



TRADE PROGRAMME VISIBILITY POLICY

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PREFACE

TRADE Programme partners have a general obligation to acknowledge the origin and ensure the visibility of any TRADE Programme funding received. The visibility obligations apply equally, regardless of whether the actions concerned are implemented by any stakeholder, through grants and procurement contracts, or partners through indirect management.

The TRADE Programme Logos and of its financiers (International Fund for Agriculture Development, OPEC fund for international Development and Malawi Government) Logos are the most important visual brand used to acknowledge the origin and ensure the visibility of TRADE programme partnership. Apart from the aforementioned logos, no other visual identity or logo may be created or used to highlight TRADE support.

Ensuring proper visibility of the TRADE's financial support provides accountability and transparency on the use of Programme's funds to taxpayers and the stakeholders. Strategic communication plays a key role in strengthening the TRADE's role, fostering independent debate and increasing the credibility of TRADE Programme, by demonstrating the added value of the Programme's implementation.

PROGRAMME BACKGROUND

Transforming Agriculture through Diversification and Entrepreneurship Programme (TRADE) Programme is a Government of Malawi 6-year initiative funded by the International Fund for Agricultural Development (IFAD) and OPEC Fund for International Development (OFID) whose overall goal is to contribute to improved sustainable livelihoods of rural people in Malawi through “Value Chain commercialization and resilience of rural poor and smallholder producers. The programme is being implemented through the Ministry of Local Government Unity and Culture in eleven districts (Mchinji, Ntchisi, Dedza, Blantyre, Kasungu, Nkhata-Bay, Rumphu, Karonga, Lilongwe Rural, Thyolo and Chitipa) focusing on 7 commodities (groundnuts, soybean, sunflower, Irish potato, dairy, beef and honey). TRADE Program specifically seeks to:

- Increase the production and productivity of smallholder farmers in selected value chains.
- Functionally upgrade smallholder farmers and rural poor to undertake new functions such as processing, storage, packaging to capture more value.
- Improve horizontal linkages by strengthening the capacities of cooperatives to provide market access functions to smallholder farmers; and,
- Improve vertical linkages between stakeholders at different functional levels of the commodity chain, including the private sector.



TRADE is supporting rural entrepreneurs, focusing on youths and women to develop and sustain their agribusiness enterprise opportunities and ensuring that commodities are nutrition sensitive. This objective is being achieved through: targeted support to smallholder farmers and non-farm actors to benefit from

- i) Commodity markets,
- ii) Improved access to rural financial services,
- iii) Market and business development services

iv) Partnerships with the private sector.

To eventually reach a sustainable level of continued information flows to and from the stakeholders through appropriate linkages and effective coordination, TRADE programme is concretely, developing an additional partnership to stimulate responsiveness of networks and networking, and show stakeholders the benefits of utilizing such a network. The Knowledge management would like the information dissemination done by TRADE programme be in collaboration with its partners, the public and private sector or can be substituted by them. It is in line to the aforementioned purpose that TRADE programme developed this visibility policy to act as a blueprint that can guide partners on how to enhance the Programme’s visibility. TRADE Programme has established itself as a brand name when in the realm of *Corporate* and working with the private sector in achieving sustainable development. Apart from its work TRADE Programme shall also be identified using the physical aspects listed below:

Visual Identify Aspects of TRADE

ITEM	Symbol
Name:	Transforming Agriculture through Diversification and Entrepreneurship (TRADE) Programme
TRADE Logo:	
Financiers Logos	

Colours:	Dark Brown, Apple green, Black, Red and Dark Green
Font:	Constantia

VISIBILITY POLICY CONTEXT

1. As directed by the TRADE Programme Management Unit, the Programme adopted a Visibility Policy which its key objective is to raise awareness about the Programme.
2. While the TRADE Programme's visibility has grown in recent years, there is a need to further raise visibility about its role and reach, especially in rural areas where it is implementing its activities.
3. Ensuring strong, clear, and consistent communications strategies across the TRADE Programme Partnership is vital to ensure that donors, and other stakeholders see the value of TRADE Programme-funded activities and initiatives. Creating a more coordinated approach to all its partners will help to better communicate the TRADE Programme's impacts and results.
4. With the growth of the TRADE Programme's Partnership, the emergence of new communications platforms and tools, and an evolving media landscape, there is a need for a visibility policy and guidance about how and when the TRADE Programme should be cited and visually represented in public documents and other outreach materials. Agencies and other partners communicating about TRADE Programme-funded projects, enabling activities, and initiatives shall credit the TRADE Programme following the requirements outlined in the Policy.

