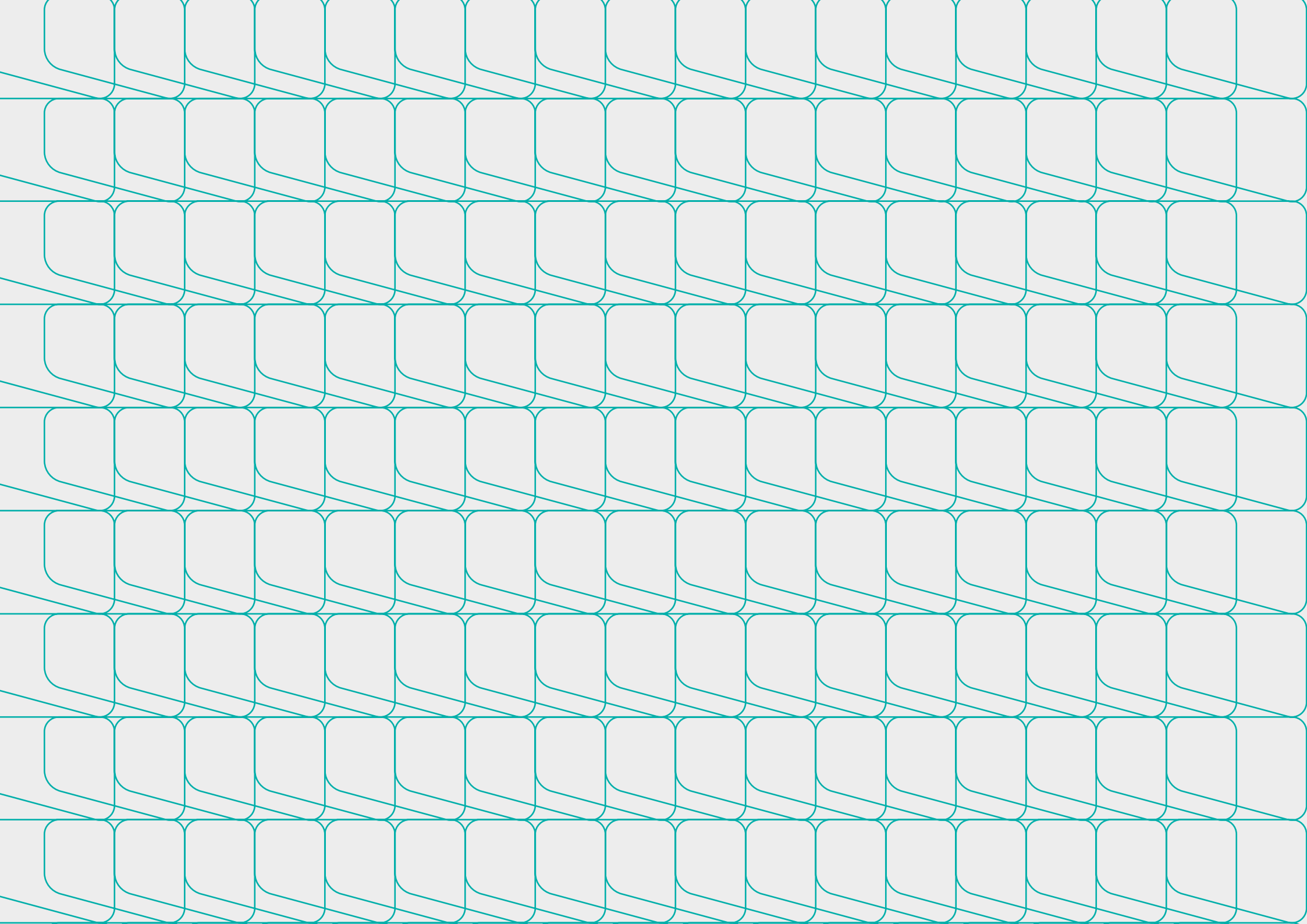


Communication and Visibility Guidelines



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Foreword

The European Union (EU) seeks to ensure the visibility of the initiatives it finances, in order to be accountable to European taxpayers and to the countries / governments with which it cooperates. To this end, the EU requires organisations implementing projects to publish information on the financial support granted, the coordination between the different actors and the effectiveness of the actions implemented. Specifically, with regard to blending projects, communication and visibility actions are expected to:

- ensure that all stakeholders are informed about blending operations;
- highlight the links between EU-funded projects and regional, national and sectoral strategies;

- increase the attractiveness of blending to bilateral donors, private investors and other potential partners, as a way to leverage additional funding;
- reinforce the image of the EU within the international community.

