**Guidance Notes of the Czech Development Agency on the External Presentation of the Czech Republic's Foreign Development Cooperation**

**1. Introduction**

The issue of the external presentation of the Czech Republic's Foreign Development Cooperation (hereinafter referred to as the "CR's FDC") is important not only for the purpose of informing the public on implemented bilateral projects of the CR's FDC but also for the purpose of raising awareness of the general and professional public on the issue of the FDC as a whole.

The purpose of these Guidance Notes is to provide information on the rules of publicity and recommendations for making the activities of the CR's FDC more visible and to specify the roles of individual actors of development cooperation in its implementation. This issue mainly concerns the actors involved in the implementation of projects of the CR's FDC – Czech Development Agency (hereinafter referred to as the "CzDA"), individual entities implementing projects (contracts/subsidies), embassies of the Czech Republic in the given partner country, but also local institutions (project beneficiaries).

These Guidance Notes summarise and expand the rules of making the CR's FDC more visible, as stated in the basic implementing documents of the Czech Republic (e.g. contractual conditions with suppliers/implementing entities), provide recommendations for individual actors of the CR's FDC and, at the same time, serve as a guide for monitoring the implementation of projects carried out by embassies. The attention is further drawn to a more significant presentation of the CR's FDC on the part of the Czech Republic and embassies supporting efforts on raising public awareness of the FDC and increasing the transparency of the development cooperation.

As far as the structure of the Guidance Notes is concerned, first the general goals and motives of making the FDC more visible are given, followed by a more detailed definition of the rules of presentation and recommendations for the individual actors of the CR's FDC. The Guidance Notes are supplemented by two appendices: 1) an appendix summarising a specific list and a detailed description of responsibilities and recommendations for those implementing projects; and 2) an appendix containing specific recommendations for embassies in providing the external presentation of the CR's FDC. The obligations and recommendations for implementing entities and embassies are prepared in this form of appendices primarily in order to make their practical use easier.

**1. Aims of the Presentation of the** **CR's FDC**

The aim of the external presentation of the CR's FDC as such is to raise public awareness of the intentions and objectives of the FDC and to inform the public about the outputs that have been achieved in order to fulfil these objectives and how the activities performed within the FDC have contributed to development in specific regions.

The main purpose of the presentation of the CR's FDC is to raise awareness of the broad and professional public of the issue of the FDC and informing about the current developments in this specific area. For this purpose, the affected actors of the CR's FDC are expected to appropriately use the available tools of communication and publicity (Internet, printed or audio-visual materials, communication with the media, information and presentation events, or promotional items, etc.) to present the FDC.

The aim of the presentation of the CR's FDC at the project level is then to provide both the public and the target project groups with information that the development project and all related activities are financed from the sources of the Czech Republic. The presentation is used to promote development cooperation by raising awareness of the activities carried out under the development projects and presenting the cooperation results. Making the CR's FDC more visible should therefore not be understood only as a standard marking of individual project outputs with logos of the CR's FDC but it should lead to the use of a wide range of tools the publicity offers. This can take the form of various accompanying activities, such as printing and distribution of information leaflets/brochures, organising meetings with journalists, public hearings/presentations for local residents and self-governments, etc. Creating promotional/information leaflets within a project is also appropriate because they can also be used by other actors, in particular the relevant embassies (distribution to other donors, central institutions, etc.).

Providing publicity of individual projects also serves to define the roles of individual actors, where the position of the Czech Republic/ CzDA is clearly distinguished as a donor on the one hand and a private company, non-governmental non-profit organisation or an educational institution on the other hand. Such a presentation of the FDC can thus strengthen the position of the Czech Republic as a strong donor, but also to lead to the inspiration and motivation of others to perform their own development activities. At the same time, the proper presentation of the CR's FDC also contributes to the overall presentation of the Czech Republic and can help establish other ties (e.g. economic) and a broader follow-up cooperation.

**2. Defining the Roles of Individual Actors - their Responsibilities, Rules of Presentation and Recommendations**

**2.1. Czech Development Agency**

The CzDA performs an implementation function in the system of the CR's FDC, is responsible for the identification, formulation, implementation and monitoring of projects, including the preparation of tenders for public contracts and announcement of subsidy programmes/subsidy tenders. In cooperation with the Ministry of Foreign Affairs of the Czech Republic (MFA CR), it also supports Czech entities seeking to participate in the implementation of projects within the framework of development cooperation of other donors, in particular, the European Commission. Within all its activities, the CzDA places emphasis on providing the presentation of the FDC, provides educational activities and promotes the outputs of the FDC both in the Czech Republic and abroad.

