**Visibility Guidelines for presentation of Programme “Sustainable development of the area of Aragvi protected landscape and the local communities”**

These guidelines supplement all projects and activities funded from the Aragvi Programme, jointly funded by Czech Republic through Czech Development Agency, Austria through Austrian Development Agency and Slovak Republic through Slovak Agency for International Development Cooperation. It defines rules for publicity and visibility of the projects implemented within this programme and is binding for all contractual partners.

**Obligations of implementing partners:**

1. Use all available communication and promotion tools for a targeted, clear and attractive promotion of Aragvi programme (Internet, social networks, printed or multimedia materials, communication with the media, events and / or promotional materials distributed to relevant recipients, info table on the spot etc.). The use of promotional tools should always correspond the focus and scope of the programme, project activities and target groups of the project. All written materials for publication must comply with these guidelines, it is recommended to submit them to Czech Development Agency and/or Czech Embassy before publication.
2. Ensure the visibility of the project in all the important phases of its´ implementation in an appropriate manner - in the initial phase of the project, during execution of individual project activities, at project implementation sites, after project completion showing clearly results achieved.
3. Obligatory Logos:

Use visibly following **logos** on all materials funded by the programme (written publications, reports, sites, equipment, audio-visual production, events):

* **Czech Republic Development Cooperation** 
* **Austrian Development Cooperation** 

The logo of ADA in English is available for down-loading: http://www.entwicklung.at/en/media-centre/logos/ http://www.entwicklung.at/en/media-centre/logos/

In case of ceremonial events and steering comittees, logos on all the relevant documents of all partners (CZ, ADA, SAIDC, MEPA and Dusheti Municipality) will be used as follows:





1. Donors references must be mentioned in all written and audio-visual materials, e.g. "This project/training/event is supported by the Czech Republic and Austria. Recorded materials from the events (photos, videos, etc.) with clear Czech and Austrian visibility will complement project reports. In case of event covering the whole programme, all partners will be mentioned.
2. It is desirable to share and regularly update information about project activities on social networks of the implementing partner (short reader-attractive note and photos/videos). Sharing update project information on social media with the donor is mandatory through: @czechembassytbilisi, @CzechAid, hashtags #Czechaid, LinkedIn Czechaid (<https://www.linkedin.com/company/10540050/>) and Instagram CzechAid (<https://www.instagram.com/czechaid/>) and ADA……
3. The implementing partner will prepare a short and clear written project description (Fact Sheet) for each project, clearly formulating tangible results, timeline, budget and framework of activities, and reference to the Aragvi programme and the financial support from the Czech Republic and Austria. This project leafleft will be shared with the Czech Development Agency, Czech Embassy and ADA.
4. The implementing partner is required to provide, on the request of CzDA Czech Embassy in Tbilisi or ADA, data on views/visits to the website or social networks, distributed circulation of printed publications and public reactions to content related to the project, as well as all published content in the media.
5. When approving materials, environmentally friendly materials should be taken into account, preferably materials typical for Georgia.