



# How to create a communication sheet



## WHY CREATE A COMMUNICATION SHEET?

The aim of this sheet is to provide a summary of the CSO's project and the key information that AFD is required to communicate as part of its transparency and accountability policy.

It consists of two pages and presents the context of the project, provides a brief description and lists the main expected outcomes and the SDGs targeted. It also provides information on the CSO behind the project and its local partners.

AFD may use this sheet in various ways to raise awareness of the project (website, distribution to AFD's network of field offices, preparation of press kits for public trips, conferences, etc.). The CSO is also free to use it, in paper or digital format, to publicize its project.

**The communication sheet must be concise, clear and easy to read.**



## WHAT IS THE MODUS OPERANDI?

The CSO creates a communication sheet for each project using the template available in the Communication Kit [on the AFD website](#). It must include an in-context high-resolution photo (minimum 300 Kb) that is sharp and not pixelated, which will also be sent in a separate e-mail in high definition, along with the associated copyright.

The CSO must upload this communication sheet to the OSCar portal when requesting the first disbursement. By uploading it, the CSO gives consent for it to be published.



## HOW TO COMPLETE THE COMMUNICATION SHEET

AFD provides a standard graphic design for the communication sheet, but CSOs are responsible for writing its content by filling out the AFD\_Template\_Communication\_Sheet\_EN.docx Word template (available in the online Communication Kit) and following the instructions below.

Your Word file must be saved using the following naming convention before uploading to OSCar (modify the text in italics):

*OSC\_codeprojet\_fiche\_com\_afd*

# The communication information sheet is divided into 3 areas:

Details for each area are provided on the following pages.

## #1 / Header area

**NOM PAYS**  
Titre du projet  
sur deux  
ou plusieurs lignes  
Max 80 caractères  
espaces compris

Chapô : maximum 275 caractères espaces compris (3 lignes) consecetur adipiscing elit. Sed non risus. Suspendisse lectus tortor, dignissim sit amet, adipiscing nec, ultricies sed, dolor. Cras elementum ultrices diam. Maecenas ligula massa, varius a, semper congue, euismod non.

**CONTEXTE**  
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**DESRIPTIF**  
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**RÉSULTATS**  
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**PAYS**  
NOM DU PAYS  
Date de signature de la convention  
JJ/MM/AAAA  
Secteur  
Nom du secteur  
Localisation  
Ville/région  
Durée du financement  
XX ans  
Quel type de financement  
Subvention OSC  
Montant du projet  
XXXX €  
Montant de la subvention AFD  
XXXX €  
Bénéficiaire  
Nom de l'OSC bénéficiaire  
Principaux Objectifs de développement durable visés  
Code projet : XXXXXXXX

Division des Partenariats avec les Organisations de la Société Civile (OPA/OSC) de l'AFD  
7 rue Roland Barthes - 75 278 PARIS CEDEX 13 | Tél : +33 1 23 44 31 21 |

## #3 / Boxout area

## #2 / Body text area



**OSC**  
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Cras vestibulum bibendum augue. Praesent egestas leo in pede. Praesent blandit odio eu enim?. Pellentesque sed dui ut augue blandit sodales. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam nibh. Mauris ac mauris sed pede pellentesque fermentum. Maecenas adipiscing ante non diam sodales.

**PARTENAIRES**  
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**CO-FINANCEURS**  
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#2 /  
Body  
text area

3

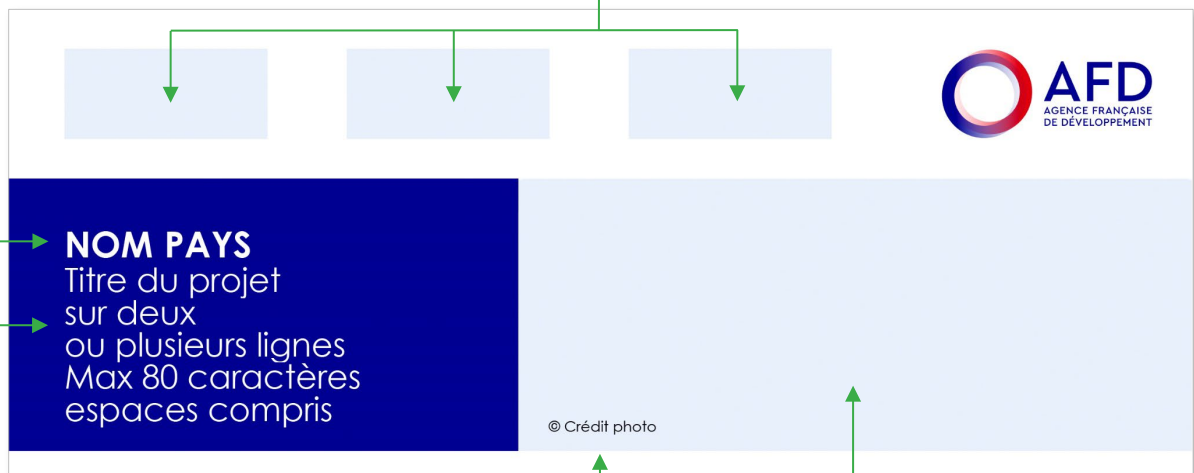
## #1 / Header area

Replace **Country Name** with the name of the country concerned by the project. You may also put **MULTI-COUNTRY** or **AFRICA**, **ASIA**, etc. if the project concerns several countries or a continent as a whole. If it is a multi-country project, at least two countries should be specified. The font style must be Century Gothic in bold, size 18, in uppercase.

Double-click at the top of the page to access the header. In these boxes, insert your CSO logo (leftmost box) or the logos of the CSOs in the consortium (do not add all the logos of your local partners).