The issue of publicity of the bilateral projects of the CR's FDC and their outputs is taken into account as early as in the project preparation phase. Since 2011, a description of the publicity of the CR's FDC in a given country has been required by the CzDA as early as in the phase of bid preparation by the bidder and represents a partial evaluation criterion of a public contract. For subsidy projects, a similar evaluation criterion is envisaged for newly announced bilateral subsidy programmes implemented abroad. For domestic and trilateral subsidy programmes, the CzDA will proceed in the same way, but will take into account the specific nature of these subsidy programmes and also the amount of co-financing from the sources of the CR's FDC (which is often below 50 % of the value of the whole project especially in trilateral projects). Obligations of the entity implementing the subsidy projects that relate to making the CR's FDC more visible have been integral part of the conditions for the provision of subsidies for several years – however, now the fulfilment of these conditions will be checked to a greater extent.

During the implementation of every project (subsidy/contract), monitoring the compliance with the rules of presentation of the EDC is part of project monitoring.

In order to make the CR's FDC more visible and to increase transparency, the CzDA also uses its own website that contains both general information about the CR's FDC, strategic documents and other related documents, and also offers the logo of the CR's FDC to be downloaded and detailed principles for their use (*Graphic Manual of the CR's FDC*). Creating other language versions of the logo of the CR's FDC, in the language of the partner countries, is possible for the future. The CzDA also uses the website for informing about major events in the field of the FDC and disseminating information among the relevant stakeholders. To increase the transparency of the FDC, the website of the CzDA is also used to publish basic information on the implemented projects. The CzDA will update data and information, if appropriate, in the Czech and English version of the website.

As part of its activities, the CzDA is also involved in raising awareness of the issue of the FDC by the participation of its representatives in presentations and lectures for professionals and the general public both in the Czech Republic and abroad. In addition, when travelling to partner countries, the staff of the CzDA, in cooperation with an embassy and possibly implementing entities, participate in the presentation of outputs from individual project activities, e.g. in the form of a press conference or any other professional event aimed at presenting Czech development activities in a specific country.

**2.2 Implementing Entity**

An implementing entity means a natural or legal person that has succeeded in a tender (under the Public Procurement Act or in a subsidy tender) and with whom/which the relevant type of a contractual relationship is concluded or to whom/which a decision to provide a subsidy is rendered.

The obligation of the entity implementing a project is to systematically raise awareness of the general and professional public (e.g. international donor communities) of the CR's FDC and of the activities carried out in individual projects. As it is expected that the implementing entity will approach the promotion of the CR's FDC actively, the implementing entity should consider and propose appropriate possibilities for providing publicity of the project and informing about its outputs (providing publicity is an evaluation sub-criterion of a public contract and a subsidy procedure) as early as in the project document preparation phase.

The implementing entity is obliged to appropriately ensure the visibility of the CR's FDC in all phases of project implementation - from the beginning of the project, during the performance of individual project activities, in the places of project implementation and during project presentation in the media or on the Internet.

When performing all presentation activities within a project, the implementing entity is obliged to use the logo of the CR's FDC in English or Czech version. The logo can be downloaded from the CzDA website. Its use is regulated by the Graphic Manual of the *CR's FDC* available on the website. The implementing entity may also use his/its own logo or a logo of a partner involved in the implementation in a proper manner – as specified in more detail in Appendix 1. In addition to the use of the logo, the implementing entity is obliged to state the name of the actual project when presenting the project in certain cases. These are mainly those cases where presentation materials are prepared or press materials of a larger format are published, such as various information panels or documents and publications (both in printed and electronic form), as part of a project. If the situation allows, the logo of the CR's FDC should also be used in all contracts concluded within the project, plus attendance lists and all written correspondence related to the project. As for electronic correspondence directly related to a project financed within the framework of the CR's FDC, if its nature offers it (e.g. in the case of official communication, sending invitations, etc.), it is necessary to use an email signature with the logo of the CR's FDC. At the beginning of such communication it must be clearly stated that the implementing entity communicates within a project of the CR's FDC.

After a consultation with the CzDA and with an embassy in the country of implementation, the implementing entity is also obliged to issue a press release for the local and possibly Czech media, both at the beginning and at the end of a project. Information on the implementation of the project must also be published on the website of the implementing entity (if the implementing entity operates such website) and in his/its annual reports.