For each project financed by the **European Union's Caribbean Investment Facility (CIF)**, the lead financial institution will prepare a communication plan, in coordination with the EU Delegation of each country where it is executed, as well as with project partners, where relevant, allowing stakeholder participation in key stages of the project with potential for visibility.

Specific requirements regarding visibility and communication are included in the 'Delegation Agreement' signed between the European Commission and the financial institution leading the project.

This **CIF Visibility and Communication Guidelines** complements the visibility and communication provisions of the "Delegation Agreement" and seeks to offer practical guidance to managers, partners and beneficiaries of projects co-financed by CIF.

We hope that the guidance provided in this document will contribute to the success of the communication and visibility plans undertaken by CIF fund managers.

The CIF team

What is the purpose of these guidelines?

These guidelines provide practical tips and recommendations on how to manage communications from the European Union's Caribbean Investment Facility (CIF), with a view to increasing the scope and visibility of our actions.

Likewise, it serves as a guideline for the fulfilment of the communication and visibility requirements contained in the contracts or 'Delegation Agreements' with CIF.



**Other tools
and resources**

[Brand Guidelines](#)

Who is this guide for?

At CIF we know that colleagues and partners play a fundamental role in increasing the reach of our communications and the visibility of our investment projects in the Caribbean. Therefore, this guide is aimed at:

1

CIF project managers and those responsible for communications at the EU headquarters and the Delegations in the Caribbean.

2

International financial institutions (European and regional) and national partners.

Agencies that execute and promote the programmes and projects co-financed by CIF.

Governments and cities that promote investments and with whom we work.

3

Citizens and beneficiary organisations, who experience improvements in their quality of life, health and environment thanks to the funded programmes and projects.

What are the communication requirements in Delegation Agreements for projects financed by CIF?

Leading financial intermediaries or institutions in charge of managing CIF's resources must:

- develop a communication and visibility plan for the programme or project to be executed;
- mention the support received from the EU through CIF on their website and include a link to the website www.eu-cif.eu;
- add the EU CIF logo to all relevant promotional materials, following the [Brand guidelines](#);
- mention the contribution of CIF in its visibility actions towards the final beneficiaries;
- invite EU representatives to relevant events, such as launch ceremonies, information sessions and meetings with final beneficiaries.



CIF communication objectives



Communication and visibility actions are expected to contribute to:

- ensure that all stakeholders are informed about the blending operations of the European Union giving visibility to the positive impact of the activities and projects financed by CIF - and its partners - on the population;
- position CIF as a blending instrument that leverages financial resources in the Caribbean;
- increase interaction with the target audience;
- promote the exchange of knowledge and experiences by disseminating good practices and lessons learned on the application of financial instruments;
- incentivise requests for financial support and new partnerships;
- highlighting the links between EU-funded projects and regional, national and sectoral strategies, helping to strengthen the EU's political dialogue in the Caribbean;
- increase the attractiveness of blending for bilateral donors, private investors and other potential partners, as a way to leverage additional financing for key projects for the region;
- strengthen the image of the EU within the international community.

The communication plan

The communication plan of a project financed by CIF must be aligned with the communication strategies of the European Union for the region, in this case the Caribbean; and, specifically, with the communication plan of the Delegation (s) of the European Union in the country or countries where the action is carried out.

What is the structure of a communication plan?

Objectives

Mention of the objectives of the communication plan, which must be aligned with the communication and visibility objectives of CIF.

Target audience

Description of the audience to which the communications are directed.

Key messages

Slogan, taglines and main messages of the communication campaign, describing the impact of CIF's project and its partners in the country and / or the region.

Media

Description of the materials, events and communication means (traditional and social networks) that will be used throughout the campaign, depending on the country(s) and target audience.

Communication campaign activities and marketing strategies

Detailed explanation of the actions that will be carried out to promote the project(s) in coordination with the different actors and beneficiary communities.

Monitoring & assessment

Strategy and indicators to be used to measure the impact of the communication campaign.

Key messages

The messages presented below will serve as a guide for you to build your own messages and narrative about CIF and the projects it co-finances:

Messages about CIF

- The Caribbean Investment Facility is one of the regional blending instruments of the European Union.
- CIF is the instrument of the European Union to catalyse sustainable investment in the Caribbean.
- CIF promotes the mobilization of funds from European and regional financial institutions, governments and the private sector to carry out sustainable development projects in the Caribbean.

