

**CORPORATE DESIGN
STANDARDS MANUAL**
AND CO-BRANDING GUIDE



SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION

SEPTEMBER 2020



This manual sets the standard for all Swisscontact communications produced by employees and partners.

2020

This graphic standards manual replaces the version released in 2016.

“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

– Sydney Harris

The overall preparation and dissemination of the communication materials fall under Swisscontact’s communications objective of increasing the awareness and understanding of our stakeholders about our approach and successes.

To inform and influence effectively, we must present ourselves clearly and consistently. This communication guideline is prepared for the use of Swisscontact staff as a reference tool to apply and maintain a consistent and professional image. It sets out written guidelines to adhere to while preparing any printed and/or electronic materials as well as giving guidance on the overall use of the logo, image and branding of Swisscontact for internal and external communications, on corporate, regional and project level.

The manual includes communications templates ranging from MS Office templates for Word and PowerPoint, use of logos and images; templates for documents, letterheads, email signatures, presentations.

Therefore, by following these guidelines, we will ensure that Swisscontact has a common “look” and “feel” running through the organisation, and more importantly the “look” that presents our values and professionalism to the people we wish to inform.

This manual is an ongoing work; hence, it will periodically be updated with new information when necessary.

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1. BRAND

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1.1 MISSION

We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

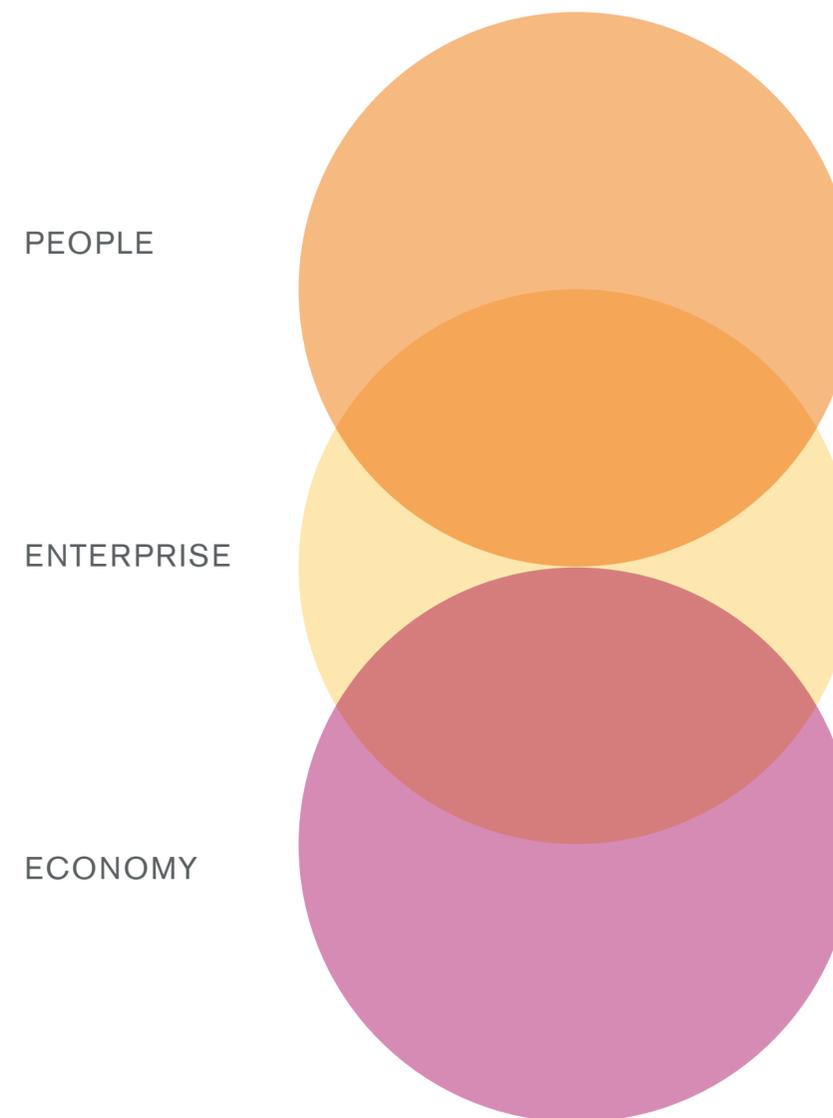
With this objective in mind, we offer the chance to economically and socially disadvantaged people to improve their lives on their own initiative.

OUR VALUES AND BELIEFS

- We believe that people, even in dire conditions have the ability and will to act and liberate themselves from the shackles of poverty. However, this is only possible in an enabling environment and level playing field.
- We make an effective contribution to improve the framework conditions for sustainable development through the facilitation of access to skills, knowledge, markets, technologies and financial services.
- We believe that balanced private sector and market-driven approaches in the context of an environmentally and socially sustainable market economy offer the best conditions for people to fulfill their potential and make sustainable development possible.
- We act responsibly and respect people in their own contexts, societies and cultures.
- We stand for professional quality and high ethical standards in our activities.

WHAT WE DO

- We strengthen the competencies of people, improving their employability
- We increase the competitiveness of enterprises, growing their business
- We foster social and economic systems, promoting inclusive development



1.2 MESSAGE

BOILER PLATE AND LEITMOTIV

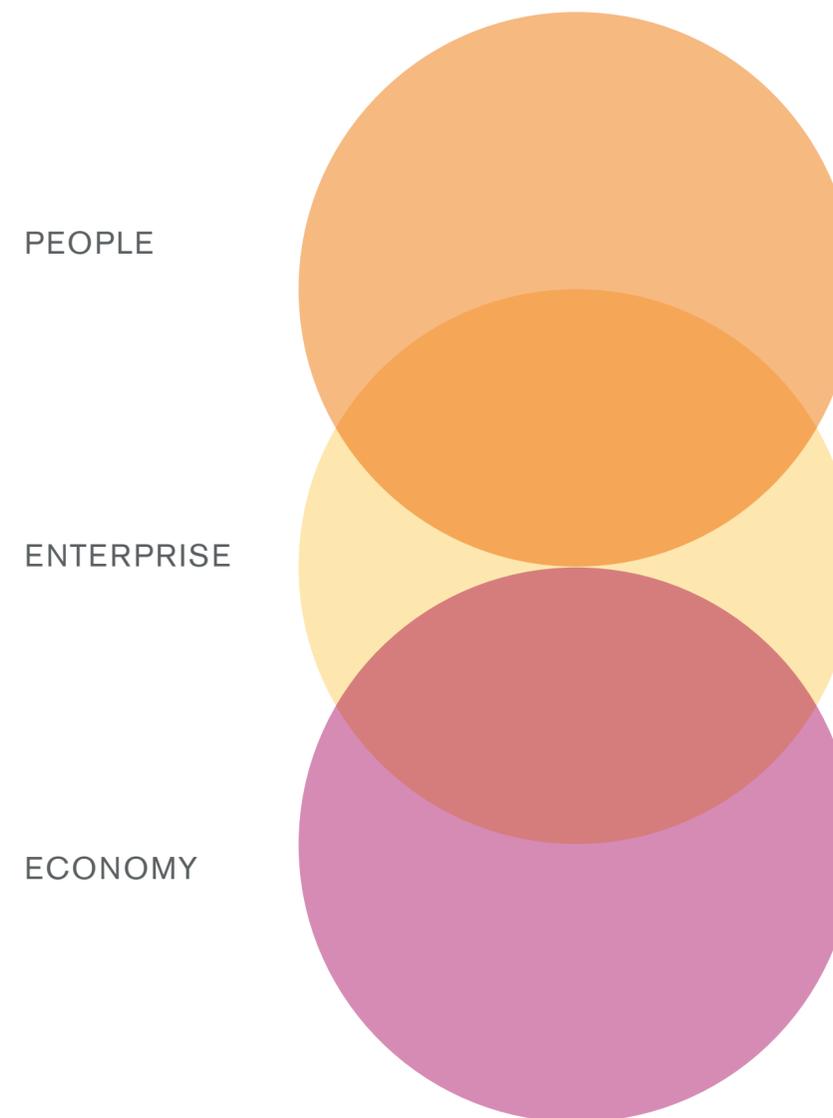
Swisscontact is a leading partner organisation for the implementation of international development projects.

We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies. With this objective in mind, we offer the chance to economically and socially disadvantaged people to improve their lives on their own initiative.

The independent, non-profit, private foundation was established in 1959 in Switzerland.

We strengthen the competencies of people, improving their employability, increase the competitiveness of enterprises, growing their business and foster social and economic systems, promoting inclusive development.

[Link to other languages](#)



1.3 THE LOGO

FULL COLOUR
APPLICATION

Our logo is locked together in spacing, size, colour and proportion and must not be altered.

Specific colours are assigned to the logo and should always be adhered to as specified here.

[Link to Logo files](#)



PANTONE 541 C
100c 45m 0y 45k
0r 71g 122b
#004d8c



PANTONE 446 C
10c 0m 0y 75k
90r 95g 97b
#394040

1.3 THE LOGO

AREA OF ISOLATION & MINIMUM SIZE

AREA OF ISOLATION

A clear space around the logo has been designed to protect and optimise the legibility of the brand. The clear space is equal to the height of the letter 's' in Swisscontact.

MINIMUM SIZE

The minimum print size of the logo refers to the smallest size that it can be applied to any kind of stationery, advertisement or promotional item. The minimum width of the logo is 25mm.

A minimum on-screen size is needed to ensure legibility. The minimum width of the logo is 100 pixels.

LOGO SIZE GUIDE

The sizing table specifies the approximate logo sizes for standard document formats and can be used as a quick guide.

Print sizes

Document	Logo Size (W)
DIN A5 format (210 x 148mm)	42mm
DIN DL format (105 x 210mm)	30mm
US Tri-Fold Format (93,22 x 215,9mm)	30mm
DIN A4 Format (210 x 297mm)	50mm
US Letter Format (215,9 x 279,4mm)	50mm
DIN A3 Format (297 x 420mm)	70mm
DIN A2 Format (420 x 594mm)	100mm
DIN A1 Format (594 x 841mm)	150mm
DIN A0 Format (841 x 1189mm)	200mm
Business Card (85 x 55mm)	25mm

Digital sizes

Device	Logo Size (W)
Smart Phone	240 - 300px
Tablet	300px
Laptop/Desktop	300 - 400px
Video, Full HD & HD	300 - 400px

Area of isolation



1.3 THE LOGO

PLACEMENT ON VARIOUS
BACKGROUNDS

Where possible, the logo should appear in full colour on a white background. If there are printing restrictions, the logo may also appear in single colour black.

If the logo is placed onto a light background colour or image area, the full colour version is used. If the background colour or image area is dark, the white version of the logo is used.

Maximum visibility should always be kept in mind when choosing between the full colour logo and white version, and it should never be placed onto a busy image area.

Full colour logo on white



Single colour black logo on white



Single colour white logo on black



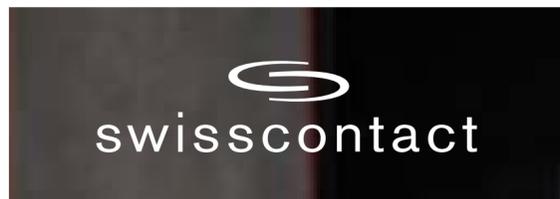
Full colour logo on light background colours



White logo on dark background colours



White logo on dark image areas



Full colour logo on light image areas



1.4 OFFICIAL FOUNDATION NAME
THE FOUNDATION LOGO

The foundation logo (Swiss Foundation for Technical Cooperation), should be placed alongside the Swisscontact logo in a prominent position. The preferred placement is below the Swisscontact logo and to the left of the layout. It can appear in the white area next to the Swisscontact logo or on top of the image area in blue or white.

The size of the foundation logo in relation to the Swisscontact logo is equal to the width from the letter 's' to 't'.

The foundation logo should always appear on:

- Annual reports
- Corporate brochures (working areas)
- Business cards
- Title slide of presentations
- Videos
- Office signage

Link to logo files

Size and alignment



Placement on white



Placement on light image area



Placement on dark image area



Placement example 1



Placement example 2



**1.4 OFFICIAL
FOUNDATION NAME
LANGUAGES**

The official foundation name may appear in the relevant publication's language as required and as indicated here. We mainly communicate in four languages:

- German
- English
- Spanish
- French

Schweizerische Stiftung für technische
Entwicklungszusammenarbeit

Swiss Foundation for Technical Cooperation

Fundación Suiza para la Cooperación Técnica

Fondation suisse pour la coopération technique

1.5 TAGLINE

The tagline is to be placed separate from the logo and should only be used when an advertising statement is communicated.

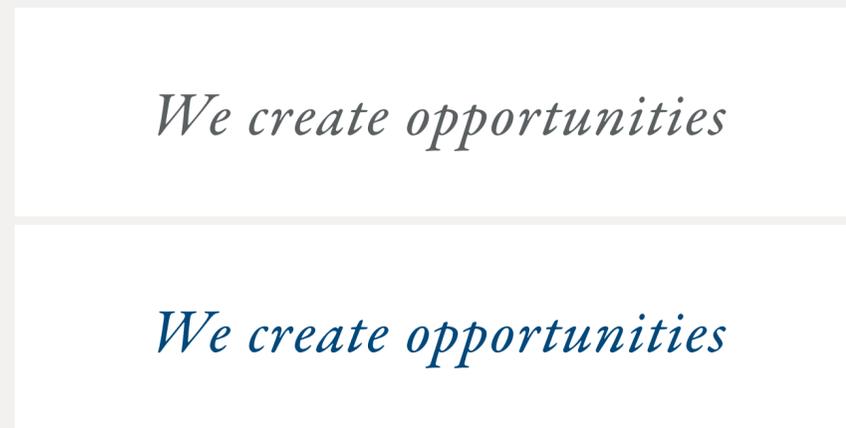
It must always appear in sentence case and in Swisscontact blue or grey, or in white when placed on a dark background colour or image area.

The font is Garamond Medium Italic, with a kerning of +30.

The tagline should only appear on promotional collateral, such as:

- Corporate videos
- Advertisements (jobs)
- Websites
- Brochures
- Posters & banners
- Event invitations
- Promotional letters (fundraising)
- Newsletter

Placement on white



Placement on light image area



Placement on dark background colour



Placement on dark image area



Placement example



1.6 GRAPHIC DEVICES
THE WORLD MAP

Sizes:

Blue globe
A4 - 62mm
A5 - 53mm
ppt - 335px

White globe
A4 - 86mm
A5 - 75mm
ppt - 335px

The world map appears as a circular device. There is a corporate version which includes all continents, as well as four regional versions (Africa, Asia, South America and Europe). The regional maps are used for region-specific collateral.

The world map can be used in full colour (blue and white), or as single colour white or blue.

The world map usually appears on covers, overlaying images on:

- Annual reports
- Corporate brochures (working areas)
- Business cards
- Title slide of presentations
- Videos

Link to Globe files

Full colour blue and white maps



Global



Africa



Asia



Europe



South America

Single colour white maps (opacity 40-80%)



Global



Africa



Asia



Europe



South America

Single colour blue maps (opacity 40%)



Global



Africa



Asia



Europe



South America

1.6 GRAPHIC DEVICES
THE WORLD MAP
PLACEMENT EXAMPLES

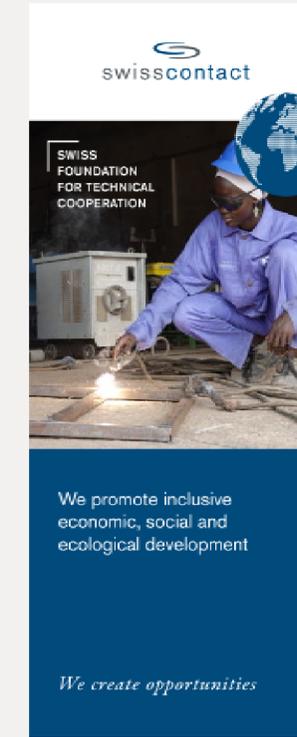
Annual report example 1



Annual report example 2



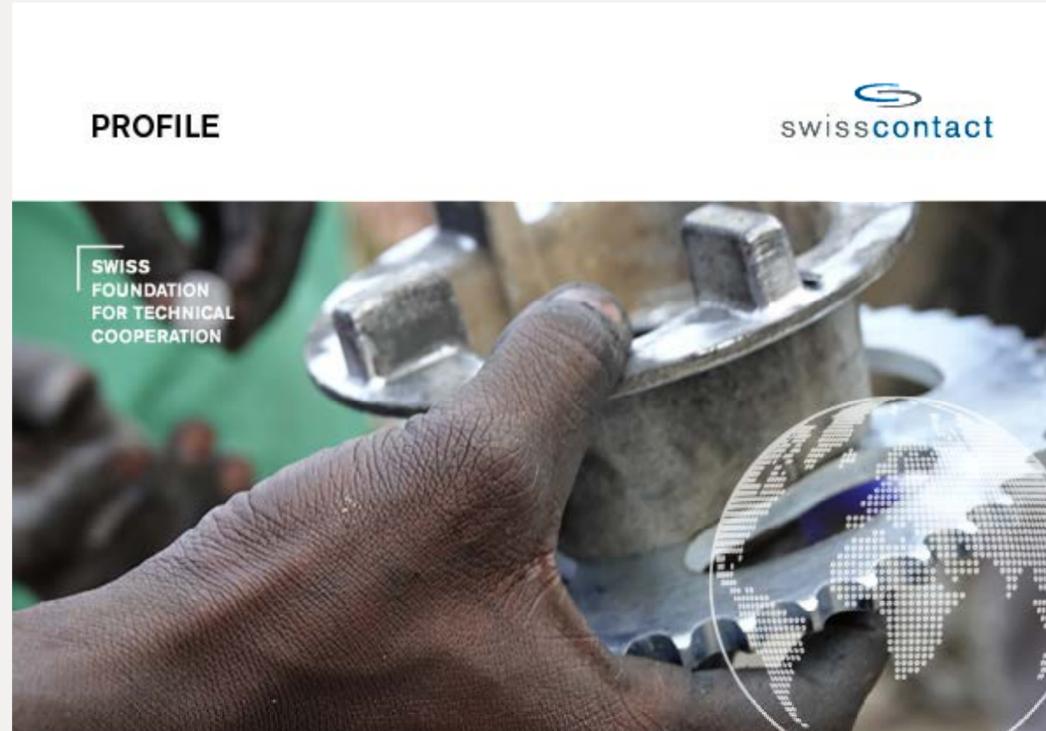
Banner example 1



Banner example 2



A5 profile



Folder example 1



Folder example 2



Project fact sheet



1.6 GRAPHIC DEVICES LEITMOTIV

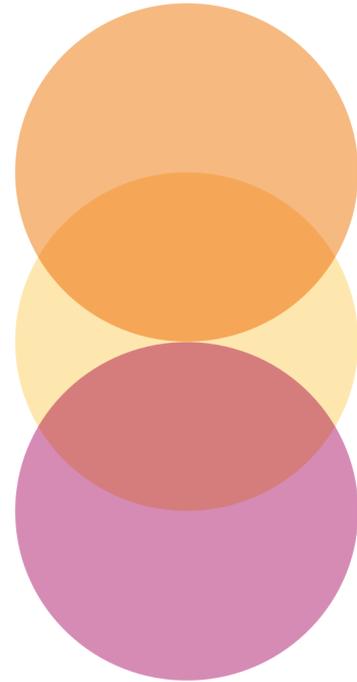
The leitmotiv is constructed from three circular, overlapping shapes that represent our three fields of action: people, enterprise and the economy.

In corporate communication, the full leitmotiv with all three overlapping circles is used at a 50% opacity.

As a design element it can either be placed as a whole with the descriptors, or it can be used without the descriptors, bleeding off the edge.

In the respective topic communication (people, enterprise, economy), the circles are represented individually.

PEOPLE
ENTERPRISE
ECONOMY



Link to the Leitmotiv files

Leitmotiv colour specifications

50%	50%	50%
0c 64m 100y 0k 238r 115g 0b #ff5c00	0c 20m 70y 0k 254r 208g 96b #ffcc4d	15c 95m 5y 22k 174r 23g 107b #a90abd

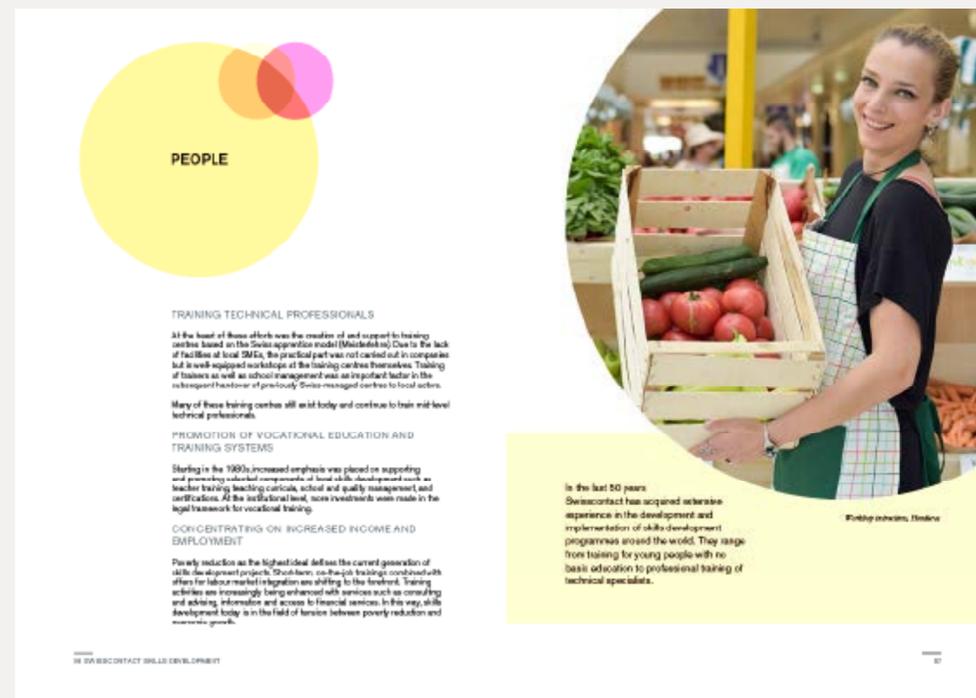
Annual report layout example



Folder back cover example



Brochure layout example highlighting topic (people)



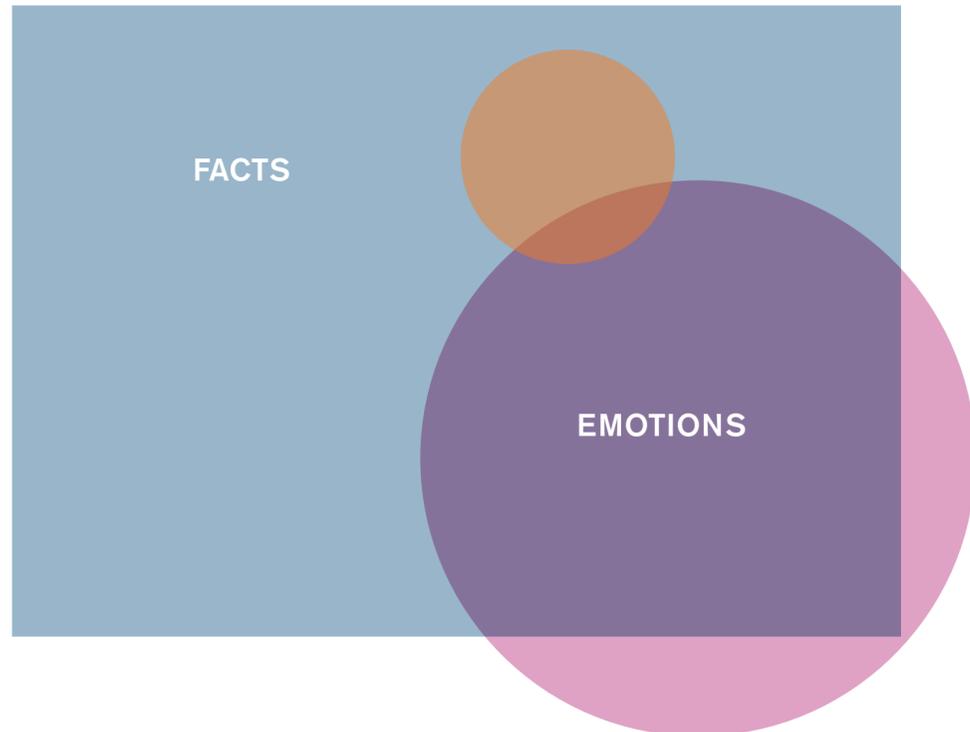
Profile back cover example



1.6 GRAPHIC DEVICES CIRCLES AND SQUARES

Circles represent facts and squares represent emotions. These two shapes can be used in various ways to add interest, creativity and colour to a layout. It can be used at any colour opacity, or as an outline.

Squares and circles can be combined in a layout, or used as a device to hold text, pictures, headings or quotes.



