

COMMUNICATION IN OUR PROJECTS

EXAMPLES OF PROJECT
COMMUNICATION
& INSPIRATIONS





GOLDEN RULES OF PROJECT COMMUNICATION



1. STRUCTURE THE STRATEGY AND COMMUNICATION PLAN

From the beginning of the project, think about target audiences and communication objectives to ensure the right distribution channels (social medias, web, press...) and the right tools ((web site, brochures, events...) are chosen.



2. ANTICIPATE A BUDGET THAT IS CONSISTENT WITH AND SUITED TO THE COMMUNICATION PLAN

Avoid budgets higher than €100 000, except in justified cases. Depending on the project and its communication objectives, a €10 000-20 000 budget may be sufficient. Also think about « free » communication that can be done internally. Taking pictures or sharing project updates on your website doesn't necessarily create additional costs.



3. MAKE SURE YOU HAVE HUMAN RESOURCES DEDICATED TO COMMUNICATION

Implementing a communication strategy and plan requires skilled human resources in order to ensure effective and regular communication. These skills can be either in-house or outsourced by working with external service providers.



4. AVOID UNNECESSARY

A logo, dedicated social media account, a website... these project-specific elements are often unnecessary. Favour a visual identity to harmonise communication tools (colors, typography, shape...), a web page on your site, posts on your social medias... These channels have the advantage of already existing, of having an audience, and of being able to host project news.



5. ANALYSE COMMUNICATION RESULTS

Regularly analyse the performance of communication tools and actions performance implemented, in order to adapt them to the needs of the target audiences and the intended objectives.



COMMUNICATION PLAN CONTENT		
At a minimum, the communication plan must...	The question to ask	Tips to help you
... define the communication objectives by considering the aims of the communication strategy and the expected outcomes.	Why are you communicating?	Some examples of stated aims related to the objectives of a project: increase the project's visibility among your target audience; encourage and obtain buy-in; become a recognised player in a particular field, etc.
... identify the target audiences and outline the chosen communication objectives, define the key and priority messages for each target group.	Who is the communication for?	Some examples of target groups: civil and formal beneficiaries; awareness and opinion leaders; authorities; local authorities and organisations; media; public agencies; donors; employers; citizens; and other AFD partners, etc.
... identify the communication activities, tools and actions that will be used to achieve the set communication objectives.	What are you using to communicate?	Some examples of activities and tools: radio, TV spots, posters, newsletters, social media, press releases, etc. See the practical information sheet on Communication actions and tools.
... list the communication channels that will be used to achieve your objectives.	How are you communicating?	Online (internet, social networks, newsletters, mailing campaigns, etc.), offline (events, fairs, exhibitions, etc.), media (print, radio, TV), through contacts, etc.
... specify the budget.	With how many people are you communicating?	Allocate a budget that is in line with the objectives and difficulties of the communication plan. See the practical information sheet on setting a budget.
... identify the human resources needed to implement the communication plan.	Who can help you with your communication?	The partner must rely on their own web content that can be used in the field of their service areas or a dedicated communication website, etc.
... establish a communication schedule.	When are you communicating?	The communication plan must cover the entire duration of the project, specifying communication activities, a monthly activity calendar, and a timeline of the project's milestones and events, etc.
... identify indicators and define the used to report on an interim assessment for your project communication plan.	Assess the impact of your communication plan.	See communication indicators on p. 21.

ORE MULTICOUNTRIES – BALKANS BOOST

COMMUNICATION PLAN



AFD financing
€3 000 000 in grant

Partnership
Association of Local Democracy Agencies (Alda)

A graphic and visual identity
defined for the project and consistent across all communication tools

The project

Balkan for Optimising Opportunities, Sustainability and Transformation of Civil Society (BOOST) project is a changing initiative which gives civil society ways to promote sustainable development in occidental Balkans.

