CORPORATE DESIGN STANDARDS MANUAL AND CO-BRANDING GUIDE





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.

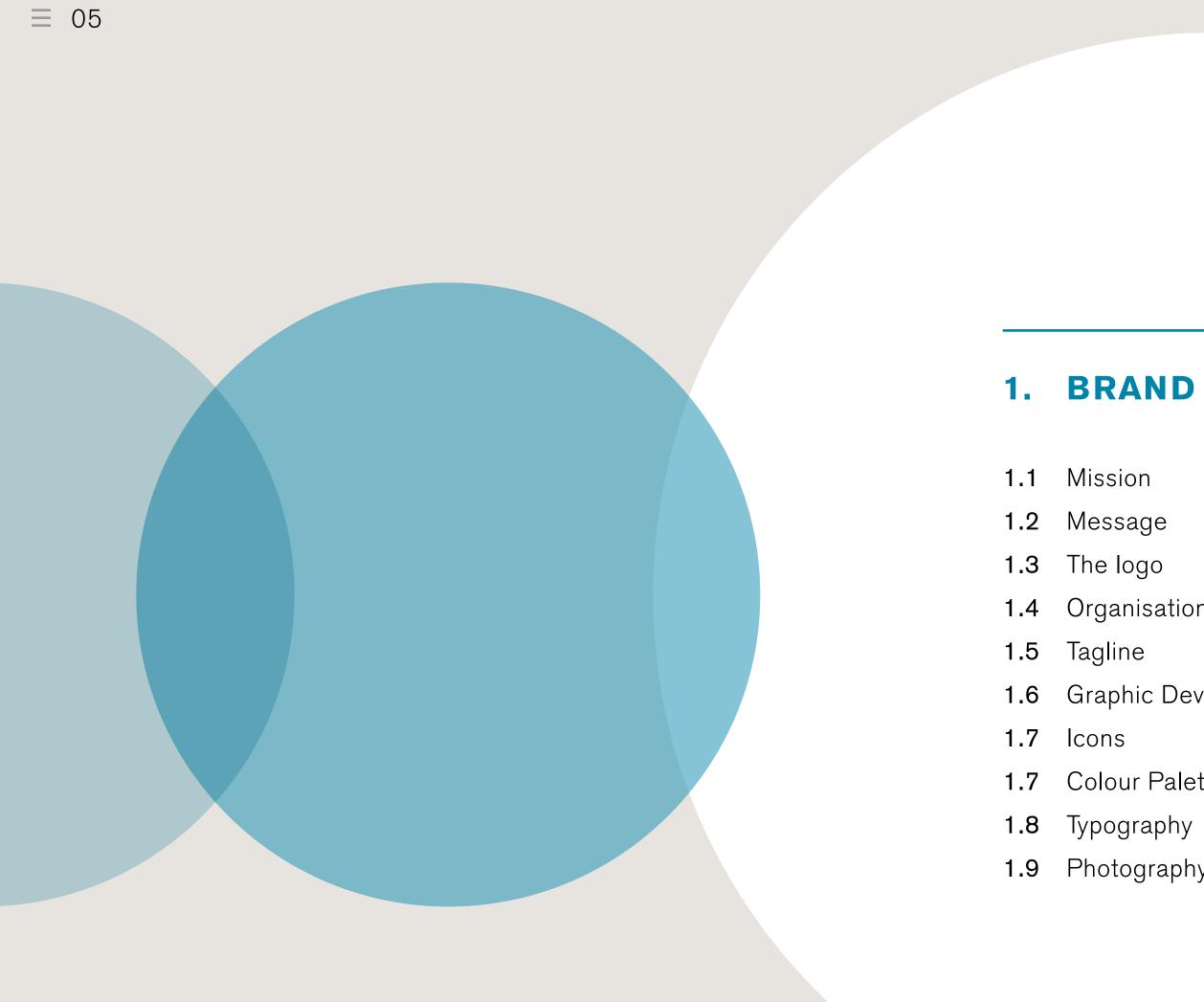
Therefore, by following these guidelines, we will ensure that Swisscontact has a common "look" and "feel" running through the organisation, and more importantly the "look" that presents our values and professionalism to the people we wish to inform.

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

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1.1 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

- development

 We strengthen the competencies of people, improving their employability

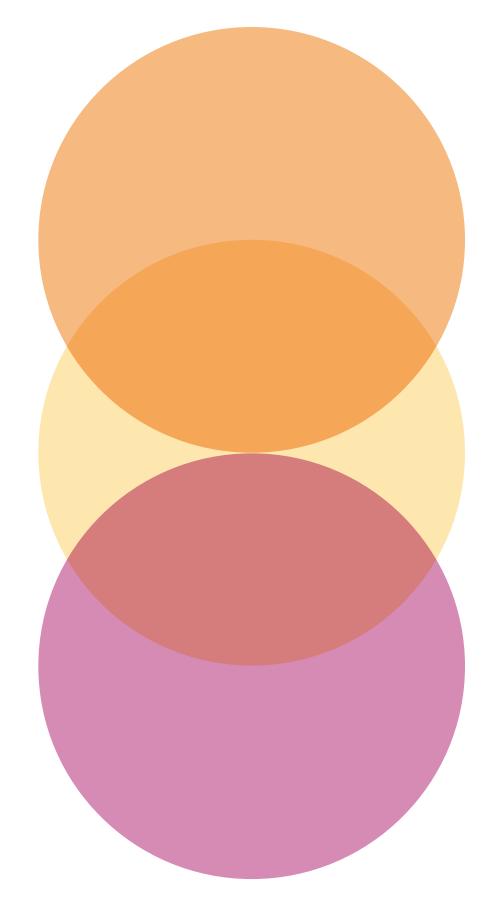
 We increase the competitiveness of enterprises, growing their business

• We foster social and economic systems, promoting inclusive

PEOPLE

ENTERPRISE

ECONOMY



BOILER PLATE AND LEITMOTIV

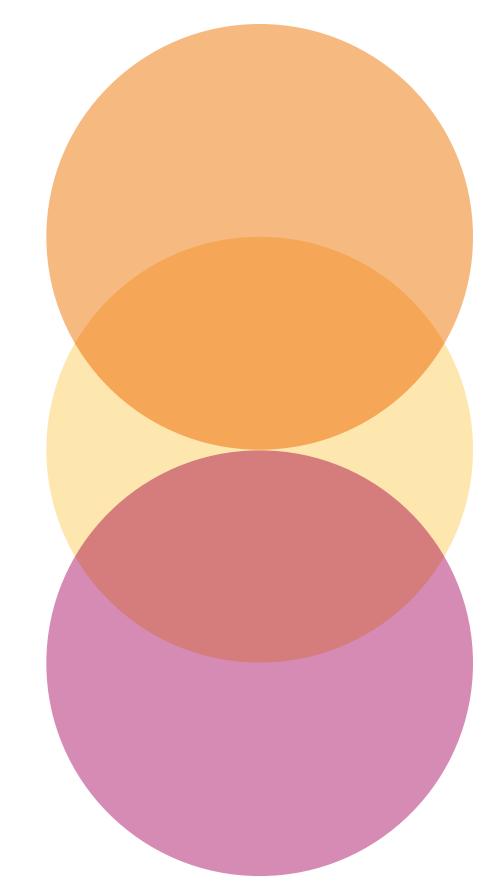
Swisscontact is a leading partner organisation for the implementation of international development projects.

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



PEOPLE

ENTERPRISE

ECONOMY

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

swisscontact

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

Smart Phon

Tablet

Laptop/Des

Video, Full F

≡ 09

Area of isolation

	Logo Size (W)
ne	240 - 300px
	300px
sktop	300 - 400px
HD & HD	300 - 400px



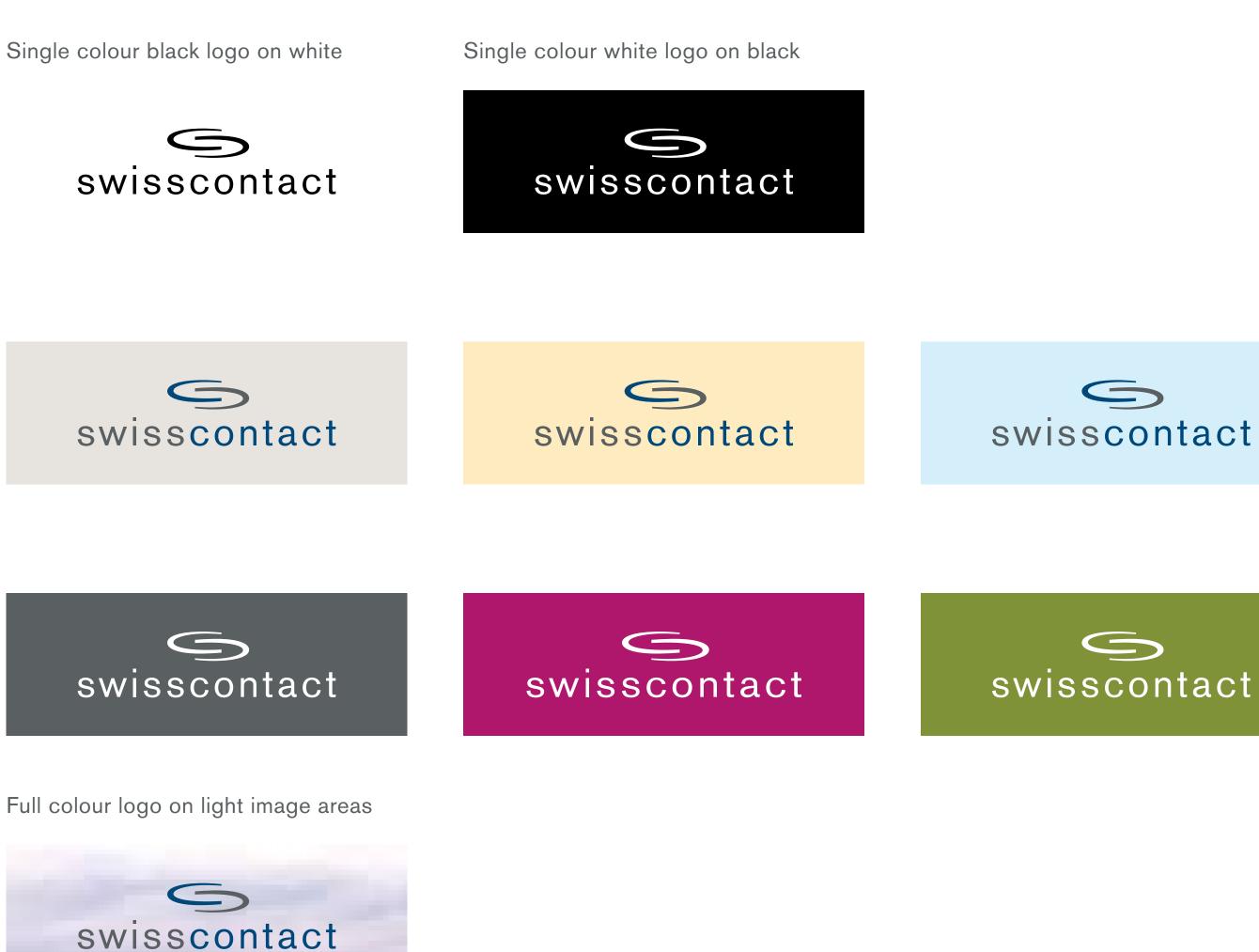
1.3 THE LOGO PLACEMENT ON VARIOUS BACKGROUNDS

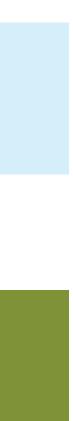
Where possible, the logo should appear in full colour on a white background. If there are printing restrictions, the logo may also appear in single colour black.

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 6 swisscontact Full colour logo on light background colours 6 swisscontact White logo on dark background colours swisscontact White logo on dark image areas







Size and alignment

1.4 OFFICIAL FOUNDATION NAME

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 tho the Swisscontact logo is equal to the width from the letter 's' to 't'.