Annual report layout example



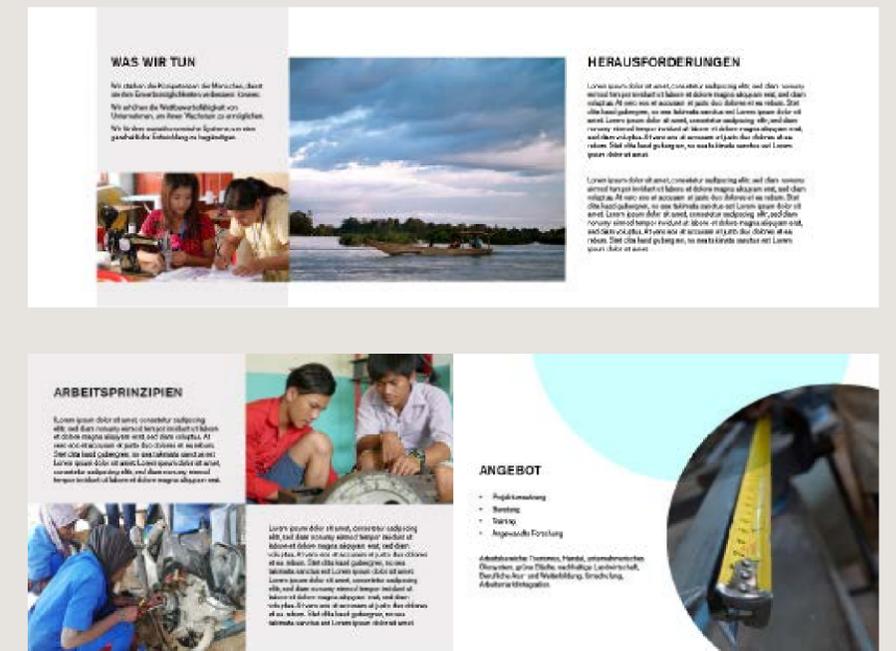
A4 brochure layout example



A4 brochure layout example



Profile layout examples



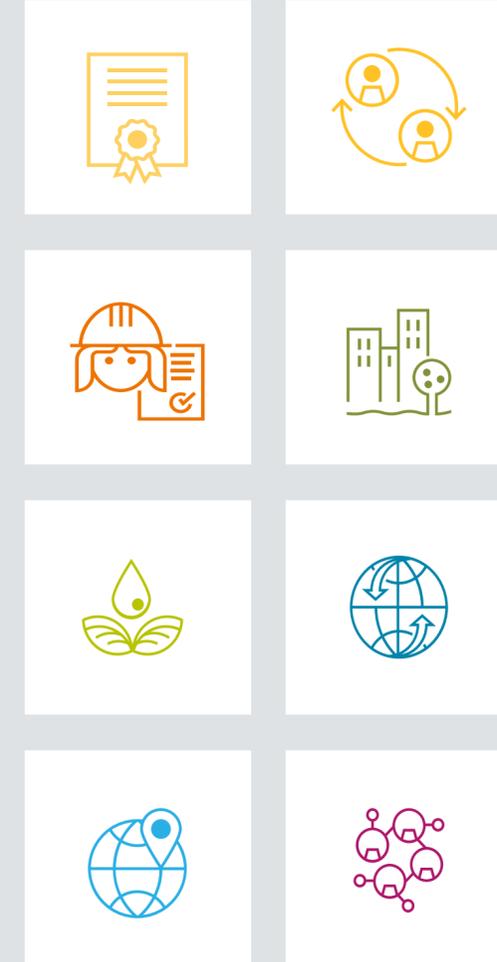
1.7 ICONS WORKING AREAS

The icons representing our working areas are defined below. A colour has been assigned to each icon, and it can be placed as positive on a white background, or reversed out of its colour in white.

Link to Icon files

 Initial Vocational Education and Training	 Upskilling and Reskilling	 Labour Market Insertion		
				
				
 Green Cities	 Sustainable Agriculture	 Trade	 Tourism	 Entrepreneurial Ecosystem

Icons on a white background



Icons on a coloured background



1.7 ICONS

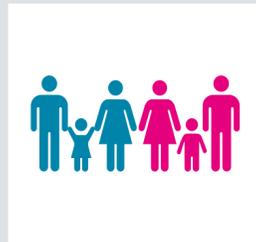
SUSTAINABILITY CRITERIA & WORKING PRINCIPLES

The icons may appear in two colours on white, or it may be reversed out of a solid colour background.

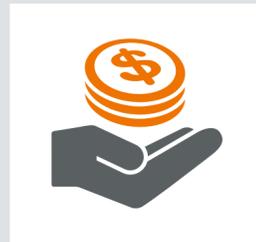
Link to Icon files

SUSTAINABILITY CRITERIA

Icons on a white background



Gender Equality & Social Inclusion



Financial Capability



Environmental Responsibility



Good Governance

Icons on a coloured background



Gender Equality & Social Inclusion



Financial Capability



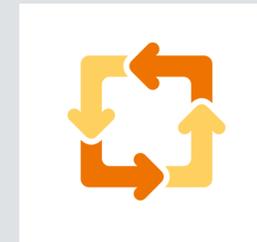
Environmental Responsibility



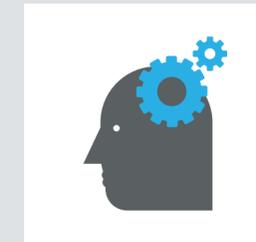
Good Governance

WORKING PRINCIPLES

Icons on a white background



Evidence-based Adaptive Management (MRM)



Learning Culture



Inclusive Systems Development



Private Sector Engagement

Icons on a coloured background



Evidence-based Adaptive Management (MRM)



Learning Culture



Inclusive Systems Development



Private Sector Engagement

1.8 COLOUR PALETTE PRIMARY COLOURS

The primary colour palette consists of the Swisscontact blue, Swisscontact grey, cold grey and warm grey. These colours may be used in all collateral, and tints of these colours are allowed for graphs, tables and colour blocks.

Swisscontact blue



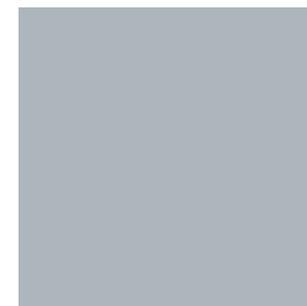
PANTONE 541 C
100c 45m 0y 45k
0r 71g 122b
#004d8c

Swisscontact grey



PANTONE 446 C
10c 0m 0y 75k
90r 95g 97b
#394040

Cold grey

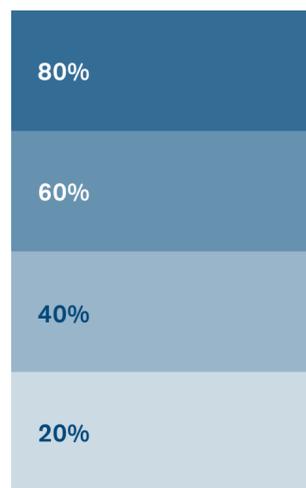


PANTONE 429 C
10c 0m 0y 35k
172r 182g 188b
#95a6a6

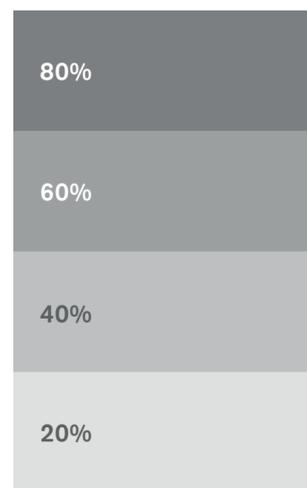
Warm grey



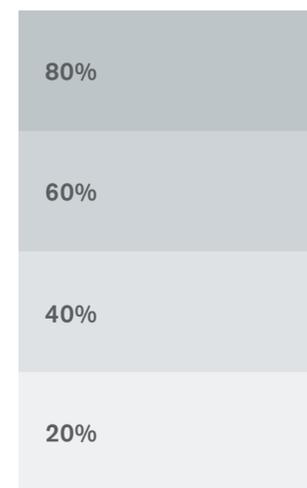
PANTONE WARM GREY 4 C
0c 4m 9y 30k
194r 186g 176b
#b3aba2



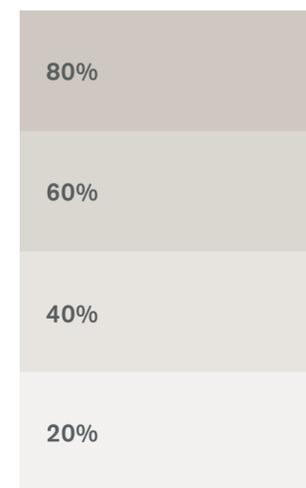
BLUE TINTS



GREY TINTS



COLD GREY TINTS



WARM GREY TINTS

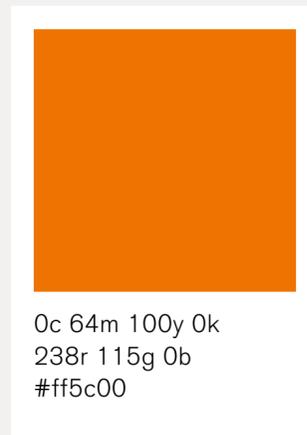
1.8 COLOUR PALETTE SECONDARY COLOURS

The secondary colour palette consists of colours intended for the design and structuring of documents and can be used for colour blocks and graphics.

Yellow



Orange



Olive



Lemon



Light blue



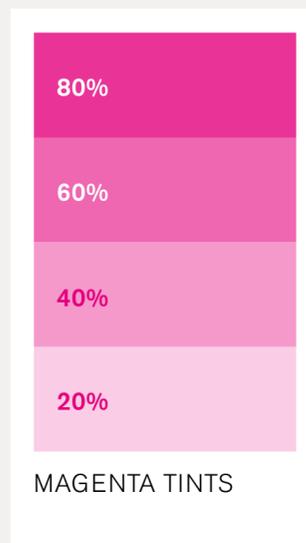
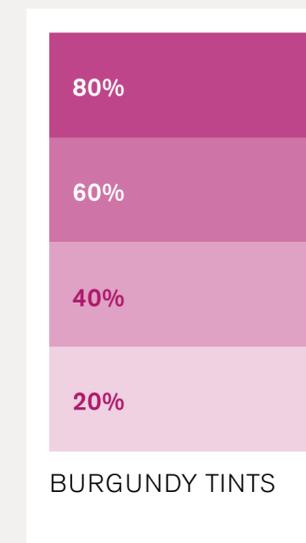
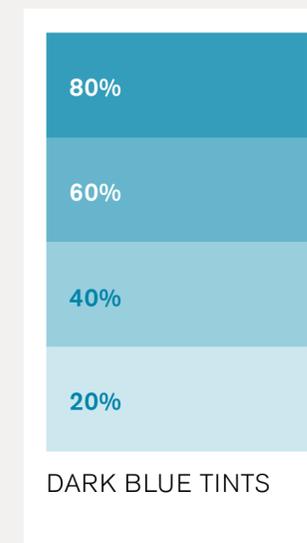
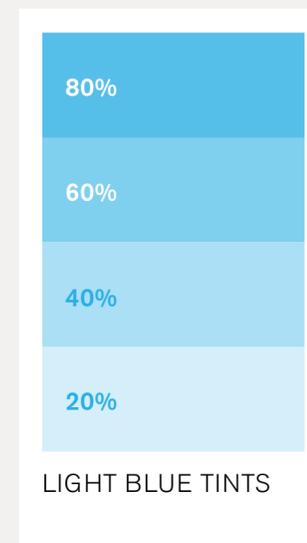
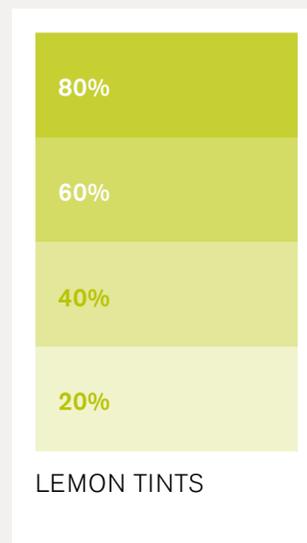
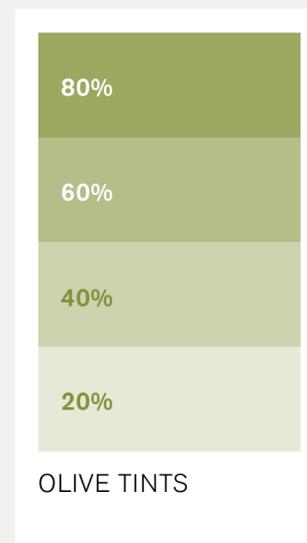
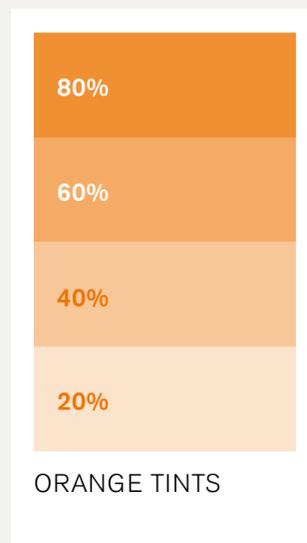
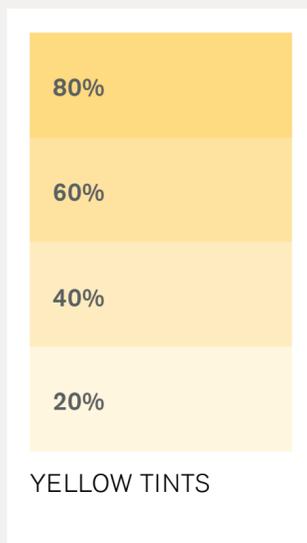
Dark blue



Burgundy



Magenta



1.9 TYPOGRAPHY
 FONTS FOR PRINT

PRIMARY TYPEFACE

Akzidenz Grotesk is the primary typeface for use across all applications which include headlines sub-headings and body copy.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 1234567890

Available weights

- Akzidenz Grotesk BQ Light
- Akzidenz Grotesk BQ Light Italic
- Akzidenz Grotesk BQ Regular
- Akzidenz Grotesk BQ Italic
- Akzidenz Grotesk BQ Medium**
- Akzidenz Grotesk BQ Medium Italic**
- Akzidenz Grotesk BQ Bold**
- Akzidenz Grotesk BQ Bold Italic**
- Akzidenz Grotesk BQ Super**
- Akzidenz Grotesk BQ Super Italic**

SECONDARY TYPEFACE

Garamond Italic is the secondary typeface used to highlight pull-out copy, testimonials, case studies and quotations.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 1234567890

Available weights

- Garamond Premier Pro Italic*
- Garamond Premier Pro Medium Italic*
- Garamond Premier Pro Semibold Italic*
- Garamond Premier Pro Bold Italic*

[Link to Font files](#)

HEADLINE MEDIUM BLACK: OR REGULAR GREY

H1 HEADING BOLD

Body copy: Akzidenz Grotesk Light.
 Wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod erat demonstratum at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait facilisi. Wisi enim ad minim enim, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod erat demonstratum at vero eros et accumsan et iusto odio dig.

«Quote: *Garamond Semibold Italic. Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.*»

H2 Heading Title Case Medium

Wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod erat demonstratum at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait facilisi. Wisi enim ad minim enim, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod.

H1 HEADING BOLD

Wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod erat demonstratum at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait facilisi. Wisi enim ad minim enim, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo ullamcorper consequat.

TESTIMONIAL TITLE: BOLD ITALIC

Body copy: Garamond Italic. Wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in exerci tation tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



Caption: Garamond Italic

1.9 TYPOGRAPHY
 FONTS FOR PRINT

This table serves as a guide for typography in all printed collateral.

Although a certain amount of creative freedom with regards to font weights, sizes and colours are permitted, these specifications should be followed as a guide in order to achieve consistency in all printed collateral.

Document	Typography	Typeface	Style	Point Size	Colour
Annual report cover (A4) Regional report cover (A4) Brochure covers (A4)	Title	Akzidenz Grotesk	Regular/medium/bold	30	Black
	Subtitle	Akzidenz Grotesk	Regular	12	Black
Profile cover (A5 landscape)	Title	Akzidenz Grotesk	Medium	18	Black
Text pages for annual reports, regional reports, brochures and profile.	Heading	Akzidenz Grotesk	Light/regular/medium	20	Black/grey
	Sub-heading	Akzidenz Grotesk	Regular	12	Black/grey
	Body copy	Akzidenz Grotesk	Light	10.5	Black
	Quotes	Garamond	Italic	20	Grey
	Page numbers	Akzidenz Grotesk	Medium	8	Black/grey
	Footer	Akzidenz Grotesk	Medium	8	Black/grey
Business cards	Caption	Garamond	Italic	9	Black
	Name	Akzidenz Grotesk	Medium	9	Blue
	Designation	Akzidenz Grotesk	Regular	7.5	Black
	Contact details	Akzidenz Grotesk	Regular	7.5	Black

1.9 TYPOGRAPHY

DIGITAL FONTS

MICROSOFT FONT

Calibri is the digital typeface for electronic communication and word processing documents where the primary and secondary typeface cannot be used due to technical constraints.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 1234567890

Available weights

Calibri Light
Calibri Light Italic
 Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

ELECTRONIC/WEB FONT

Muli is the digital typeface for electronic and web based communication.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 1234567890

Available weights

Muli Extra Light	Muli Semibold
Muli Extra Light Italic	Muli Semibold Italic
Muli Light	Muli Bold
Muli Light Italic	Muli Bold Italic
Muli Regular	Muli Extra Bold
Muli Italic	Muli Extra Bold Italic
Muli Medium	Muli Black
Muli Medium Italic	Muli Black Italic

Document	Typography	Typeface	Style	Point Size	Colour
Correspondence, internal documents, policies, briefs, fact sheets and forms (A4)	Title	Calibri	Bold	20	Black
	Subtitle	Calibri	Bold	18	Black
	Headings	Calibri	Bold	11	Black
	Body copy	Calibri	Light	10.5	Black
PowerPoint	Cover/divider title	Calibri	Bold	38	Black/grey/white
	Cover/divider subtitle	Calibri	Regular	25/30	Black/white
	Slide title	Calibri	Bold	38	Black
	Body copy	Calibri	Regular	28	Black
Email signatures	Company name	Calibri	Bold	10	Black
	Contact details	Calibri	Regular	9	Black
Newsletter	Title	Muli	Extra bold	16	Black
	Subtitle	Muli	Regular	12	Black
	Body copy	Muli	Light	12	Black
Video	Title	Muli	Light	70	Black
	Subtitle	Muli	Light	30	Black
	Section title	Muli	Semibold	55	Black
	Caption	Muli	Bold	30	Black
	Speaker caption	Muli	Bold	30	Black
	Speaker title	Muli	Regular	25	Black
	Sub titles	Muli	Regular	25	Black

The photographic style is divided into three categories:

[Link to photography practical guide](#)

1. MISSION

Broad view of a non-detailed environment; wide perspective landscape views with people from our target populations working in the background.

Mission photographs can be used in the following collateral: Posters, greeting cards, annual report covers, website homepage, PowerPoint presentation cover and title slides and job advertisements.



2. WHAT WE DO

These photographs focus on the core sector activities and portray people in their typical working environments. Compositions are interesting and focus on the technical aspect of the work.

What-we-do photographs can be used in the following collateral: Banners, greeting cards for projects, covers and contents of brochures, leaflets and fact sheets, website content, PowerPoint presentation content slides, event invitations and advertisements.



3. RESULTS

Close-up of a clearly focused subject matter, such as products and plants relating to specific projects.

Result photographs can be used in the following collateral: Contents of brochures, leaflets and fact sheets, greeting card projects, website content and PowerPoint presentation content slides.



1.11 ONLINE SESSIONS

Online sessions are a great opportunity to present and boost our brand to an external audience.

To increase the visibility of our logo/projektlog, an individual background can be displayed during virtual sessions (Skype, zoom, teams).



2. CORPORATE COMMUNICATION

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2.1 LOGO APPLICATION

Swisscontact's corporate communications — those that are communicated on behalf of the foundation as a whole — include all materials on- and off line.

This includes all swisscontact.org website and corporate social media channels. These products are solely owned and exclusively branded by Swisscontact.

It is critical that all corporate communications ensure the integrity of our brand.

All corporate products must follow the foundation's graphic standards.

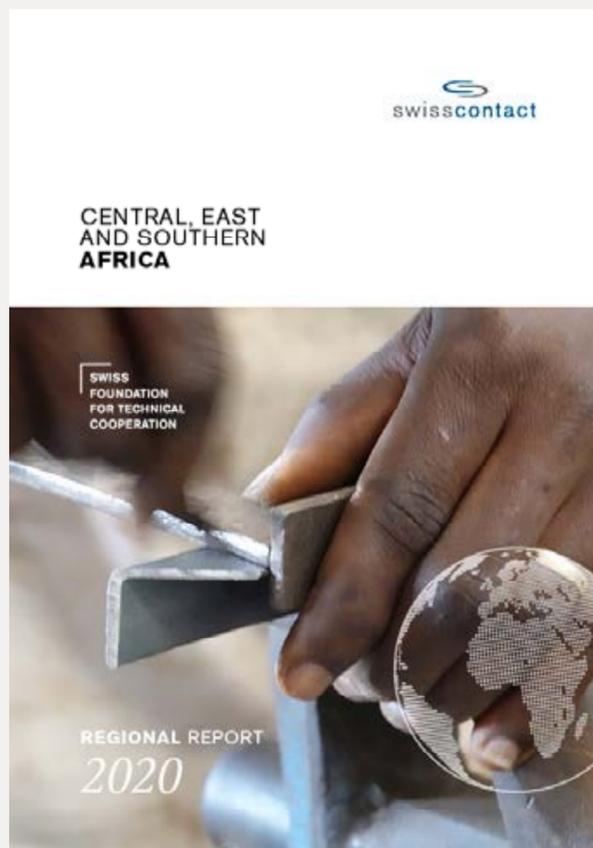
LOGO PLACEMENT ON PRINT COLLATERAL AND STATIONERY

The logo should always be placed in the top right corner, with the foundation logo to left or below it. In exceptional cases it may be centered, for example on banners or special requests.

ON BACKGROUNDS

Where possible, the logo should appear in full colour on a white background. The foundation logo may be placed (in blue or white) on photographic backgrounds that provide good contrast and legibility to ensure that it is clearly recognisable. Alternatively, it can be placed next to the Swisscontact logo, to the left of the layout in blue.

Regional report cover example



Acquisition document cover example



Banner example



Business card example



PowerPoint cover slide example



2.2 OFFICE SIGNAGE

DOOR PLATE

The office address is centred below the Swisscontact logo. The size of the door plate may vary according to the available space for signage.

**SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION**


swisscontact

Office Address

2.3 ADMINISTRATIVE MATERIALS LETTERHEAD

SIZE
A4 (210 x 297mm)

FONT SPECIFICATIONS

Address details, date & body copy:
Calibri Regular 11pt
Subject line: Calibri Bold 11pt
Designation: Calibri Regular 8pt
Address details: Calibri 7pt

Please note that the SGS logo has been removed from the footer of the letterhead.

SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION



Address Details 1
Address Details 2
Address Details 3
Address Details 4
Address Details 5
Address Details 6

Date

Subject

Attention

Text

Greeting
Swisscontact

Surname, Name
Designation

Addition



2.3 ADMINISTRATIVE MATERIALS

BUSINESS CARD

SIZE
85 x 55mm

OWN LANGUAGE

Business cards may be produced in other languages in addition to the English version, or may be printed on the back of the English version.



2.3 ADMINISTRATIVE MATERIALS

EMAIL SIGNATURE

The email signature is set in Calibri 10pt, black. Only the Swisscontact and foundation names are bold, and no logo is included.

Information on email signatures should follow this order:

1. Name
2. Position title
3. Swisscontact
SWISS FOUNDATION FOR
TECHNICAL COOPERATION
4. Office Address
5. Phone, Mobile
6. Skype account (optional)
7. Web address (hyperlinked)

A project, anniversary or event announcement logo may be included in the email signature, but only for a maximum period of 6 months after which it must be removed. It has to be placed below the signature.

Florian Meister
Director Operations & Quality
Deputy Executive Director

Swisscontact
SWISS FOUNDATION FOR TECHNICAL COOPERATION

Hardturmstrasse 123, CH-8005 Zurich
Tel. +41 44 454 17 65, Mobile +41 44 454 17 97
skype: florian_meister
www.swisscontact.org

MS Office Word templates are available for download on your Word Programme.

Text and headings

- The font for all text is Calibri
- Headings are mostly written in capital letters.
- Headings and sub-headings appear in black, or one secondary colour per document, 11/10.5pt.
- Black body copy, 10.5pt
- Links are underlined in black and italicized
- The text can run in one or two columns.
- All text is left aligned
- The footer contains the title of the document, left aligned, and the page number, right aligned, 10pt in grey
- Do not condense or expand the type

Colours and icons

- Icons from the Microsoft library can be used
- Graphic elements should be used sparsely and can appear in any of the Swisscontact colours, with a maximum of three additional colours
- Choose one base colour per document
- The warm or cold grey colours can be used in various grids and tones, especially for tables
- White borders are used for tables

Pictures

- Pictures from the Internet may not be used unless the copyright has been obtained
- For MS Office templates, images are never placed in circles

Link to all MS Office templates

Document Title

DOCUMENT TITLE 20PT

Intro/highlighted copy, Regular 10.5pt
 Ab incitempor sinvendus id ut que parum quiate porempum quatem. Ore eruptur alibus, sum facia venis expelec tibusdae plat eatur acescias exeribus auta soluptaquam alicto maxime necae vella dolupta volorro volorep eligni temped que velesti voluptatur se vollecta con nullor a si rere cumquunde re labore, nectur millupti untis ea natisi simodio. Ut adis perio. Ita velique re eaqui corrovides etur.