POLICY APPLICATION

5. Communications shall be planned and budgeted for in the design phase and prioritized throughout the life cycle of projects and programs. Activities and products, including relevant, aligned, knowledge management and learning, shall be coordinated with the TRADE Programme Knowledge Management and Communications team to ensure impact and safeguarding of the TRADE Programme's brand.
6. Each TRADE Programme partner working as a service provider or engaged in other arrangements shall have a communications focal point(s) who can liaise with TRADE Programme Knowledge Management and Communications focal points

7. Projects and programs will benefit from strategic planning regarding external communications and outreach, and a designated communications focal point (who can also liaise with the TRADE Programme Knowledge Management and Communications team, as appropriate). Each TRADE Programme-funded initiative should include outreach plans that relate to communication objectives, target audience(s), channel(s), messaging, and measurement (which could include analytics or survey data).
8. External communication about TRADE Programme-funded initiatives should include information about results, impact, and contributions to return on investment, where possible, and human-centered storytelling is encouraged to show the impact of TRADE Programme-funded activities at the individual level.
9. TRADE Programme partners that include service providers, business coaches, civil society, private sector partners, and other organizations working with TRADE Programme are responsible for publicizing their work and must include reference to support received from the TRADE Programme.
10. TRADE Programme partners that include service providers, business coaches, civil society, private sector partners, and other organizations working with TRADE Programme are responsible for allocating sufficient communication resources to adequately meet the visibility and branding expectations as laid out in this Policy and the associated Brand Guidelines and to effectively communicate their work with reference to support received from TRADE Programme.

CONTRACTUAL AGREEMENTS

11. Agencies and other recipients of TRADE Programme funding shall: (i) require adherence to this Visibility Policy; and (ii) provide adequate visibility to the TRADE Programme by identifying the project, in the cover page and title of contractual arrangements, as a TRADE Programme-financed project.
12. Contractual Arrangements between TRADE Programme partners that include service providers, business coaches, civil society, private sector partners, and other organizations to work with TRADE Programme shall require adherence to this Visibility Policy and make clear its requirements.

LOGO AND BRANDING

13. TRADE Programme logo must be applied to all outreach materials related to TRADE Programme-funded projects and programs, following this TRADE Programme visibility policy, which can easily be downloaded from the TRADE Programme website.
14. When used in reports and other documents, ensure that the TRADE Programme Logo and that of the partner be on top and those of TRADE financiers be on bottom, arranged as shown in the picture below:



15. All TRADE Programme partners that include service providers, business coaches, civil society, private sector partners, and other organizations working with TRADE Programme must use the TRADE Programme branding on all goods purchased under TRADE Programme-financed projects and programs, including physical assets such as signs, vehicles, and other equipment.
16. Where individual project or program brands are created, these shall be designed in consultation with the relevant TRADE Programme partner and communicated to the TRADE Programme Knowledge management and Communications team to ensure coherence.

PUBLICATIONS

17. Publications such as brochures, magazines, and books shall incorporate the introductory text describing the TRADE Programme. The introductory text can be found on the TRADE Programme website's About TRADE section. Digital publications should be shared with the TRADE Programme Knowledge Management and Communications team for awareness and amplification on the TRADE Programme's website and social media platforms as appropriate.