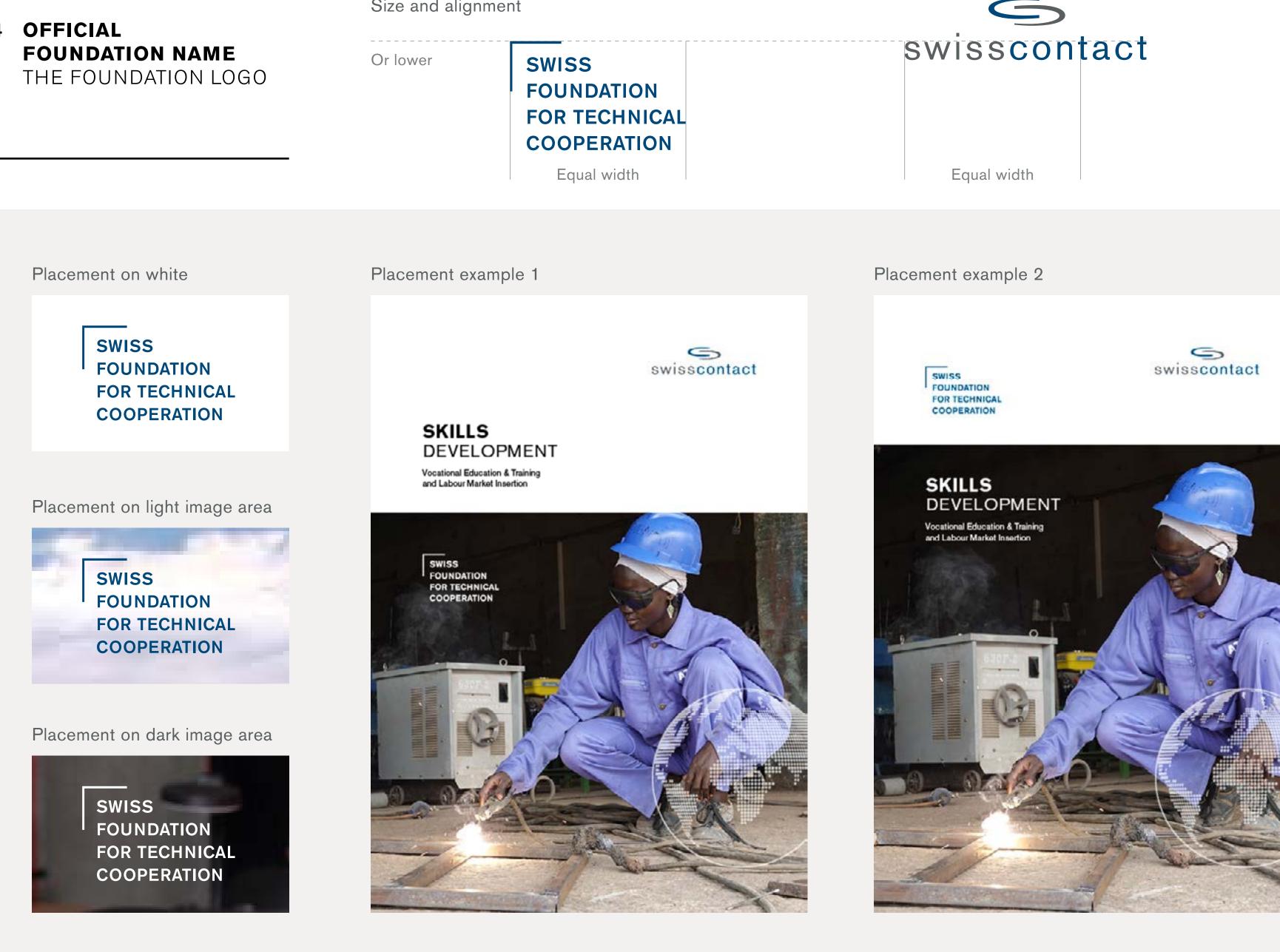
The foundation logo should always appear on:

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

≡ 11

Office signage

Link to logo files



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 dark background colour



We create opportunities

We create opportunities

Placement on light image area



We create opportunities

Placement on dark image area

We create opportunities



Placement example

We are a leading partner organization for the implementation of international development projects. Founded in 1939 and registered under Serias law, we are an independent non-profi

OUR MISSION

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

With this objective is mind, we offer the chance to accessically and socially disadvantaged people to improve their lines on their own initiatives.

OUR VALUES AND BELIEFS.

We belows their people, even in dire conditions have the ability and will to act and liberate thereaskees trans the shadches of powerly. However, this is only essible in an enabling environment and level playing field

We make an offective contribution to improve the transwork condition relainable development through the facilitation of access to skills. edge, markets, technologies and financial pervices

i princip service and marked driver contant of an environmentally and socially sustainable marked economy offs to beet conditions for people to full their potential and make sustainable development possible. We ask responsible and respects to their own contents, societies and collarge. We stand for professional quality and high vicel standards in our activities

WHAT WE DO

 We sharp the competencies of people, improving their explayability
 We increase the competitiveness of enterplase, graving their business - We faster social and economic systems, promoting inclusive development

WHAT WE OFFER Project Implementation Advisory Semices Training Applied Research

HE DENTRAL EAST AND SOUTHERN ACRICA REGIONAL REPORT 2000





1.6 GRAPHIC DEVICES THE WORLD MAP

Sizes: The world map appears as a circular device. There is a corporate version which includes all continents, as well Blue globe A4 - 62mm as four regional versions (Africa, Asia, A5 - 53mm South America and Europe). The regional maps are used for regionppt - 335px specific collateral. White globe The world map can be used in full colour A4 - 86mm A5 - 75mm (blue and white), or as single colour ppt - 335px white or blue. The world map usually appears on covers, overlaying images on: Annual reports

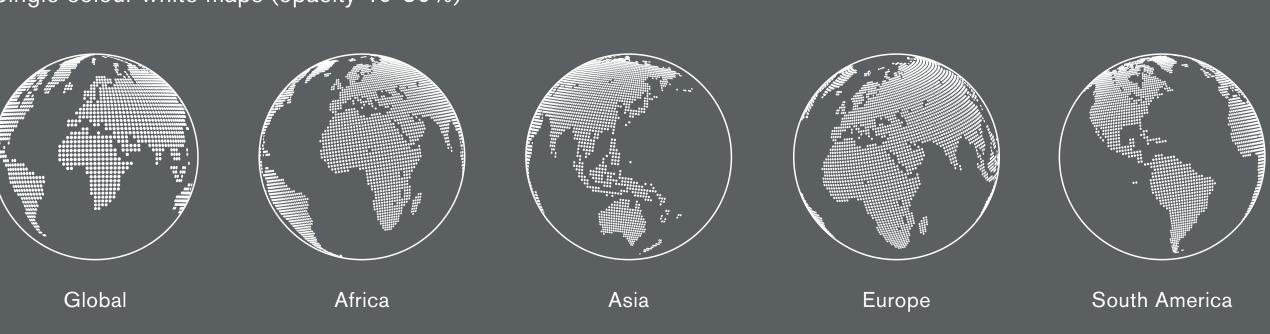
- Corporate brochures (working areas)
- Business cards
- Title slide of presentations
- Videos

Link to Globe files

Full colour blue and white maps



Single colour white maps (opacity 40-80%)



Single colour blue maps (opacity 40%)



Global

Africa

Asia

Europe

South America



1.6 GRAPHIC DEVICES THE WORLD MAP PLACEMENT EXAMPLES





A5 profile

PROFILE

≡ 15





Folder example 1

SWISS FOUNDATION FOR TECHNICAL COOPERATION

We create opportunities

Annual report example 1

Annual report example 2

Banner example 1

Banner example 2





We promote inclusive economic, social and ecological development

We create opportunities

Project fact sheet

Product Factsheet





We promote inclusive economic, social and ecological development

We create opportunities

9 swisscontact SWISS FOUNDATION FOR TECHNICAL COOPERATION We create opportunities

Folder example 2

9 swisscontact





for 10,000 people, Bangladish is far below that of the 44.3 recommended by HMD.

Bangladech also suffers from aaute youth unemployment and underemployment. Around 11.2 million people are unemployed and another 15 million are undersmiphoyed or have a Net free h. Employment, Education nor in Training (NEET) status, Of them 30,396 are secondary school graduates (BBC, US 2027). Every jean almost 2.3 million, poung men and women (15 to 25 years) enter the job market without viewant and transferable skills to compete in a dynamic and growing national economy.

SDG & SWISSCONTACT RELEVANCE

CPT addresses Sustainable Development Goals (500) Off addresses Surainetis Development Solei (200) 5, 5 and 5 to ensure good hearth and wellaking and promote desert work, equally for men and for women, respectively. Off Involves public, private and informat education institutions and lotters cooperation between public and private institutions to build a strong ecosystem to address the current optients charaged of skilled professionals in the healthcare splaters. Thus, Off is very relevant to the alms and objectives of Barboroweter. Devicecomtent.

community Patamedic Training | Swisscontect 2020



Community Paramedic Training (CFT) is a two-year discussed dualised VET training programme. In equips accorders school gredutes to provide princery heathcare school gredutes to provide OFT has a contractation of 11 modules, which is delivered during LB marches of clearcoor training, and followed by six marches of clearcoor training, and followed by six marches of clearcoor training, and followed by six marches intervalip in a qualified begrint. It aims to produce gualified heath service entropreneut at case and edimense the underscreared list mile change by replacing traditional beatent and quactum to reach out to name communities.

ACHIEVING SUSTAINABILITY TOWARDS HEALTHCARE ACCESS (ASTHA)

plemented by Devisoromised Bangledeon nded by six private foundations, including svertis, Julius Baw Foundation etc.

UNTROPROVINCE ex classical Plangour, Niphanael, soninter, Suna regari, Sylter, Pasuai tail and largime) throughout Banglacksh

JIRATION OF TRAINING Two years training: 18 months centre base vocational training and six months of pract internation in attached hospital.

- Between 2004-2019: 640 Bangladechi mer & women completed DT and are active at community permetalize (2) disectly through the project 137,000 peterts transfel 266,000 nute community members reached through swaren cost amplight about benefits of quality feathcare tenders posided by DR.

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

COMMUNITY PARAMEDIC TRAINING



CONTEXT

There is a severe shortage and geographic maintentoution of skilled and qualified healthcare professionals in the healthcare system in Benglecksh. With only 2.5 health funner, resource (Nikk doctors), numer, midwiver, assistants, tech niclans, parametrical



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.

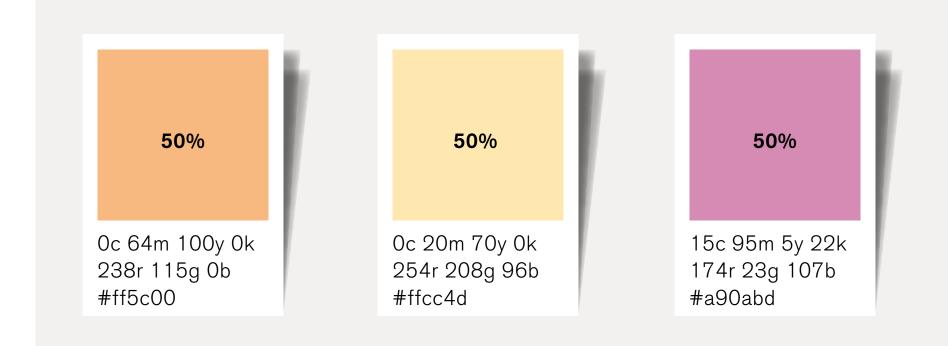
≡ 16

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

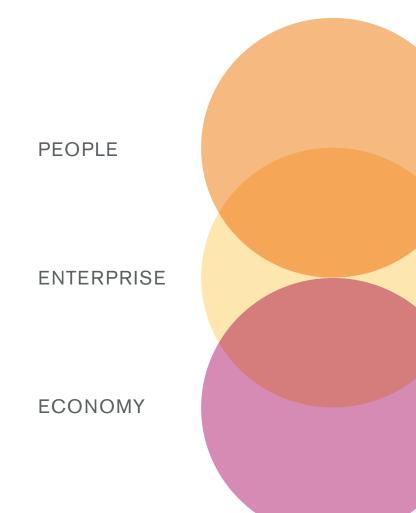
As a design element it can either be placed as a whole with the descriptors, or it can be used without the descriptors, bleeding off the edge.

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

Link to the Leitmotiv files



Leitmotiv colour specifications

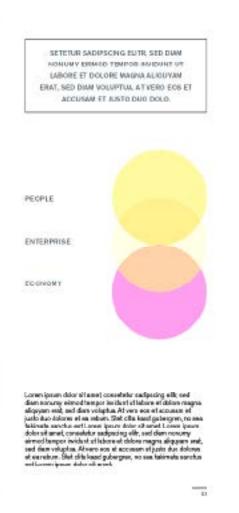






Annual report layout example

Folder back cover example





Brochure layout example highlighting topic (people)

PEOPLE

TRAINING TECHNICAL PROFESSIONALS

At the baset of these others was the creation of and support to baining method broad as the Subra according model (Meidedebre) Due to the lack entries based on the Seviss apprentice model (Meinterfeitre) Due to it facilities at local SMEs, the practical part was not carried out in som istops at the fashing centres themselves. Tashin ment was as important tactor in th

PROMOTION OF VOCATIONAL EDUCATION AND AINING SYSTEMS Starting in the 1980s, increa

teacher brahing teaching carricula, actual and quality management, and certifications. At the lexificational level, nore investments were made in the legal transversit for vocational training.

