



Guidelines

Visibility of Austrian Development Cooperation



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Introduction

These guidelines supplement the funding agreement with the Austrian Development Agency (ADA), the operational unit of Austrian Development Cooperation (ADC), and are binding for all contractual partners. As far as possible, partners undertake to publicise the funded measures and make reference to the donor Austrian Development Cooperation. This helps to highlight and raise awareness of public funds allocated for development co-operation.

ADA publishes information on grants awarded at the Austrian Development Cooperation website.

⇒ Project list: <http://www.entwicklung.at/>

1. Media and items

All printed or electronic publications or audio-visual materials used as part of public relations in connection with development funding of Austrian Development Cooperation must display the following funding logo:



This logo must be inserted horizontally.

⇒ The logos in German, English, French, Spanish and Portuguese are available for downloading: <http://www.entwicklung.at/en/media-centre/logos/>

1.1 Funded publications

In all funded written publications, magazines, folders, reports, booklets, newsletters, etc., the funding logo of Austrian Development Cooperation must be displayed on the title or cover sheet and/or in an otherwise clearly visible position.

1.2 Publications on funded programmes/projects

In all publications on programmes/projects that receive funding support, the funding logo must be positioned next to the logo of the contractual partner and/or other donors and allotted equal space. The position and size will generally depend on the form and context of the publication (websites, booklets, folders, construction signs, etc.).

In addition, where appropriate reference is to be made in the text to support from Austrian Development Cooperation and to the funding amount.

The term “**A**ustrian **D**evelopment **C**ooperation” must always be written with initial capital letters.

Where possible the Austrian Development Agency should be cited as the contractual partner.

Examples:

- Project XY, in cooperation with the Austrian Development Agency (ADA), the operational unit of Austrian Development Cooperation
- Project XY funded by the Austrian Development Agency (ADA) with funds of Austrian Development Cooperation
- The Austrian Development Agency, the operational unit of Austrian Development Cooperation, supports project/programme XY.

1.3 Websites

On websites of contractual partners, the logo must be placed in a clearly visible position, e.g. on the homepage, in a menu item such as ‘donors’ and/or ‘sponsors’ or attached to

the programmes/projects described. Reference must also be made in the text to support from Austrian Development Cooperation and possibly to the funding amount. Where possible, the Austrian Development Agency must be cited as the contractual partner (see 1.2).

On websites that receive funding support, the funding logo with a minimum width of 150 pixels must be placed on the homepage and linked with the portal:
<http://www.entwicklung.at>.

1.4 Audio-visual productions

In all productions on funded projects/programmes and/or in productions made with support from Austrian Development Cooperation, this must be mentioned in the opening or closing credits. For this, the logo must be included.

⇒ Logo available from: ADA PR

1.5 Labelling items

Logo stickers must be used for labelling items, such as PCs or laptops and vehicles obtained with funds from Austrian Development Cooperation. On sale or handover of goods supplied, the stickers must be removed, particularly from motor vehicles.

⇒ Stickers are available in 5 languages in the sizes 20 x 7 cm and 80 x 30 cm. Available from: ADA/PR and/or the competent local office

2. Funded events

Regarding funding support for events such as trainings, conferences, seminars, exhibitions, workshops, concerts, etc. the following labels must be used:

- In publicity measures, reference must be made in invitations, programmes, posters and relevant communications to media by means of the logo and/or by citing the funding support of Austrian Development Cooperation in the text.
- All documents of the event must be provided with the funding logo.

ADA provides roll-ups of Austrian Development Cooperation in German, English, French and Portuguese (a mobile installation system measuring 80 x 200 cm).

⇒ Material available from ADA PR and/or the competent local office

3. Project-related public relations of contractual partners

The contractual partners are obliged to inform the division in charge at ADA and/or the respective local office in the partner country of planned public relations measures on funded programmes/projects (events, press conferences, media trips, etc.) as early as possible and to document these afterwards.

3.1 Press releases, press copy

Press releases must include a reference to the funding support of programmes/projects by Austrian Development Cooperation or a separate statement to be agreed upon with the

ADA Executive Unit Public Relations & Development Communication and Education in Austria and/or the respective local office.

We recommend the following text for press documents as a short profile of Austrian Development Cooperation:

Austrian Development Cooperation

The Austrian Development Cooperation supports countries in Africa, Asia, South Eastern and Eastern Europe in their sustainable development.

The Federal Ministry for Europe, Integration and International Affairs plans the strategies. The Austrian Development Agency (ADA), the operational unit of the Austrian Development Cooperation, implements programmes and projects together with public institutions, civil society organisations as well as enterprises.

3.2 Press conferences, press interviews, media trips

Press documents must include the funding logo and/or a reference to the funding support, the funding amount and, where possible, the short profile of Austrian Development Cooperation (see 3.1). The folder/short profile of Austrian Development Cooperation must be attached to press folders (<http://www.entwicklung.at/en/publications/folders-brochures>).

At press conferences, in press interviews and during media trips, an oral reference must be made to support from Austrian Development Cooperation.

3.3 Reports and project descriptions

If contractual partners describe the funded programmes/projects in annual or business reports, information for media, presentations at events, etc., they must indicate support from Austrian Development Cooperation and the funding amount in the text (see 1.2). If logos of other donors are displayed in the publication, the funding logo of Austrian Development Cooperation must be given equal placement.

4. Information and communication of the Austrian Development Agency

A major concern and task of ADA is to inform a broad public about measures funded by Austrian Development Cooperation (ADC) and their impact. This is why well-prepared project descriptions that are understandable for lay persons and tangible results are particularly important.

For ADA's information and communication, the contractual partners must provide

- informative descriptions in the programme/project "Short Information" formats, and
- updated descriptions in periodical reporting.

An assortment of press photos citing the pictorial content and copyright must be provided on request.

5. Contacts

Austrian Development Agency (ADA),
the operational unit of Austrian Development Cooperation
Zelinkagasse 2, 1010 Vienna
phone: +43 (0)1 90399-0
office@ada.gv.at
www.entwicklung.at/en/

Public Relations

phone: +43 (0)1 90399–2411
oeza.info@ada.gv.at

Programmes and Projects International

phone: +43 (0)1 90399–2511
programme@ada.gv.at

Humanitarian Aid

phone:+43 (0)1 90399–2531
hum.hilfe@ada.gv.at

Business Partnership Office at ADA

phone: +43 (0)1 90399–2577
wirtschaft@ada.gv.at

Civil Society International

phone:+43 (0)1 90399–2546
zivilgesellschaft-international @ada.gv.at

Development Communication and Education in Austria

phone: +43 (0)1 90 3 99–2311
epolbildung@ada.gv.at

Local offices

of Austrian Development Cooperation run by ADA
Contact: <http://www.entwicklung.at/en/ada/ada-team/>