The use of other promotional tools should always correspond to the focus and scope of the project, project activities and the target groups of the project. When preparing any promotional materials, it is appropriate to prepare different language versions (English, in the language of the partner country, or Czech version). When preparing leaflets, brochures or a similar presentation material, the entity implementing the project is obliged to consult their content and form with the provider of the subsidy/announcer of the contract (CzDA). Moreover, the implementing entity is obliged to provide the CzDA with at least one third of such promotional materials prepared within the project (from each language version) and the same share must be handed over to the relevant embassy. The implementing entity is obliged to distribute the remaining leaflets in an appropriate manner in the partner country. The implementing entity must inform the provider of the subsidy/announcer of the contract about the performed information and promotional activities in interim monitoring and final reports.

An accurate and more detailed list of obligations of the implementing entity in connection with the presentation of the CR's FDC is subject of Appendix 1 to these Guidance Notes.

The implementing entity is obliged, by a contract/subsidy decision, to comply with the rules of presentation of the CR's FDC. If a breach of the above obligations is found, this may be resolved in accordance with the relevant provisions of the contract/decision.

**2.3 Embassy**

Within the CR's FDC, the role of an embassy is irreplaceable in all phases of the project cycle, in particular in programming, identification of sectoral topics and project ideas and in monitoring project implementation. An embassy also plays an important role in the planning and implementation of evaluation in the country concerned. Furthermore, an embassy continuously collects and analyses information on the development of the CR's FDC, on the development priorities of the government of the partner country, on the activities of other donor countries and international institutions in it. An embassy also provides up-to-date information for selected participants of the system of the CR's FDC on events in the partner country, in particular with regard to their trips for the purpose of planning of development activities and subsequent implementation of specific projects of the CR's FDC.

The main role of an embassy in the presentation of the CR's FDC is to monitor the compliance with the rules of promotion and publicity by the implementing entity. Equally important, however, is the role of the embassy in informing about the CR's FDC. It is recommended that the embassy publish general information on the FDC at its own website and also on appropriate occasions (e.g. participation of the embassy in the opening/closing of projects, participation in donor meetings, etc.). Publishing information on the CR's FDC in a clear form increases the transparency of the development cooperation in the partner country in both the local and Czech public[[1]](#footnote-1).

On the website, it is recommended that an embassy publish general information on the CR's FDC, strategic and other publicly disclosed documents (both in Czech and English) but also other up-to-date information. In particular, it is recommended to present information on the process of collection of identification forms of projects, list the accepted ideas within small local projects (SLP), publish information on all implemented bilateral projects and SLP (in the format used by the CzDA on its website) or give the latest news within the projects being implemented.

However, the appropriateness of publishing information related to an SLP agenda is to be decided by the specific embassy (for example, it may not be appropriate in terms of the political situation in a given country).

If possible, it is recommended to publish information in several language versions (Czech, English and in the local language of the partner country). Information given in individual language mutations should be as uniform as possible.

An embassy is further recommended to cooperate with the implementing entity in the implementation of promotional activities, suitably use promotional outputs created during the implementation of the project for the further presentation of the CR's FDC (e.g. for presentation to local government or international donor community) and provide these materials to the CzDA.

Recommendations for an embassy regarding the presentation of the CR's FDC are presented in a clearer and more detailed way in Appendix 2 to these Guidance Notes.

The CzDA is ready (possibly also in cooperation with ORS) to regularly provide individual embassies with up-to-date publishable information on individual projects being prepared and implemented as well as on other news related to the issue in question. Following the assumed gradual establishment of CzDA coordination offices in the priority countries, these activities are expected to move within the competence of these offices.

**3. Conclusion**

Ensuring the external presentation of the CR's FDC is important mainly to raise awareness of the general and professional public of the activities implemented within the projects of the CR's FDC and to provide information on development cooperation outcomes that contribute to the long-term development of the necessary areas and regions. Equally important, however, is the raising of public awareness of the issue of the FDC as a whole.