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 Nem ipsandendit minullatur sam sum lab intium



1. H1 HEADING, CAPITALS, 11PT, BOLD

Body copy, 10.5pt, Light. Feritatosam et odiae natiis maiorro viditae. Dae lis qui idenditio. Min con reperit eat venissincias ipient ea istia consequi bla ped et voluptam ipsantessit, occumquide rehenimaio. It laccum quo in providenda andaes expeles aut maximint quuntion porporem esti dolorero moluptat molor.

 **H2 heading, Title Case, 10.5pt, Bold**

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2.4 MS OFFICE TEMPLATES
EMPLOYMENT AD

SIZE
A4 (210 x 297mm)



INTERNSHIP SDP



We are a leading partner organisation for the implementation of international development projects. We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

In Cambodia, Swisscontact carries out the Skills Development Programme (SDP).... (information about the project)

To support us in the project activities we are looking for a motivated

INTERN SDP

Employment start: xxx
Contract duration: 6 months
Place of work: Phnom Penh, Cambodia
 Disposition for frequent travelling within the country

Tasks

- Proin sit amet ex eu risus vestibulum cursus sed at.
- Praesent egestas lacus sit amet consequat lacinia.
- Phasellus ultricies enim vel gravida sodales.
- Mauris fermentum justo ac euismod efficitur.
- In eget velit quis tortor viverra condimentum ac dictum lectus.
- Lorem ipsum dolor sit amet, consectetur adipiscing.
- Cras ut nunc a erat cursus accumsan vel at metus.

Requirements

- Proin sit amet ex eu risus vestibulum cursus sed at.
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- Cras ut nunc a erat cursus accumsan vel at metus.
- Mauris fermentum justo ac euismod efficitur.
- In eget velit quis tortor viverra condimentum ac dictum lectus.

Swisscontact offers attractive working conditions in an international and multicultural context. We see our work as a joint effort in an agile organizational culture: mutual respect, trust and teamwork.

We look forward to receiving your online application with the following documents: letter of motivation, curriculum vitae, diplomas and references. Please apply exclusively via the online application portal.

For further information please visit www.swisscontact.org.

Product Factsheet COMMUNITY PARAMEDIC TRAINING




CONTEXT

There is a severe shortage and geographic maldistribution of skilled and qualified healthcare professionals in the healthcare system in Bangladesh. With only 8.3 health human resource (HRH: doctors, nurses, midwives, assistants, technicians, paramedics) for 10,000 people, Bangladesh is far below that of the 44.5 recommended by WHO.

Bangladesh also suffers from acute youth unemployment and underemployment. Around 11.2 million people are unemployed and another 15 million are underemployed or have a Neither in Employment, Education nor in Training (NEET) status. Of them 30.9% are secondary school graduates (RRS, IFS 2017). Every year almost 2.2 million young men and women (15 to 25 years) enter the job market without relevant and transferable skills to compete in a dynamic and growing national economy.

SDG & SWISSCONTACT RELEVANCE

CPT addresses Sustainable Development Goals (SDG) 3, 5 and 8 - to ensure good health and wellbeing and promote decent work, equally for men and for women, respectively. CPT involves public, private and informal education institutions and fosters cooperation between public and private institutions to build a strong ecosystem to address the current systemic shortages of skilled professionals in the healthcare systems. Thus, CPT is very relevant to the aims and objectives of Swisscontact.

ACHIEVING SUSTAINABILITY TOWARDS HEALTHCARE ACCESS (ASTHA)

Implemented by Swisscontact Bangladesh Funded by six private foundations, including Novartis, Julius Baer Foundation etc.

COUNTRY/PROVINCE

Seven districts (Rangpur, Nilphamari, Lalmonirhat, Sunamganj, Sylhet, Patuakhali and Barguna) throughout Bangladesh

DURATION OF TRAINING

Two years training: 18 months centre based vocational training and six months of practical internship in an attached hospital.

IMPACT

Between 2014-2019:

- 648 Bangladeshi men & women completed CPT and are active as community paramedics (CP) directly through the project
- 157,000 patients treated
- 266,000 rural community members reached through awareness campaigns about benefits of quality healthcare services provided by CPs.
- 4,500 additional graduates and active CPs active across the country, as a result of adoption of CPT by existing healthcare system.

Community Paramedic Training | Swisscontact 2020 01

WHAT MAKES THE PRODUCT UNIQUE?

CPT brings an overall positive transformation into a country's healthcare ecosystem. It establishes various private-public partnerships to develop HRH skills for healthcare jobs and successful healthcare self-employment. In the process, this unique long-term training helps to build a national cadre, a profession for life for the aspiring young men and women who are ready to complement the HRH gap of a country. This unique training offer ensures a combination of initial VET and labour market insertion for aspiring youth. CPT addresses the last mile healthcare and public health void in rural communities and prepares graduates to become successful healthcare entrepreneurs. The intervention around CPT offers several innovations: improved and relevant formal VET for disadvantaged secondary school graduates, combined with enterprise development support for graduates to deliver commercial, yet low cost quality services, and building linkages to the healthcare markets (doctors, hospitals, pharmacies, laboratories).

✓ SUCCESS FACTORS

CPT offers young men and women an opportunity to become qualified healthcare entrepreneurs. After graduation they choose to take up employment or set up their own clinics and become self-employed practitioners. Thus, investment in CPT gives high returns in terms of income, combined with social recognition. In a situation where the majority of poor men and women resides in remote areas, where medical facilities are extremely inadequate, there is high demand for commercial medical services. People are willing to pay a minimal amount for basic primary healthcare. With such a demand, CPT provides a positive prospect to its graduates in bringing in that opportunity to cater to that high rural demand.

👥 PARTNERS

Partners benefiting from CPT include public/private/NGO CPT training institutes (CPTIs), Department of Health Education and Services, Academia and Curriculum Development authorities, various other private ancillary services like digital curriculum and content developers, telemedicine/health insurance/ophthalmology/medical tonic providers, clinics and hospitals.

👥 TARGET GROUPS

Students of CPT are rural youth whose families have very limited means to enable higher secondary school graduates to pursue higher studies. Another target group includes low-income groups in remote areas who do not have proper access to quality healthcare services.

🎯 APPROACH AND ACHIEVEMENTS

CPT's goal is to achieve both to a) develop skilled healthcare workers in rural areas, and b) create sustainable income opportunities for young trained healthcare workers.

Impact on Healthcare Ecosystem: ASTHA also intervened to improve the healthcare ecosystem of the rural communities to make way for quality CP services and demand for CPT:

- Assuring community involvement/engagement through awareness campaigns like marketplace meetings, health camps and courtyard meetings to disseminate important instructions on good health practices and provide details on CP services.
- Promoting CP service as a noble profession through community leaders, government health regulators and civil society to improve the social acceptance of the CPs.
- Adding various in-house healthcare business models through private sector partnership to improve, expand and sustain CP services at the poor rural communities.
- Integrating CPT in the national healthcare education system and assure national certification and monitoring of CP services to assure and sustain high quality services.

Community Paramedic Training | Swisscontact 2020 02



POTENTIAL FOR REPLICATION

Any countries or contexts, which face both youth unemployment and shortage in healthcare outreach can benefit from this product. The product could have specific relevance in CESAFA and NOWAF contexts where WHO predicts a change of 45% more health workforce in Africa by 2030.

SUSTAINABILITY CRITERIA

- Gender Equality and Social Inclusion ●●●
- Financial Capability ●●●
- Environmental Responsibility ●●●
- Good Governance ●

WORKING PRINCIPLES

- Evidence-based Adaptive Management ●
- Learning Culture ●
- Inclusive Systems Development ●●
- Private Sector Engagement ●●

● partially addressed
●● addressed, but does not play a central role
●●● central to the product

THEORY OF CHANGE*

HEADING 1	Volluptatum quisiunt. Doloris aut estrunt ulpe num eum esed quam queped que voluptatem. Parum alistem a volesti volo omnia soluptur.		
HEADING 2	Volluptatum quisiunt. Doloris aut estrunt ulpe num eum esed quam queped que voluptatem. Parum alistem a volesti volo omnia soluptur.		
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ACTIVITIES	Volluptatum quisiunt. Doloris aut estrunt.	Volluptatum quisiunt. Doloris aut estrunt ulpe num eum esed quam queped que voluptatem. Parum alistem a volesti volo omnia soluptur.	Doloris aut estrunt ulpe num eum esed quam queped que voluptatem.

*The products need to follow the same Theory of Change format of Swisscontact. Please see the structure here (and we provide link to our Criteria folder where we have the ToC). The ToC also needs to align with the ToC of the Thematic Offer Area of Skills or Enterprises.

FAZLE RAZIK
Team Leader, ASTHA
fazle.razik@swisscontact.org

Community Paramedic Training | Swisscontact 2020 03

COMMUNITY PARAMEDIC TRAINING



✓ SUCCESS FACTORS

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- 4,500 additional graduates and active CPs active across the country, as a result of adoption of CPT by existing healthcare system.

APPROACH AND ACHIEVEMENTS

CPT's goal is to achieve both to a) develop skilled healthcare workers in rural areas, and b) create sustainable income opportunities for young trained healthcare workers.

Impact on Health Education System: ASHTA was able to successfully strengthen the quality of training for rural health workers by addressing inherent weak-nesses:

- Adapting CPT curriculum to current health requirements through participa-tive process.
- Building capacity of Community Paramedic Training Institutes (CPTIs) by im-proving classroom/teaching facilities, strengthening teacher and manage-ment capacities.

Impact on Healthcare Ecosystem: ASTHA also intervened to improve the healthcare ecosystem of the rural communities to make way for quality CP services and demand for CPT:

- Assuring community involvement/engagement through awareness cam-paigns like marketplace meetings, health camps and courtyard meetings to disseminate important instructions on good health practices and provide details on CP services.
- Promoting CP service as a noble profession through community leaders, government health regulators and civil society to improve the social ac-ceptance of the CPs.

2.4 MS OFFICE TEMPLATES GUIDES; MANUALS, CONCEPTS, CASE STUDIES ETC.

SIZE
A4 (210 x 297mm)

Thematic Offer SKILLS DEVELOPMENT



1. INTRODUCTION AND TERMINOLOGY

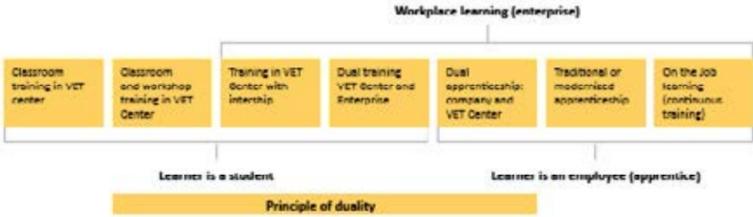


- INITIAL VOCATIONAL EDUCATION AND TRAINING
- LABOUR MARKET INSERTION
- UPSKILLING AND RESKILLING

Swisscontact understands Skills Development (SD) as formal, non-formal and informal vocational education and training action, measures, mechanisms and systems, which prepare for the labour market and retain people in productive work. SD equips people with resources (knowledge, capabilities, skills and attitudes) to act with competence in their professional and social life. SD supports people throughout their life to become and remain employable, economically self-sustaining and to contribute to their development as responsible citizens.

Swisscontact works in three Working Areas, which define Skills Development: Initial Vocational Education and Training (I-VET) facilitates the school to work transition for young people after having finished basic, general secondary or higher education and before entering the labour market. Labour Market Insertion (LAMI) addresses the specific learning and labour market integration needs of specific groups who are unemployed or on the verge of redundancy. Combined with I-VET, LAMI also caters for school dropouts and out-of-school individuals for their socio-professional integration. Upskilling and Reskilling (continued VET) supports people who are already active in the labour market and contributes to their adaptability and flexibility in response to the ongoing and fast changes in the economy. I-VET and Up-skilling (from now on used together as VET) are carried out at any level of qualification and should ideally lead to a formal or non-formal diploma or a certificate.

There is a wide range of SD schemes how and where training is offered (see diagram): in VET Schools, VET centres, higher education institutions and (often informally) at the workplace (on the job learning). An increasingly preferred scheme is the dual VET (school/centre in combination with workplace-based training). Equally, blended learning is growing popular as a modern training modality. The duration of training varies according to the type of training between short- and long-term training.



Principle of duality

Source: Donor Committee Dual VET 1

3. HOW DOES SWISSCONTACT APPROACH SKILLS DEVELOPMENT IN PROJECTS?

In view of the broad range of development challenges and trends related to Skills Development, the variety of Swisscontact interventions is broad. In the following, a general common framework is outlined, which applies to key aspects Swisscontact projects usually address when working in Skills Development.

3.1 Goal of SC

Swisscontact's SD projects contribute to the shift away from supply driven towards market oriented and responsive and yet accessible inclusive systems. VET and LAMI Systems fulfill three purposes, which need to be well balanced so that they contribute to sustainable income, social harmony, competitiveness and low unemployment rates. These are determining factors for inclusive growth: 1) access and inclusion (social purpose), 2) productivity and competitiveness in enterprises and industry (economic purpose) and 3) employability and mobility (individual purpose).

3.2 Two ways of approaching Skills Development

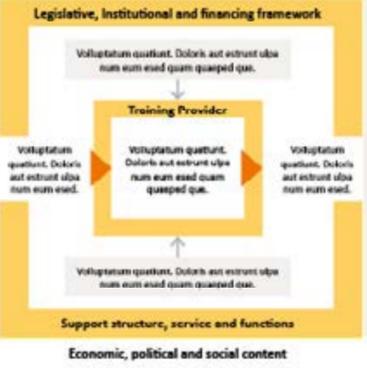
Swisscontact approaches SD in two ways, with different intervention logics, when it designs and implements projects: Skills Development as a support function within a market system development logic or as standalone Skills Development projects which contribute to the overhaul of the VET system:



Skills Development as a support function

Within these projects, SD has a support function, which addresses multiple growth bottlenecks within industry or a sector, of which Human Resources is one. In such cases, responses are often linked to upskilling and re-skilling and the private sector might even be ready to (co-)finance training to have access to a qualified work-force.

The focus of these projects is less on impacting the VET system or labour market institutions, than addressing the overall performance of the sector or industry as shown in the diagram (see brief upskilling and re-skilling).



Standalone Skills Development projects

Standalone SD projects focus on strengthening and transforming the VET and LAMI ecosystem by engaging different stakeholders, including the private sector at national and local levels. Interventions address access and inclusion to relevant quality training and labour market insertion support for all learners, who see to increase their employability at any time of their life.

3.3 Strategies for standalone Skills Development Projects

Swisscontact applies an inclusive system development approach (ISD) to Skills Development. Projects are designed based on the analysis of the socio-political and economic context at local, regional and national levels. SC builds on existing systems and institutions and uses a Gender Equality and Social Inclusion (GESI) as well as conflict sensitive and environmental lens to ensure at least "do-no-harm" in interventions.

The analysis includes the assessment of policy and regulatory framework conditions and the support structures, services and functions. It also identifies existing bottlenecks and barriers, which influence the performance of the VET system and labour market institutions.



At Target Group level

All SD interventions are designed to improve access and inclusion of target groups to SD and to equip young people with all the necessary skills and competences and labour market services for a smooth and rapid integration into the labour market and for sustainable employability.

At Institutional and System level

SD projects build capacities of existing VET and LAMI Systems to improve the access, quality and relevance of context specific VET and labour market integration support. Swisscontact collaborates with enterprises and associations also as training providers, besides encouraging them to recruit graduates, so that as employers, they have access to competent people to remain competitive.

To ensure scaling up and sustainability of interventions, Swisscontact pays attention to governance of VET and LAMI systems. This includes the development of multi-stakeholder mechanisms and close involvement of the SD ecosystem actors at national as well as local levels. They jointly establish formal or informal steering mechanisms, which impact practices at local VET and LAMI services at micro level. Swisscontact recognizes the leading and active role played by the private sector at policy and implementation and therefore systematically promotes strong participation at micro, meso and macro level and during the training delivery and integration process. Equally important is the private sector for co-financing of VET systems and LAMI support services at national and decentralised levels.

Swisscontact assumes in all SD projects the role of a **facilitator and capacity builder who catalyzes innovations and 'nudges' the relevant actors of the SD ecosystem towards embracing change and ownership for delivering better and more relevant services.** Swisscontact involves local stakeholders in policy dialogue with regional and national authorities and fosters exchange and collaboration through formal and non-formal stakeholder meetings and partnership platforms so that actors assume their respective roles and responsibilities. This leads to stronger ownership of partners. Projects follow a bottom-up approach, usually starting locally with selected pilot, before working on scaling up and creating a sustainable, system impact. Swisscontact believes that both, the capacity building process and the transformation of the VET and LAMI system take time, as they require a change in culture and behavior and how they are governed and owned. Especially the latter one must be considered in a long-term perspective.

2.4 MS OFFICE TEMPLATES GUIDES; MANUALS, CONCEPTS, CASE STUDIES ETC.

SIZE
A4 (210 x 297mm)

Working Area SUSTAINABLE AGRICULTURE

1. INTRODUCTION AND TERMINOLOGY



CHANGING COURSE IS CRITICAL – “BUSINESS AS USUAL” is no longer an option. (FAO 2018) Today, there is growing consensus that agriculture systems must be fundamentally transformed and become more sustainable in order to provide nutritious food for all, improve livelihoods and resilience of farmers, while at the same time minimizing negative impacts on the environment and climate and progressively improving eco-systems and soil quality. Approaches and practices to address the dilemma of how to produce more while maintaining natural resources and ecosystems and make agriculture more environmentally sustainable are manifold, i.e. agroecology, climate smart agriculture, conservation agriculture, urban agriculture, etc. These different agricultural “schools” have specific characteristics, but all are in line with the principles of sustainable development and largely based on the principles of agroecology.

Swisscontact refers to the broad term of sustainable agriculture to consider the diversity of agriculture initiatives developed in our different regions. The term highlights the balancing of the economic, environmental, and social dimensions of the agricultural systems and emphasises the maintenance of agricultural production systems over time. Swisscontact’s understanding of sustainable agriculture is based on the key principles of the Food and Agriculture Organization (FAO).

- Improving efficiency in the use of resources is key to sustainable agriculture
- Sustainability requires direct action to conserve, protect and enhance natural resources
- Improving livelihoods and social well being while fostering inclusive economic growth
- Enhancing the resilience of people, communities, and ecosystems, especially to climate change and market volatility
- Good governance is essential for the sustainability of both the natural and human systems



SUSTAINABLE AGRICULTURE

FAO'S 5 PRINCIPLES OF SUSTAINABLE AGRICULTURE

Working Area SUSTAINABLE INFRASTRUCTURE | Swisscontact 2020 01

3. HOW DO SWISSCONTACT PROJECTS ADDRESS SUSTAINABLE AGRICULTURE?

In view of the broad range of development challenges related to agriculture and rural livelihoods, Swisscontact’s interventions in the sector are manifold. In the following, a general common framework is outlined, which applies to all Swisscontact projects working in the field of agriculture.

3.1 Goal

Swisscontact aims to empower male and female farmers, within their socio-cultural and territorial context, to sustainably generate additional income and to be equipped for and capable of responding to dynamically changing climate and market conditions. At the same time, we seek to contribute to transforming the agriculture sector towards more sustainability, by building capacities of relevant system actors and developing inclusive, resource efficient and resilient agricultural systems, which strengthen natural processes and ecosystems.

In that sense we aim to contribute to strengthen the multiple dimensions of sustainability in agricultural systems (Table 1) and seek to find innovative solutions which build on synergies between different dimensions and/or reduce trade-offs.

Economic dimension: strengthening farmers’ livelihoods	Environmental dimension: increasing environmental health, climate change mitigation and adaptation	Social dimension: increasing social well-being of male and female farmers
<ul style="list-style-type: none"> Increased and more stable income Increased profitability by reducing costs Reduced risks by diversifying income sources Enhanced economic autonomy Access to support services Provide decent work, (self-) employment and a recognised “profession” Enhance farmer financial and entrepreneurial capabilities 	<ul style="list-style-type: none"> Enhance sustainable and efficient use of resources Minimize any form of pollution Develop circular economies (reuse of resources and materials) and reduction of waste Maintain/enhance biodiversity Maintain multiple functions of ecosystems and landscapes Reduce GHG emissions and enhance carbon sink Ensure that people are equipped for/ capable of adapting to climate change. 	<ul style="list-style-type: none"> Increase inclusiveness and equality of access to productive resources Increase power and voice (agency) of the most vulnerable and the capacity to (self-) organise Increase livelihood choices Empower farmers to build autonomy and adaptive capacity Maintain cultural heritage Increase social recognition and self-confidence (e.g. through recognised capacities) Foster co-creation and sharing of knowledge

3.2 Strategy

Swisscontact applies an Inclusive System Development (ISD) approach in all agriculture projects. Rather than addressing a problem or constraint of the target group directly, Swisscontact aims to understand and draw on the underlying causes by thoroughly analysing the overall market system, including the economic, socio-political and environmental context at local, regional and national levels. From the very beginning Swisscontact considers gender equality and social inclusion (GESI), conflict sensitivity and environmental responsibility to identify critical issues and at a minimum ensure “do no harm” in interventions. The analysis includes the assessment of the core value chain, support functions and the overall regulatory framework conditions. Constraints for the target group normally originate in missing/low quality support functions and lacking/unfavourable regulatory conditions. To address these bottlenecks and unlocking opportunities at the system level, Swisscontact works in three main “activity areas” (see also Theory of Change, Chapter 2.4).

Working Area SUSTAINABLE INFRASTRUCTURE | Swisscontact 2020 03

Target Groups

Given the wide range of agriculture projects Swisscontact reaches a variety of different actors benefitting from interventions including farmers, micro small and medium sized entrepreneurs as well as growth and trade-oriented entrepreneurs (agri-businesses). Identification of the target groups often depend on the framing of the project and on donors’ preferences. However, the vast majority of Swisscontact projects address male and female farmers as their target clients who ultimately benefit from interventions. To reach these farmers, enhance their knowledge and capacities and increase their access to relevant quality products and services, Swisscontact works through private and public partners, who often benefit from interventions as well. In vocational training projects, Swisscontact particularly focuses on youth and social inclusion of minorities.

- Private sector partners include, producer organisations, input and service providers, traders, processors as well as providers of support services such as business development services, financial services, etc.
- Public sector partners include relevant government entities and public institutions at different levels. Collaboration with public partners are mainly directed at facilitating the development of a conducive regulatory environment.

Universities can play an important role as knowledge partners on one hand and on the other is a key partner to ensure knowledge and capacity development in the long term by including relevant aspects into the curricula of local universities. R&D, carried out by Universities or private companies, is a major driver for innovations e.g. in breeding crops that are more resistant to climate risks, providing new technologies for precision agriculture etc.

Partners

SC delivers projects by building capacities and fostering collaboration of service providers and other relevant private and public system actors, which in many cases also directly benefit from project interventions.

To ensure sustainable practices beyond project duration, it is essential to:

- Identify and select partners applying good environmental practices and/or willing and able to improve their practices and
- Identify and strengthen incentives for partners to apply good environmental practices in the long term.

3.3 Approach to enhancing sustainability in agriculture

Swisscontact applies a three-level approach to enhancing (environmental) sustainability in agriculture – offering a broad framework which is applicable to all Swisscontact’s agriculture projects and builds on our varied experiences – aiming at:



Strengthen sustainable agricultural systems
By strengthening green skills/green jobs and green businesses, promoting market linkages for green products, and promoting change towards a policy environment that enhances sustainable production.

Making agriculture more sustainable
By increasing productivity/production and income of farmers while “mainstreaming” sustainability aspects and promoting more environmentally friendly practices, technologies products and services, strengthening market linkages and developing a supporting policy environment.

Ensuring that projects do not cause any harm to the environment as a minimum level and introducing respective minimal requirements which need to be fulfilled in all agriculture projects.

Working Area SUSTAINABLE INFRASTRUCTURE | Swisscontact 2020 05

2.4 MS OFFICE TEMPLATES
ACQUISITION
DEPARTMENT:
MS WORD TEMPLATE

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white on the cover.

SIZE
A4 (210 x 297mm)

Cover option 1



Cover option 2



Technical and Financial Proposal

Name of the Client

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Swisscontact in collaboration with Name of Partner

2.4 MS OFFICE TEMPLATES
ACQUISITION
DEPARTMENT:
MS WORD TEMPLATE

SIZE
A4 (210 x 297mm)

Technical and Financial Proposal | Name of the Client

1. CONTEXT

1.1 SOCIO-ECONOMIC CONTEXT

Macro-economic trends

The Kingdom of Cambodia has come a long way considering its tumultuous history marked by colonization, the Vietnam War, and the Khmer Rouge regime which led to a tremendous loss of human capital in the 1970s-1980s. Despite socio-economic challenges, complex domestic politics and regional geopolitics, the country has transformed itself in the last twenty years and has seen the establishment of many institutions critical to a democratic state and successfully graduated to a lower-middle income country in 2016⁶.