- The objective of CIF is to help Caribbean countries finance projects in key sectors for the achievement of the Sustainable Development Goals, such as: renewable energies, environment, water and sanitation, urban and rural transport, and promotion of small and medium enterprises.

Messages about projects financed by CIF

- This project has been financed by the European Union, through the Caribbean Investment Facility (CIF).
- Through this project, CIF contributes to the sustainable development of the Caribbean.

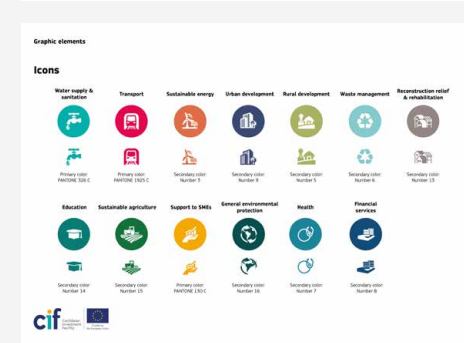
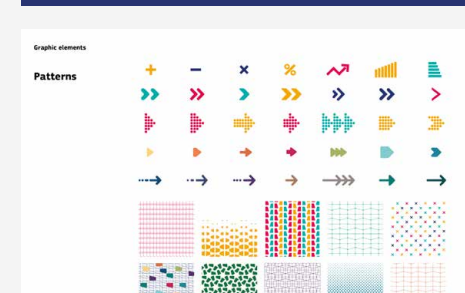


CIF brand guidelines

[CIF brand guidelines](#) establish the basic principles that will be applied to communication products developed within the framework of projects and programmes financed by CIF.

The purpose of these guidelines is to give CIF a recognizable and coherent image through the different media and to project the European Union as a key actor in sustainable development on an international scale.

The visual identity of CIF was developed taking into account the guidelines of the [Communication and Visibility in EU-financed external actions – Requirements for implementing partners \(projects\)](#), which can be consulted for more information on the communication of the EU external actions.



Website

CIF has the website www.eu-cif.eu, developed in three languages: Spanish, English and Portuguese.

The website consists of the following sections:

- **Home page:** Where the main information of each section of the web is highlighted.
- **About CIF:** Section that describes what CIF is, what its financing modalities are, the sectors it finances, the beneficiary countries and the partner financial institutions.
- **Facts and figures:** Includes a summary of the main data and results achieved through CIF contributions.
- **Projects:** Section containing an interactive map and a complete list of projects

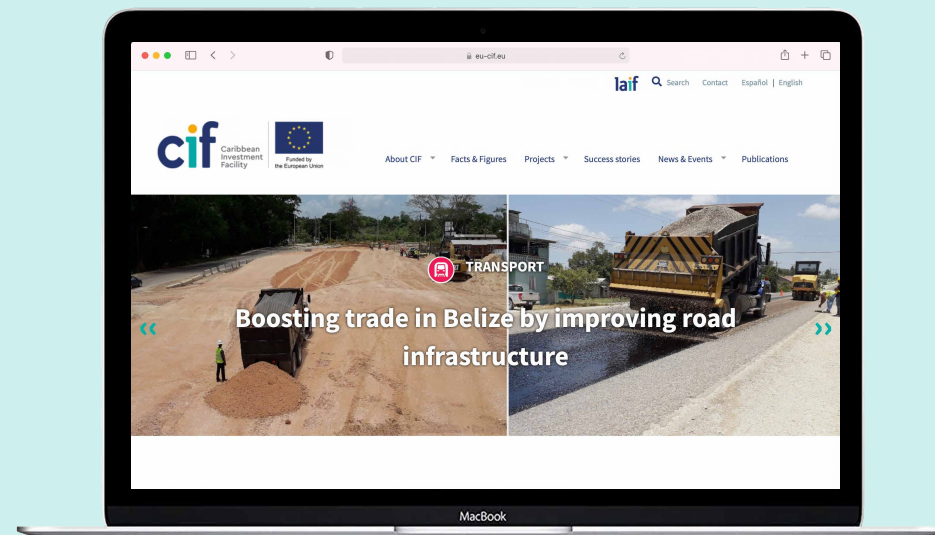
financed by CIF, where a complete description of each project is given: beneficiary country(ies), partners, total investment, CIF contribution, duration, objectives, results, main benefited sector and the Sustainable Development Goals to which it contributes.

- **Success stories:** Page designed to highlight success stories, including testimonials from beneficiaries.
- **News and events:** Section that includes the main news and events that take place, plus a subsection dedicated to communication and visibility issues, containing the guides and templates produced to facilitate the task of communication and visibility of funded programmes and projects.