To unify and clarify information, these Guidance Notes provide basic rules of the external presentation of the CR's FDC, an overview of the obligations and recommendations for individual actors - primarily the CzDA, entities implementing projects (contracts/subsidies) and embassies. With respect to their roles, different demands are placed on the individual actors. Above all, implementing entities are expected to provide better visibility of the implemented projects, in accordance with the rules defined in these Guidance Notes. The CzDA and the embassies are expected to strengthen the implementation of the rules set out in the Guidance Notes and within the monitoring of project activities and outputs, strengthening of the inspection of their observance by the implementing entities. The compliance with these rules should also be emphasised in the external evaluation of projects. Last but not least, the CzDA and the embassies are expected to increase the quality of the provision of information on the FDC, in particular through websites.

A proper cooperation of all actors concerned is an important factor in improving the provision of information to the public. It is assumed that a uniform procedure and respect for the rules and recommendations set out in these Guidance Notes will ultimately lead to increased transparency of the FDC projects and also contribute to greater general awareness of development cooperation and the role of the Czech Republic as an advanced donor in a specific country, but also within the donor community and the general public.

**List of abbreviations:**

CR – Czech Republic

CzDA – Czech Development Agency

SLP – Small local projects

MFA – Ministry of Foreign Affairs of the Czech Republic

CR's FDC - Czech Republic's Foreign Development Cooperation

**Appendix 1 - Rules, Obligations and Recommendations for the Provision of External Presentation (Publicity) of the CR's FDC for Entities Implementing Projects**

1. The implementing entity is recommended, as early as in the project document preparation phase, to consider appropriate ways of providing external presentation of the planned project of the CR's FDC. It is recommended to consider the use of all available tools of communication and publicity (Internet, printed or audio-visual materials, communication with the media, information and presentation events, or promotional items, etc.). The use of promotional tools should always be appropriate to the focus and scope of the project, project activities and the target groups of the project.

2. The implementing entity is obliged to ensure the visibility of the CR's FDC in all phases of project implementation in a suitable manner - in the phase of the project start, performance of individual project activities, in the places of project implementation and during its presentation in the media.

3. The implementing entity is also obliged to use the logo of the CR's FDC in the form of *Czech Republic Development Cooperation* (in English version) and *Česká republika pomáhá* (in the Czech version) in all promotional activities of a project. For material information and promotional in nature (e.g. printed matter and promotional items, certificates, invitations, programme of events or correspondence of the implementing entity related to project solution) the logo of the CR's FDC is sufficient. For a larger format (e.g. project information panels, reports, publications, CR-ROM or DVD) it is necessary to publish information promoting the whole project (e.g. *"This publication was created as part of the XY project supported by the Czech Republic's Foreign Development Cooperation"*) supplemented by the logo of the CR's FDC.

4. The use of the logo of the CR's FDC is defined by the *Graphic Manual of the CR's FDC* that can be downloaded, just as the logo of the CR's FDC, at [www.czda.cz](http://www.czda.cz). In particular, it is necessary to respect the correct order of the logos, the colour, spacing, size and font. Every logo is always used as a whole and it is inadmissible to change its proportions or colour in any way.

5. Only the logo of the entity implementing the project or of any other partner that contributes financially to the implementation can be used together with the logo of the CR's FDC. In most projects, the share of funds from the CR's FDC in the total value of the project will be the decisive criterion . The model order of logos (for projects where the share of funds from the CR's FDC is more than 50 %) is defined as follows: the logo of the CR's FDC and behind it (below it) the logo of the entity implementing the project. The logo of the CR's FDC must not be smaller than the logo of the entity implementing the project. The minimum distance of the logo of the implementing entity from the logo of the CR's FDC must always be observed. In trilateral projects where the contribution of the CR's FDC is usually significantly smaller, the logo of the more important donor (EU, UN, etc.) is preferred.

6. If circumstances allow, the logo of the FDC should also be used to mark contracts concluded within a project, the attendance lists and all written correspondence of the implementing entity with local partners. For electronic correspondence directly related to a project financed within the framework of the CR's FDC, if its nature offers it (e.g. in the case of official communication, sending invitations, etc.), it is necessary to use an email signature with the logo of the CR's FDC. At the beginning of such communication it must be clearly stated that the implementing entity communicates within a project of the CR's FDC. Designs of the graphic representation of the CR's FDC for written documents are included in the *Graphic Manual of the CR's FDC.*

7. Every event co-financed from the project resources must be accompanied by information that it is financed from the resources of the CR's FDC (e.g. *"This training is provided within the XY project supported within the framework of the Czech Republic's Foreign Development Cooperation"*). The implementing entity should not forget to photographically document the visual identity of these events.