CONCENTRATING ON INCREASED INCOME AND EMPLOYMENT

Payorly reduction as the tighesticleal defines the current generation of skills development projects. Shockham, co-the-job trainings combined with afters for labour method integration are abiliting to the toreland. Training activities as increasingly being enhanced with services such as consulting and adving information and access to financial services. In this way, skills development body is in the field of tension between poverly reduction and memory. methods. name in grand



esperience in the development and implementation of skills development programmas around the world. They range from training for young people with no basis advocation to professional training of technical specialists

Folder induction, Headers

82

Profile back cover example

Swisscontact SWISS FOUNDATION FOR TECHNICAL COOPERATION Hardturnstrasse123 CH48005 Zunch Tel. +41 44 454 17 17 www.awisscontact.org

ZEWO-Büterlegelt Swisscontact ist ausgezeichnet mit dem Gitterlegel von ZEWO. Es wird gemeinnsträgen Organisetionen für den gewissenhaften Umgang mit den ihnen anvertrauten Geldern verliehen, bescheitigt den zweckbestimmten, wittschaftlichen und wirkungsvollen Einsatz von Spenden und steht für transparer und verbauenswürdige Organisationen mit funktionierenden Kontrollehukturen, die Ethik in der Mittelbeschaftung und der Kommunikation wahren. Seisscontact vird regelmassig auf die Einhaltung der Kriterien geprüft (Ouelle: ZEWO)

Swisscontact ist Mitgled von Transparency International und UN Global Compact

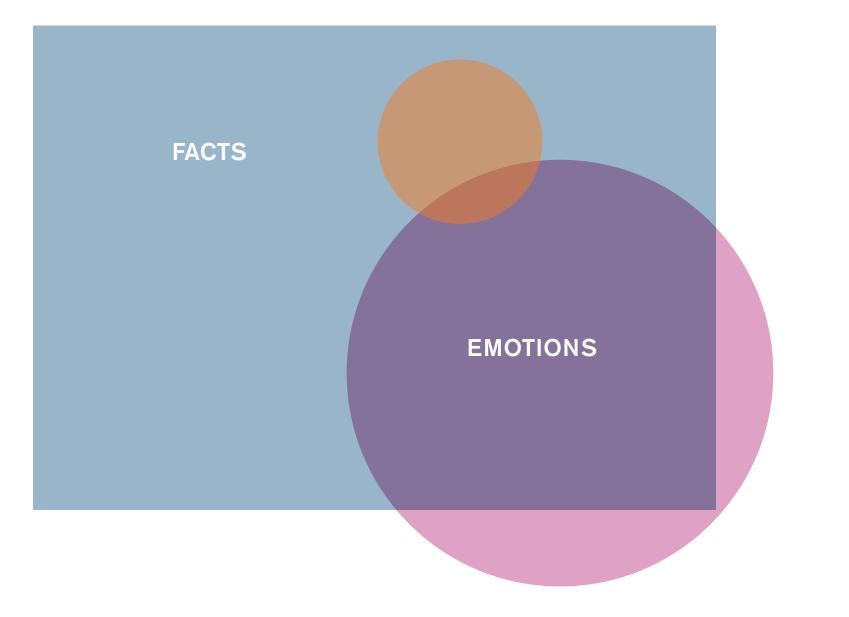


1.6 GRAPHIC DEVICES

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.



TITEL:

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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 akilis development to facilitate social integration and economic

Annual report layout example

AKZIDENZ GROTESK **REGULAR 22 PUNKT**

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SUBTITEL.

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fille chell of allignighter any contaction Marries for advecting states and a d vel liter it:



A4 brochure layout example



THE CONTRACT OF A DOCUMENT ADDRESS OF BOOMS AND ADDRESS ADDRES

te are a leading partner organization for the in of international development projects. Founded in 1950 and registered under Series bei, we are an independent non-pro-regeneration. We are politically and deversionlineadly waited

UR VISION

te projekte inclusive s effective contribution towards succlaims eleping and emerging economies.

We have objective in wind, we offer the chance to accountionly bechanizaged people to improve their lass on their over initialies NUR VALUES AND SEUEPS

We believe that people even in dra conditions have the shifty send off to an and liberate thermative from the structure of powels. However, this is only presented in an analogue structure and level physics that. An make an effective contribution to improve the thomework con

unbinable development Procept the facilitation of a electric markets, inchroingles and Francial services

anality and respect people in their serprime is, restartive and cultures. We stand for protectional quality and high fitted interdeds in our activities. WHAT INT DO

No characteristic the competitional of people, repeating that employed We increase the competitionness of estamption, growing their business. We finder could and account systems, promoting inclusion destingers

WHAT WE OFFER Project to glossedat
 Advisory Services
 Taining
 Applied Processed

A4 brochure layout example

1969-1966) TRAINING TECHNICAL PROFESSIONALS At the heart of these of brits was the creation of and a

fany of these training control still exist today and confirme to train mid-level 1880-2000: PROMOTION OF VOCATIONAL EDUCATION AND TRANING SYSTEMS

dering in the TORCAL intreased emphasisment placed on supporting lead on training, teaching controls, achool and gaslity memogenery, and reflictations. At the institutional level, more inner transfer wave made in th

2000 TO PRESENT: CONCENTRATING ON NURBASED

action to the highest loted onlines the



Profile layout examples



HERAUSFORDERUNGEN

ARBEITSPRINZIPIEN





Tairing.





≡ 18

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



Icons on a white background

 $\langle \bullet \rangle$ ŠØ

Icons on a coloured background



≡ 19

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 & Financial Social Inclusion



Capability



Environmental Responsibility



Good Governance

WORKING PRINCIPLES

Icons on a white background



Evidencebased Adaptive Management (MRM)



Learning Culture



Inclusive Systems Development



Private Sector Engagement

Icons on a coloured background



Evidencebased Adaptive Management (MRM)





Learning Culture Inclusive Systems Private Sector Development



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 grey Swisscontact blue Cold grey Warm grey PANTONE 541 C PANTONE 446 C PANTONE 429 C PANTONE WARM GREY 4 C 10c 0m 0y 35k 100c 45m 0y 45k 10c 0m 0y 75k 0c 4m 9y 30k Or 71g 122b 90r 95g 97b 172r 182g 188b 194r 186g 176b #004d8c #b3aba2 #394040 #95a6a6 80% 80% 80% 80% 60% 60% 60% 60% **40**% 40% 40% **40**% 20% 20% 20% 20% **BLUE TINTS GREY TINTS** COLD GREY TINTS WARM GREY TINTS



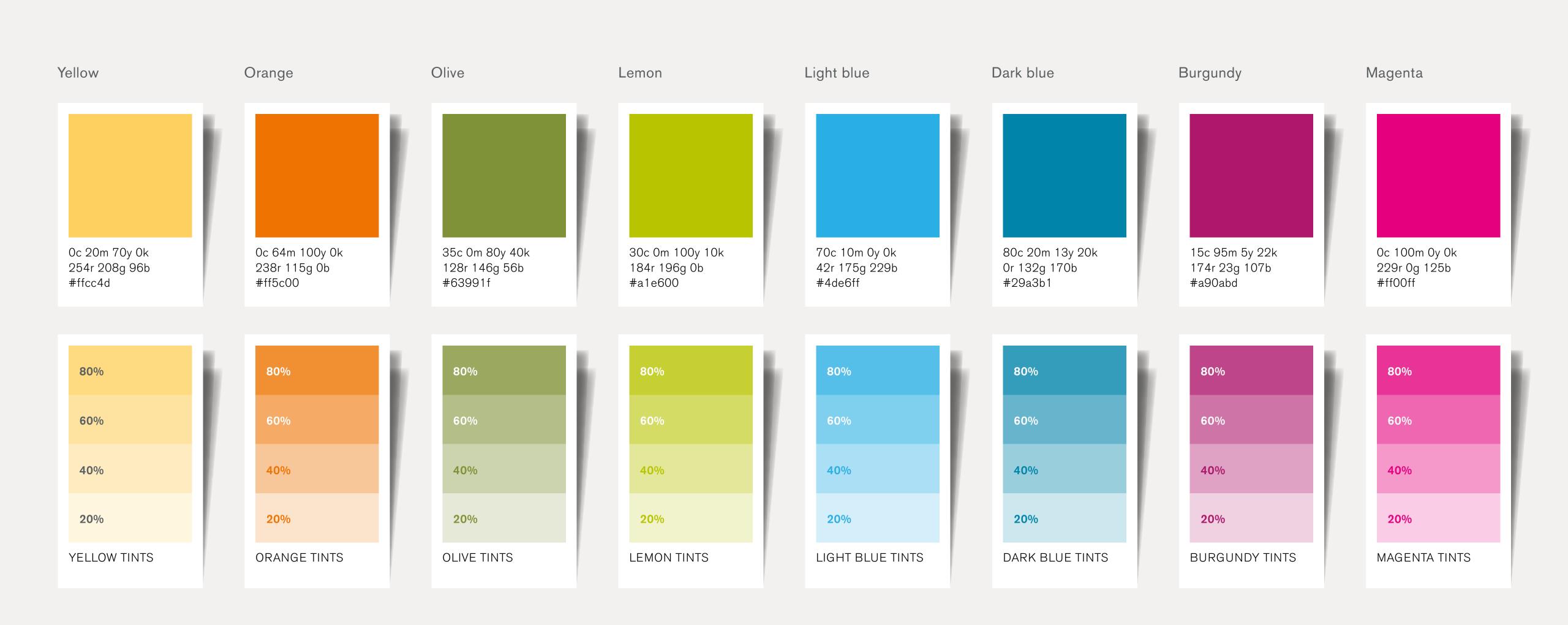
≡ 20



≡ 21

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.



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 Akzidenz Grotesk BQ Super Akzidenz Grotesk BQ Super

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

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

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H2 Heading Title Case Medium

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feugait facilisi. Wisi enim ad minim eniam, 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

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Caption: Garamond Italic

1.9 **TYPOGRAPHY** FONTS FOR PRINT

Document

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. Annual repor Regional rep Brochure cov

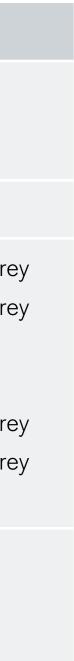
Profile cover

Text pages for regional repo profile.

Business car

≡ 23

t	Typography	Typeface	Style	Point Size	Colour
ort cover (A4) eport cover (A4) covers (A4)	Title Subtitle	Akzidenz Grotesk Akzidenz Grotesk	Regular/medium/bold Regular	30 12	Black Black
er (A5 landscape)	Title	Akzidenz Grotesk	Medium	18	Black
for annual reports, ports, brochures and	Heading Sub-heading Body copy Quotes Page numbers Footer Caption	Akzidenz Grotesk Akzidenz Grotesk Akzidenz Grotesk Garamond Akzidenz Grotesk Akzidenz Grotesk Garamond	Light/regular/medium Regular Light Italic Medium Medium Italic	20 12 10.5 20 8 8 8 9	Black/gre Black/gre Black Grey Black/gre Black/gre Black
ards	Name Designation Contact details	Akzidenz Grotesk Akzidenz Grotesk Akzidenz Grotesk	Medium Regular Regular	9 7.5 7.5	Blue Black Black



1.9 TYPOGRAPHY DIGITAL FONTS

MICROSOFT FONT

≡ 24

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

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Power

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Video

ument	Typography	Typeface	Style	Point Size	Colour
espondence, nal documents, policies, s, fact sheets forms (A4)	Title Subtitle Headings Body copy	Calibri Calibri Calibri Calibri	Bold Bold Light	20 18 11 10.5	Black Black Black Black
erPoint	Cover/divider title Cover/divider subtitle Slide title Body copy	Calibri Calibri Calibri Calibri	Bold Regular Bold Regular	38 25/30 38 28	Black/grey/w Black/white Black Black
l signatures	Company name Contact details	Calibri Calibri	Bold Regular	10 9	Black Black
sletter	Title Subtitle Body copy	Muli Muli Muli	Extra bold Regular Light	16 12 12	Black Black Black
)	Title Subtitle Section title Caption Speaker caption Speaker title Sub titles	Muli Muli Muli Muli Muli Muli	Light Light Semibold Bold Bold Regular Regular	70 30 55 30 30 25 25	Black Black Black Black Black Black



1.10 PHOTOGRAPHY

The photographic style is divided into three categories:

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.