- **Publications:** Section where you can find and download the publications produced by CIF and by the partners and project managers.

In addition to these sections, the website contains a [contact page](#), links to social networks and a page to clarify [frequently asked questions](#) that may arise to users.

Any information and communication material of interest can be sent to info@eulaif.eu to be published.

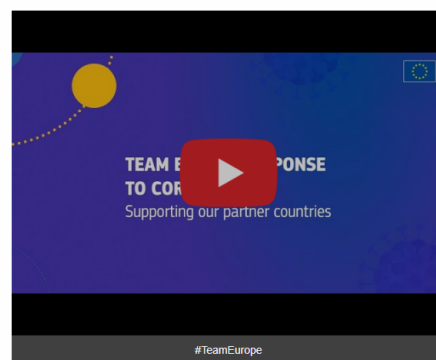


Newsletter

The LAIF-CIF e-newsletter is a tool created to inform the internal public (staff of the headquarters and Delegations of the European Union) and external (international financial institutions, executing entities of programmes and projects, beneficiaries and the general public) about developments LAIF and CIF: recent activities, upcoming events and courses, new projects and success stories published on the web, etc.

Those interested in receiving the e-newsletter can subscribe by entering their email and personal data through the website www.eulaif.eu

Also, if you wish, you can send us news, events and communication material of interest to spread through this channel, by writing an email to info@eulaif.eu



Nuevos miembros en el equipo de LAIF



Nos complace dar la bienvenida a **Gaetano Viti** y a **Olaya Lombardero Martínez** al equipo de Blending de América Latina y El Caribe. Gaetano Viti, economista, es nuestro nuevo Jefe de Sector para Blending, Cooperación Triangular y Desarrollo en Transición. Después de unirse a la Comisión Europea en 2001, trabajó en Cooperación al Desarrollo, primero en Asia, el Caribe y África, y después, en la Delegación de la UE en Venezuela. Luego de esta experiencia enriquecedora, ha liderado el equipo de Finanzas y Contratos de América Latina en DEVCO por más de una década. Olaya Lombardero Martínez se unió al equipo de inversión recientemente, donde reemplaza a Jesús del Barrio en la administración del *Caribbean Investment Facility* (CIF), apoyando también a LAIF y encargándose de la coordinación entre ambos equipos. Anteriormente, formó parte del equipo asiático de la Unidad F3 (Finanzas y Contratos) de DEVCO.

Por su parte, Gisela Campillo continúa siendo la gestora de LAIF, formando parte del equipo de Blending e Inversiones, y desde el Secretariado de los Instrumentos de Blending, los colegas: Esther Martín (jefa de sector), José Capitán y Miguel Gómez continúan apoyando al equipo de América Latina y el

Programa de formación para la sede y Delegaciones de la UE



El equipo de Blending de América Latina y El Caribe considera que, en la situación actual, es necesario no sólo continuar intercambiando ideas y conocimientos sobre *blending*, sino también discutir sobre las nuevas perspectivas de financiamiento del desarrollo. Por esta razón, proponemos una serie de sesiones de capacitación, intercambio y discusión sobre temas que consideramos relevantes para todos aquellos que trabajan con LAIF y CIF actualmente o que están interesados en hacerlo.

Estrenamos la nueva versión de la WEB en portugués



www.eulaif.eu/pt

Comparta con nosotros cualquier información, historia de éxito, evento o documento de interés para nuestros seguidores y con gusto lo publicaremos en la web y redes sociales. Escribenos a info@eulaif.eu y no olvides suscribirte a las redes sociales de EU-LAIF.



Publications



Digital or printed publications are very useful to summarise and communicate the results of our actions to our audience, especially in the context of events, work meetings and the presentation of this blending instrument. That is why it is recommended that CIF publications contain contact information, links to the www.eu-cif.eu website and, if possible, a QR code, which directs the reader to the website where they can find more information about the topic or project.

Texts of publications should be short and simple, and photos and infographics should be used wherever possible to illustrate the action and its context.

In general, all material produced on paper must also be available in digital, so that it can be sent by email and posted on a website. To avoid wasted paper, the distribution capacity of the printed material should be considered.

All CIF publications must incorporate the basic elements of its [visual identity](#), details of the project (s), contact information and the disclaimer⁴ if they are produced by a contractor.