Source: Tradingeconomics.com, National Institute of Statistics of Cambodia

Cambodia's poverty rate fell at a fast pace, from 47.8% in 2007 to 15.5% in 2014. While Cambodia achieved in 2009 the Millennium Development Goal (MDG) of halving poverty, the vast majority of families who escaped poverty did so by a small margin and around 4.5 million people remain near-poor or at risk of falling back into poverty if exposed to economic shocks⁷. About 80% of the poor live in the countryside⁸. A 2017 socio-economic survey published by the National Institute of Statistics (NIS) and Ministry of Planning (MoP) showed that in rural areas, the average income per person was around 1.15 USD per day, or 35 USD a month/420 USD a year⁹; stark contrast to the annual Gross Domestic Income (GDI) per capita of 1,510 USD in 2018. This indicates significant income inequality. The Gini Index for Cambodia was reported at 30.8 for the year 2012¹⁰. In 2015, Cambodia's richest 20% of households on average consumed five times more than the poorest 20% per day¹¹.

The country's economy is growing fast and steadily (Figure 1). With a sustained average growth rate of 8% between 1998 and 2018, Cambodia is one of the fastest-growing economies in the world¹². The Gross Domestic Product (GDP) per capita in Cambodia was last recorded at USD 1,205.30 in 2018¹³, with agriculture contributing 25.5%, industry contributing 32.8% and services contributing 41.9% to the overall economic growth¹⁴. This growth, however, rests on a slim foundation fuelled by a few driving industries, namely agriculture, garment manufacturing, hospitality/tourism, and construction, all of which suffer from low labour productivity in comparison to other ASEAN countries¹⁵.

Migration

The expansion of the industrial and service sectors, and the jobs created therewith, have created a strong rural out-migration to urban and peri-urban areas, and abroad. Cambodians from rural areas also migrate to more prosperous neighbouring ASEAN countries and beyond in the search of work. The net migration rate was last recorded at -149,999 in 2017¹⁶. In terms of destination, rural-rural migration accounts for 13%, rural-urban for 37% and cross border (mostly Thailand) for 51% of the total migration. Phnom Penh is the most preferred option for both permanent and long-term migrants, while migration to Thailand has been high on the agenda not only for long-term but also seasonal and permanent migration¹⁷.

Source: Tradingeconomics.com, National Institute of Statistics of Cambodia

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Technical and Financial Proposal | Name of the Client

3.4 OUTREACH AND LEVEL OF INTERVENTION

Table 9 summarizes the actors SDP will engage with at each level and provides information on geographical outreach and interventions for each stakeholder.

LEVEL	INSTITUTION	INTERVENTION AREA	LOCATION	INTERVENTION
MACRO	Ministry of Labour and Vocational Training	IA 1 and 3	Phnom Penh	Collaboration to a) steer implementation of TVET school development programmes in target provinces and b) Training for poor and disadvantaged youth in public regional training providers (governed by MoU).
	National Employment Agency	IA 1	Phnom Penh	Policy dialogue on sustainable financing of TVET and inclusion of disadvantaged youth in training and linking them to employment.
	Ministry of Tourism	IA 4	Phnom Penh	Collaboration to build capacity of PTC and job centre staff to deliver career counselling, provide employment services and establish linkages with industry in/outside target provinces.
	Skills Development Fund	Development Fund IA 2	Phnom Penh	Collaboration to steer implementation of HoKa and carry out assessment and certification of learners and trainers (governed by MoU).
MESO	Provincial Training Centres	IA 1	Kratie, Stung Treng, Preah Vihear, Monduliri, Rattanakiri	Provide technical and financial support to upgrade training quality in 5 PTCs. In Kratie, Stung Treng, Preah Vihear: based on full fledged school development plans. In Monduliri and Rattanakiri: initiation of collaboration to assess quality and capacity building needs, capacity building support to roll out training in selected occupations.
	TVET Actors	IA 2	Countrywide	Invite TVET actors to address pressing needs and underlying causes of problems in the supply and demand mismatch of the labour market. Support design, piloting and dissemination of solutions for improved TVET delivery.
	"Regional" Training Providers	IA 3	Phnom Penh/ Siem Reap/Kratie	Contract training providers to provide quality and market-based vocational skills training for disadvantaged youth and link them to painful employment. Monitor training outputs as well as employment and income outcomes over time. Work with them to develop more sustainable mechanisms for inclusive training provision. Support them for mobilization of learners from target provinces.
	Provincial Departments of Tourism	IA 4	Kratie, Stung Treng, Preah Vihear, Monduliri, Rattanakiri	Engage with PDoTs to strengthen the rural hospitality sector and implement a sustainable upskilling system for low-skilled workers. Collaborate to work closely with the private sector to co-fund the HoKa trainings.
	Hospitality Businesses	IA 4	Kratie, Stung Treng, Preah Vihear, Monduliri, Rattanakiri	Engage with hospitality businesses to strengthen the sector in the rural areas and build a sustainable upskilling system for low-skilled workers.
	Hospitality Associations	IA 4	Phnom Penh/ Siem Reap	Collaborate with umbrella organizations to 1) support capacity building of hospitality businesses and PDoT trainers, and 2) support the hospitality sector in the target provinces to be better organized and connected.

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Technical and Financial Proposal | Name of the Client

Relevant Stakeholders

The figure in Annex 15 illustrates stakeholder landscape at the end of Phase 1 and proposed changes for Phase 2 (red arrows). It also shows the need for investments into relationships with stakeholders (+) and potential areas for conflict (-). The following are the implications of this.

- Public stakeholders**
The aim is to collaborate more closely with these actors to gradually hand over ownership for HoKa. Public actors are crucial to the intervention, as they are the official gatekeepers of hospitality training in Cambodia. Buy-in and support of the five PDoT will especially influence the success of HoKa in the target provinces.
- Private stakeholders**
Through strong commitment they make to HoKa by participating in capacity building activities, business owners and managers' ties with SDP will be strengthened. Similar to IA1, the local community will be closely engaged with, among others, informational events to guarantee their support for the beneficiaries and activities of SDP.
- Development partners**
Knowledge exchange with successful hospitality schools run by NGOs will be important and sought throughout the intervention. Further, ILO is working closely with MoT as well, and it will be important for SDP to stay updated on plans and results emerging from that collaboration.
- Civil society organizations**
It will be important to strengthen the relations with the Cambodia Restaurant Association (CRA) and Cambodia Hotel Association (CHA) to anchor HoKa in the long run and link it to capacity building services of industry associations. As a result, more industry associations, such as the Hotel and Restaurant Club in Siem Reap, might become interested and establish chapters in SDP's target provinces as a result of HoKa activities. Local NGOs in the existing and new target provinces will also be contacted to discover possible collaboration or assistance.
- Systemic change and sustainability**
For HoKa, there will be two sustainability anchors: (1) the Government and (2) the hospitality industry. MoT will own HoKa and will gain experience in rolling out training through PDoT trainers at the provincial level. PDoT and industry trainers will become accredited National Trainers as part of the process, deployed anywhere in the country to deliver HoKa and therewith replicate it beyond SDP's target provinces. HoKa ownership by the MoT will be fostered by closely involving them to steer the training programme.

Figure 10: Sustainability model IA 4

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2.4 MS OFFICE TEMPLATES
POWERPOINT TEMPLATE:
COVER AND CLOSING
SLIDES

SIZE
WIDESCREEN FORMAT 16:9

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white on the cover slide.

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Title:
Calibri Bold 38pt, title case

Subtitle:
Calibri Regular 25pt

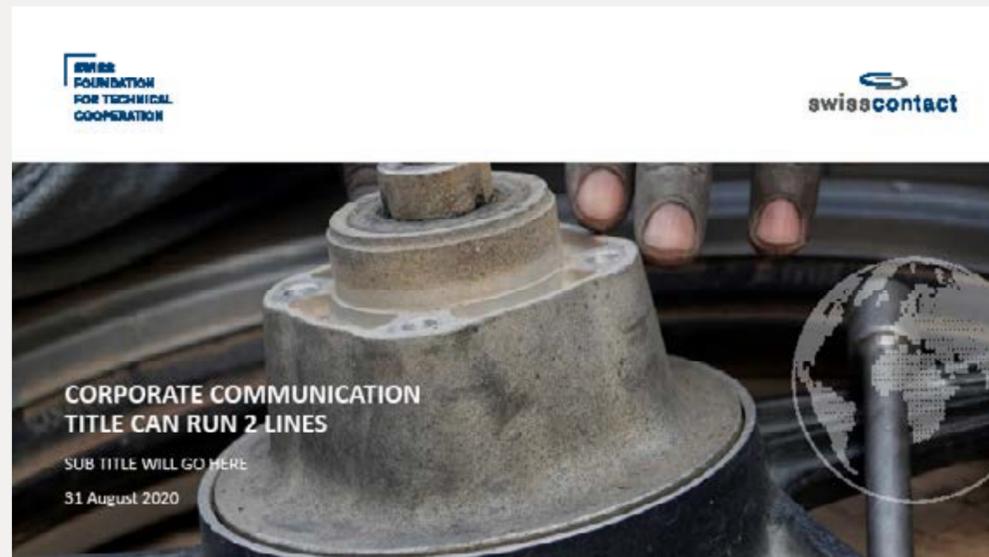
Cover slide option 1



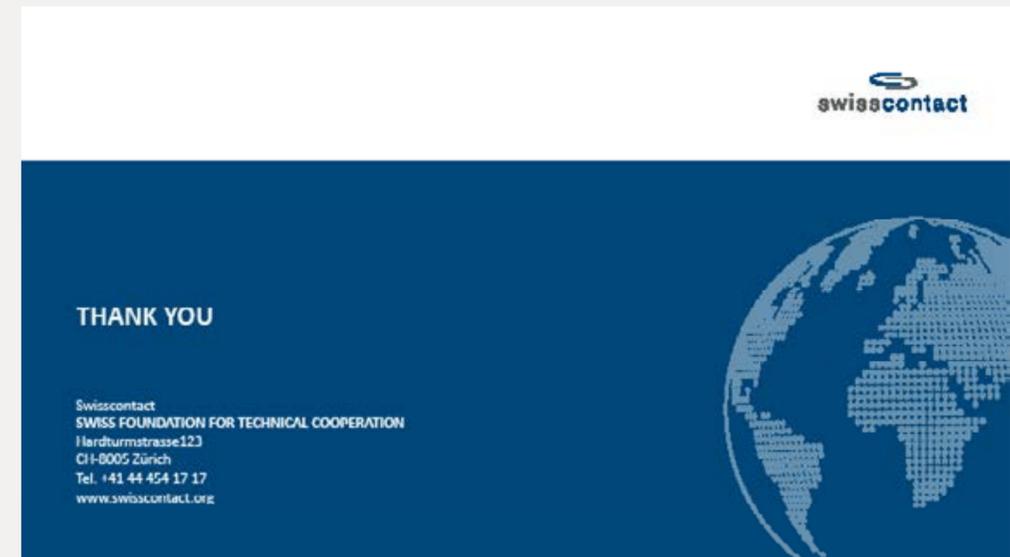
Cover slide option 2



Cover slide option 3



Closing slide



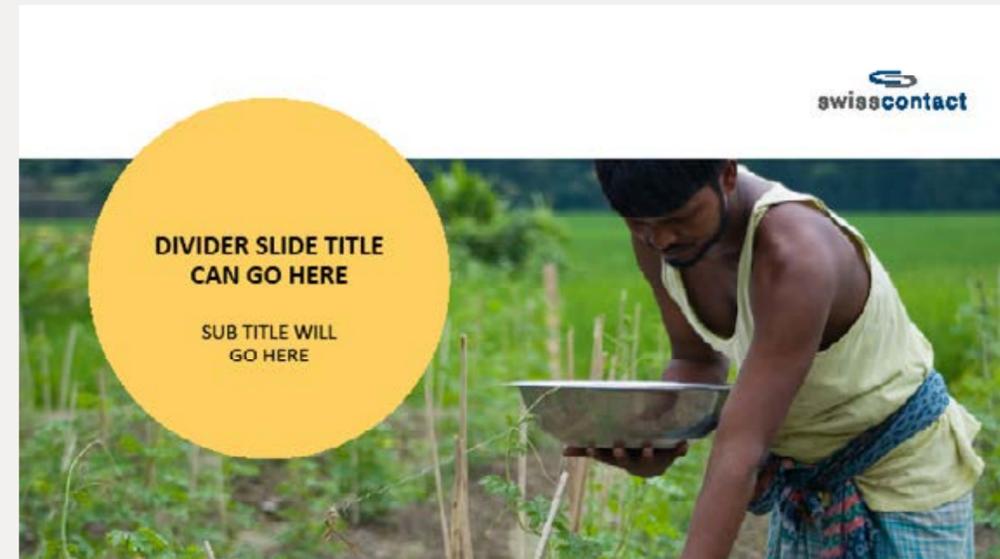
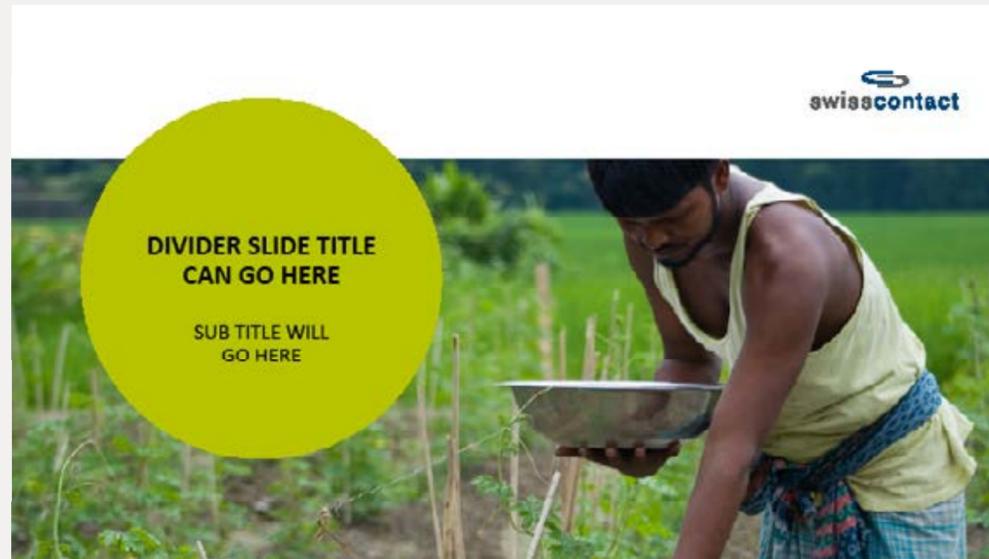
2.4 MS OFFICE TEMPLATES
POWERPOINT TEMPLATE:
DIVIDER SLIDES

SIZE
WIDESCREEN FORMAT 16:9

In order to differentiate between sections, the circular holding device may appear in any of the primary or secondary Swisscontact colours.

Title:
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Subtitle:
Calibri Regular 30pt



2.4 MS OFFICE TEMPLATES POWERPOINT TEMPLATE: TEXT SLIDES

SIZE
WIDESCREEN FORMAT 16:9

Shown here are examples of the different types of text slides that can be found in the MS PowerPoint template.

These examples are available as a template, and the layout principles as shown here should be followed consistently in all PowerPoint presentations.

The logo is always positioned at the top right corner of the presentation.

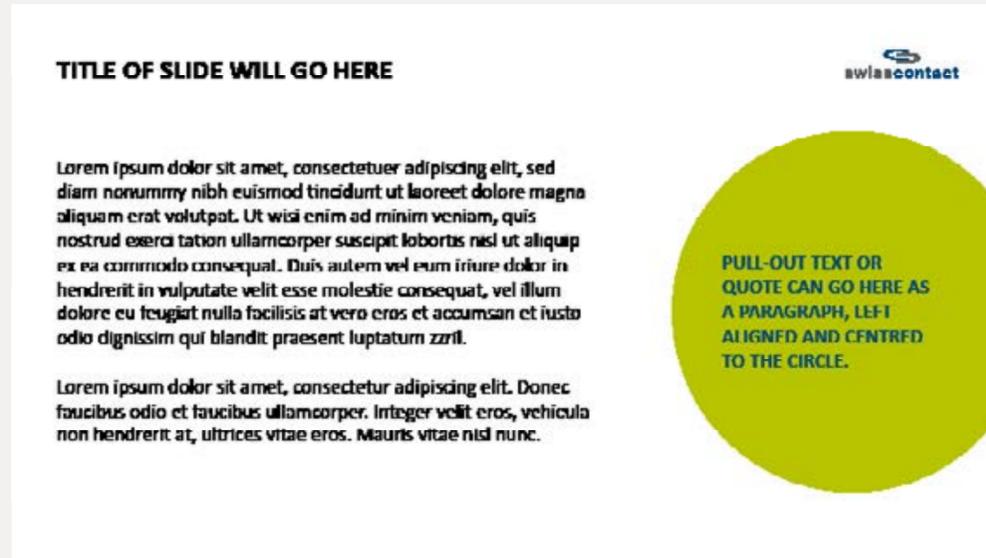
Swisscontact blue and grey, and tints thereof, should be used primarily in all tables, graphs and charts.

Secondary coloured blocks and circles may be used to pull out copy or highlight text.

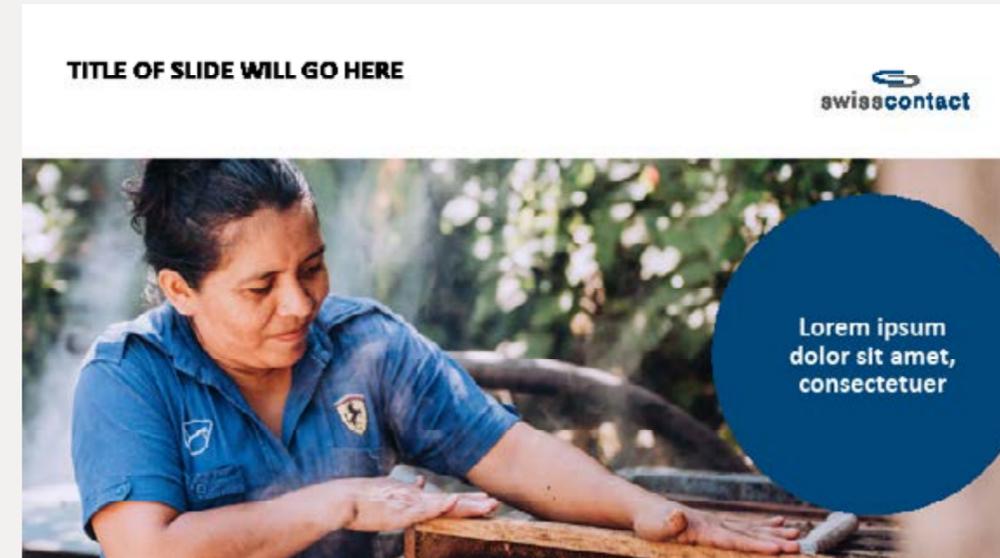
Headings:
Calibri Bold 38pt, title case

Body copy:
Calibri Regular/Bold 28pt

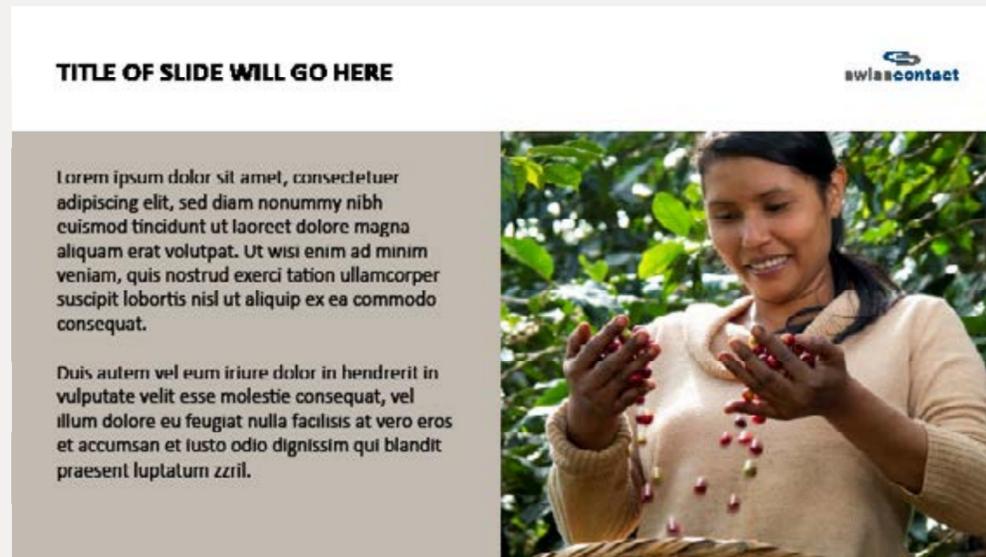
Text slide with pull-out paragraph or quote



Slide with picture and pull-out text



Text slide with picture



Text slide with graphic

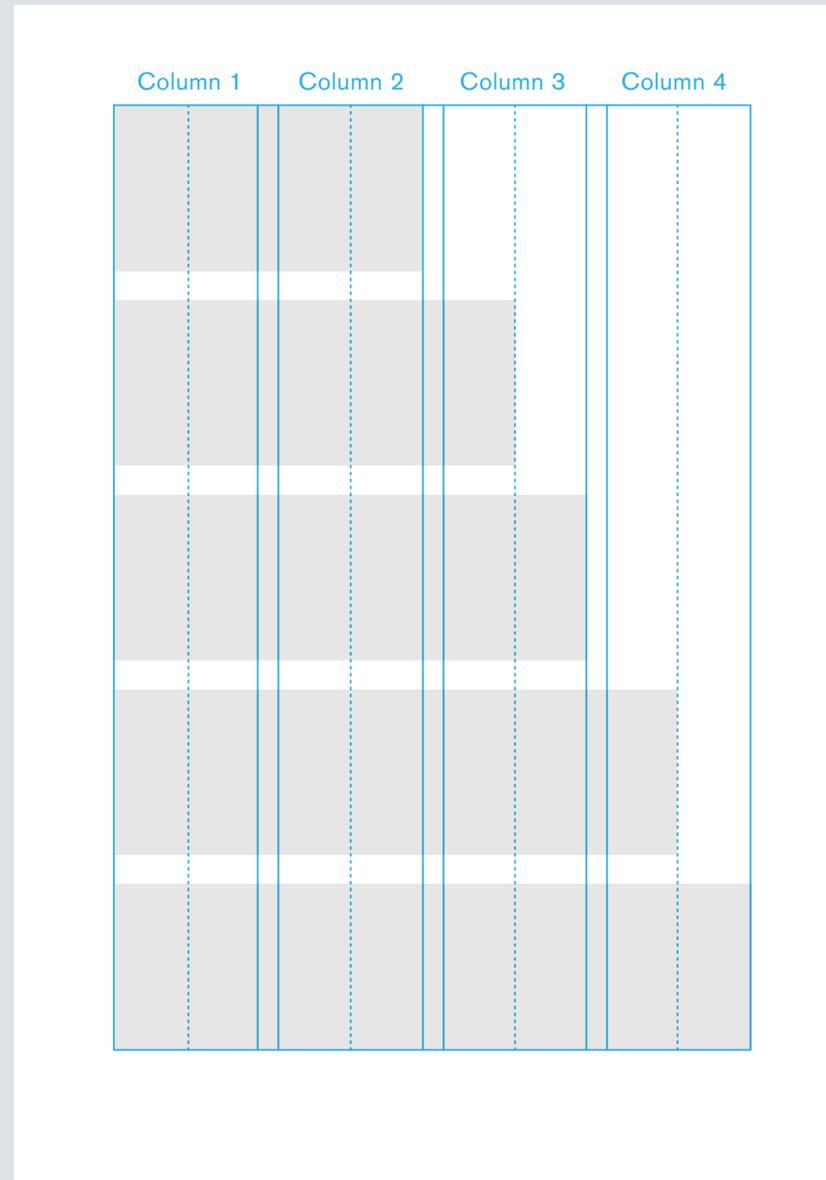


2.5 LAYOUT GRID

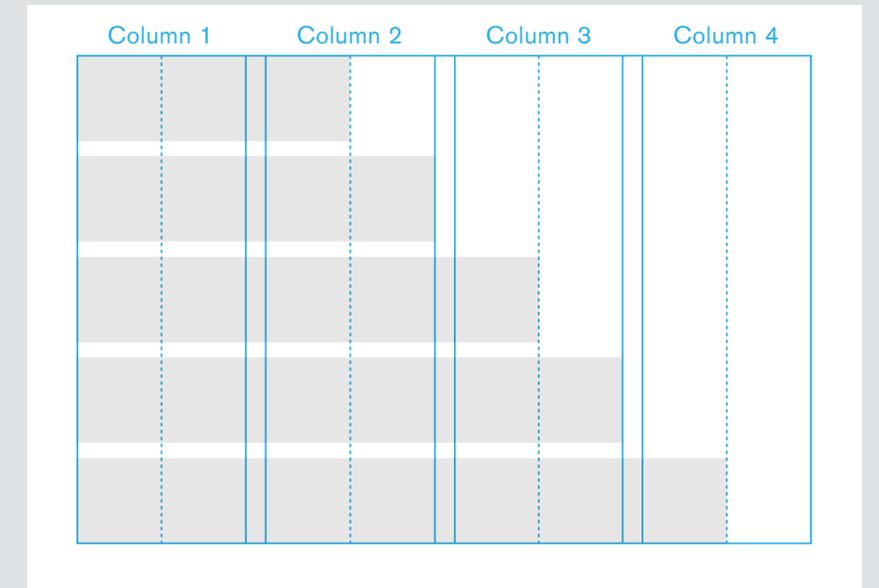
A four column grid (split into two) is used for all A4 and A5 page layouts such as brochures, reports, profiles and templates. This grid is used as a structure for text, images and shapes.