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Link to photography practical guide

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/projeltlog, an individual background can be displayed during virtual sessions (Skype, zoom, teams).



SWISS FOUNDATION FOR TECHNICAL COOPERATION





2. CORPORATE COMMUNICATION

- 2.1 Logo /
- **2.2** Office
- 2.3 Admin
- 2.4 MS Of
- 2.5 Layout
- 2.6 Printed
- 2.7 Mercha
- 2.8 Banne
- 2.9 Events
- **2.10** Video
- 2.11 E-New
- 2.12 Social
- 2.13 Websit

Application	27
e Signage	28
nistrative Materials	29
ffice Templates	32
ıt Grid	43
ed Collateral	45
nandise	58
ers	59
S	60
	61
wsletter	64
l Media	65
ite	70

LOGO APPLICATION 2.1

Regional report cover example

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.

Business card example

SWISS

Florian Meister Director Field Operations, Deputy Executive Director

Phone +41 44 454 17 21 $\pm 41 \ 44 \ 454 \ 17 \ 22$ florian meister@swisscontact.org Skype: fm.swisscontact.ch

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CENTRAL, EAST AND SOUTHERN AFRICA



Acquisition document cover example

9

swisscontact

Cowater Sogema

Market Systems Development Approach to Support the Aus4Equality Gender Responsive Equitable Agriculture & Tourism (GREAT) Programme A technical & financial proposal by Swisscontact



Banner example





We create opportunities

POUNDATION FOR TECHNICAL COOPERATION



Hardturmstrasse 123 8005 Zurich Switzerland www.swisscontact.org PowerPoint cover slide example

CORPORATE COMMUNICATION **TITLE CAN RUN 2 LINES**

swisscontact





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

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

Addition

Subscript Completence III, CHARGE Erick, Tel. +41,44-454 17 17, Par. +41,44-454 17 17, www.subscript.com, Info@eubercript.com Handkamalaum III, CHARGE Erick, Tel. +41,44-454 17 17, Par. +41,44-454 17 17, www.subscript.com, Info@eubercript.com



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.

∃ 31

SWISS FOUNDATION FOR TECHNICAL COOPERATION



Florian Meister

Director Field Operations, Deputy Executive Director

Phone +41 44 454 17 21 +41 44 454 17 22 florian.meister@ewisscontact.org Slype:fm.swisscontact.ch Hardturmstrasse 123 8005 Zurich Switzerland www.swisscontact.org

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. SwisscontactSWISS FOUNDATION FORTECHNICAL 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

2.4 MS OFFICE TEMPLATES PRINCIPLES

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 poremquam 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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2.4 MS OFFICE TEMPLATES

EMPLOYMENT AD

SIZE A4 (210 x 297mm)

34



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.
- · 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.
- 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.

2.4 MS OFFICE TEMPLATES PROJECT FACT SHEET

SIZE A4 (210 x 297mm)

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 8.5 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 \$0.9% are secondary school graduates (BBS, LFS 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.



Community Paramedic Training (CPT) is a twoyear structured dualized VET training programme. It equips secondary school graduates to provide primary healthcare services in rural communities CPT has a curriculum of 11 modules, which is delivered during 18 months of classroom training, and followed by six months internship in a qualified hospital. It aims to produce qualified health service entrepreneurs at scale and addresses the underserved last mile challenge by replacing traditional healers and quacks to reach out to rural communities.

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
- 197,000 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.

WHAT MAKES THE PRODUCT UNIQUE?

CPT brings an overall positive transformation into a country's healthcare ecosystem. It estab-lishes various private-public partnerships to develop HRH skills for healthcare jobs and suc-cessful healthcare selfemployment. In the pro-cess, 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 coun-try. This unique training offer ensures a combi-nation of initial VET and labour market inser-tion for aspiring youth CPT addresses the last mile healthcare and public health void in rural communities and prepares graduates to be come successful healthcare entrepreneurs. The intervention around CPT offers several innova-tions: improved and relevant formal VET for disadvantaged secondary school graduates, combined with enterprise development sup-port for graduates to deliver commercial, yet low cost quality services, and building linkages to the healthcare markets (doctors, hospitals, pharmacies, laboratories).



Partners benefitting from CPT include pub-lic/private/ NGO CPT training institutes (CPTIs), Department of Health Education and Services, Academia and Curriculum Development au-thorities, various other private ancillary ser-vices like digital curriculum and content de-velopers, telemedicine/health insur-ance/ ophthalmology/medical tools providers, clinics and hospitals.

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 weaknesses:

- · Adapting CPT curriculum to current health requirements through participa-tive process. Ruilding capacity of Community Paramedic Training
- Institutes (CPTIs) by im-proving classroom/teaching facilities, strengthening teacher and management capacities. Building capacity of public education system by
- assuring government's par-ticipatory curriculum design process and rolls out ASHTA throughout the country.

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SUCCESS FACTORS

CPT offers young men and women an opportunity to become qualified healthcare enterpreneurs. 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 in-come, 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.

ARGET GROUPS

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

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
- · Adding various low-cost 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.



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 CESAF and NOWAF contexts where WHO predicts a change of 45% more health workforce in Africa by 2050.

THEORY OF CHANGE⁴

Evidence-based Adaptive Management . Learning Culture Inclusive Systems Development Private Sector Engagement parbally addressed . eduressed, but does not play a central rule . control to the product

SUSTAINABILITY CRITERIA

Environmental Responsibility

Financial Capability

ood Governance

WORKING PRINCIPLES

Sender Equality and Social Inclusion



Community Paramedic Training | Swisscontact 2020

the ToC of the Thematic Offer Area of Skills or Enterprises.



2.4 MS OFFICE TEMPLATES **PROJECT SUMMARY**

SIZE

COMMUNITY PARAMEDIC TRAINING



SUCCESS FACTORS

CPT offers young men and women an opportunity to become qualified healthcare enterpreneurs. 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 in-come, 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.

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IMPACT

Between 2014-2019:

- directly through the project

 648 Bangladeshi men & women completed CPT and are active as community paramedics (CP)

137,000 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

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- Building capacity of Community Paramedic Training Institutes (CPTIs) by im-proving classroom/teaching facilities, strengthening teacher and manage-ment capacities.

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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.





Source: Donor Committee Dual VET 1

Thematic Offer SKILLS DEVELOPMENT | Swisscontact 2020

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

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 con-tribute 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

projects: Skills Development as a support function within a market system development logic or as standalone

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

Voluptatum quatient, Doloria aut estrunt ulpa num eum esed.

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.

Economic, political and social content

Volloptetum quatture. Doloris aut estrunt ulpa num eum exed quam quaeped que.

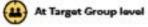
Support structure, service and functions

Thematic Offer SKILLS DEVELOPMENT | Swisscontact 2020

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 regu-latory framework conditions and the support struc-tures, services and functions. It also identifies existing bottlenecks and barriers, which influence the perfor-mance of the VET system and labour market institutions.



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 com-petences and labour market services for a smooth and rapid integration into the labour market and for sustainable employability.



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 go-vernance 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 ac-tive role played by the private sector at policy and im-plementation 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 au-thorities 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 part-ners. Projects follow a bottom-up approach, usually starting locally with selected pilot, before working on scaling up and creating a sustainable, system impact. Swissoontact believes that both, the capacity building process and the transfor mation of the VET and LAMI system take time, as they require a change in culture and behavior and how they are gov erned and owned. Especially the latter one must be considered in a long-term perspective.

Thematic Offer SKILLS DEVELOPMENT | Swisscontact 2020

04



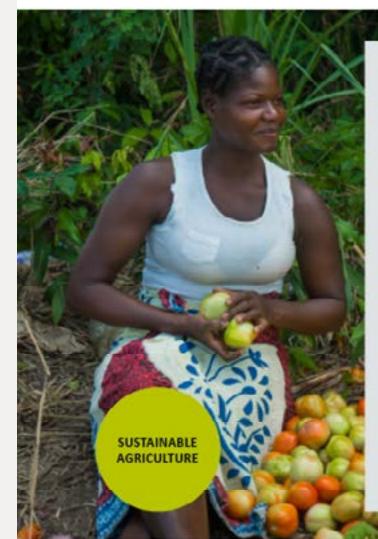
2.4 MS OFFICE TEMPLATES

GUIDES; MANUALS, CONCEPTS, CASE STUDIES ETC.

Working Area SUSTAINABLE AGRICULTURE

1. INTRODUCTION AND TERMINOLOGY

≡ 38



CHANGING COURSE IS CRITICAL - "BUSINESS AS USUAL" is no longer an option. (FAO 2018) Today, there is growing consensus that agriculture systems must be fundamen-tally transformed and become more sustainable in order to pro-vide 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 envi-ronmentally sustainable are manifold, i.e. agroecology, climate smart agriculture, conservation agriculture, urban agriculture, etc. These different agricultural "schools" have specific charac-teristics, but all are in line with the principles of sustainable de-velopment and largely based on the principles of agroecology.

Swisscontact refers to the broad term of sustainable agricul ture 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 Organisation (FAO)

FAU'S PRINCIPL OF SUSTAINABLE AGRICULTURE

- 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

Working Area SUSTAINABLE INFRASTRUCTURE | Swisscontact 2020

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 interven-tions 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	En cli ad	
 Increased and more stable income 	•	
 Increased profitability by re- 		
ducing costs	•	
 Reduced risks by diversifying 		

- Income sources Enhanced economic autonomy
- Access to support services
- Provide decent work, (self-) employment and a recognised "profession"
- Enhance farmers financial and entrepreneurial capabilities

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 underlaying 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 inter-ventions. The analysis includes the assessment of the core value chain, support functions and the overall regulatory frame-work conditions. Constraints for the target group normally originate in missing/low quality support functions and lack ing/unfavourable regulatory conditions. To address these bottlenecks and unlocking opportunities at the system level, 3wisscontact works in tree main "activity areas" (see also Theory of Change, Chapter 3.4).

SIZE A4 (210 x 297mm)

wironmental dimension: creasing environmental health, imate change mitigation and daptation

- Enhance sustainable and efficient use of resources
- Minimize any form of pollution Develop circular economies (reuse of resources and materials) and reduc-tion of
- waste Maintain/enhance biodiversity
- Maintain multiple functions of ecosys-tems and landscapes Reduce GHG emissions and
- enhance of carbon sinks. · Ensure that people are equipped for/ capable of
- adapting to climate change.

increasing social well-being of male and female farmers

- Increase inclusiveness and
- Increase power and voice (agency) of the most vulnerable and the capacity to (seif-)
- Increase livelihood choices
- Empower farmers to build
- autonomy and adaptive capacity
- Maintain cultural heritage · Increase social recognition and self-confidence (e.g. through
- of knowledge

Social dimension:

- equality of access to productive
- resources organise

- recognised ca-pacities) Foster co-creation and sharing

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 (agrl-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 minori-ties.



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 form project interventions.

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:



- Private sector partners include, producer organisations, input and service providers, traders, processers 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.

To ensure sustainable practices beyond project duration, it is crucial to

 A) identify and select partners applying good environmental practices and/or willing and able to improve their practices and B) identify and strengthen incentives for partners to apply good environmental practices in the long term.



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.

Cover option 1



9 swisscontact

COUNTRY

PROJECT TITLE Client's reference number as applicable



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Submitted by: Swisscontact (SWISS FOUNDATION FOR TECHNICAL COOPERATION) in collaboration with ABBR (full name consortium partner)

Original Date

Cover option 2



Technical and Financial Proposal

Submitted by: Swisscontact (SWISS FOUNDATION FOR TECHNICAL COOPERATION) in collaboration with ABBR (full name consortium partner)

Original Date

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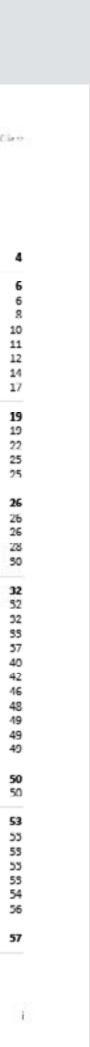
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2	RESULTS AND LESSONS LEARNED FROM PHASE 2.1 Achievements of the first phase 2.2 Lessons learned from first phase 2.3 Key design elements for Phase 2 2.4 Eurods deployed to date				
3	OBJECTIVES AND THEORY OF CHANGE 3.1 Objectives 3.2 Theory of change 3.3 Target groups 3.4 Outreach and level of intervention	(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)			
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2.4 MS OFFICE TEMPLATES ACQUISITION **DEPARTMENT**:

MS WORD TEMPLATE

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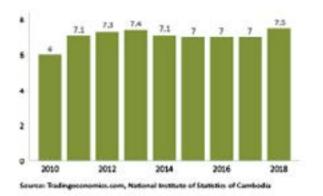
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1. CONTEXT

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 oritical to a democratic state and successfully graduated to a lower-middleincome country in 2016^s.