Publications produced by a contractor and / or implementing partner must include the logo of CIF in the section designated for it (e.g., on the first or last page, in the header or footer); and Copies of

such publications should be made available to the EU.

Official publications of the European Commission, such as the annual reports of LAIF and CIF, must follow the [Visual Identity Manual of the European Commission](#).

⁴ This publication (website or video, etc.) has been produced with the financial support of the European Union. Its content is the sole responsibility of <name of author / implementing partner> and does not necessarily reflect the views of the European Union."

Press / web releases, articles or news

Press/web releases, articles or news are used to disseminate current and detailed information about our projects, activities and events.

Usually, we call 'press or web release' the news we send to a database of journalists in order for them to publish it in print or digital media. Usually, Web releases are shorter than press releases, because this is recommended to facilitate online reading.

For the purposes of this guide and our daily work, we will use 'press / web release' to refer to the news that we send to journalists and organizations of interest, such as those that we publish in the news section of our website, and from there share them through our social networks and newsletters.

A newsworthy press release requires inspiration, creativity, and detail, but it should be short, concrete, and engaging. The suggested length is one page (25 lines or one page of text).

A basic press release should contain: an attractive TITLE, a SUMMARY that summarizes the essential facts, the BODY OF THE NEWS with basic information and quotes, the CLOSURE and CONTACT details.



Features of a press/web release

Title or headline: It is our 'hook'. It is a shocking short sentence that summarizes the content of the news. The headline should be highlighted with a font a little larger than the rest of the text and in bold.

Pretitle or subtitle: It is a short phrase that goes above or below the headline, in a font format slightly larger than the body of the news, and that contains relevant data and information to complement what the title says.

Place and date: This basic information serves to guide the readers and journalists who receive the press release in time and space.

Hashtag: include in a visible place the hashtags that we would like to use for the dissemination of the news on social networks.

Photo, image and / or video: Because an "image says more than a thousand words", it is recommended to include photos, images, infographics and / or videos that illustrate the events we are narrating. The images serve to provide greater appeal and increase the impact of our press release. When images are included in the press release, they must be accompanied by credits, copyrights, and a legend or brief description that explains what the image is intended to illustrate.

Summary: The summary is a 3 to 5 line summary of the highlights of our press release. The summary is usually in bold or italic with a font slightly larger than the body of the news but smaller than the headline.

Lead: It is the first paragraph of the news that generally answers three of the most important questions (the 5 W: What, Where, When, Who, Why):

- What: specific fact that is discussed, its relevance and interest.
- Who: the protagonists of the events reported.
- When: time in which the events, activities or actions took place or will take place.
- Where: the place.
- Why, for what and how: the explanation of the facts.

Body of the news: In this part we develop the information, we explain in more detail what happened and we answer the questions that we did not answer in the lead. A direct and clear style is advisable where short sentences prevail.

Normally, the body of a press release is made up of about 4 to 6 paragraphs, of 5 to 6 lines each, written following the model of the "inverted pyramid". For the body of the news we advise to use a legible letter and about 11 points. It is recommended to include quotes from the actors involved in the news (e.g., those responsible for the projects, heads of government, etc.) and facts or figures that add value to the content. Also, the body of the news can contain intertitles to highlight relevant information and lighten the reading. And, if it is considered pertinent, links to documents and web pages related to the information can be added.

Features of a press/web release

Closing: The body of the news must include a concluding paragraph..

Note to the editor: Also known as 'About...', it is nothing more than a paragraph in which we briefly describe our organization (who we are and what we do). We can include this section when we address media and organizations that we consider need to know a little more about CIF. The information can go in a box and let's not forget to include the full URL of the corporate website: www.eu-cif.eu and links to social networks.

Contact information: Name, position, email and telephone number of the person in charge of communications, who the journalists can contact if they require more information, images or to arrange an interview.

In the following [link](#) you can download the template for sending CIF press releases.

Brussels, December 23, 2020

#health #COVID-19

Subtitle

The European Union and the Inter-American Development Bank sign two contracts to support Caribbean partner countries



The EU's Caribbean Investment Facility (CIF) and the Inter-American Development Bank (IDB) signed two agreements for a total EU contribution of €23 million to support investments in primary health care services in Jamaica and in sustainable energy in Barbados. IDB is one of CIF's main investment partners in the Caribbean. To date, they jointly manage 10 projects worth €417.12 million, with a CIF contribution of €90.83 million, in sustainable energy, health, support for SMEs, water supply and sanitation, sustainable transport and agriculture.