By focusing on youth, entrepreneurship, rural development, the preservation of cultural heritage, and active citizenship, the project is designed to promote the democratic, economic, and social development of the 6 Western Balkan countries in the context of the European Union's enlargement."

EXAMPLES OF COMMUNICATION TOOLS



Podcast

A podcast episode dedicated to the project on channel *Balkan Echoes*

A dedicated newsletter
to share project updates

Press relations
Press release
for the project launch

Une initiative pour renforcer la société civile dans les Balkans occidentaux:
Le projet BOOST



Event communication

Organisation of meetings and discussions about the project



ORE MIDDLE EAST – JORDAN GROW ECONOMY

COMMUNICATION PLAN



Communications Plan

AFD financing
€17 000 000 in grant

Partnerships
ACTED, NRC,
Action contre la faim,
Terre des hommes

The project

GrowEconomy project aim to strengthen small farms and support income diversification through actions to improve employment conditions in the agricultural sector in northern Jordan, benefiting vulnerable refugee and Jordanian populations.

EXAMPLES OF COMMUNICATION TOOLS



Print contents
via brochures and studies, giving an institutional resonance to the project, while making France and AFD visible.



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Qualitative videos

Under 3 minutes long, illustrating the project, mention AFD/France in the intro and outro.



Workshops organized by the partners

Numerous events organized in a workshop format for beneficiaries. AFD is made visible through banners, visual materials, trainers' clothing, and distributed goodies.



AFR

MULTICOUNTRIES - AFRICA

AFRICA-FRANCE ACADEMIC PARTNERSHIP / PEA

COMMUNICATION PLAN



AFD financing

€ 20 000 000 in grant to each call for projects

Partnerships

Ministry for Europe and Foreign Affairs, Ministry of Higher Education and Research, National Research Agency Campus France

The project

The PeA program strengthens the quality and attractiveness of the training programs offered by higher education institutions in African countries, in sectors essential to their socio-economic development.

The PeA connects African and French academic communities with actors from the economic sector and civil society, in France and in Africa.

EXAMPLES OF COMMUNICATION TOOLS



A motion design video

Presenting the project.



A graphic identity

specific to the program to create unity across all communication tools (brochure, presentation slides, project sheets, infographics...). Partners are credited through the presence of the AFD – ANR – Campus France logos. Support from the MESR and MEAE is indicated via the French Republic logo.

A paper

or PDF infographic in English and French.

Project sheets

with information on each of the projects.

Dedicated events

Seminar, conference, forum...



EUR MULTICOUNTRIES – WORLD GLOBAL GATEWAY COMMUNICATION



THE INITIATIVE



Objectives

- Mobilise up to €300 billion in investments from 2021 to 2027, as part of a Team Europe approach
- €150 billion of these financial commitments dedicated to Africa

Sectors of intervention

Global deployment across **6 sectors**: Digital – Energy and climate – Health – Education & research – Transport – Support sectors"

Global Gateway in brief

Announced in late 2021, the **Global Gateway strategy** is an initiative led by the European Commission. **As a guarantor of European values**, the Global Gateway strategy is implemented through a **"Team Europe" approach**. It brings together the European Union, its Member States, and their financial and development institutions.

The strategy aims to generate transformative effects in the 6 supported areas of intervention by focusing on smart investments in quality infrastructure that meet the highest social and environmental standards.

EXAMPLES OF COMMUNICATION TOOLS

Global Gateway-labelled projects are **flagship projects** validated by the European Union as representative of this strategy. Selected annually, these projects are subject to specific **communication requirements and guidelines to follow**: GG and EU logos must systematically be added to all communication content produced. **46 AFD Group projects are flagship** for 2023 and 2024.



Social media and media publications

Post published by the French Embassy and AFD for the Just Energy Transition Program in Indonesia. Article on afd.fr and press release.

Article on [Team Europe's support for clean transport in Senegal](#).



Inspiring formats

A video about a project in Nigeria, published on social media



Motion design video on the challenges related to digital transformation



Events

Meetings, summits, signing ceremonies...