

Tips for... Communicating on the field

GOOD VISIBILITY ON THE GROUND IS ESSENTIAL FOR ANY PROJECT. INFORMATION SIGNS, PLAQUES AND BANNERS WILL HELP BOOST YOUR VISIBILITY AND SHOULD BE DISPLAYED AROUND THE ENTIRE PROJECT SITE. THESE TOOLS HELP PROMOTE THE PROJECT AND PROVIDE ESSENTIAL INFORMATION (PRESENTATION OF THE PROJECT, PARTNERS, START DATE, WORKS COMPLETION DATE, ETC.).

IT IS IMPORTANT TO HAVE EFFECTIVE SIGNAGE TO CONVEY INFORMATION ON THE PROJECT'S OBJECTIVES AND IMPACTS

ESSENTIAL INFORMATION

- Name and type of project, objectives and targeted impacts, visuals, project model, etc.
- **All signs** displayed on infrastructure **must include partners' logos**.

VISIBILITY AND CLARITY

- Check with the printing company that the sign or banner is of sufficient quality: ask to see a press proof before printing.

ACCESSIBILITY

- Provide information in several languages if necessary.
- Signs must be displayed in a visible location and be easily accessible to the public.