This IDB-led operation will help devise and enforce policies to combat non-communicable diseases (NCDs) and strengthen the network of primary health services. This will happen through investments to make, remodel, expand and provide medical equipment for 3 hospitals and 10 associated health centres, together serving 1.1 million people. Moreover, the programme will further help alleviate the pressure on Kingston's major hospitals, thanks to the necessary NCD management protocols, upgraded and integrated primary and secondary health networks, and a stronger tele-health service. Smart Fund II will reduce Barbados' reliance on imported fossil fuels, thanks to the increased use of renewable energy and energy efficiency technologies in the commercial, residential and public sectors (schools and hospitals). By 2026 the project will have installed panels producing 11.4 MW of solar photovoltaic energy, leading to annual reductions of 91.4 GWh in electricity consumption and of 68 076 tonnes in carbon dioxide equivalent emissions.

ABOUT CIF

The Caribbean Investment Facility (CIF) is one of the European Union's regional blending facilities, aiming to mobilize funding for development projects by combining EU grants with financial resources from European and regional financial institutions, governments and the private sector.

Photos & images

The progress, results and impact of CIF-funded actions and related events should, where possible, be documented by photographs for later use in actions and communication products.

A copy of all photographs produced in the context of external actions financed by CIF must be made available to the European Union in the following format: minimum size of 640x480px for the web, and a resolution of 21x15 cm and 300 dpi for printed publications. The contractor, the implementing partner or the international organisation should ensure that copies of the photos are sent to:

- The head of press and communication of the Delegation of the EU;
- The CIF communication manager (info@eulaif.eu), who

will be in charge of sending it to the Communication Unit of DG INTPA.

Each photo must be accompanied by:

- IPTC metadata or a separate metadata file detailing the copyright, photographer's name, production date, place of production, and a caption or brief description of the image, including names and roles of any identifiable person, name of the CIF project / program to which the image relates, and the country in which it was taken (if possible, the location);
- a written authorisation to use the [photo\(s\)](#) or reproduce the [video](#) images without payment of royalties;

- a declaration of the interested persons (or, in the case of minors, of the persons who exercise parental authority) giving their [consent for the specific use of their image](#).

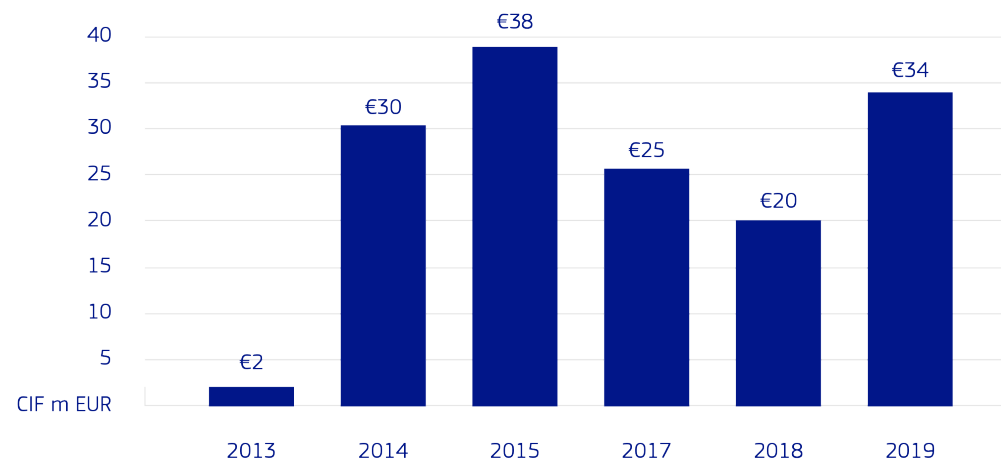
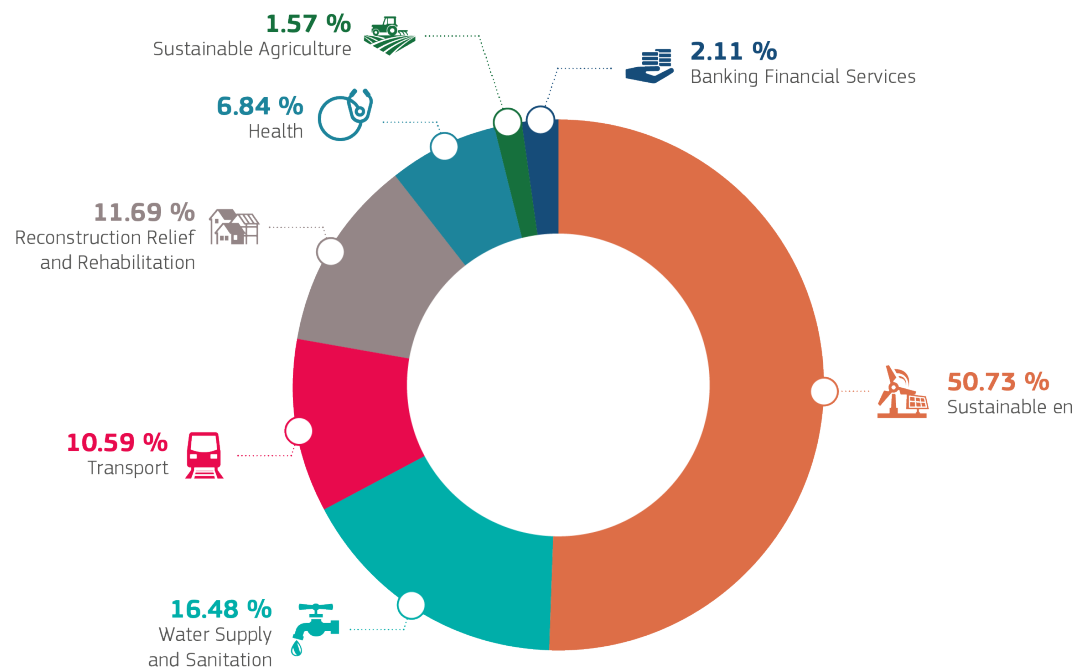
For more information you can consult the [Guidelines for the Deposit of Audiovisual Material in the Audiovisual Library of DG COMM.](#)