Page layouts can follow a one or two column text grid. In some cases, half a column grid (eg. 1.5 or 2.5 columns) can be used.

A4 layout grid



A5 landscape layout grid



2.6 PRINTED COLLATERAL
GLOBAL ANNUAL REPORT
COVERS

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

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In such an instance, the brochure title will move to the bottom left of the layout, over the image.

Cover option 1



Cover option 2



Cover option 3



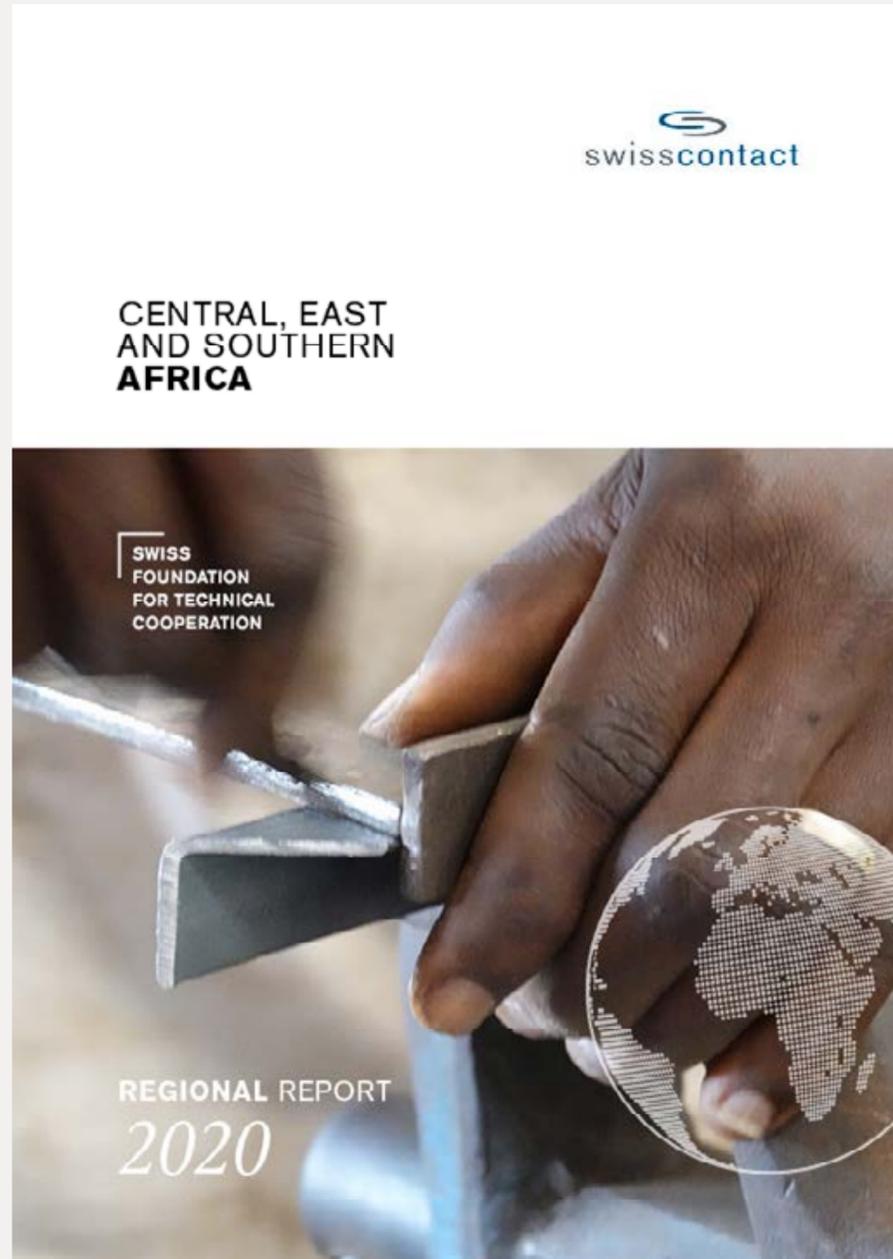
2.6 PRINTED COLLATERAL
REGIONAL REPORT
COVERS

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Cover option 1



Cover option 2



Cover option 3



2.6 PRINTED COLLATERAL A4 BROCHURE COVERS

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

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In such an instance, the brochure title will move to the bottom left of the layout, over the image.

Cover option 1



Cover option 2



Cover option 3



2.6 PRINTED COLLATERAL

A4 BROCHURE LAYOUTS AND BACK COVER

[Link to A4 Brochure template](#)



We create opportunities

We are a leading partner organisation for the implementation of international development projects. Founded in 1959 and registered under Swiss law, we are an independent non-profit organisation. We are politically and denominationally neutral.

PEOPLE

ENTERPRISE

ECONOMY

Lernen ist ein Prozess, der erst dann abgeschlossen ist, wenn man es an andere weitergeben kann. Das ist die Aufgabe der Weiterbildung. Sie ist ein zentraler Bestandteil der Personalentwicklung und trägt zur Steigerung der Produktivität und zur Verbesserung der Arbeitsbedingungen bei. Sie ist ein wichtiger Faktor für den Erfolg eines Unternehmens und für die Entwicklung eines Landes.

18 SWISSCONTACT SKILLS DEVELOPMENT 11

SWISSCONTACT
50 YEARS, EXPERIENCE IN SKILLS DEVELOPMENT

The type of projects have changed and developed since the early 1950s, but the belief in the potential of skills development to facilitate social integration and economic development has endured.

1959-1989: TRAINING TECHNICAL PROFESSIONALS

All the heart of these efforts was the creation of and support to training centres based on the Swiss apprentice model (Auszubildende). Due to the lack of facilities at local SMEs, the practical part was not carried out in companies but in well-equipped workshops at the training centres themselves. Training of trainers as well as school management was an important factor in the subsequent foundation of previously Swiss-managed centres to local actors.

Many of these training centres still exist today and continue to train mid-level technical professionals.

1989-2009: PROMOTION OF VOCATIONAL EDUCATION AND TRAINING SYSTEMS

Starting in the 1990s increased emphasis was placed on supporting and promoting selected components of local skills development such as teacher training, teaching curricula, school and quality management, and certification. At the national level, more investments were made in the legal framework for vocational training.

2009 TO PRESENT: CONCENTRATING ON INCREASED INCOME AND EMPLOYMENT

Poverty reduction as the highest goal defines the current generation of skills development projects. Short-term, on-the-job training combined with offers for labour market integration are shifting to the forefront. Training activities are increasingly being enhanced with services such as counselling and advising, information and access to financial services. In this way, skills development today is in the field of tension between poverty reduction and economic growth.



Phiship naravara, Malawi

In the last 50 years Swisscontact has acquired extensive experience in the development and implementation of skills development programmes around the world. They range from training for young people with no basic education to professional training of technical specialists.

18 SWISSCONTACT SKILLS DEVELOPMENT 11

INITIAL AND CONTINUING VOCATIONAL EDUCATION AND TRAINING (VET)

Collaboration with local partners

The objective of VET is to build on local progress specific legal groups, be they youth or unemployed adults, for the labour market.

Swisscontact does not directly train these target groups, but works locally through existing institutions and training centres.

EDUCATION CASCADE

Level 3	Training Providers	People	Education Result
	System	Universities People	Experts Teacher of Trainers
Level 2	Multiplicator	Teachers training institutions	Trainer of Trainers Trainers
Level 1	Target group	Training centres	Trainers Employability



Workshop instructor, Malawi

Rising crime and poor security hinder economic development and the social stability in Honduras. Reducing youth unemployment and underemployment is of primary concern to the government. At the same time, businesses face difficulties in finding qualified employees with the required skills.

Swisscontact is committed to economic development and violence prevention in Honduras. The objective is to create new employment opportunities for young men and women growing up in high crime areas through skills development. Through self-employment and inclusion in the labour market, beneficiaries' livelihoods are secured. Swisscontact's programme consists of two main components:

- 1) In practical training modules, so-called labour preparation, young people gain easier access to the labour market.
- 2) In addition, companies of selected sectors (including tourism and construction, for example) are engaged for collaboration and later employment of graduates.

Through certified trainings filling the needs of the labour market, young people become more employable and businesses more competitive. Programme interventions aim to achieve a functional VET system that meets the requirements of the labour market. It is only in this way that sustainable market integration can be achieved. For young people, this means the promise of healthy and productive livelihoods.

Swisscontact projects usually start with the training of teachers and instructors (Level 3) or with the establishment of teacher training institutes (Level 2). This approach helps to ensure sustainability of programme interventions in that knowledge is imparted to multipliers, members of business, in business and institutions.

18 SWISSCONTACT SKILLS DEVELOPMENT 11

We create opportunities

Swisscontact
SWISS FOUNDATION FOR TECHNICAL COOPERATION
Hardstrasse 122
CH-8005 Zurich
Tel. +41 44 454 17 17
www.swisscontact.org

Case: Workshop in a traditional school for construction workers, Colombia
Persons: Students and employees and friends
Layout: Peter Smith, South Africa

ZEVO Seal of approval: Swisscontact was awarded the Seal of Approval from ZEVO. It is awarded to non-profit organisations for the conscientious handling of money entrusted to them, proven economic, commercial and other activities or donations are open to transparent and trustworthy organisations with functioning control structures that spend their money in the promotion of social and environmental. Swisscontact is equally active on the reference to these criteria. (Source: ZEVO)

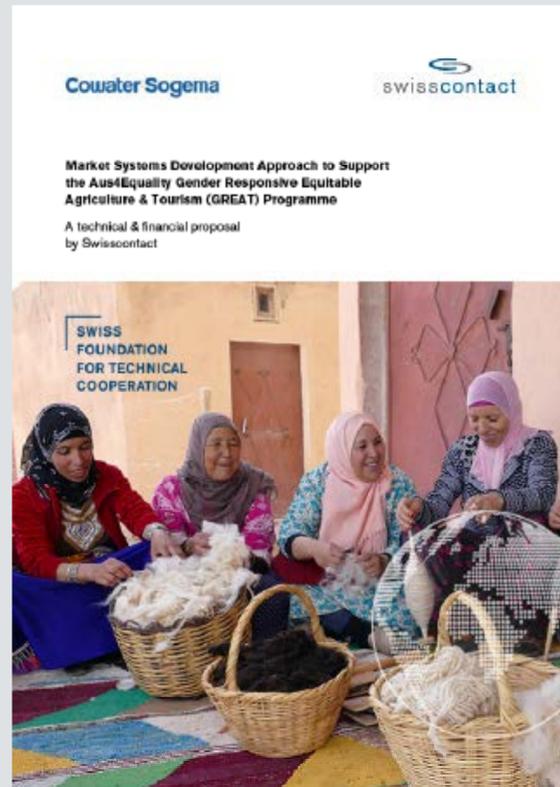
Swisscontact is a member of Transparency International and UN Global Compact.



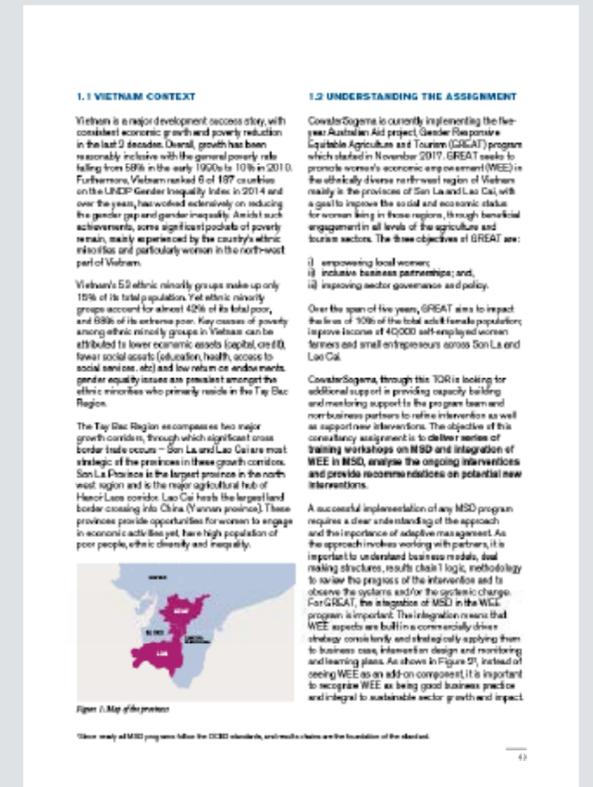
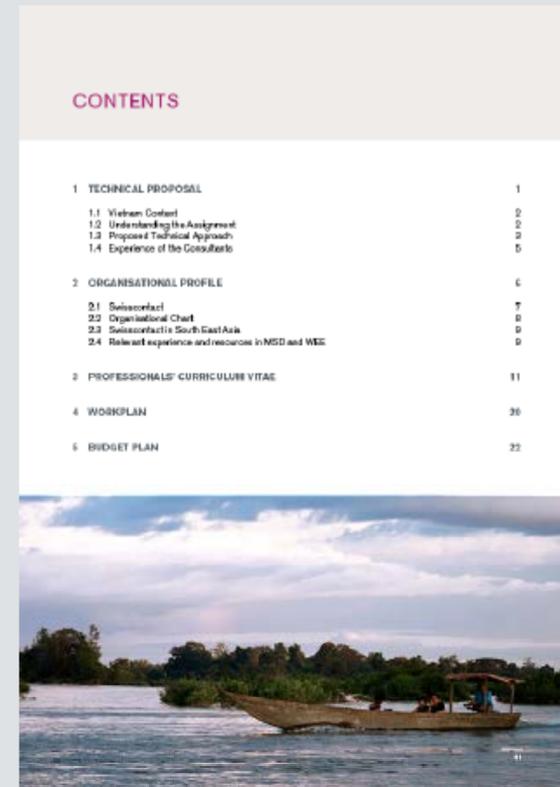
2.6 PRINTED COLLATERAL GRAPHIC ACQUISITION TEMPLATE

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white on the cover page.

Cover page option 1



Cover page option 2



2.6 PRINTED COLLATERAL GRAPHIC ACQUISITION TEMPLATE

[Link to Acquisition template](#)

PROPOSAL
Commercial feasible, FRISMA Impact, WEE

NOW
Commercial feasible, FRISMA Impact, WEE

From viewing WEE as a stand-alone component...
...to recognizing WEE as an integral part of a commercially driven design.

WEE aspects are built in a commercially driven strategy consistently and strategically applying them to business cases, intervention design and monitoring and learning plans. As shown in Figure 22, instead of seeing WEE as an add-on component, it is important to recognize WEE as being good business practice and integral to sustainable sector growth and greater on business models (and gender integration as one of the components) and finally review systems based on results chain monitoring and course correction.

1.3 PROPOSED TECHNICAL APPROACH
Figure 3 illustrates the technical approach and how they are connected to the objectives set out in the TOR. The Technical Approach is broken down into three phases as described below.

PHASE 1: Understanding GREAT & designing the materials
Phase 1 will primarily focus on understanding the project and designing the materials for the training. We will identify the needs of the project partners and project management unit, understand better the program, approach, methodology and interventions;

One of the key pillars of success for MSD programs is to be feasible in the implementation. This need for feasibility (adaptive management) results from the review process periodically carried out in MSD programs. These reviews entail going through the results chain of the intervention and analyzing the need for any changes necessary, including the early signs of impact. This will help with course correction if necessary.

In summary, the assignment is asking for a design based on systems thinking, deals with partners based on business models (and gender integration as one of the components) and finally review systems based on results chain monitoring and course correction.

Objective	WEE Integration	FRISMA Integration	Commercial Feasibility
WEE Integration	WEE Integration	WEE Integration	WEE Integration
FRISMA Integration	FRISMA Integration	FRISMA Integration	FRISMA Integration
Commercial Feasibility	Commercial Feasibility	Commercial Feasibility	Commercial Feasibility

Figure 3: Technical Approach

Integrating Women's Economic Empowerment into the Team Culture and Program

partners and project management unit; understand better the program, approach, methodology and interventions; design the course, develop materials for the training workshop and deliver the course and training workshop.

The assignment would kick-off with a visit to Vietnam, where we would discuss with the Team Leader and relevant stakeholders about the needs of the team and expectations of assignment. Additionally, a training needs assessment survey will be conducted with the project teams and partners. This process will also help us identify the core competencies of the team that needs to be developed. Based on the assessment and expectations, we will make an agenda for the necessary trainings (more details in phase 2).

The MSD framework/course and training materials will be rolled out in Switsercontact's Inclusive Markets Approach and the Switsercontact Internal IM practitioners training for guidance however, the materials created will be specific for GREAT project and tailored to the needs of the project team and partners. The focus will be on strengthening the systemic thinking of the team, market analysis, business calculations, field investigations, market negotiation of change. The full training will be developed on a PowerPoint presentation with possibly some written materials. MSD tools, resources will also be introduced.

The WEE framework will be rolled out on Switsercontact's Integrating Women's Economic Empowerment (WEE) into the Team Culture and Program Cycle on collecting and analyzing gender data for sector strategy, using gender data to build business case and design interventions, negotiating and monitoring WEE integration results. It will also include understanding the spectrum of WEE integration, the 5 non-negotiable dimensions of WEE in market systems and integrating WEE to design interventions. Based on these we will develop WEE integration analysis framework for the project. Deliverables for this phase will be D1: Agenda and training materials (Agenda will be approved by the Team Leader).

Deliverable for this phase will be D1: Agenda and training materials (Agenda will be approved by the Team Leader)

PHASE 2: Deliver training on MSD and WEE integration
Phase 2 will focus on delivery of the training on MSD and WEE integration to MSD projects. There will be a total of 5 trainings: 1 training to the PMU, 2 trainings to the partners and 1 training to the project staff. The training to the PMU and partners would take place in Hanoi Vietnam. The training to PMU would be for 2 days and will consist of a bridged training on the MSD approach. For partners, the three trainings would be 3 days each which will consist of MSD training and on WEE integration.

3. PROFESSIONALS CURRICULUM VITAE

RAJIV PRADHAN
Act 17505, De Grootse Road, St 200, DMK, Phnom Penh, Cambodia
+855 90 832 092 - Rajiv.Pradhan@switsercontact.org

AREAS OF EXPERTISE

- Market Sector Development: Over 15 years of experience, including training practitioners, enabling environment, national development. Experience includes working nearly 4 years with all Kalajit project and ICE in Bangladesh, over 2 years in AIP-FRISMA in Indonesia.
- Small & Medium Enterprises Development: Over 25 years of experience, both in the private and development sectors.
- Inclusive Business: Over 20 years of experience and practical inclusion business in a socially responsible investment company. Worked to spread the CSR agenda in the South Asian region since 2011.
- Program Management: Over 25 years, including leading various private companies, projects and development organizations both in Nepal and Bangladesh.

WORK ACHIEVEMENTS
SEEP Practitioner of the Year 2016 <http://www.seepnetwork.org/Pages/AC/AnnualAward.aspx#awardee>

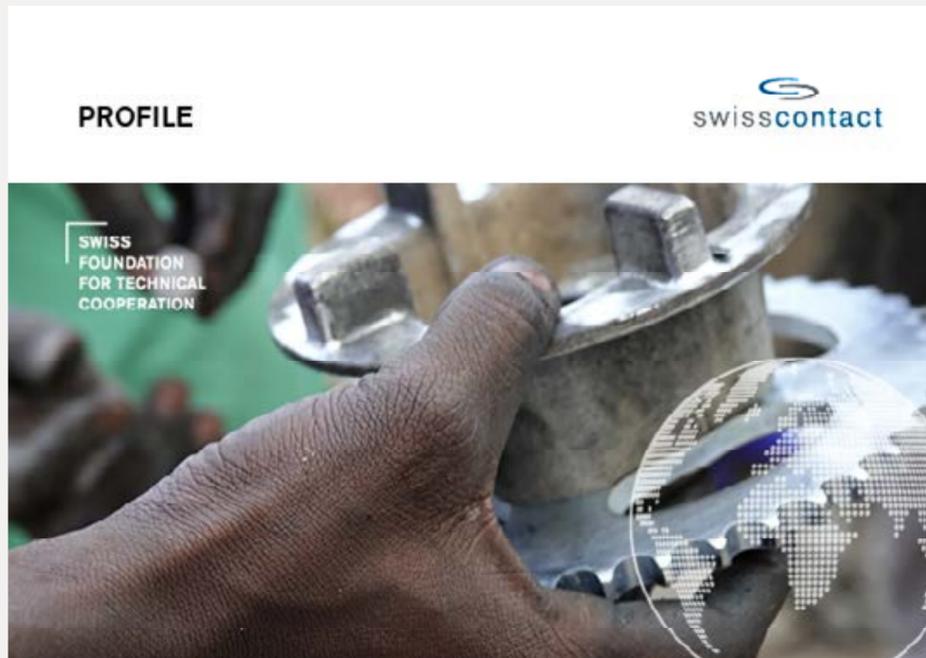
MARKET DEVELOPMENT/M4P

- Program Manager of Making Inclusive Growth and Innovation Program (MIGIP) in tourism and agriculture technology (2017-2020)
- Supported in the design of interventions and led the teams on implementation in the vegetable, mango, beef, shrimp, maize sectors in AIP-FRISMA (2013-15)
- Supported M4P project start up in Kosovo, Macedonia, Myanmar, Indonesia 2013-14
- Co-designed the practical Guidelines Package on designing interventions based on the M4P approach, 2016
- Design team of the Making Vegetable Markets Work in Myanmar, a LIFT funded, Mercy Corp's Switsercontact project, 2012/14
- Led basket of livelihood projects on vegetable, poultry, irrigation, sanitation, agriculture technology sectors etc. at International Development Enterprises (IDE), 2010-2013
- Co-designed and advised on a M4P/WASH project funded by SDC, Bangladesh, 2012-13
- Part of the design team on a \$15 million M4P project on Diversification of Mechanization, Bangladesh, 2012
- Developed a process of systems thinking for project staff, IDE 2011
- Member of the Core Leadership Team/Service Management of Kalajit and worked on developing innovative approaches and methodologies, a 4 Results Measurement, Injunct Logistics on public service works, partnerships and public private engagement, 2009-2009
- Led the work in two divisions at Kalajit, namely - Enabling Environment and Industry and Rural Sectors Division, 2009-2009
- Advised team members, coordinators and was part of implementation in various sectors
- Led the efforts in the development of the Governance model in M4P
- Led the implementation of a project on essential oil market development in Nepal, 2009-2006
- Applied M4P concepts to different fields: WATSON (technology, public service), 2003 onwards
- Numerous sub-sector studies and trainings to NGOs, 2002 onwards

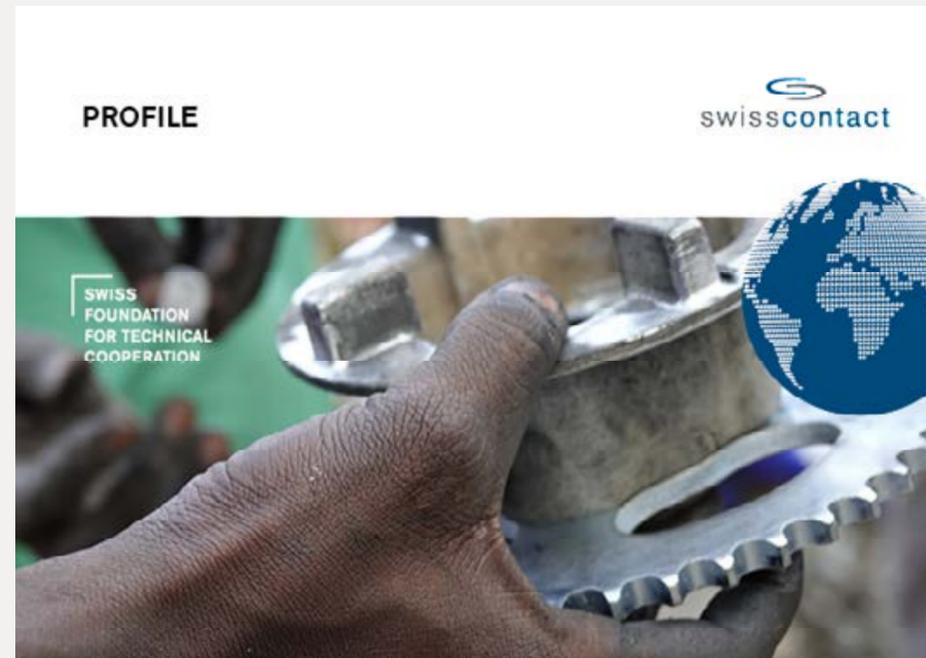
2.6 PRINTED COLLATERAL A5 PROFILE COVER

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

Cover option 1



Cover option 2



Back cover



2.6 PRINTED COLLATERAL A5 PROFILE DPS LAYOUTS

[Link to Profile template](#)

Wir sind eine führende Partnerorganisation für die Umsetzung internationaler Entwicklungsprojekte. Swisscontact wurde 1959 als Stiftung nach Schweizer Recht gegründet. Wir sind unabhängig, gemeinnützig und politisch wie konfessionell neutral.

