([see here](#)) with the relevant credit information & disclaimer on the front cover or first page.

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 logos ([see here](#)) with the relevant credit information & 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 logos ([see here](#)) with the relevant credit information & disclaimer.



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 it must be clearly identified by displaying visibly the logos ([see here](#)) with the relevant credit information & disclaimer.

5. Branding your project: logo usage and credit



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

Branding your communication - examples

Use of the project [logos](#) with your organisation logo: options

5. Branding your project: logo usage and credit



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

Branding your communication - examples

Use of the [logos](#) with or without your organisation logo and with credit information:
examples of options



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With the financial support from the LIFE Programme
of the European Union, the OFB and the AFD
through the LIFE4BEST Programme



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.

5. Branding your project:
logo usage and credit

Media relations

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

We kindly ask you to consult with your Regional 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.

Social media

When producing social media content regarding your LIFE4BEST project, you must follow the guidance below:

- Always tag the accounts @IUCN_PA, @LIFEprogramme, @OFBiodiversite, @AFD_en
- Always include the #LIFE4BEST hashtag

It works well if it is incorporated into a sentence: *“This project is supported by @LIFEprogramme, @OFBiodiversite, @AFD_en through #LIFE4BEST”*



How to include the logos in your social media post:

- Add them to the image accompanying your post (recommended), or
- Add [the 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 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 regional 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.

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

Videos

We require you to send us video testimonials ([see Annex 3](#)). 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 communication.

Once your project is complete...

If your project or actions continue after the end of the contract, you must stop including [the logos](#) in any new communication once six months have passed from the completion of your grant.

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 LIFE Programme of the European Union, the French Office for Biodiversity (OFB) and the French Development Agency (AFD) through the LIFE4BEST 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 visibility marks when transferring ownership of the vehicles on completion of the action.

Annex 1: 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 the biodiversity in your region and in your country.

Your audience: Your article will be published on the [LIFE4BEST website](#). The main audience for this website are: the protected and conserved area practitioners in the region, the EU overseas regions and beyond, decision-makers at all levels, the LIFE4BEST 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.



Annex 1: Guidelines for content writing

8. Annexes

LIFE4BEST ARTICLES

“LIFE4BEST” articles, inform about project’s achievements and successes, local, regional or European collaboration. The “WHAT” is the project itself.

An article could include the following sub-sections:

- i. background – about the project;
- ii. location;
- iii. biodiversity and cultural values;
- iv. examples of activities: cooperation and synergies, capacity building, involvement of stakeholders, etc.
- v. work and results as well as impact of the project.

Annex 2: 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.



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

Annex 3: Video & Audio recording

8. Annexes

Your message

Content

- 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 LIFE4BEST funding, what are its added value - particularly in terms of capacity building - 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 LIFE4BEST 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.
- It should ideally be a video (*see tips below*) but could also a recorded vocal message.

Annex 3: Video recording (cont.)

Practical tips

Positioning Your Camera

- Try not to hold the camera or phone in your hand, place it on a stand or solid surface. Or have a second person shoot the video (while respecting COVID-19 precautionary measures)
- Keep your camera level with your face so you are not looking too far up or down.
- 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 in case this is tough for you.)

Lighting

It is important to consider **where** you are going to be making your video.

- If you are going to do it outside, then natural light can be a big plus.
- The best time of day to film outside is in the morning while the sun is still coming up, or in the evening when the sun starts to go down. This way, you can avoid a glare.
- If you are planning on filming 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. This can reduce audio quality.
- If outdoors, in case of strong winds or loud sounds from human activity, consider using a Bluetooth headset if you have access to one.

Clothing

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

LIFE4BEST Secretariat: LIFE4BEST.Secretariat@iucn.org



www.life4best.org