Tips for photos

- Take and provide high-quality photos, the size of which can be reduced for web use.
- Capture images that tell the story of the project, i.e. photographs of people participating in project activities that reflect what is happening on the ground.
- Prioritise dynamic images, where there is action, and avoid static images.
- Document the progress of projects through the use of photographs.
- Avoid photos of people gathered in a room or of people gathered with their backs turned. If necessary, ask the actors involved to position themselves in certain positions for framing the photo.

Infografics

Infographics are very effective in explaining complex content and capturing the attention of your target audience. Therefore, at CIF we recommend the use of this resource and we try to enrich our communications with graphics, diagrams and images that help illustrate the content developed.



"The goal of any story is to teach and please at the same time."

Umberto Eco



Success stories Storytelling

" The best way to reach audiences is by telling true stories that tell how our actions change the lives of citizens."

Communication and Visibility in EU-financed external actions – Requirements for implementing partners (2018)

For CIF, communication must focus on the results and long-term impact of the projects it finances. To do this, the most effective tool we have is the story of how a project has changed people's daily lives and made a difference in the countries where we work. Any media can be used to tell this story: print or digital publications, videos, podcasts, radio and television.

A story always:

- focuses on shared human values;
 - contains details about people's work, life, problems, and hopes;
 - it transports us to the place, bringing us colours, smells and sounds;
 - It has a dynamic plot: a good story shows how obstacles and challenges arise and are overcome. What was life like before the project and how has it changed ?;
 - shows concrete results.
- focuses on one person: a beneficiary (farmer, pedestrian, transporter, doctor...), the person in charge of his execution, a government official, who gives his testimony;

Videos

Videos are very effective communication tools. Its cost varies depending on the duration, characteristics and type of video (animated short, interview, success story, documentary).

As requested for all communication materials, audiovisual productions must acknowledge the contribution of UE CIF, presenting the EU flag together with the CIF logo at the beginning and / or at the end of the video. As with photos, the contractor, implementing partner or international organisation should send copies of the produced video (s) to:

- Head of press and communication of the EU Delegation;
- CIF communication manager (info@eucif.eu), who will be in charge of sending it to DG INTPA Communication Unit.

Videos must be accompanied by descriptive metadata in the available language, including: title, descriptive summary, production date, and production company.

All video must be promoted through the available communication media (webpages, social networks) to maximise its dissemination.



Phases of video production

Phase 1: Preproduction

Pre-production is the initial planning phase of the video and is key to determining the success of the later stages.

What are the pre-production tasks and results?