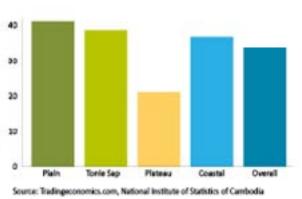


Cambodia's poverty rate fell at a fast pace, from 47.8% in 2007 to 15.5% in 2014. While Cambodia achieved in 2009 the Millennium Development Goal (MDG) of halving poverty, the vast majority of families who escaped poverty did so by a small margin and around 4.5 million people remain near-poor or at risk of falling back into poverty if exposed to economic shocks?. About 80% of the poor live in the countryside*. 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 day14.

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 1,205.50 in 2018¹³, with agriculture contributing 25.5%, industry contributing \$2.8% and services contributing \$1.9% 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 201714. In terms of destination, rural-rural migration accounts for 13%, rural-urban for 57% and cross border (mostly Thailand) for \$1% 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 Source: Tadingeconomics.com, National Institute of Statistics of Cambodia and permanent migration³⁹.



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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
	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 baining providers (governed by MoU).
	National Employment Agency	IA1	Phnom Penh	Policy dialogue on sustainable financing of TVET and inclusion of disadvantaged youth in training and linking them to employment
MACRO	Ministry of Tourism	IA 4	Phnom Penh	Collaboration to build capacity of PTG and job centre staff to deliver career counselling, provide employment services and establish linkages with industry in/luutside 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).
	Provincial Training Centres	IA 1	Kratie, Stung Treng, Preah Vihear, Mondulkiri, Rattanakiri	Provide technical and financial support to upgrade training quality in 5 PTCs. In Kratie, Stung Treng, Presh Vihcor: based on full fledged school development plans. In Mondulkiri and Rattanskiri: Initiation of collaboration to assess quality and espacity 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.
MESO	"Regional89" 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 gainful 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 Trang, Presh Vihesr, Mondulkiri, Rattanakiri	Engage with PDoTs to strengthen the rural hospitality cectors 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 Ireng, Preah Vihear, Mondulikiri, Rattanakiri	Engage with hospitality businesses to strengthen the sector in the rural areas and build a sustainable upskilling system for lowskilled workers.
	Hospitality Associations	IA 4	Phnom Penh/ Siem Reap	Collaborate with umbrella organisations to 1) support capacity building of hospitality businesses and PDoT trainers, and 2) support the hospitality sector in the target provinces to be better organised and connected.

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Relevant Stakeholders

The figure in Annex 13 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

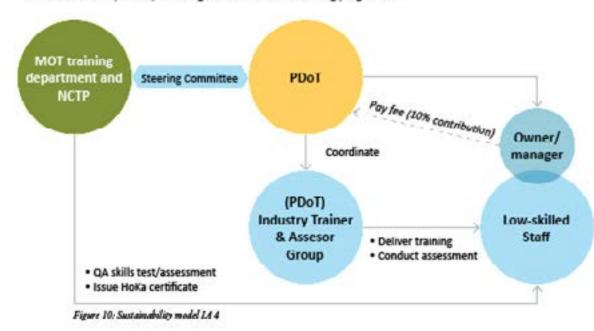
Knowledge exchange with successful hospitality schools run by NGOs will be important and sought throughout the intervention. Further, ILO is working closely with MoT as well, and it will be important for SDP to stay updated on plans and results emerging from that collaboration.

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 Slem 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.



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2.4 MS OFFICE TEMPLATES POWERPOINT TEMPLATE: COVER AND CLOSING SLIDES

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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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Cover slide option 1

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31 August 2020

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Closing slide



THANK YOU

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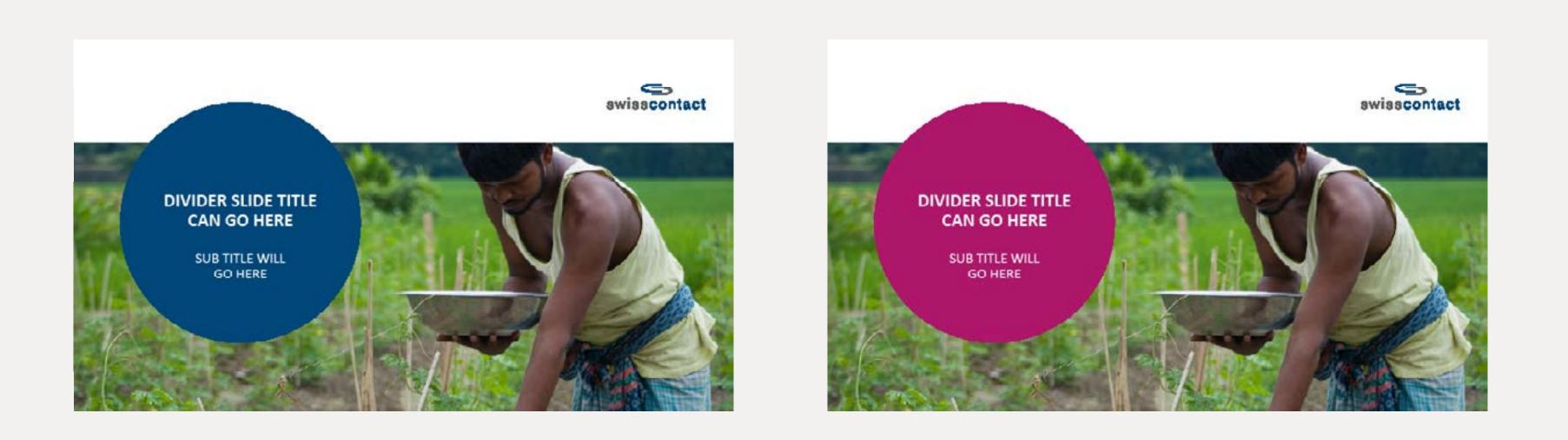
2.4 MS OFFICE TEMPLATES POWERPOINT TEMPLATE: DIVIDER SLIDES

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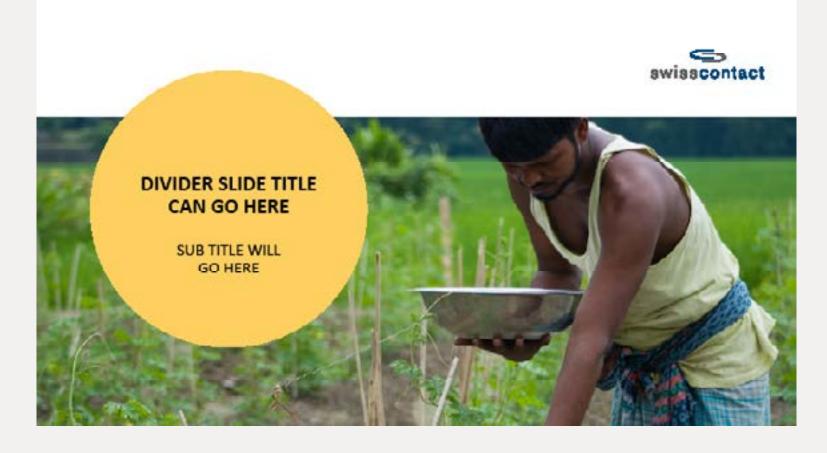
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2.4 MS OFFICE TEMPLATES **POWERPOINT TEMPLATE:** TEXT SLIDES

SIZE

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.

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Body copy: Calibri Regular/Bold 28pt

Text slide with pull-out paragraph or quote

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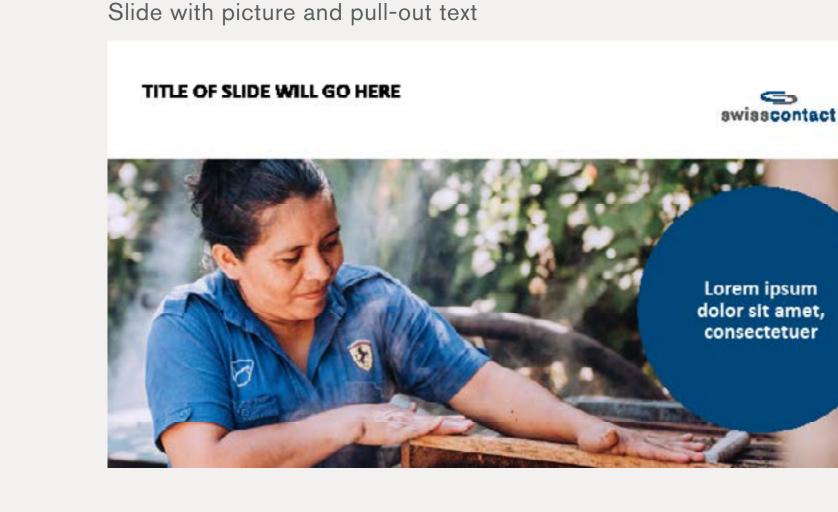
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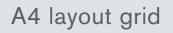
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2.5 LAYOUT GRID

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.

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Column 1	Column 2	Column 3	Column 4

A5 landscape layout grid

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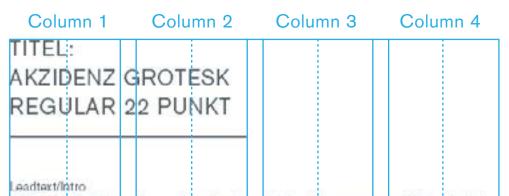


2.5 LAYOUT GRID EXAMPLE

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Shown here are examples of how layout elements fall within the column grid.

A4 layout grid



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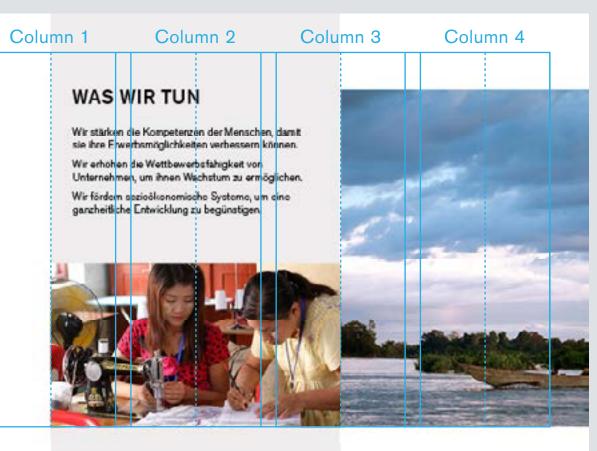
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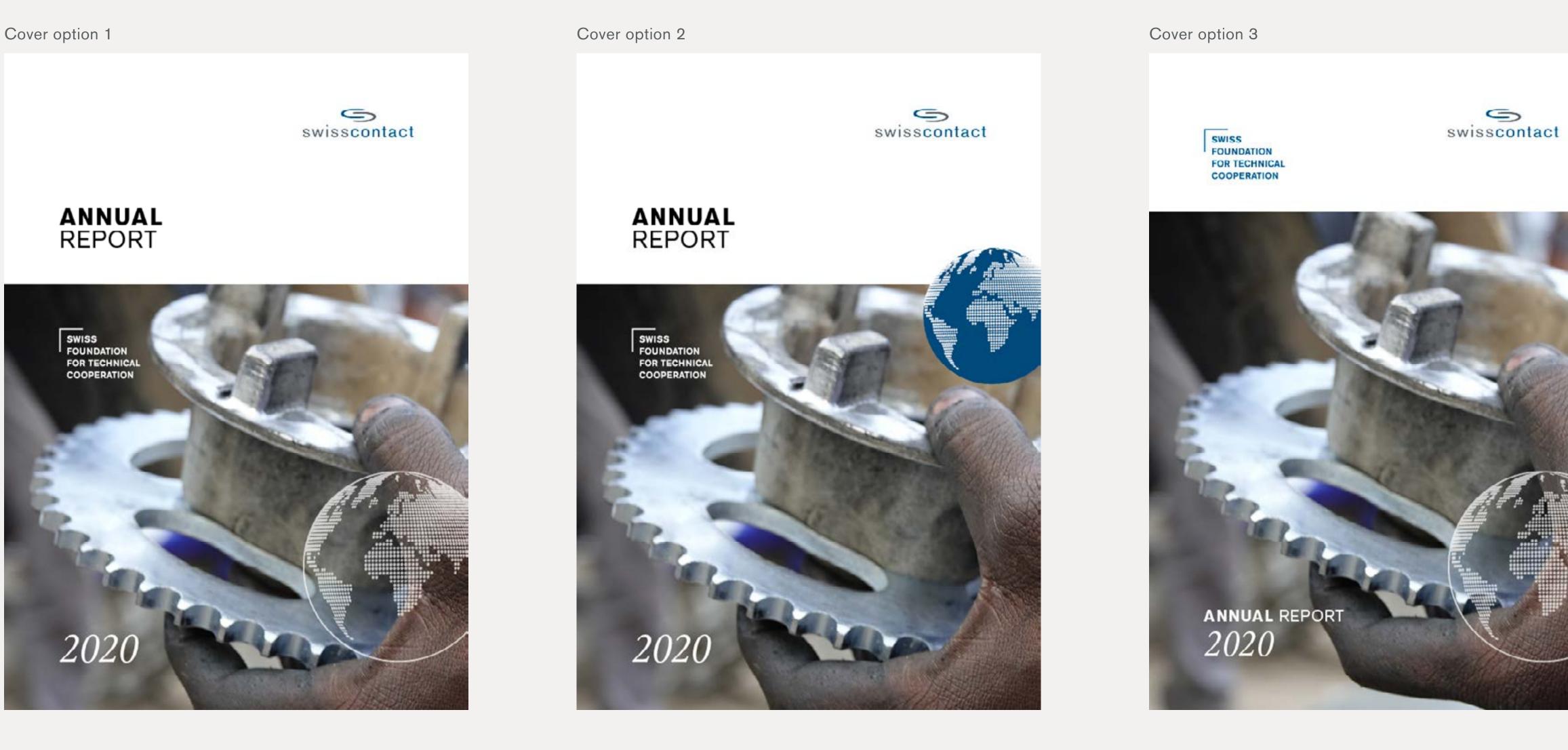
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2.6 PRINTED COLLATERAL GLOBAL ANNUAL REPORT COVERS