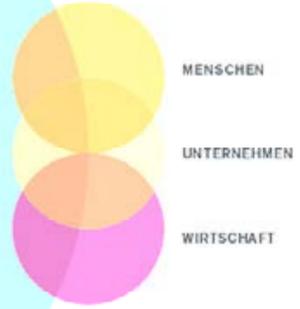


Wir schaffen Möglichkeiten

MISSION

Wir fördern eine integrative wirtschaftliche, soziale und ökologische Entwicklung, um einen Beitrag zu einem nachhaltigen und breitenwirksamen Wohlstand in Entwicklungs- und Schwellenländern zu leisten.

Damit eröffnen wir wirtschaftlich und sozial benachteiligten Menschen Chancen, ihre Lebenssituation aus eigener Kraft zu verbessern.



MENSCHEN
UNTERNEHMEN
WIRTSCHAFT

WAS WIR TUN

Wir stärken die Kompetenzen der Menschen, damit sie ihre Erwerbsmöglichkeiten verbessern können.
Wir erhöhen die Wettbewerbsfähigkeit von Unternehmen, um ihnen Wachstum zu ermöglichen.
Wir fördern sozioökonomische Systeme, um eine ganzheitliche Entwicklung zu begünstigen.




HERAUSFORDERUNGEN

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ENTWICKLUNGS- UND NACHHALTIGKEITSVERSTÄNDNIS

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NACHHALTIGKEIT

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ARBEITSPRINZIPIEN

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ANGEBOT

- Projektumsetzung
- Beratung
- Training
- Angewandte Forschung

Arbeitsbereiche: Tourismus, Handel, unternehmerisches Ökosystem, grüne Städte, nachhaltige Landwirtschaft, Berufliche Aus- und Weiterbildung, Umschulung, Arbeitsmarktintegration.



2.6 PRINTED COLLATERAL FOLDER WITH PICTURE

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

SIZE
220mm x 305mm with a 5mm gusset

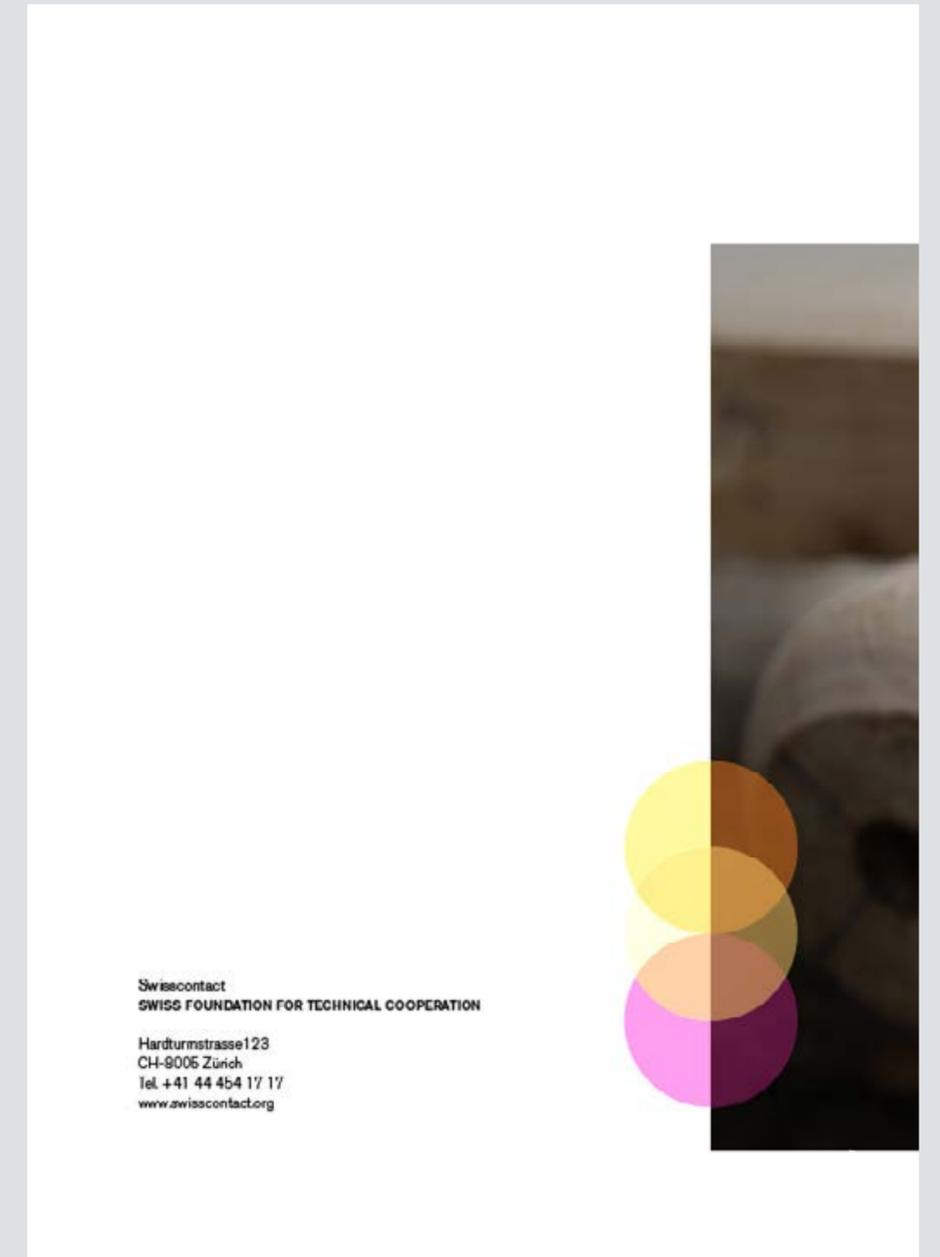
Cover option 1



Cover option 2



Back cover



2.6 PRINTED COLLATERAL
FOLDER WITH MAP
DEVICE ONLY

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

SIZE
220mm x 305mm with a 5mm gusset

[Link to Folder template](#)

Cover option 1



Cover option 2



Back cover



2.6 PRINTED COLLATERAL PAPER SPECIFICATIONS AND DISCLAIMER

PAPER SPECIFICATIONS

It is recommended that corporate publications be printed on stock made from pulp bleached without chlorine (100% TCF) and with a high recycled content. Papers made exclusively from recycled fibers should be used in particular for high-volume applications.

We use matt coated stock.

Paper guidelines for printed collateral

High quality, matt coated paper stock, ground wood free, 100% chlorine-free.

Pure white.

Covers: 250 gsm

Text pages: 135 – 150 gsm

DISCLAIMER

A disclaimer is generally any statement intended to specify or delimit the scope of rights and obligations. The following wording might be used and translated in different languages:

Information within this "manual" (adapt) may be adapted to your needs and the regional/country context. Please give Swisscontact due credit and use proper references when citing the material. All information remains Swisscontact's exclusive property and may not be commercially reproduced without Swisscontact's prior written consent.

2.7 MERCHANDISE

If possible, the logo should always be centered on pens and USB memory sticks. On diaries and notebooks, it should be placed top right.

The full colour logo should be used on white merchandise, or the single colour white version on darker colours. The logo may also be debossed or engraved.

On golf shirts, the logo should be placed on the chest, top right.

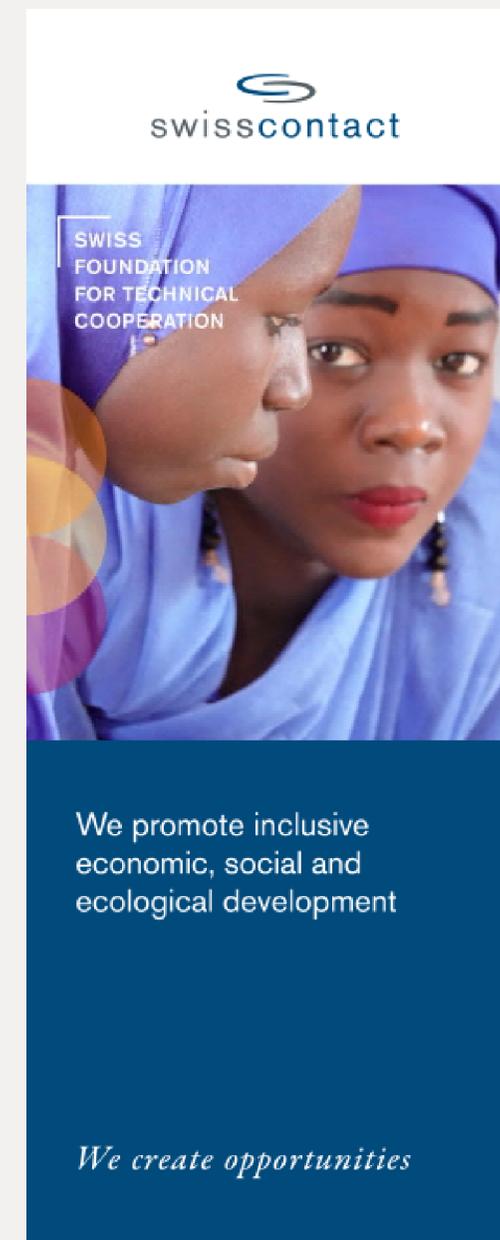
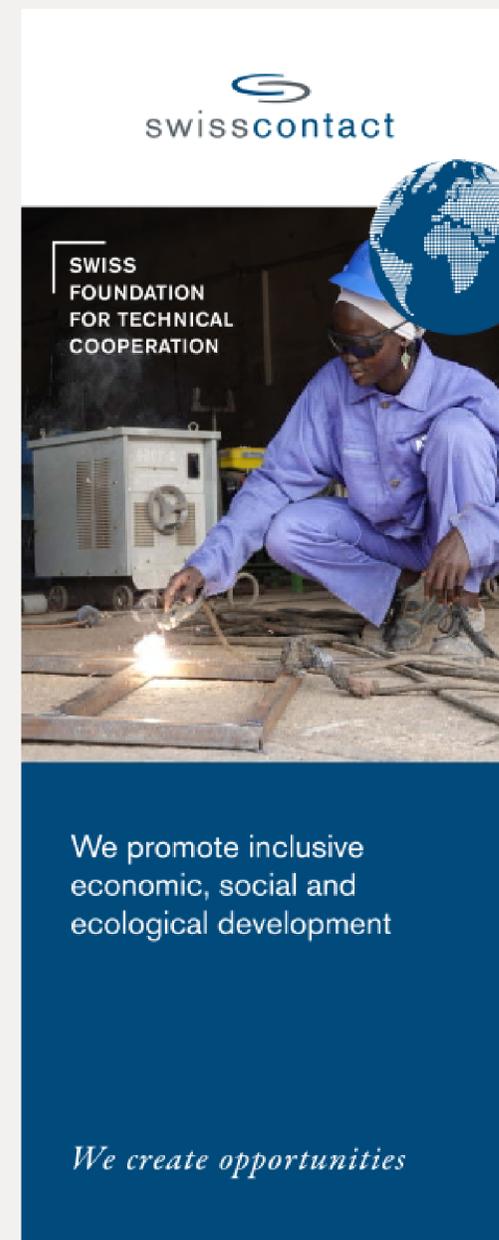
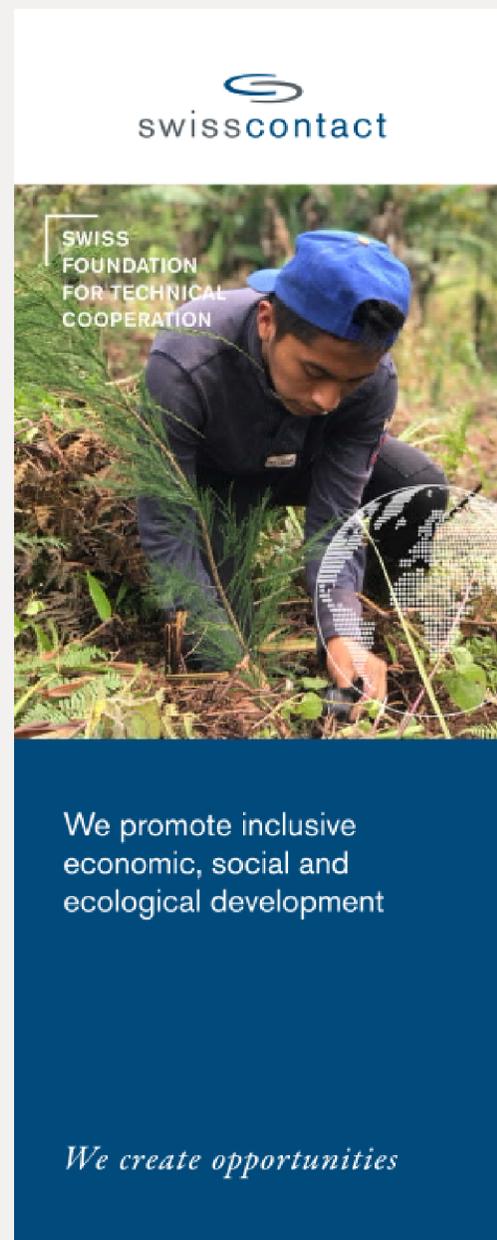
The minimum size for the Swisscontact logo on clothing is 50mm wide.



2.8 BANNERS

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white. Alternatively, the leitmotif can be used as a graphic element overlaying the picture.

SIZE
2 000 x 800mm



PODIUM

The Swisscontact logo and the foundation logo should appear on the podium.

MEDIA WALL

When creating a video recording or photographing an event, a repeating backdrop of the logo and foundation logo can be used in conjunction with a podium sign.

An entry/welcome Banner can be placed at the entrance of the venue.

Podium



Media wall



2.10 VIDEO
OPENING SEQUENCE
OPTION 1

To ensure a consistent look and feel, Swisscontact-produced videos on corporate level use an official opening circular device sequence as described here.

Link to Video templates

1. Video starts.



2. Globe and Circles move from right to left.



3. Video Title appears from left to right



4. Transition from right to left



2.10 VIDEO OPENING SEQUENCE OPTION 2

To ensure a consistent look and feel, Swisscontact-produced videos on corporate level use an official opening circular device sequence as described here.

1. Video starts.



2. Globe and Circles move from right to left.



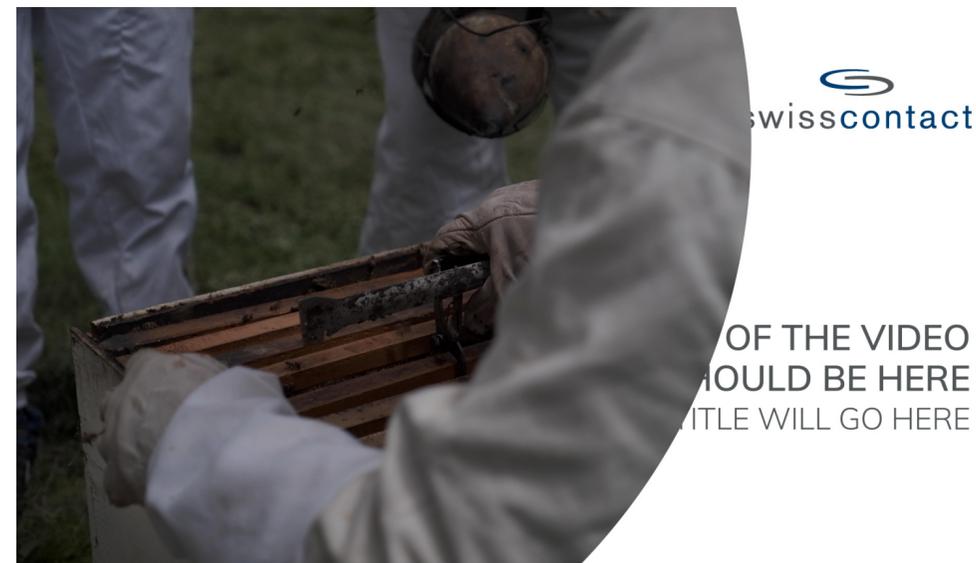
3. Video Title appears from left to right



4. Globe dissolves into individual background Video



5. Transition from left to right into background video



2.10 VIDEO

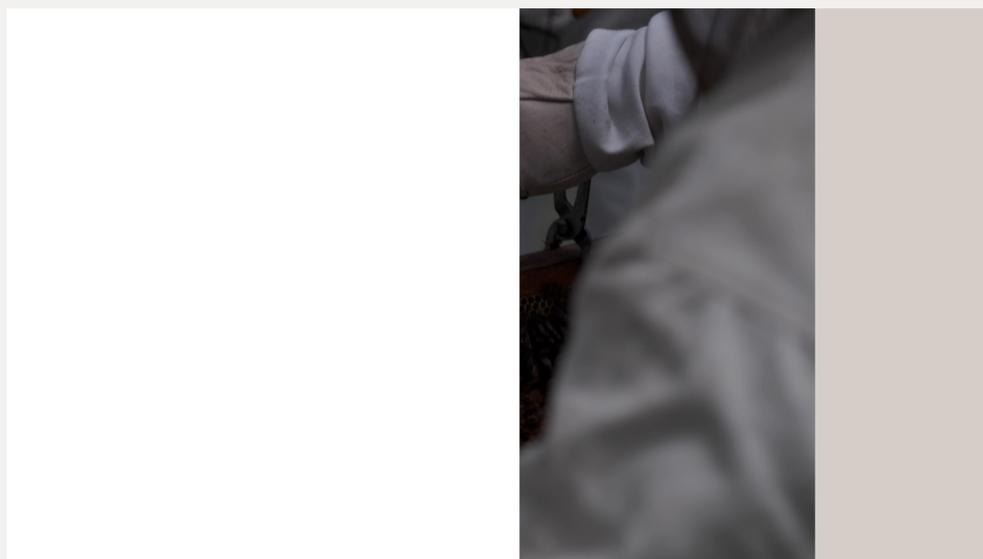
CAPTIONS, TITLES,
SUBTITLES & OUTRO

[Link to Video templates](#)

Video section title
(Transition from both sides)



Video section title
(Transition to both sides revealing the background video)



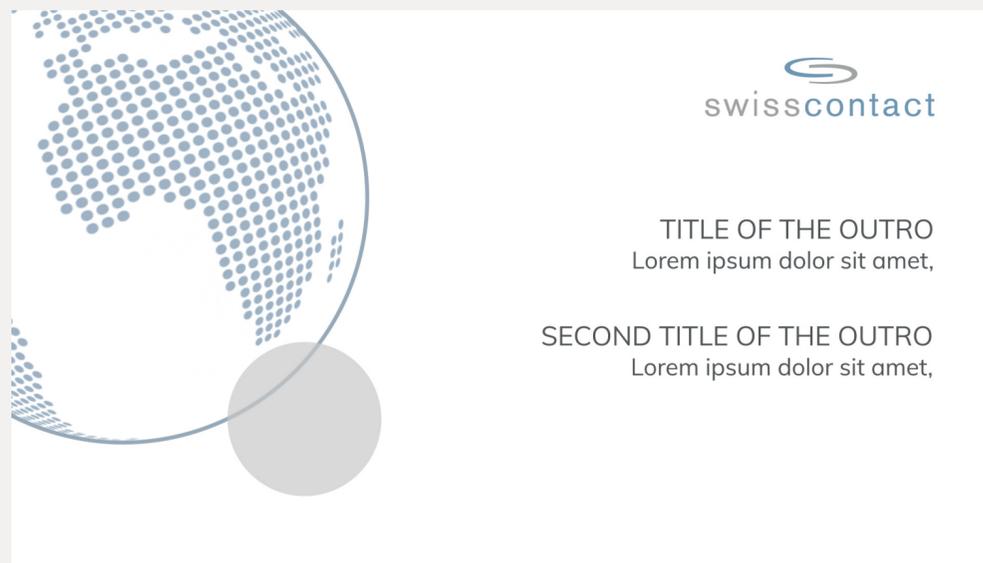
Binder (First blue overlay band appears with name and surname, then white band appears with title).



Transition (Circles appear from left to right and merge in one circle. This circle grows from the center and reveal



Outro



Templates

There are three different types of video templates:

1. Adobe Premiere Pro (animated and editable)
You can edit most of text elements and colours directly in the template
2. Raw Video Files (animated)
You can add these to any video editor. You need to add text separately in the video editor.
3. Images (still image)
You can use the images if raw video files are not supported.

2.11 E-NEWSLETTER

An external e-newsletter should be easily recognized as a Swisscontact publication.

The Swisscontact logo is placed at the top right of the layout, followed by the header image, which is overlaid by the foundation logo, tagline and world map.

Use engaging subject lines and don't include more than 4 news articles.

Insert social media links using the icons supplied and provide links to subscribe or "forward to a friend".

Include Swisscontact contact information, including mailing, email and web address and phone number.

[View in browser](#)




TIME FOR THE RIGHT QUESTIONS
A comment by Samuel Ban, CEO of Swisscontact

It is clear that COVID-19 will change the world. It is also clear that the consequences in developing countries will be more severe and longer-lasting. The 17 goals of the 2030 Agenda for Sustainable Development are far-reaching, although the current situation calls for an even higher urgency on their implementation. We must not forget the 2030 Agenda for Sustainable Development while we travel down the road of a global recession. Only if the international community continues following the development goals, can the worst consequences of the crisis be mitigated. And that includes asking the right questions.

[Read more](#)



KENYA
Life in the Kakuma refugee camp during the pandemic

Fortunately, there is still no case of COVID-19 infection in and around the Kakuma refugee camp in Kenya. However, daily life in the camp is limited. The skills development project which Swisscontact is implementing on behalf of SDC is experiencing the consequences of the lockdown, too. Former participants of the training are inventive and adapt their offers: they sew face masks and produce disinfectants. Alexander Kiptanui, project manager of "Skills 4 Life", gives an insight into how project work can partly continue despite the lack of freedom of movement and weak technical infrastructures on the ground.

[Read more](#)



Swisscontact
Hardturmstrasse 123, CH-8005 Zürich
info@swisscontact.org
+41 44 454 17 17
www.swisscontact.org

[Unsubscribe](#)

2.12 SOCIAL MEDIA FACEBOOK

PROFILE PICTURE

- Swisscontact logo on a white background.
- 360 x 360px (minimum 180 x 180px; displays as 170 x 170px on desktop, 128 x 128px on smart phones).
- PNG.
- Image will be cropped to a circular shape.

COVER IMAGE

- The header may contain the white Swisscontact logo on the top right-hand side. It should be replaced regularly (all 3 months).
- 828 x 465px (min. 400 x 150px, displays at 820 x 312px on desktop and 640 x 360px on mobile)
- JPG

POST

- 1200 x 630px (minimum 600 x 315px)
- Max. 8 MB

LINK SHARING IMAGE

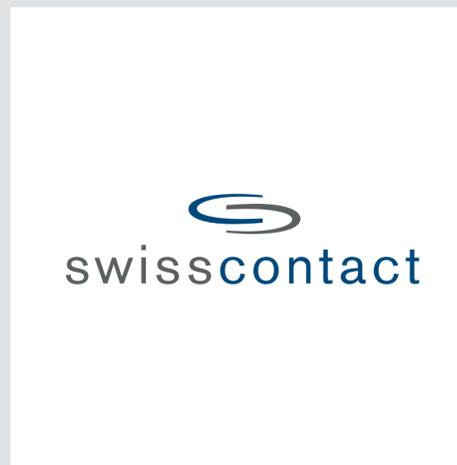
- 1200 x 630px

STORY

- 1080 x 1920px (aspect ratio 9:16)

Link to Social Media guideline

Facebook profile picture



Facebook cover image



Facebook post



Facebook story



Link sharing image



Cover Video



2.12 SOCIAL MEDIA LINKEDIN

PROFILE PICTURE

- The LinkedIn page profile picture should always be the Swisscontact logo on white background.
- 300 x 300px (square)

COVER IMAGE

- The header should show our work and the people we support. Due to the small height, it is optional to include a logo in the cover image.
- 1536 x 768px recommended (min. 1192 x 220px; in desktop displayed as 1128 x 191px)
- JPEG, PNG

STATUS UPDATE IMAGE

- 1200 x 627px

SHARING PREVIEW IMAGE

- 1200 x 628px

VIDEO ON LINKEDIN

- Resolution range: 256 x 144 to 4096 x 2304px
- Aspect ratio: 1:2.4 - 2.4:1 (cinema scope)
- Max. file size: 5GB
- Max. video duration: 10 minutes
- Frame rates: 10fps - 60 fps
- Bit rates: 192 kbps - 30 Mbps

LinkedIn profile picture



LinkedIn cover image



LinkedIn status update image



LinkedIn sharing preview image



2.12 SOCIAL MEDIA TWITTER

PROFILE PICTURE

- Swisscontact logo on a white background
- 400 x 400px
- Max. file size 2MB
- JPEG, PNG
- Twitter crops the image to a circle.