- Brainstorming: Expectations and ideas for the video to be produced are collected.
- Outline and synopsis: An outline is made in which the facts that should be presented in the video and the order in which they should be discussed or appear are listed, and a clear and concise synopsis is developed.
- Script and storyboard: The audiovisual script is the written narration of the events, actions, sensations and dialogues that will be later translated into images.
- The script or storyboard, visually explains the history, animation or structure of the video through a sequence of illustrations or images. The elaboration of an audiovisual script (or technical script) is a task that consists of breaking down the entire story into sequences, scenes and shots so that later in the shoot nothing is left to chance. There are various formats. On page 25 of this guide, we present a combined script and storyboard template that we recommend using.
- Pre-production plan and budget: logistics and budget for the shoot: locations and hours of recording depending on the light required, personnel required for the recording (both behind the scenes and in front of the camera), interview schedules, travel arrangements, reservation of spaces, catering, contact with suppliers, etc.

Phase 2: Production





In the production phase, video recording is carried out or illustrations are drawn and / or images to be animated are prepared. Once the material is recorded, it is organised for the edition, the music is selected, the voiceover is recorded (if contemplated), the graphic elements that will accompany the video are elaborated.

Phase 3: Postproduction

In this phase the total editing of the video is carried out, which involves the combination of all the created elements (supporting images, interviews, voice-over, music, animations, subtitles) and also the color grading, the sound correction, more the special effects that you want to add.

The audiovisual script and the storyboard

1. PLANS are the minimum unit into which each scene can be visually divided.
2. SCENES are a set of plans with a space-time unit, which takes place in the same moment of light. That is why in the scripts each scene is usually headed with indications of the type: Interior / Day, Exterior / Night, etc.
3. SEQUENCES are a set of scenes that share a thematic unit.

SEQ/PLAN	Scene description	Sound / FX	Images
SEQ 4 / P.1	EXT / DAY / General plan Panoramic view of the town and the mountains. Movement: slow traveling RIGHT> LEFT. Angle: horizontal. / 90 °	Background P1: sound of the field, air, birds. Animals are heard in the background. Background P2: typical music of the Andean Altiplano.	
SEQ 4 / P.2	EXT / DAY / Middle Plan Interview Mrs. Teresa Sánchez, President of the San Miguel Cooperative. Fixed camera. Horizontal angle. / 90 °	Sound interview: FROM "Thanks to the support of the European Union", TO "... our community".	
SEQ 4 / P.3	EXT / DAY / Close up Interviewee collects the potatoes and shows them to the camera. Movement: ZOOM IN / Slow motion. Slightly chopped angle.	Background P1: typical highland music.	
OUTRO	Animation logo of LAIF	Background P1: music-logo-closure	



Events

Public events (such as conferences, workshops, seminars, debates, training courses, national, regional or international fairs and exhibitions), field visits and meetings with key stakeholders, offer a great opportunity to increase the visibility of our actions by carrying out of communication campaigns to publicise the objectives and achievements of projects financed by CIF.

The EU flag together with the CIF logo must be prominently displayed on communication materials and exhibition stands (See [CIF Visual Identity Manual](#)), to ensure that people attending such events are aware of the financial support of the EU through CIF.

When organising high-level visits with officials, political leaders and other public figures to LAIF-funded action sites, project partners should work in coordination with EU headquarters or Delegations - as appropriate - to organise coverage through press releases and conferences, media interviews, live video recordings and photographs during the event.

References

Communication and Visibility in EU-financed external actions – Requirements for implementing partners (projects). At: https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en

Communication and visibility manual for European Union External Actions (2010). At: https://ec.europa.eu/international-partnerships/system/files/communication-and-visibility-manual_en.pdf

European Commission visual identity.

At: http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm

European Commission Audiovisual services copyright rules.

At: <http://ec.europa.eu/avservices/copyright/index.cfm?&sitelang=en>

A Photographer's Handbook - How to take pictures of an EU funded project (2012). EU Neighbourhood Info Centre. At: <https://www.euneighbours.eu/en/east-stay-informed/publications/photographers-handbook-how-take-pictures-eu-funded-project>

Writing to Grab Attention, a handbook for EU-funded projects (2012).

At: <https://www.euneighbours.eu/en/east-south/stay-informed/publications/writing-grab-attention-handbook-eu-funded-projects>

Guidelines for the deposit of audiovisual material at the audiovisual library of DG COMM:

<https://ec.europa.eu/eurostat/documents/4443939/4472156/Audiovisual+library>

GCCA+ Communication and Knowledge Management Guidelines.

At: <https://europa.eu/capacity4dev/file/77432/download?token=tUgh7Laf>

<https://emojipedia.org/>

European Union copyright notice:

<https://audiovisual.ec.europa.eu/en/copyright>

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p16, p26: © LAIF



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