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2.6 PRINTED COLLATERAL GLOBAL ANNUAL REPORT DPS LAYOUTS AND BACK COVER



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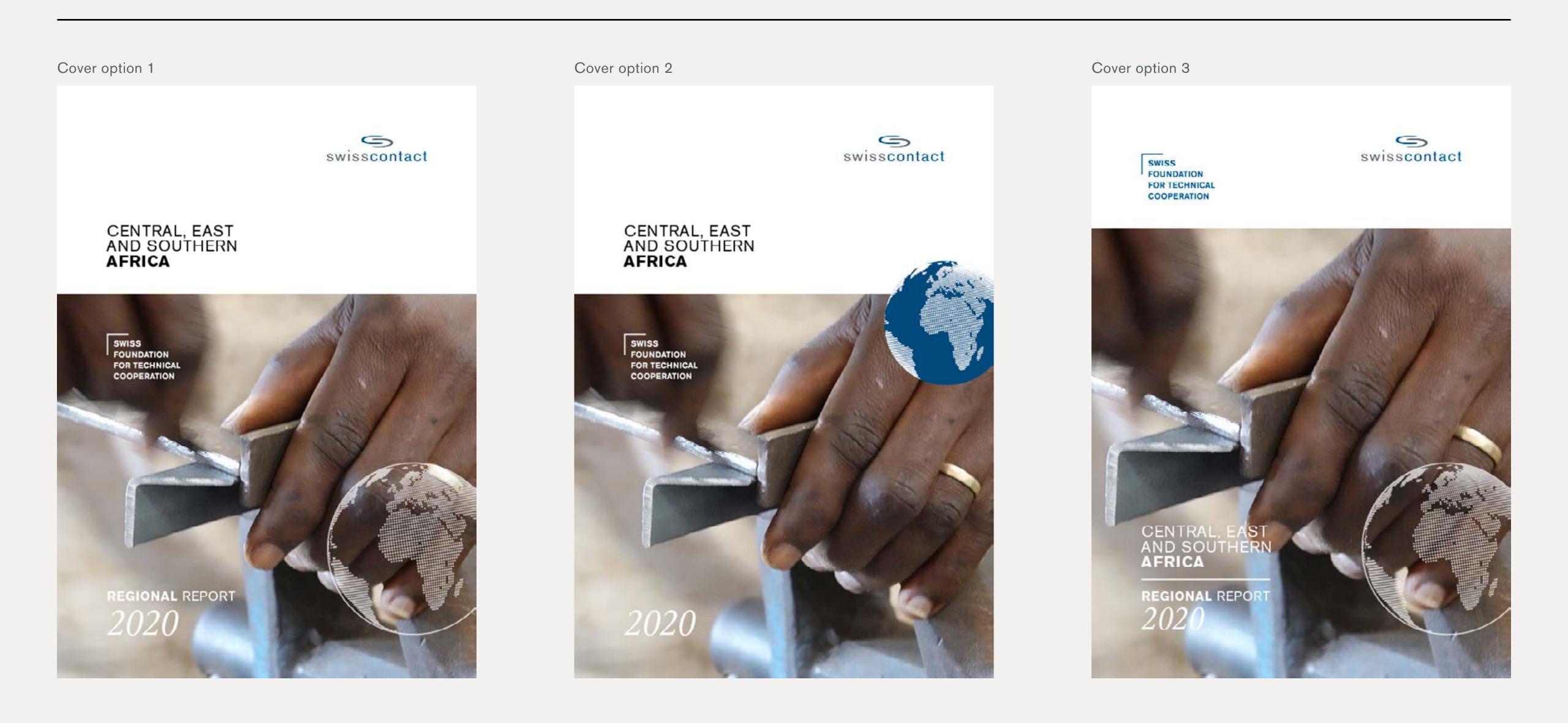
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2.6 PRINTED COLLATERAL **REGIONAL REPORT** COVERS

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2.6 PRINTED COLLATERAL **REGIONAL REPORT**

DPS LAYOUTS AND BACK COVER



HI CONTRAL, EAST AND INCUTABLE MODICE RECORDER, REPORT FORM

We are a leading partner organization for the implementation of international development projects. Founded in 1888 and segistered under Swiss law, we are an independent non-profit organization. We are politically and decommediately restrol.

NO BERMEN

We prevale inducine economic, social and exclusivel development for make an effective contribution towards outsimities and addeposed prosperify in developing and energing economics.

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

OUR VALUES AND BELIEFS

We believe that people, even in fire conditions have the shifty and will be act and likewise Hawmakan have the abandlars of parady. However, the is only passible is an enabling environment and heat playing field

We make an effective confiduation to improve the framework conditions for normalization development through the facilitation of annexs to dollar, conveleting, markets, technologies and francelation ices.

We believe that balanced private sector and market-drivine approaches in the contract of an environmentally and sackade customable market economy often the best conditions for property fulfill their potential and marks numberable development property and respect (provide) with new numbera, numbera and national. We shared to perform induced participation which at the other in our schware.

VOHAT WE DO

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 We looker usual and economic systems, provering inclusive development.

WHAT WE OFFER Project Implem estation
 Advicery Services
 Training
 Applied Research

10

SKILLS DEVELOPMENT

SKILLS TO BUILD

MOZAMBLOUE.

NA CONTRAL, DAVE AND INCOMENDATION ACCOUNT, REPORT YOUR

Funded by the City of Zurich, Madicor Foundation and Burice Agency for Davelopment and Cooperation (SDC), the Skills to Balid Project contributes to improving youth competitivesses in the construction industry, through capacity bailding and cartification of the young, low-skilled workers.

The project aire to improve the quality

HIGHLIGHTS 1019

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OUR DESIRED IMPACT



Dear Reader,

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FORGING AHEAD TO ACHIEVE

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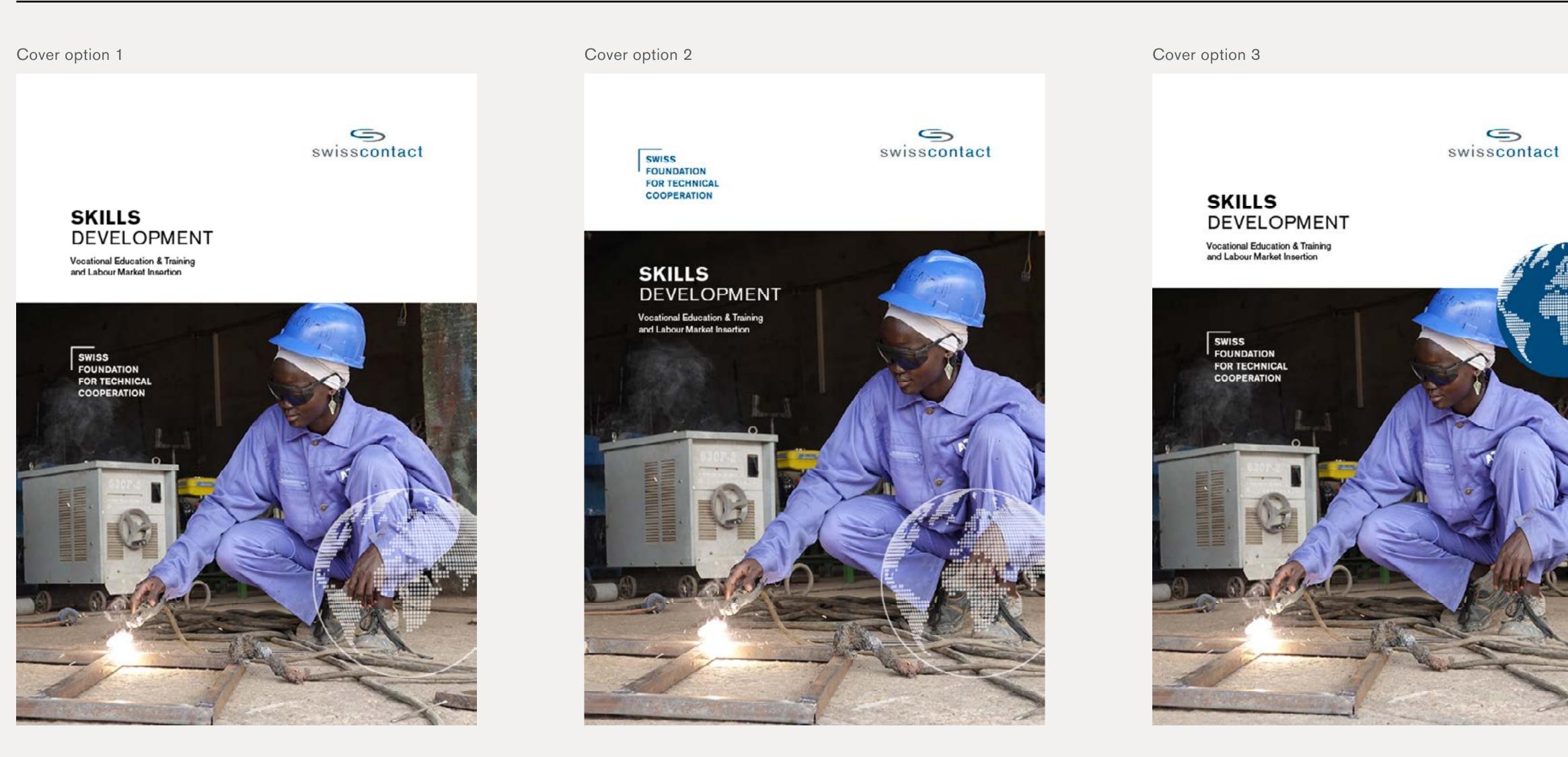
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2.6 PRINTED COLLATERAL A4 BROCHURE COVERS

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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2.6 PRINTED COLLATERAL A4 BROCHURE LAYOUTS AND BACK COVER

Link to A4 Brochure template

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.

1960-1980: TRAINING TECHNICAL PROFESSIONALS

At the least of these efforts was the creation of and support to beining centres based on the Swiss apprentice model (Meistanking). Due to the lack of facilities at local SMEs, the practical part was not certised out in comparise but in well-requipped workshops at the tasking centres thereaders. Turing of trainers as well as action imangement was an important factor in the subsequent/handows of previously Swiss-managed centres to local actors.