To add a logo: **Click the icon then search for the image to be uploaded.**

The logo should preferably be **horizontal and must be high resolution (minimum 300 Kb)**, sharp and not pixelated. Delete any unused boxes.



Replace the title text with your title up to a maximum of 80 characters. This title should reflect the project and/or its objective, without necessarily repeating the project name. **It should be clear and concise.**

If you use any acronyms, write the title in full with the acronym in brackets. The font must be Century Gothic and must be the correct size.

Text to be replaced by the photo credit without changing the font style, which should be Century Gothic, size 7.5.

**Photo credit examples:**

- © Bernard Perrin
- © AFD
- © First and last name of photographer or name of organization providing the photo.

Click the icon then search for the image to be uploaded. **The image should preferably be horizontal and must be of good resolution (minimum 300 Kb), sharp and not pixelated.**

Important! If there are people in the photo, take care when framing the image to avoid cutting off their heads.

This text box must be deleted when filling in your page.

# #2 / Body text area (1<sup>st</sup> page)

**The heading should give a brief and concise summary of the project. Include a few contextual elements if possible**

E.g.: The project led by the NGO... contributes to...

Do not exceed three lines for the heading (maximum 500 characters including spaces). The font must be Century Gothic, size 12 and bold.

In the "Description" and "Outcomes" paragraphs, replace the Latin text with your text.

The font must be Century Gothic, size 9.5.

**Description:** What is this project about? How will it be implemented? This section should make the project easy to understand for as many people as possible, avoiding overly technical language. Do not use personal pronouns ("we", "our project"). Use the present tense. Presenting the general and specific objectives in a list (SO 1, SO 2, etc.) is not recommended.

**Outcomes:** List the expected outcomes at the end of the project and the number of direct and indirect beneficiaries affected by the project. Writing "EO 1, EO 2, EO 3, etc." is not recommended.

**CSO:** Present here the CSO, its ambitions and activities in general. Do not add content specific to the project: the description must be general.

**COUNTRY NAME**  
Project title  
on two  
or more lines  
Max 80 characters  
including spaces



© Photo credit

*Also, send the photo separately by e-mail in high definition, systematically with the copyright attached.*

**Heading: maximum 500 characters including spaces - Include a few contextual elements if possible // consectetur adipiscing elit. Sed non risus.**

**DESCRIPTION**  
*Maximum 1000 characters including spaces  
This part includes both background information, in summary form, and a section describing the project.*

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**OUTCOMES**  
*500 characters including spaces maximum*

*Pellentesque sed dui ut augue blandit sodales. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam nibh. Mauris ac mauris sed pede pellentesque fermentum. Maecenas adipiscing ante non diam sodales hendert. Aliquam nibh. Mauris ac mauris sed pede pellentesque fermentum. Maecenas adipiscing ante non diam sodales.*

**CSO**  
*500 characters including spaces maximum  
Present here the CSO, its ambitions and activities in general.  
Do not add content specific to the project: the description must be general.*

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COUNTRY  
**COUNTRY NAME**

Date of signature of the agreement  
MM/DD/YYYY

AFD Sector,  
Sector name (<https://www.afd.fr/fr/mos-domaines-action>)

Location  
City/region

Duration of financing  
XX years

Financing tool  
CSO grant

Project total  
€XXXX

AFD grant amount  
€XXXX

Beneficiary  
**Name of Beneficiary CSO**

Main Sustainable Development  
Goals targeted

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17			

Project code: XXXXXXXX

The SDGs must correspond to the two or three objectives specifically targeted by the project. **Delete the icons for those SDGs not targeted by the project.**

## #2 / Body text area (2<sup>nd</sup> page)

**Partners:** Provide details of the local CSOs that are project partners

**Co-funders:** Briefly introduce the project's other main co-funders.

Replace the Latin text with your text.

The font must be Century Gothic, size 9.5.

### PARTNERS

500 characters including spaces maximum

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### CO-FUNDERS

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# #3 / Boxout area

**In this box, the font style of the replacement text must be Century Gothic in bold, size 9, in blue and capital letters.**

Replace “**Country Name**” with the name of the country concerned by the project. If the project is a multi-country project, name the countries involved.

Replace “**Name of AFD sector(s)**” with one or more of the sectors listed here: <https://www.afd.fr/fr/nos-domain>


Replace “**Name of CICID Sector**” by one or more CICID sectors concerned by the project.


The relevant CICID sectors are listed below:


- Agriculture and food security
- Climate and environment
- Crises and fragility
- Development and urban management
- Water and sanitation
- Education
- Energy
- Governance
- Infrastructure and various social services
- Health

Delete the icons for the Sustainable Development Goals not targeted by the project. Show a maximum of four SDGs.


COUNTRY  
COUNTRY NAME


 Date of signature of the agreement  
MM/DD/YYYY

 Sector  
AFD Sector name  
(<https://www.afd.fr/fr/nos-domaines-action>) &  
CICID Sector name

 Location  
City/region


















Duration of financing  
XX years

 Financing tool  
CSO grant

 Project total  
€XXXX  
AFD grant amount  
€XXXX

Beneficiary  
Name of beneficiary CSO

Main Sustainable Development Goals targeted

Project code: XXXXXXXX

Replace with the **date of signature of the project agreement** using the month/day/year format, if possible according to the Gregorian calendar.

Replace “**City and region**” with the name of the city or region concerned.

Replace “**XX years**” with the duration of the financing.

This section is already completed and must not be changed.

Replace “**XXXX**” with the total project amount and the amount of AFD financing.  
E.g.: €20,000,000

Replace “**Name of Beneficiary**” with the CSO leading the project (write out the name in full and put any acronyms in parentheses).

Fill in the project identification code. **This field is mandatory.**