COVER IMAGE

- 1500 x 500 px
- Max. 5mb
- JPG, PNG
- The header photo should be a large, captivating image which shows our work and the people we support. It may contain the white Swisscontact logo on the top right-hand side.
- Replace the large header photo regularly (all 3 months).

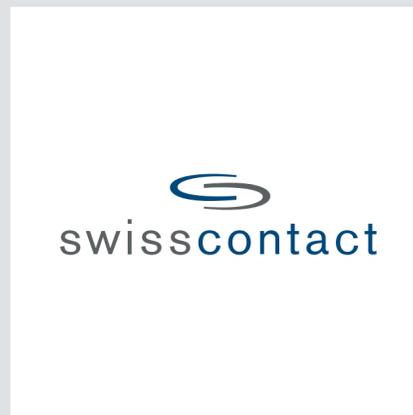
IMAGE TWEETS

- 1200 x 675 recommended (min. 600 x 335 px)
- PNG, JPEG, GIF

CARD IMAGE

- Twitter automatically generates a Twitter Card when you post a link having a featured image at the top and the website HTML has *twitter:card* enabled. The cards display a thumbnail of the image.
- 800 x 418 px, aspect ratio 1.91:1
- JPEG, PNG
- 3mb

Twitter profile picture



Twitter cover image



Twitter image tweets



Project Image Tweet



2.12 SOCIAL MEDIA INSTAGRAM

PROFILE PICTURE

- Swisscontact logo on a white background
- Min. 110 x 110px on mobile / 180 x 180px desktop (aspect ratio 1:1)
- The image is cropped to a circle.

PHOTO SIZES

- The photo width is always at least 1080 px with an aspect ratio between 1.91:1 and 4:5. If the aspect ratio of your photo is not supported, it will be cropped to fit a supported ratio.
- Thumbnails have a 1:1 square ratio (appear as 161 x 161px on the page).
- 1080 x 1080px (square)
- 1080 x 1350px (portrait)
- 1080 x 566px (horizontal)
- 1080 x 1920px (stories)

VIDEO

- Video to Timeline Feed: maximum resolution is 640 x 640px. The duration should be more than 3 and less than 60 seconds.
- Video to Instagram Stories: max. resolution is 750 x 1334px (max. duration 15 sec)

Instagram profile picture



Instagram square photo



Instagram portrait photo



Instagram story



Instagram horizontal photo



2.12 SOCIAL MEDIA YOUTUBE

CHANNEL ICON

- The YouTube channel icon is taken from the Google account and should always be the Swisscontact logo on a white background.
- 800 x 800 px

CHANNEL ART

- 2560 x 1440 px
- Replace channel art regularly (all 3 months).

VIDEO THUMBNAIL

- 1280 x 720 px (width at least 640 px)
- JPG, PNG, GIF, BMP
- Max. 2mb

YouTube channel icon



YouTube channel art



YouTube video thumbnail



Cook apprentices continue their learning through onlin...

2.13 WEBSITE

Our website www.swisscontact.org is the main content hub and the most important communication channel. The website is always up-to-date, informative and attractive. The web design is consistent through all subpages of the corporate website www.swisscontact.org. Identification features, such as the colour “orange”, for design elements or text elements are specific for the website.

Important page types

- **Country page**
A landing page with information about Swisscontact activities in the country. Country-specific news and projects are teased or linked. Subpages are possible but not recommended.
- **News page**
A landing page with information about a specific topic. Usually, project or country related. The news page can vary from a short message for an event to a detailed story from the field.
- **Project page**
A landing page with project-related contents like links, downloads, videos. Subpages are possible but not recommended.

Layout and Styling

The layout of header, navigation, footer and overall framework of the website is

given and can not be altered. The styling of text content is predefined in different headers, lead text, paragraphs, lists, buttons and links. Text can be formatted bold or italic. Pictures can be added and/or exchanged. Editors are responsible to stick to the given styles. It is forbidden to use own styles with colours or different formats copied from a word document.

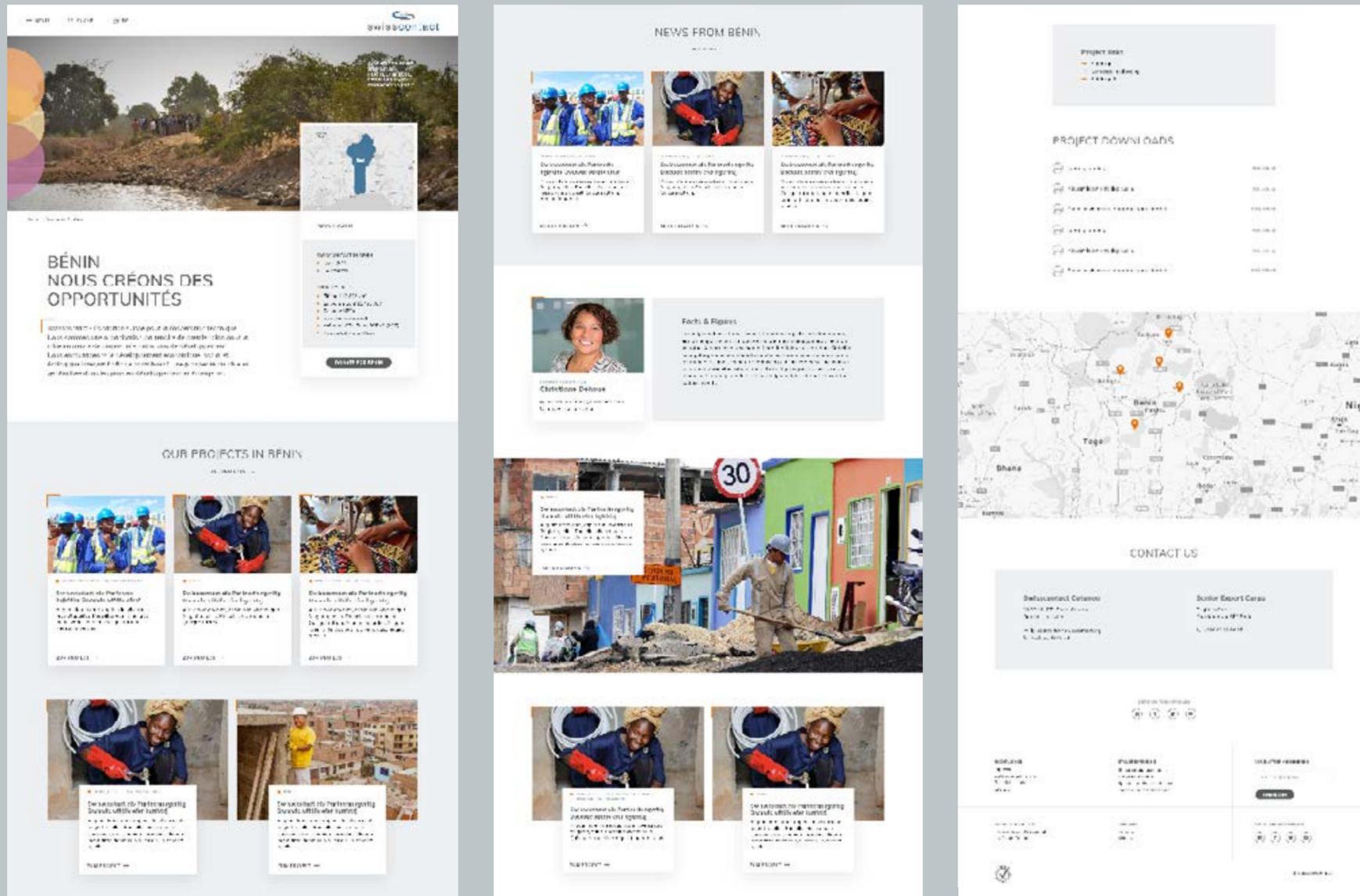
PROJECT WEBSITES

Mandated projects can create and host their own websites. The basis for all project websites is the project specific co-branding manual.

Important information about the implementation of a project website:

- Define the goals of the website
- Define target groups of the website
- Define requirements and features
- Design based on branding manuals with COM-HO, agency or freelancer
- Planning technical implementation with COM-HO, agency or freelancer

You can find more information about creating a project website in the Communication Handbook on BlueCloud.



[Link to User manual](#)

3. PROJECT COMMUNICATION

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PROJECT COMMUNICATION

Effective project communication is a key element of successful projects.

The overall aim in project communication efforts should be to ensure high quality communication at programme and project level. While it is important to ensure that the eligibility rules are observed by the projects, it alone does not ensure efficient communication. Once legal compliance is ensured, the focus should be on:

- Support to projects in understanding and applying the communication rules
- Improve visibility of projects and their results
- Ensure good quality project communication materials
- Urge partners to highlight the support from the donor(s)
- Ensure efficient branding
- Facilitate inter-project exchanges
- Support projects in handling specific communication topics in a way to ensure that programme

communication objectives are met, such as organising well-planned and impactful events, creating videos, reaching out via social media and traditional media, creating or evoking emotions when communicating to the public, etc

Projects are key messengers showing the benefits of Swisscontact implementation with its concrete activities directly targeting beneficiaries. This makes well planned project communication essential to convey the messages efficiently. In doing so, the bulk of the responsibility falls on the shoulders of programmes to promote best practices and to support projects in their communication activities, during planning, through implementation and after finalisation.

NAMING

One of the most important aspects of ensuring proper project branding is its name. The name of a mandated or development project helps everyone

understand the purpose of our work. Project names should be clear and concise.

Acronyms cause confusion amongst the audience. This is particularly true in settings where translation is required. Rarely does an acronym succeed at communicating program goals and they should be avoided in almost all circumstances.

In naming a project avoid:

- Jargon
- Abbreviations
- Clever play on words
- The name of the country (i.e., assume your audience knows where they live)
- The names of implementing partners or contractors

BRAND APPLICATION

Working in cooperation with our donors and partners, we develop a branding manual to acknowledge our joint work.

Swisscontact's logo should be displayed at visually equal size and prominence as each of the other partner's logos (implementation partners, consortia partners). To show partnership with the host government, where applicable, a host country symbol or ministry logo may be added.

If, after consultation with the Donor and/or (consortia) partner it's determined that a project logo is needed, the project logo can be larger or more prominent than the partner logos to assist in the branding of the program.

If, after consultation with the Donor and/or (consortia) partner it's determined that a project logo is needed, the project logo can be larger or more prominent than the partner logos to assist in the branding of the program.

It is of utmost importance that a Brand Manual per project is developed.

Swisscontact does not require use of its typefaces and colors in project materials.

Minimal Content for Project Co-Branding Manuals:

- Project Logo with specifications
- Colour System
- Typography
- Logo Positioning
- Image style
- Layout grid
- Applications for Project Profile, Stationary, Business Card, E-mail Signature
- Presentation, divers communication materials, such as Banners, certificates, brochures, merchandising etc.

If no project branding is needed, the full project name is used and the corporate guidelines are applied. Also in this case, a brand manual has to be developed.

3.2 CO-BRANDING PROJECTS

The project logo or name is placed in the top right corner, with the Swisscontact logo placed in the bottom right corner.

Please note that there should always be extra clear space between the Swisscontact logo and other logos. The clear space should be at least half of the width of the Swisscontact logo.

PROJECTS WITH DONOR/PARTNER LOGOS

If partner or donor logos need to be included, it is placed at the bottom of the layout in a white strip, starting from left to right.

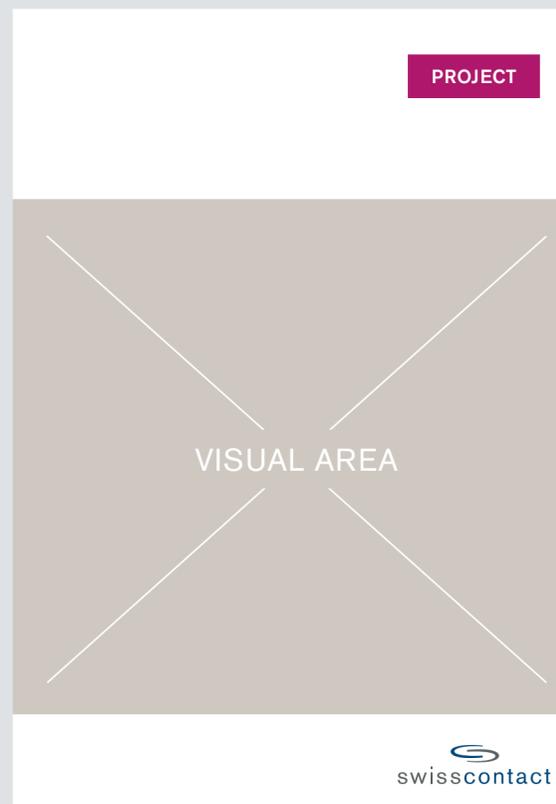
To better understand the contribution of each donor and partner, the following statement is placed above each logo/logo group:

- Mandated or financed by:
- Consortium Partners:
- Implemented by:

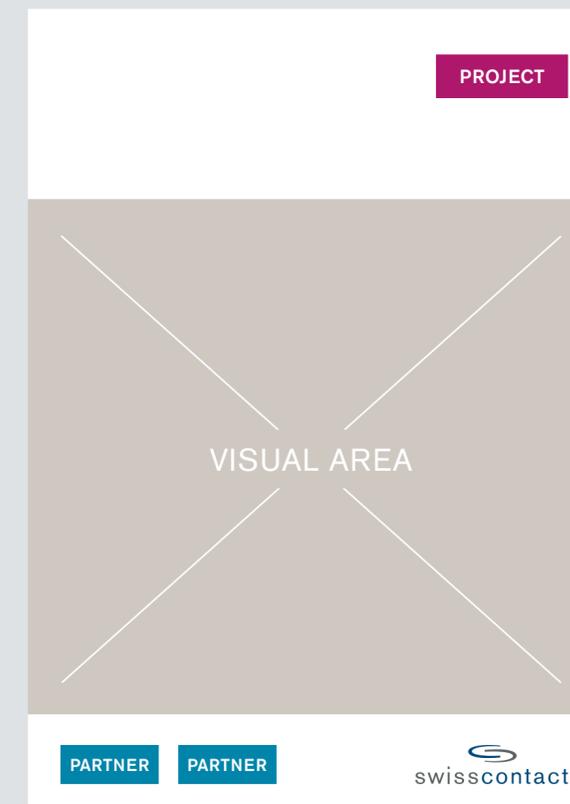
PROJECT Project name/logo

PARTNER Partner/government logo

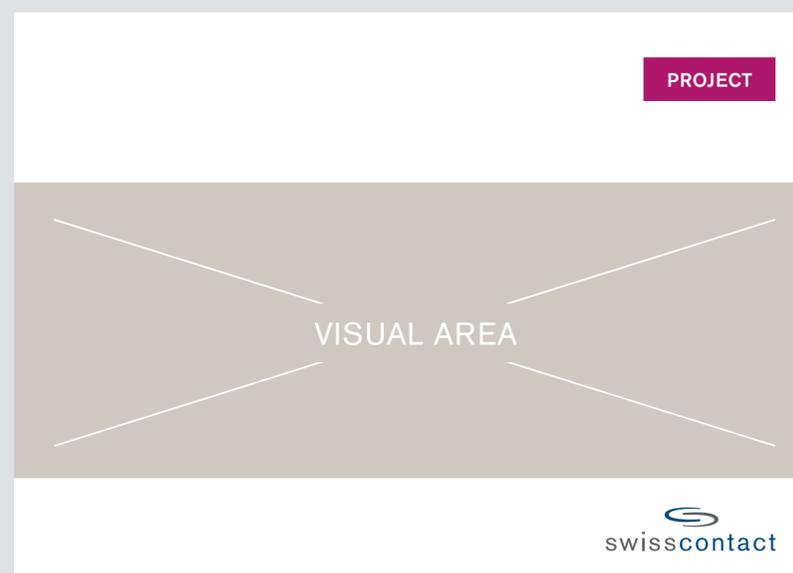
Co-branding with projects (vertical format)



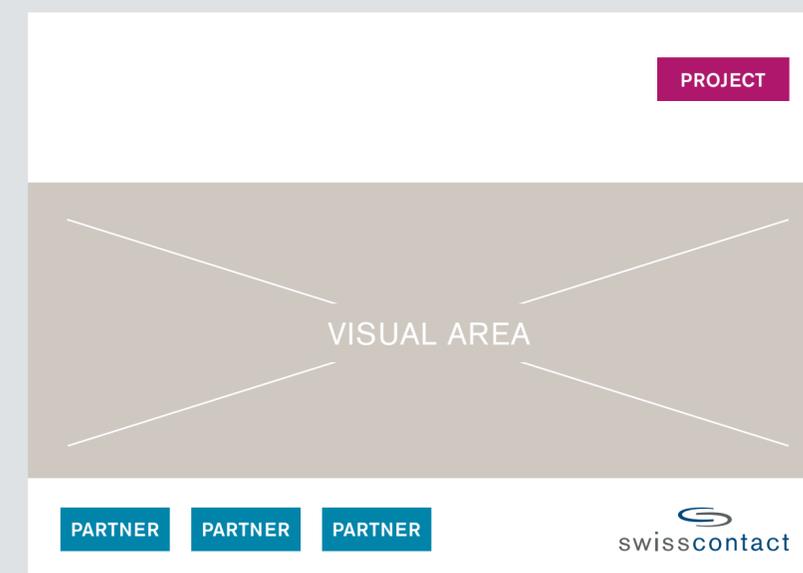
Co-branding with projects and partners (vertical format)



Co-branding with projects (horizontal format)



Co-branding with projects and partners (horizontal format)



3.3 CO-BRANDING PARTNERS

Partner logos must not compete with the Swisscontact logo.

Three scenarios for co-branding with partners are permitted:

SWISSCONTACT DOMINANT

The Swisscontact logo is positioned in a primary position in the top right corner of the page. The partner logo is positioned in a secondary position in the top left corner of the page. They are both positioned equally from the head of

the page, with a wider distance between them. The Swisscontact logo should be visibly larger than the other logo.

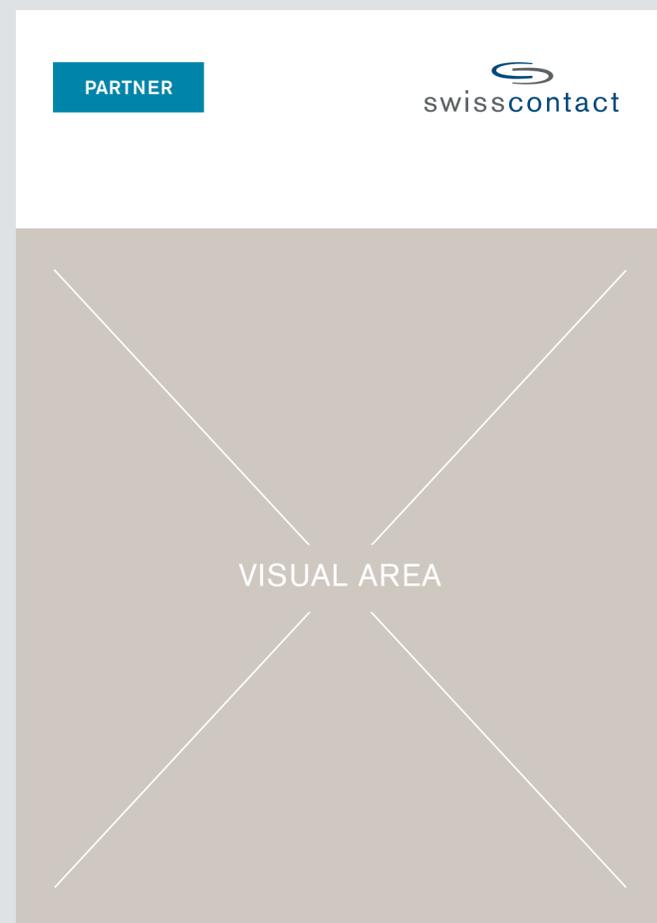
EQUAL RELATIONSHIP

Both the Swisscontact logo and partner logo are positioned in a primary position in the top right corner of the page and aligned horizontally. They are both positioned equally from the head of the page, closer to one another.

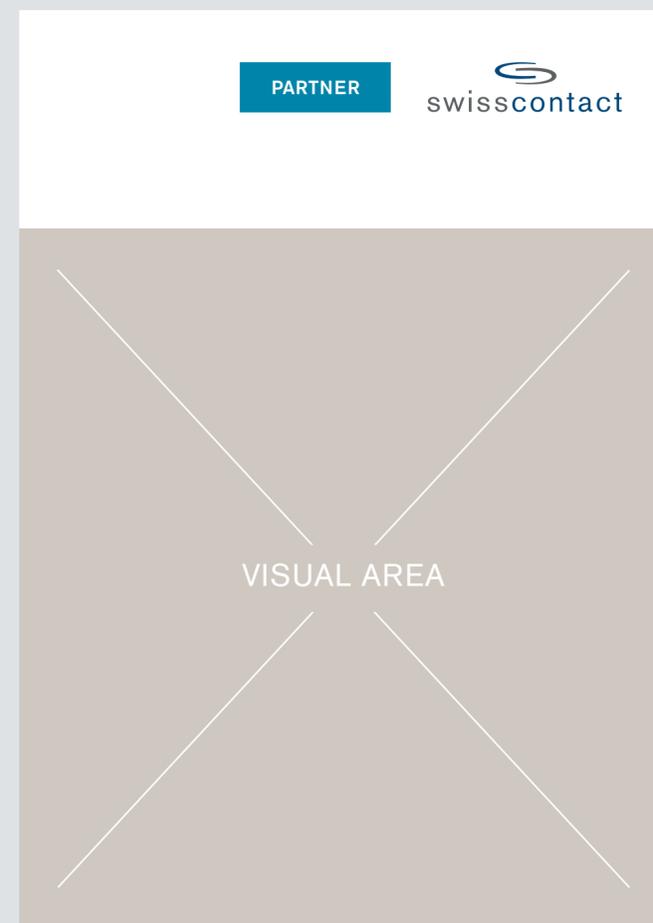
PARTNER DOMINANT

The partner logo is positioned in a primary position in the top right corner of the page. The Swisscontact logo is positioned in a secondary position in the upper left-hand corner of the page. They are both positioned equally from the head of the page, with a wider distance between them. If there are additional partner logos, they can be aligned at the bottom of the page. The Swisscontact Logo can also be placed on bottom right, and partners aligned left on the same row.

Swisscontact dominant



Equal relationship



Partner dominant



3.4 ADMINISTRATIVE MATERIALS PROJECTS

SIZE 85 x 55mm

Business cards for projects can display the project name below the person's title and optionally, also the project address at the bottom of the card.

OWN LANGUAGE

Business cards may be produced in other languages in addition to the English version, or may be printed on the back of the English version.

Projects may have their own business cards, but staff need a separate Swisscontact business card as well.

As an exception to the rule, the foundation logo aligns with the top of the Swisscontact logo icon.

Business card with project name



Business card with project name and address



Project business card, front



Project business card, back



3.4 ADMINISTRATIVE MATERIALS

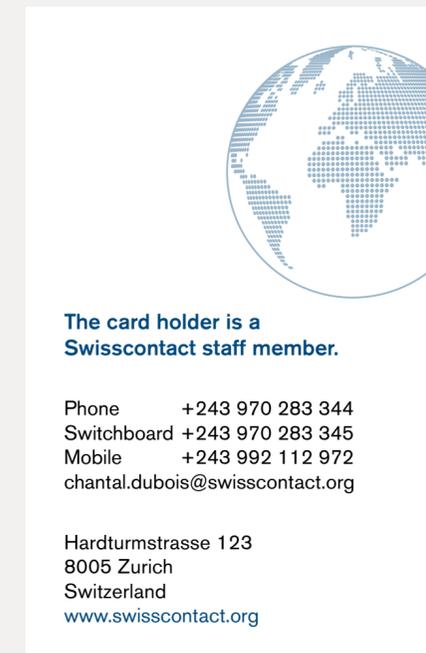
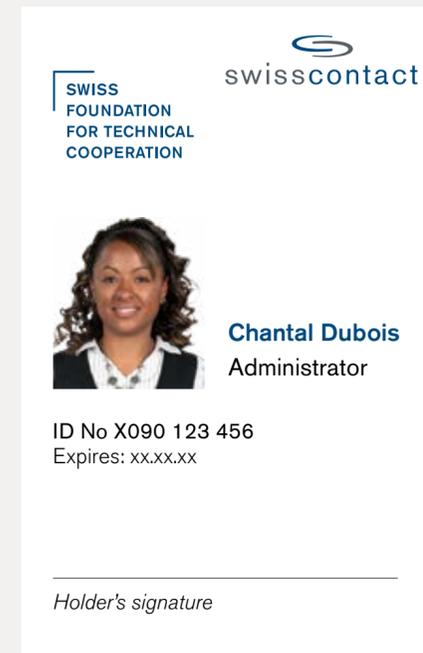
STAFF IDENTITY CARD

SIZE
85 x 55mm

Front of staff card



Back of staff card

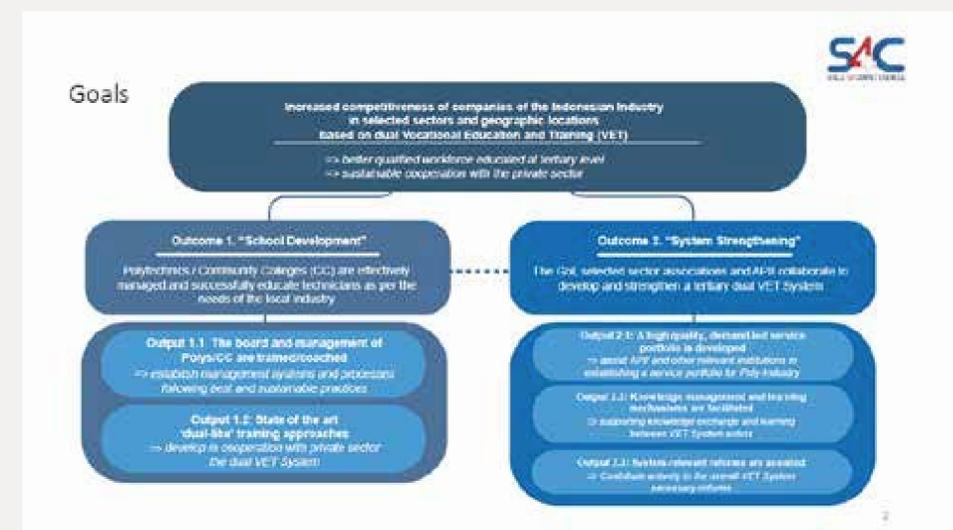


3.4 ADMINISTRATIVE MATERIALS LETTERHEAD & PRESENTATION

Project letterhead



Project presentation slides



3.4 ADMINISTRATIVE MATERIALS

EMAIL SIGNATURE & WORD DOCUMENT

The email signature is set in Calibri 9/10pt, black. Only the company name is bold, and no logo is included.

