



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

© Crédit photo

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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

 Qu'il 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

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#2 /
Body
text area

#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.

The diagram illustrates the layout of the header area. At the top right, there are three light blue boxes for logos. Below them, on the left, is a dark blue box containing the text 'NOM PAYS' and 'Titre du projet sur deux ou plusieurs lignes Max 80 caractères espaces compris'. To the right of this is a large light blue box for a photo, with a small '© Crédit photo' text at the bottom left. Arrows from the surrounding text blocks point to these specific elements.

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 (1st 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
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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 NAME	
Date of signature of the agreement	MM/DD/YYYY
AFD Sector, sector name	(https://www.afd.fr/fr/nos-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	
Project code:	XXXXXX

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 (2nd 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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#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
- Other
- Climate and Environment
- Crises and Fragility
- Water and Sanitation
- Education, Training and Employment
- Governance
- Infrastructure and Urban Development
- Health
- Productive Sector

Note: The selected sector(s) must correspond to the CICID code entered in SIOP.

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.**