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

1900-2000: PROMOTION OF VOCATIONAL EDUCATION AND TRAINING SYSTEMS

Starting in the 1960s, increased emphasis was placed on supporting and promoting selected components of boal skills development such as leacher training, leaching curricula, school and quality management, and certifications. Althe institutional leach, rane is estimatio were made in the legal framework for vacational heiming.

2000 TO PRESENT: CONCENTRATING ON INCREASED INCOME AND EMPLOYMENT

Powerty reduction as the highest ideal defines the current generation of skills development projects. Short-term, an the-job training combined with often for labournarised integration are shifting to the toeshort. Training activities are increasingly being enhanced with revisions such as cose afting activities, information and access to financial services. In this way, skills development body is in the field of tension between prevent reduction and economic growth.

IN THE BECONTACT DEBLE DEVELOPMENT

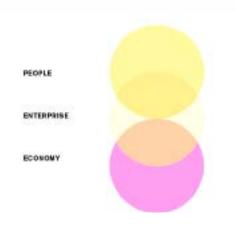


Swisscontact has acquired extensive experience is the development and implementation of shills development programmes around the world. They range from training for young people with no basic education to professional training of technical specialists.

Fielder Astroders, Anders



We are a leading partner organization for the projects. Founded in 1959 and registered under Swiss law, we are an independent non-profit organisation. We are politically and clanominationally neutral.



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Collaboration with local partners

The objective of VET is to topic and propose specific target groups, be they you'll or unemployed adults, for the labour market.

Selescontact does not cliencly task these target groups, betworks locally through existing institutions and baining centres.

EDUCATION CASCADE

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Subscordart projects usually startwith the training at functions and instruction/lawed 53 or with the saturation-model function training institutes (seed 30. The approach helps to ensure subsimizability of programme instrumentors in that knowledge is impacted to fund lipitient, (beiness of losimum, inclusions and instruction).

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Riving crime and poor security undergomeronic development and the local studiety in Hand use. Reducing youth unemployment and underrops/growth is of primary contents to the generative AI the same time but have been been difficulties in training publiced employment with the sensitive of the same time.

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Swisscontart is committed to eccentric development and violence presention in Heintures. The adjustice is in agree any factor appendiction for young pendictic and the second provide and built escentric order a meas through skills development. Through est-anglopment and electrics in the station pendictic programme consists of theo meas devices on functional VET system for any one of the statistic programme consists of theo meas components:

In practical training modules, smcalled fallence popularies, young people gain nearier access to the fallour market.

2) Is addition, companies of selected sectors (seclaring touries) and construction, for later employment of graduates

We create opportunities

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Career Workshop is a received action for carefraction-workers, Calmibia. Pictures Selaconduct englagees and fillends Lagout Pierre Smith, South Africa

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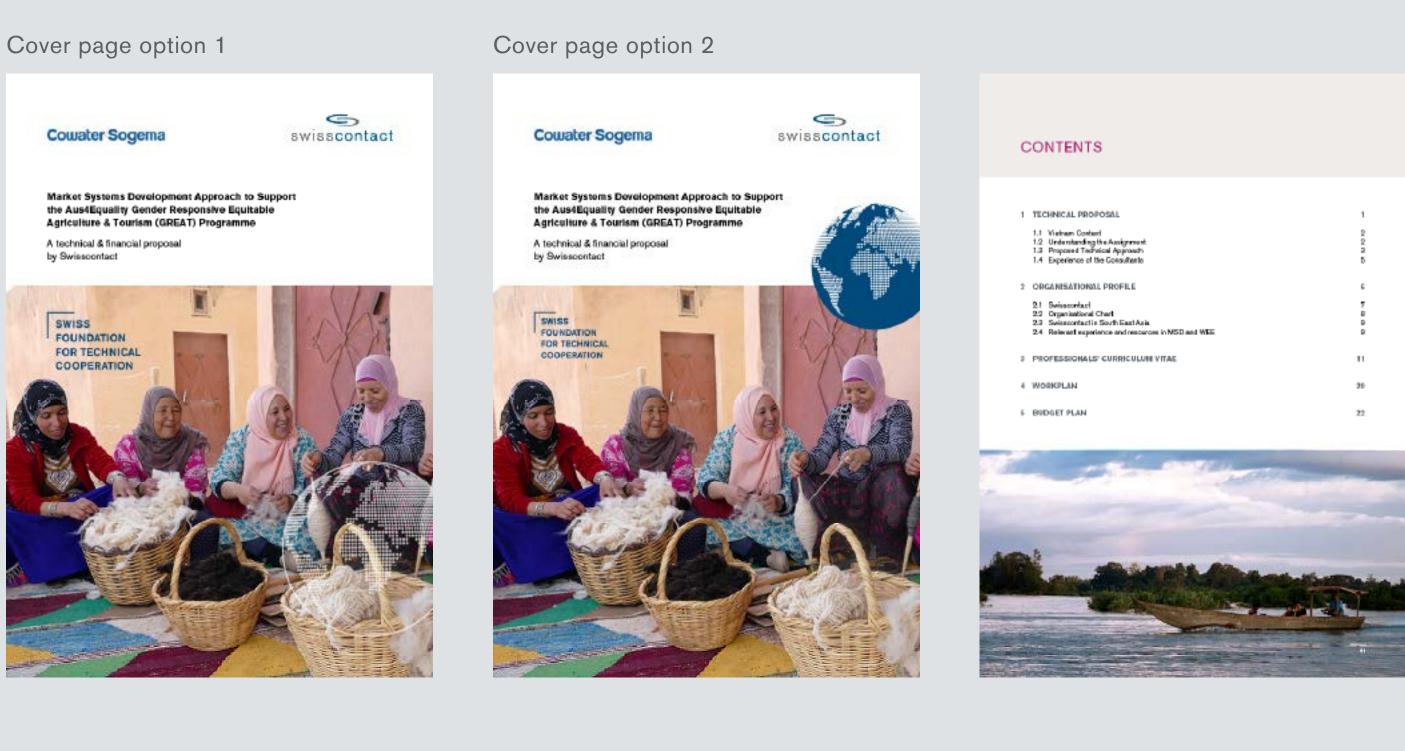
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2.6 PRINTED COLLATERAL **GRAPHIC ACQUISITION** TEMPLATE

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.



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Assignment Approach cesultanto	0 0 0 0
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TECHNICAL PROPOSAL



1.1 VIETNAM CONTEXT

Wethern is a major development success story, with consistent economic growth and powerly reduction in the last 9 decades. Dennal, growth has been reasonably inclusive with the general powerly refe failing from 56% in the any 1900et to 10% in 2010. Furthermore, Vietnerm narked 6 of 187° countries on the UNEP Gender inequality index in 2014 and over the years, hear worked extensively on solucing the gender gap and gender inequality. Anish to such activements, some significant poolsets to yourly remain, mainly experienced by the country's ethnic mixed last particularly women in the north-west part of Wetnern.

Vietnan's 59 ethnic minority groups make up only 15% of its total population. Yet ethnic minority groups account for almost 42% of its total poor, and 83% of the extreme poor. Nay courses of powely among ethnic minority groups in Vietnass can be ethibuted to lower economic easets (capital, credit), fawar social essats (education, health, eccess to social services, etc) and low return on endowments. gender equality issues are prevalent amongst the others minorities who primerly reside in the Tay Bac

The Tay Elac Ringion excompasses two major growth contribut, through which algoriticant cross border trade occurs — Son La and Lao Gai are most sinclegic of the provinces in these growth contribut. Son La Province is the largest province in the north-west region and is the region agricultural hub of Henori-Lace contribut. Lao Cai heath the largest land border crossing into China (Yannan province). These provinces provide sportunities (for women to engage in economic activities yet, have high population of poor people, ethnic diversity and inequality.



1.2 UNDERSTANDING THE ASSIGNMENT

ConsiderSogema is currently implementing the five-year Australian Aid project (Sender Responsive Equitable Agriculture and Touriers (CREAT) program which stantist in November 2017. GREAT seeks to which states in Nevenber 2017, DNEAL seeks to promote women's economic any ownershift(MEE) in the other cells of the social sector of the sector of the mainly in the provinces of San La and Lao Cal, with a gasito impose the social and economic status for women ining in those regions, through beneficial engagement in all levels of the agriculture and tourism sectors. The three objectives of BREAT are:

empowering local women; inclusive business partnerships; and, ii) insproving sector governance as dipolicy.

Over the span of five years, GREAT aims to impact the lines of 1006 of the total adult female population; improve income of 40,000 self-employed verses termers and small entrepreneurs across 5on La and Leo Cai CovaterSegana, through this TOR is looking for additional support in providing capacity belong and meatoring support is the program beam and

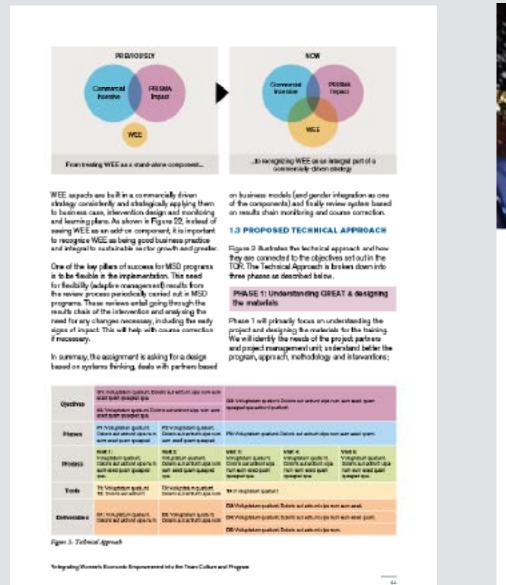
non-business partners to refine intervention as well as support new interventions. The objective of this consultancy assignment is to deliver section of training workshops on M SD and Integration of WEE in MSD, analyse the ongoing interventions and previde recommondations on potential new interventions.

A successful implementation of any MSD program requires a clear understanding of the approach and the importance of adaptive management. As the approach involves working with partners, it is the approach involves working with partners, it is important to understand business models, deal making structures, results claim 1 logis, methodology to series the programs and/or the carbienic charge. For GRAAT, the misgation of MED in the WEL program is important. The integration result that WEE aspects are built in a commencially driven at stage, consistently and shall goald a polying fram to business case, intervention and polying fram to business case, intervention for SD, interacted and learning plans. As shown in Figure 37, instead of seeing WEE as an add-on component (11 is important to receptive WEE as being good business practice and integral to autoinable sector growth and impact.

New way al MSD programs follow the DOED elevateds, and we

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2.6 PRINTED COLLATERAL **GRAPHIC ACQUISITION** TEMPLATE



partness and project management unit; understand before the program, approach, methodology and interventions; design the course, develop matariate for the training workshop and deliver the course and training workshop.

The manigement would kick-off with a visit to Vietnam, where we would discuss with the Team Leader and relevant statistications of an alignment. Additionally, a where we would discuss of an alignment Additionally, a where we would are an alignment Additionally, a while integration and an analysis interventions. Based on these we will develop while integration and while an additionally a while integration and while a state of the project. training needs assessment survey will be conducted with the project loarns and partners. This process will also help us identify the core competencies of the team that needs to be developed. Eleved or the assessment and aspectation, we will make an agenda. For the racess ay bainings (more details in phase 2)

The MSD framework/course and training materials will be related on Swisscontacts inclusive Mathematica Approach and the Swisscontact internal IM procificones to hing for guidance however, the material or contact will be specific for SREAT poject and balond to the needs of the poject been and Phase 2 will focus on delivery of the training on MSD and WEE integration to MSD projects. There will be a total of 5 training to the PUU, 2 training to the partnerse and 1 training to the project datt. The training to the PMU and partners would take place in Hanni, Vietnam. The training to PMU would be for 2 date and will consist of a billionet that into on partners. The focus will be on - shengthering the systemic thinking of the team, reacket analysis, business calculations, field investigations, market maps, vision of change. The full training will be developed on a ProverPoint prosentation with possibly some written meterials. MSD tools, resources will also be introduced. for 2 days and will consist of a bridged training on the MSD approach. For partners, the three trainings would be 5 days each which will consist of MSD training and on WEE integration.