DIGITAL COMMUNICATION AND EDITORIAL CONTENT

18. Digital communication related to TRADE Programme-funded work, including websites, newsletters, and social media feeds shall include links to the TRADE Programme website and social media channels or handles as appropriate.
19. Projects and programs receiving TRADE Programme funding shall be referred to as 'TRADE Programme-funded' or 'supported' at least once in articles, video scripts, and social media posts.
20. TRADE Programme partners communications officers shall consult with the TRADE Programme Knowledge Management and Communications team about upcoming outreach plans and campaigns and any change to digital strategies or platforms to ensure connectivity and amplification of communications products.
21. TRADE Programme will share, as appropriate, partners' editorial content, including written stories, photographs, and videos, on its website and digital channels to raise awareness about the projects, programs, events, and other activities it supports.
22. Websites and social media channels created as an output of a TRADE Programme-funded project or program shall be maintained throughout the project or program lifespan, with regular reviews to ensure compliance with branding and other guidance. At project or program closure, websites and social media channels that will no longer be maintained must be taken offline and appropriately archived.

MEDIA RELATIONS

23. TRADE Programme partners communications officers shall consult with the TRADE Programme Knowledge Management and Communications team in advance about press conferences, press releases, and media interviews related to TRADE Programme -financed activities to maximize visibility and impact.
24. Press releases shall be produced at the launch of new projects and programs, targeting national and local audiences, and at the project's end. Press releases, and other media outreach, should also be strongly considered when projects and programs reach key milestones or achieve notable results during implementation. Communications staff shall contact the TRADE Programme Knowledge Management and Communications team ahead of planned publication for inclusion of a TRADE Programme's quote where appropriate and share the final product for promotion on TRADE Programme channels.
25. Press releases, news stories, social media, videos, and photographs related to prominent project visits shall be coordinated by project communications officers and TRADE Programme Knowledge Management and Communications team for inclusion of a TRADE Programme's quote and awareness and joint promotion.

AUDIOVISUAL PRODUCTIONS

26. Audiovisual materials shall acknowledge TRADE Programme support by featuring the TRADE Programme logo at the beginning and/or end. This material should also be shared with the TRADE Programme Knowledge Management and Communications team so that it may be posted and promoted, as appropriate, on the TRADE Programme website and social media channels.

PROMOTIONAL ITEMS

27. The production of promotional items with the TRADE Programme logo (such as hats, t-shirts, and notebooks) must be coordinated with the TRADE Programme Knowledge Management and Communications team and follow the TRADE Programme Brand Guidelines.

DISCLAIMERS

28. TRADE Programme is not responsible for the content of communication materials related to TRADE Programme -funded or co-funded actions prepared by partners, all of which shall include a standard disclaimer translated into (the) local language(s) where appropriate and practical as follows:
- a. For publications in print or electronic format: ‘This publication was funded/cofunded by TRADE Programme. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the TRADE Programme.’
 - b. For websites and social media accounts: ‘This <website/account> is funded/cofunded by TRADE Programme. Its contents are the sole responsibility of <name of the author/ partner> and do not necessarily reflect the views of the TRADE Programme.’
 - c. For videos and other audio-visual material: ‘This <video/film/recording> was funded/co-funded by TRADE Programme. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the TRADE Programme.’

REVIEWING AND MONITORING ADHERENCE

29. TRADE Programme Knowledge Management and Communications team will contact partners to request a remedy when non-adherence to this Policy is identified

CONCLUSION

TRADE Knowledge Management and Communication section believes that the most effective way of transferring technical information and increasing the adaptation rate is to literally show the stakeholders the methods and techniques through demonstrations (i.e. give them proof of success and increase their perceptions of the marginal gains). In this regard, TRADE Programme partners are encouraged to keep its stakeholders engaged,

updated and involved through a clear and effective visibility approach. Partners must display information about ongoing TRADE-funded projects on their website and other channels. Project/programme specific web content should provide context and results to show the added value of the action and the impact achieved, illustrated with facts and figures. It should be factual yet engaging, avoiding jargon. Human interest stories are one of the best ways to connect with people. Stories should demonstrate the agency of individuals and communities as active participants in the development process, from an individual to national level. When identifying stories to share, consider which ones demonstrate the most significant change on individuals or communities. Ask questions to identify what the change is, how it came about, and when it occurred.