8. All premises visited by the beneficiaries/participants/partners of the project (entrance to the building, officers of the implementing entities, training premises) must be visibly marked with the logo of the CR's FDC. The implementing entity is also obliged to use a sticker with the logo of the CR's FDC to mark the equipment (furniture, computer technology, devices, equipment, etc.), which is co-financed from a project of the CR's FDC - if the nature of this equipment allows it.

9. After a consultation with the CzDA and the relevant embassy, the implementing entity is obliged to issue a press release for the local (possibly also Czech) media at the beginning and end of the project (the text must be consulted and approved by the CzDA). The press release and related materials must then contain publicity for the CR's FDC according to the rules stated above. Publicity is also welcome in the form of radio or television performances.

10. When preparing any promotional materials, it is advisable to consider the preparing of various language versions (English, in the language of the partner country, or the Czech version). When preparing leaflets, brochures or similar presentation material, the entity implementing the project is obliged to consult their content and form with the provider of the subsidy/announcer of the contract (CzDA). The implementing entity is also obliged to provide the CzDA with at least one third of such promotional materials prepared within the project (from each language version) and the same share must be handed over to the relevant embassy. The implementing entity will distribute the remaining leaflets in an appropriate manner in the partner country.

11. If promotional materials presenting project activities are created within a project (leaflets, brochures, etc.), they should be prepared in the first months of the project duration and not at the end of its implementation. If the promotional material is used to present the achieved results, it is clear that it will be prepared and distributed at a later stage.

12. The implementing entity is obliged to publish information on the project implementation on his/its website (if the beneficiary operates its own website) and list the project in its own annual report.

13. The implementing entity is recommended to ensure the publicity for a project of the CR's FDC even in case any public media (print, electronic, radio and television) informs about the project in question in the form of an interview or report.

14. The implementing entity is also obliged to inform the provider of the subsidy/announcer of the contract (CzDA**)** as well as the relevant embassy on all available media coverage arising under the project (articles, reports, interviews, etc.).

15. The entity implementing the project is obliged to inform about the performed information and promotional activities of the project in interim and final reports that are regularly submitted to the contracting authority (CzDA). The entity implementing the project keeps all documents related to project promotion for the necessary monitoring activities. To adhere to the rules of presentation of the CR's FDC, the implementing entity is bound by the contract/subsidy decision. If a breach of the above obligations is found, this may be resolved in accordance with the relevant provisions of the contract/decision. The implementing entity is therefore obliged to archive the original or copies of articles covering the project, leaflets, information materials, photos from events for the project presentation, presentation sheets, DVD copies, etc.), or accounting documents, invoices, etc. related to presentation.

**Appendix 2: Recommendations for Embassies in Providing External Presentation (Publicity) of the CR's FDC**

1. To publish on their websites not only the general information about the CR's FDC, but also strategic documents (Concept of the Foreign Development Cooperation for the Period of 2010-2017 in the Czech and English language version, annual plans of the CR's FDC, Programme of Cooperation with the Given Country – if available - or the results of evaluations performed in the given country - these documents are available on the website of the CzDA, except for the evaluations).

2. To present on the website information about the process of collecting identification forms, as well as criteria according to which these suggestions are assessed (according to the valid methodology).

3. To give lists of all accepted suggestions/applications for support under an SLP. However, it is up to the decision of a specific embassy as to whether disclosing SLP- related information is appropriate (e.g. in terms of the political situation in the country).

4. To give lists of all implemented bilateral projects or SLPs (if appropriate) in the format used by the CzDA (name, implementation period, total amount, implementing entity, brief description - project abstract). This information can be copied in the Czech and English language version from the website of the CzDA.

5. To present on the website news related to the activities of the CR's FDC (launching a new project, signing a MoU, establishing an international partnership within the project, etc.).

6. To cooperate with the implementing entity in the promotion, use the media outputs of the implementing entity created within the project (articles, reports, interviews, etc.) for further presentation for the purpose of informing about the CR's FDC on the website of the embassy and to provide these materials further to the CzDA.

7. Information provided in each language version should, as far as possible, be provided in a uniform manner.

8. Business cards of development coordinators of individual embassies should be marked with the logo of the CR's FDC.

1. In the Shadow Report of NGOs affiliated with FoRS, some embassies were criticised for

   insufficient transparency of FDC projects, mainly small local projects. The reason is the inconsistent procedure

   when publishing information - selected information available in some language versions - this

   inconsistency can then be incorrectly misinterpreted as non-transparency. [↑](#footnote-ref-1)