A project, anniversary or event announcement logo may be included in the email signature, but only for a maximum period of one year after which it must be removed.

Information on email signatures should follow this order:

1. Name
2. Position title
3. Project Name

4. Swisscontact | Swiss Foundation for Technical Cooperation
5. Office Address
6. Phone, Fax, Mobile
6. Skype account (optional)
7. www.swisscontact.org (hyperlinked) | www.projectadress.com
8. Project Facebook (optional)
9. Project Twitter (optional)
10. Project LinkedIn (optional)
11. Project Instagram (optional)

Word document



3.5 OFFICE SIGNAGE AND CAR STICKER COUNTRIES & PROJECTS

Country offices are not allowed to have their own sub-brands, logos or country descriptors.

The Swisscontact logo and foundation logo should be used on signage, videos, presentations, business cards, folders, press releases, and other public facing products as presented in this guide.

EXCEPTIONS

1. Offices may identify themselves on approved social media platforms in writing in the “who we are and/or about” sections.
2. Offices may identify themselves in their newsletters in writing. They may not use sub-brands or logos.
3. Offices may identify themselves in writing in impact reports and brochures.
4. Offices may identify themselves in internal communications.

PROJECT OFFICE DOOR PLATE

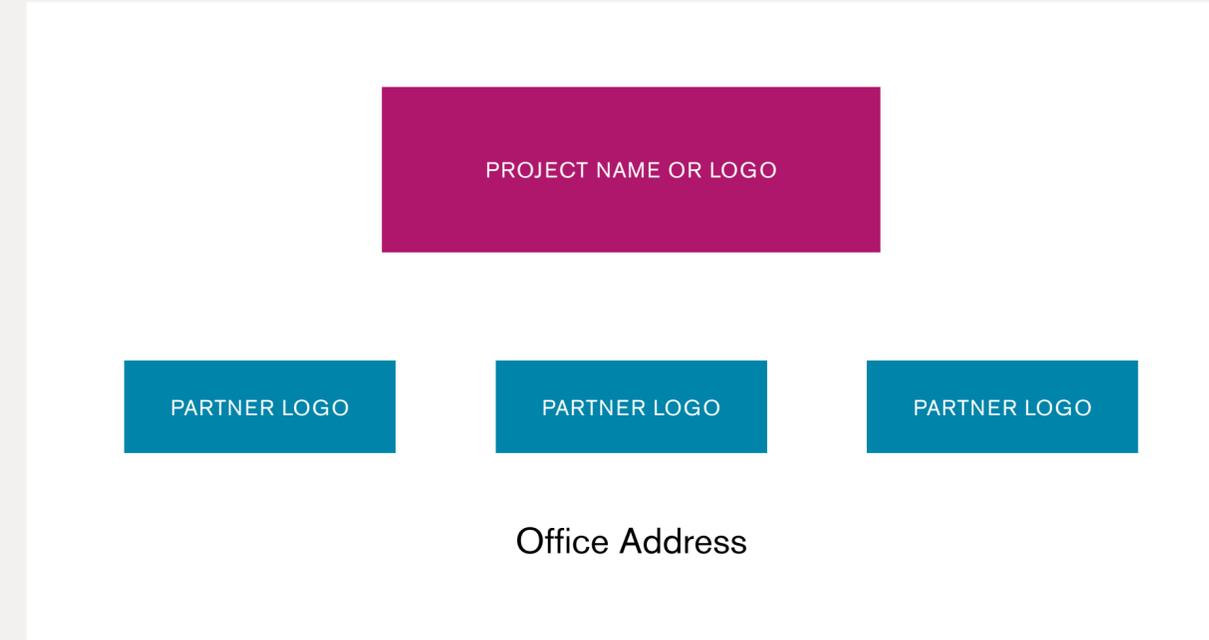
If required by the donor, the door plate may contain the project logo or name at the top, followed by the other partner logos if required. The office address can be placed at the bottom of the door plate.

Please always consult with local security plan and context.

CAR STICKER

We recommend using a magnetic decal that can easily be removed. Please consult local security plan for usage.

Door plate for projects



Car sticker



3.6 E-NEWSLETTER COUNTRIES

An external e-newsletter should be easily recognized as a Swisscontact publication.

The Swisscontact logo is placed at the top right of the layout with the project name or logo to the left, followed by the header image which is overlaid by the foundation logo and world map.

Use engaging subject lines and don't include more than 4 news articles.

Insert social media links using the icons supplied and provide links to subscribe or "forward to a friend".

Include Swisscontact contact information, including postal address, email, web address and phone number.

Countries e-newsletter

View in browser





TIME FOR THE RIGHT QUESTIONS
A comment by Samuel Ben, CEO of Swisscontact

It is clear that COVID-19 will change the world. It is also clear that the consequences in developing countries will be more severe and longer lasting. The 17 goals of the 2030 Agenda for Sustainable Development are far reaching, although the current situation calls for an even higher urgency on their implementation. We must not forget the 2030 Agenda for Sustainable Development while we travel down the road of a global recession. Only if the international community continues following the development goals, can the worst consequences of the crisis be mitigated. And that includes asking the right questions.

[Read more](#)



CAMBODIA
Life in the Kakuma refugee camp during the pandemic

Fortunately, there is still no case of COVID-19 infection in and around the Kakuma refugee camp in Kenya. However, daily life in the camp is limited. The skills development project which Swisscontact is implementing on behalf of SDC is experiencing the consequences of the lockdown, too. Former participants of the training are inventive and adapt their offers: they sew face masks and produce disinfectants. Alexander Kiptanui, project manager of "Skills 4 Life", gives an insight into how project work can partly continue despite the lack of freedom of movement and weak technical infrastructures on the ground.

[Read more](#)



Swisscontact
Hardturmstrasse 123, CH-8005 Zürich
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+41 44 454 17 17
www.swisscontact.org

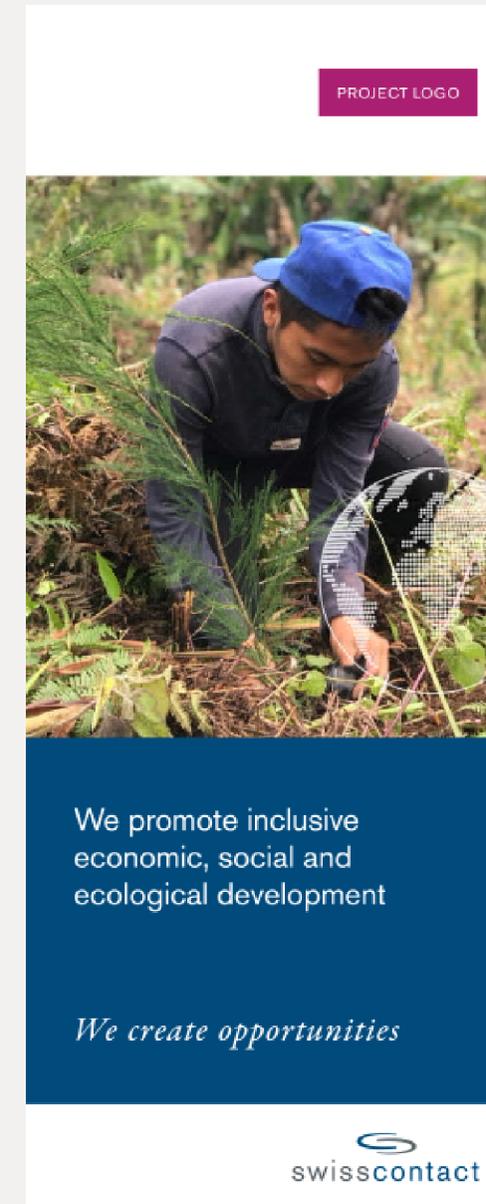
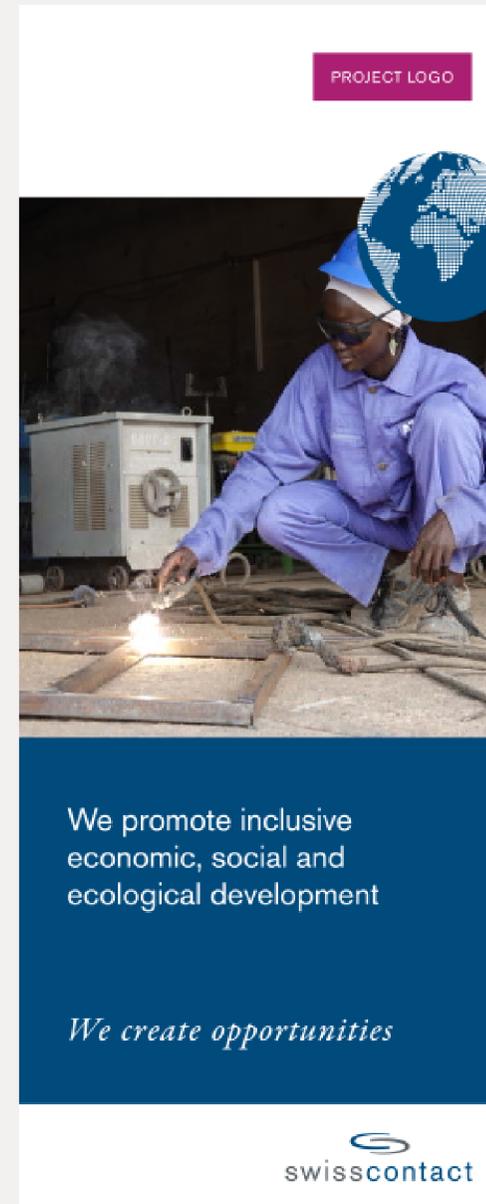
[Unsubscribe](#)

3.7 BANNERS PROJECTS

The project logo or name is placed in the top right corner, with the Swisscontact logo placed in the bottom right corner.

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white. Alternatively, the leitmotif can be used a graphic element overlaying the picture.

SIZE
2 000 x 800mm



3.8 SOCIAL MEDIA PROJECTS: FACEBOOK

Social media is often part of a communications campaign. It should always be used to communicate directly with stakeholders or beneficiaries in a project.

The channel(s) should not be used to promote a program or partners.

Social media channels can be approved as part of a project's communication plan in consultation with the Project team and COM Head Office. Projects taking the form of partnerships require a smart and thoughtful approach to the use and branding of social media posts.

To avoid confusion with Swisscontact global social media channels, the Swisscontact logo should not be used as a profile picture. A photo or the logo representing the project should be used as a profile picture. A Swisscontact branded photo should be displayed as the banner photo, and acknowledgment of Swisscontact implementation should appear in the *profile* or *about* section.

Link to Social Media Guideline

PROFILE PICTURE

- Project logo
- 360 x 360px (minimum 180 x 180px; displays as 170 x 170px on desktop, 128 x 128px on smart phones).
- PNG.
- Image will be cropped to a circular shape.

COVER IMAGE

- For projects, the cover image may contain the project logo and/or donor logos, always in accordance with donor guidelines.
- 828 x 465px (min. 400 x 150px, displays at 820 x 312px on desktop and 640 x 360px on mobile)
- JPG

POST

- 1200 x 630px (minimum 600 x 315px)
- Max. 8 MB

LINK SHARING IMAGE

- 1200 x 630px

STORY

- 1080 x 1920px (aspect ratio 9:16)

Facebook profile picture



Facebook cover image



Facebook post



Facebook story



Link sharing image



3.8 SOCIAL MEDIA PROJECTS: LINKEDIN

PROFILE PICTURE

- The LinkedIn page profile picture should always be the project logo.
- 300 x 300px (square)

COVER IMAGE

- The header should show our work and the people we support. The cover image may contain the project logo and/or donor logos, always in accordance with donor guidelines.
- Due to the small height, it is optional to include a logo in the cover image.
- 1536 x 768px recommended (min. 1192 x 220px; in desktop displayed as 1128 x 191px)
- JPEG, PNG

STATUS UPDATE IMAGE

- 1200 x 627px

SHARING PREVIEW IMAGE

- 1200 x 628px

VIDEO ON LINKEDIN

- Resolution range: 256 x 144 to 4096 x 2304px
- Aspect ratio: 1:2.4 - 2.4:1 (cinema scope)
- Max. file size: 5GB
- Max. video duration: 10 minutes
- Frame rates: 10fps - 60 fps
- Bit rates: 192 kbps - 30 Mbps

LinkedIn profile picture



LinkedIn cover image



LinkedIn status update image



LinkedIn sharing preview image



3.8 SOCIAL MEDIA PROJECTS: TWITTER

PROFILE PICTURE

- Project logo
- 400 x 400px
- Max. file size 2MB
- JPEG, PNG
- Twitter crops the image to a circle.

COVER IMAGE

- 1500 x 500 px
- Max. 5mb
- JPG, PNG
- The header photo should be a large, captivating image which shows our work and the people we support. It may contain the project logo and/or donor logos, always in accordance with donor guidelines.
- Replace the large header photo regularly (all 3 months).

IMAGE TWEETS

- 1200 x 675 recommended (min. 600 x 335 px)
- PNG, JPEG, GIF

CARD IMAGE

- Twitter automatically generates a Twitter Card when you post a link having a featured image at the top and the website HTML has *twitter:card* enabled. The cards display a thumbnail of the image.
- 800 x 418 px, aspect ratio 1.91:1
- JPEG, PNG
- 3MB

Twitter profile picture



Twitter cover image



Twitter image tweets



3.8 SOCIAL MEDIA PROJECTS: INSTAGRAM

PROFILE PICTURE

- Project logo
- Min. 110 x 110px on mobile / 180 x 180px desktop (aspect ratio 1:1)
- The image is cropped to a circle.

PHOTO SIZES

- The photo width is always at least 1080 px with an aspect ratio between 1.91:1 and 4:5. If the aspect ratio of your photo is not supported, it will be cropped to fit a supported ratio.
- Thumbnails have a 1:1 square ratio (appear as 161 x 161px on the page).
- 1080 x 1080px (square)
- 1080 x 1350px (portrait)
- 1080 x 566px (horizontal)
- 1080 x 1920px (stories)

VIDEO

- Video to Timeline Feed: maximum resolution is 640 x 640px. The duration should be more than 3 and less than 60 seconds.
- Video to Instagram Stories: max. resolution is 750 x 1334px (max. duration 15 sec)

Instagram profile picture



Instagram square photo



Instagram portrait photo



Instagram story



Instagram horizontal photo



3.8 SOCIAL MEDIA PROJECTS: YOUTUBE

CHANNEL ICON

- The YouTube channel icon is taken from the Google account and should always be the project logo.
- 800 x 800 px

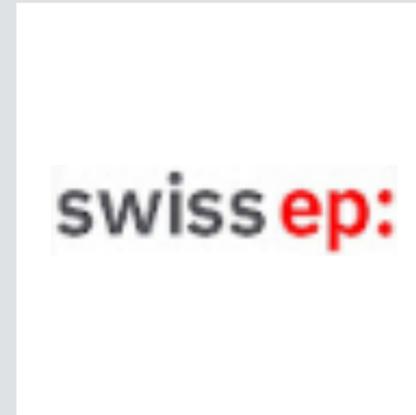
CHANNEL ART

- 2560 x 1440 px
- Replace channel art regularly.

VIDEO THUMBNAIL

- 1280 x 720 px (width at least 640 px)
- JPG, PNG, GIF, BMP
- Max. 2mb

YouTube channel icon



YouTube channel art



YouTube video thumbnail



3.9 VIDEOS PROJECTS

Intro: Full project name and/or logo

Outro: Mention donor(s), partner(s) and Swisscontact, specifying their roles: financed, mandated by, in consortia with, implemented by, etc.

Consider using videos for promoting your achievements. The videos should be kept short and show what your project/programme actually achieved.

Ensure the availability of authentic footage from projects.

Consider providing the partners with an editable video template which they can adapt to their own activities.

Link to video templates

Outro example 2



Outro example 3



Outro example 1



**4. BRANDING
SWISSCONTACT
SERVICES AG**

4.1 SWISSCONTACT SERVICES AG

This subsidiary has no independent logo and makes use of the Swisscontact branding. Only the legal name (such as Swisscontact Services Ltd.) is added to stationery and other formal protocols.

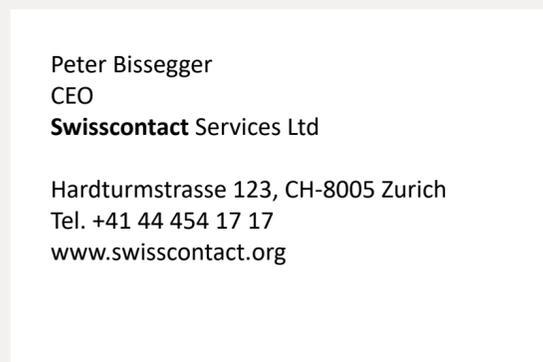
Swisscontact
Services Ltd.



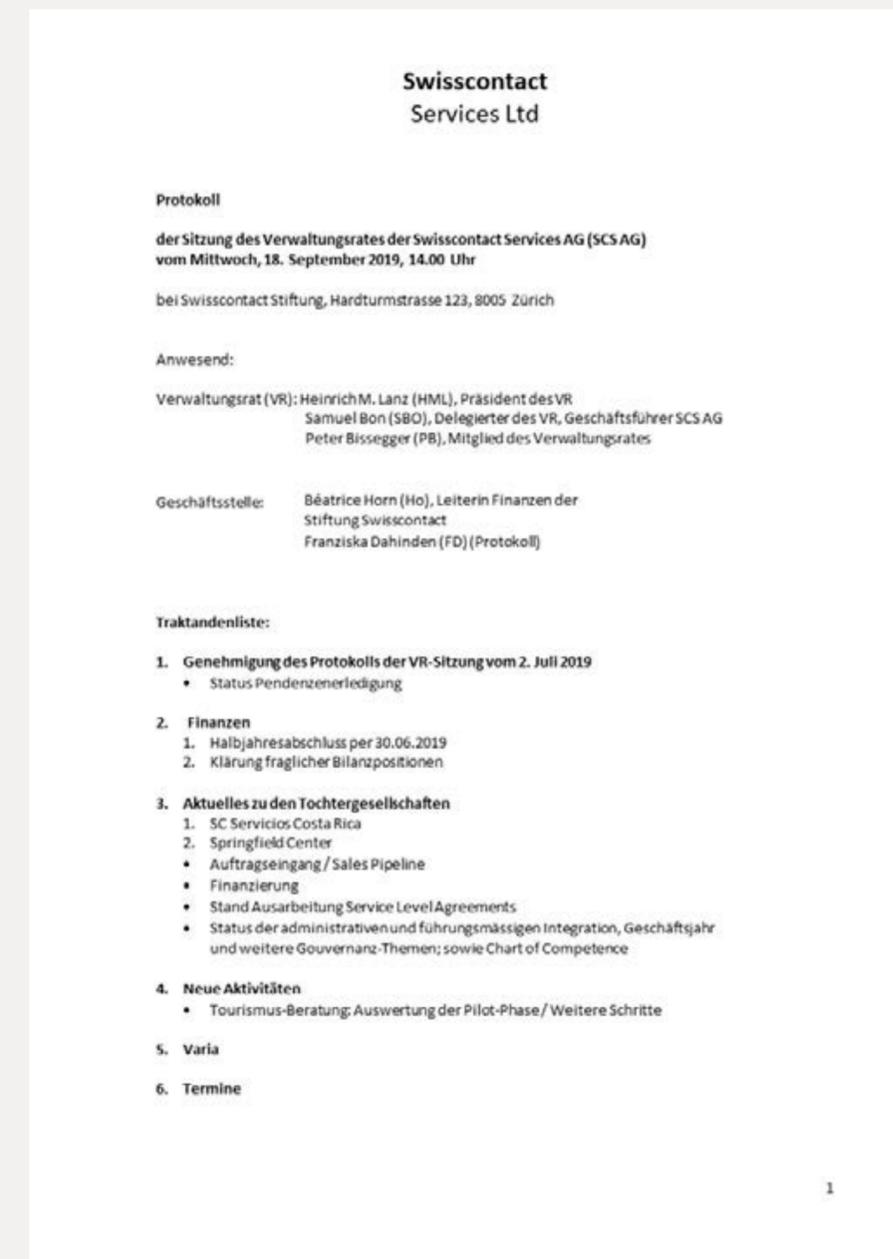
Business card examples



Email signature examples



Letters/protocol example



4.2 SPRINGFIELD CENTRE

Springfield Centre is a Swisscontact company that keeps its own branding for all its publications and activities.

Please refer to the Springfield Centre's brand manual for further details and specifications.



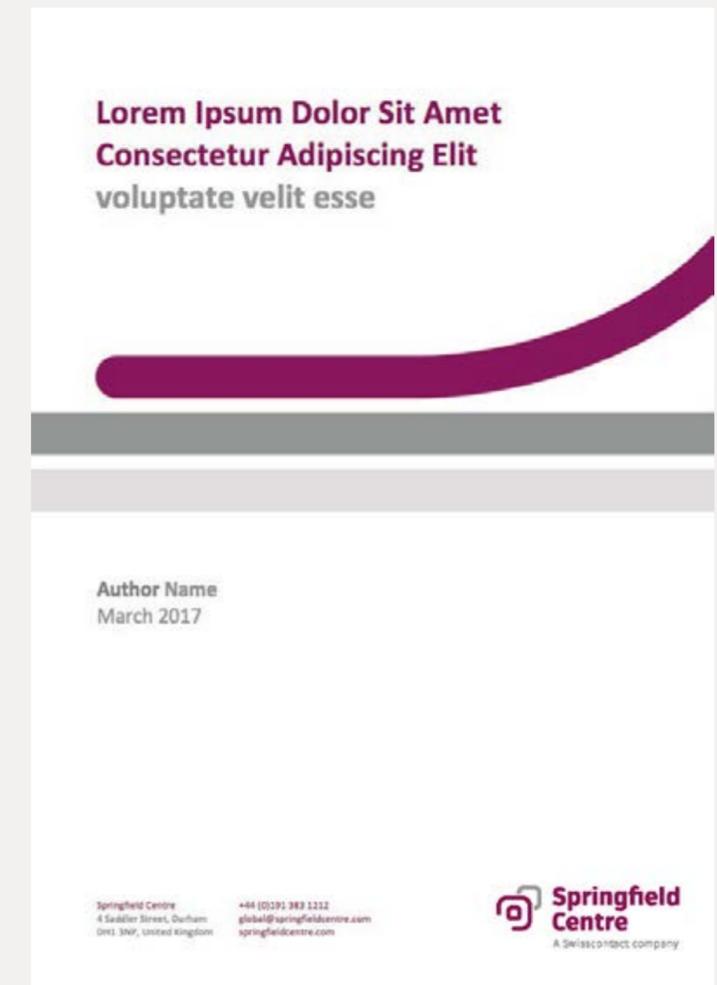
Twitter cover image



Business card



Report cover



5. CLEARANCE

Communication specialists are able to give clearance on the majority of branding issues. If further clarification is needed, COM HO team should be consulted.

Who gives clearance on branding?

For Swisscontact corporate communications: COM HO clears on basic branding matters.

For funded projects: Country director clears on basic branding matters in consultation with the Regional Director and regional communication specialists.

It is the responsibility of everyone to help enforce branding standards. In most cases, branding violations are due to a lack of awareness and can easily be remedied. In cases where a partner do not take action to comply with agreed standards, corrective action must be taken by the project manager.

6. RESOURCES

Additional resources can be found on the BlueCloud in the Communication Handbook.



ADDITIONAL INFORMATION:

Francine Thurnher
Director Corporate Affairs and Communications

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