The WEE framework will be reliant on Swisscentact's integrating Women's Economic



Empowerment (WEE) into the Team Culture and Program Cycle on collecting and analysing gender data for sector strategy, using gender data

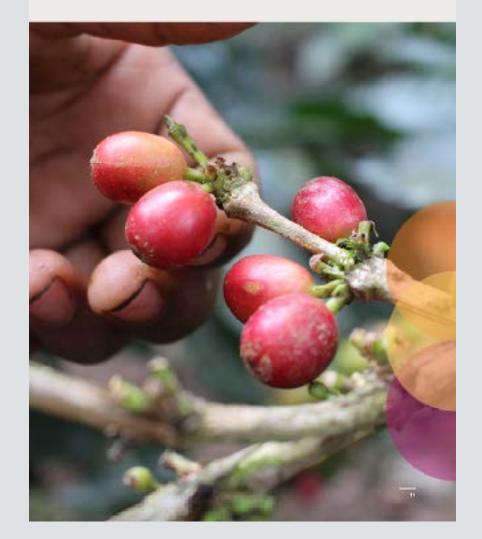
to build business case and design interventions, negotiating and receitoring WEL intervention results. It will also is due understanding the spectrum of

PHASE 2: Deliver training on NSD and WEE

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

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PROFESSIONALS CURRICULUM VITAE



RAJIV PRADHAN

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AREAS OF EXPERTISE

- Market/Sector Development: Over 16 years of experience, including baking practitioners, enabling environment, network development. Experience includes working ready 4 years each at Katalyst project and EDE in Elangledest, over 2 years in AEX-FRESMA in Indosesia.
- Small & Medium Enterprises Development: Over 98 years of experience, both in the private and development sector.
- Inclusive Business: Over 20 years of experience and practiced inclusive business in a socially responsible investment company. Worked to spread the CSR agends in the South Asian region since 200 1.
 Program Management: Over 25 years, including loading various private companies, projects and development organizations both in Nepal and Bangladesh.

WORK ACHIEVEMENTS

SEEP Practitioner of the Year 2010 http://www.seepnetwork.org/Pages/AC/AcrualAwards.aspr#awardees

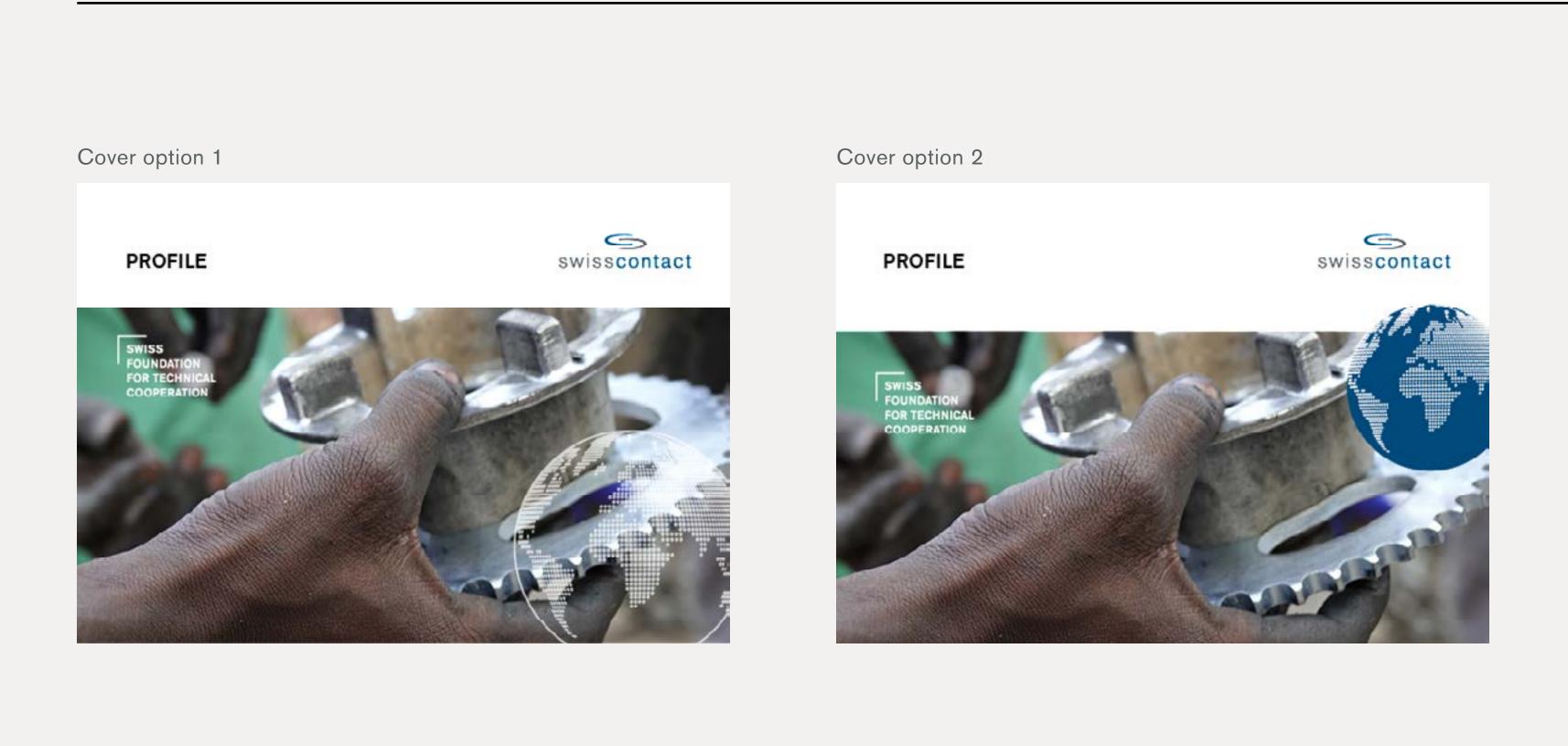
MARKET DEVELOPMENT/M4P

- Program Manager of Mekceg Indusive Grawth and Innevation Program (MIGIP) in Icerian and agriculture is devology (2017-2020)
- Supported in the design of interventions and led the teams on implementation in the vigetable, mange, best, shallots, make sectors in AIP-PRISMA (2019-15) Supported M4P project start up in Kosovo, Macedonia, Myammar, Indonesia.2013-14
- Cordesigned the practical Guideline Package on designing interventions based on the M4P approach,
- Design team of the Making Vegetable Markets Work in Myanmer, a LIFT funded, Mercy Corpor Subscontact project, 2012/14
- Led backstopped/udvised projects on vegetable, poutly, irrigation, sanitation, agriculture technology sectors etc. at International Development Exterprises (DE), 9010-9012 Co-designed and advisor on a M4PWASH project funded by SDC, Bangladesh, 2012-13
- Part of the design team on a \$15 million M4P project os Proscolios of Mechanization, Bangladesh, 2012 Developed a process of systemic thinking for project staff, IDE 2011
- Member of the Gore Leadeship Team/Sexior Management at Natajust and worked on developing innovative approaches and methodologies, a.g. Results/Massurament, Impact Logics on public sanica works, perhverships and public private angagement, 2005/2009
- Led the works in two divisions at Kalalyst, namely Enabling Environment and Industry and Rural Sectors Division, 2009-2009
- Advised team members, confectibilities and was period implementation in serious 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, 2003-2006
- Applied M4P concepts to different fields: WATSAN, bechnologies, public senices, 2003 onwards Numerous sebreactor studies and trainings to NBOs, 2002 onwards

+2

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.



Back cover

Swisecontect SWISS FOUNDATION FOR TECHNICAL COOPERATION Hardturmstrasse123 CH-8005 Zürich Tel. +41 44 454 17 17 www.swisscontactorg

ZEWO-Gulesieget: Swisscontact ist ausgezeichnet mit dem Gulesiegel von ZEWO. Es wird gemeinnutzigen Organisationen für den gewissenhaften Umgang mit den ihnen anvertrauten Geldern verliehen, bescheinigt den zweckbestimmten, wirtschaftlichen und wirkungsvollen Einsatz von Spenden und steht für transparente und vertrauenswürdige Organisationen mit funktionierenden Kontrolistrukturen, die Ethik in der Mittelbeschaftung und der Kommunikation wahren. Swisscontact wird regelmässig auf die Einhaltung der Kriterien geprüft. (Quelle: ZEWO)

Swisscontact ist Mitglied von Transparency International und UN Global Compact.



2.6 PRINTED COLLATERAL A5 PROFILE DPS LAYOUTS



ENTWICKLUNGS- UND NACHHALTIGKEITSVERSTÄNDNIS

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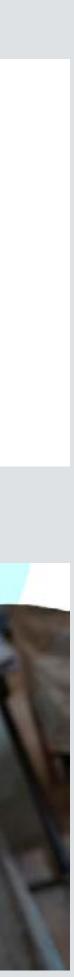
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ANGEBOT

- Projektumsetzung
- Beratung
- Training
- Angewandte Forschung

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

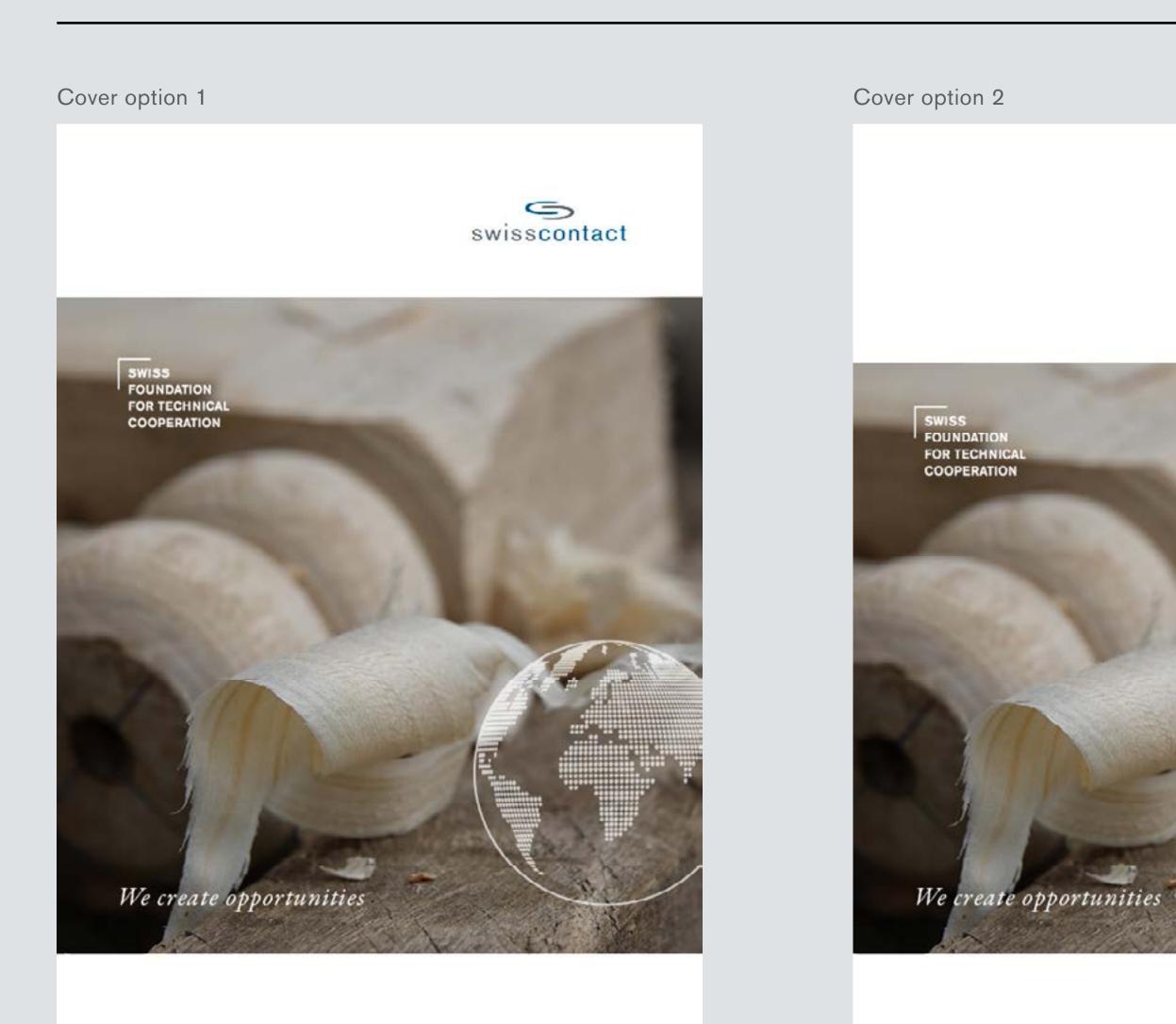




2.6 PRINTED COLLATERAL FOLDER WITH PICTURE

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

swisscontact



SIZE 220mm x 305mm with a 5mm gusset



Swisscontact SWISS FOUNDATION FOR TECHNICAL COOPERATION

Hardturmstrasse123 CH-9005 Zürich Tel. + 41 44 454 17 17 www.awisscontactorg

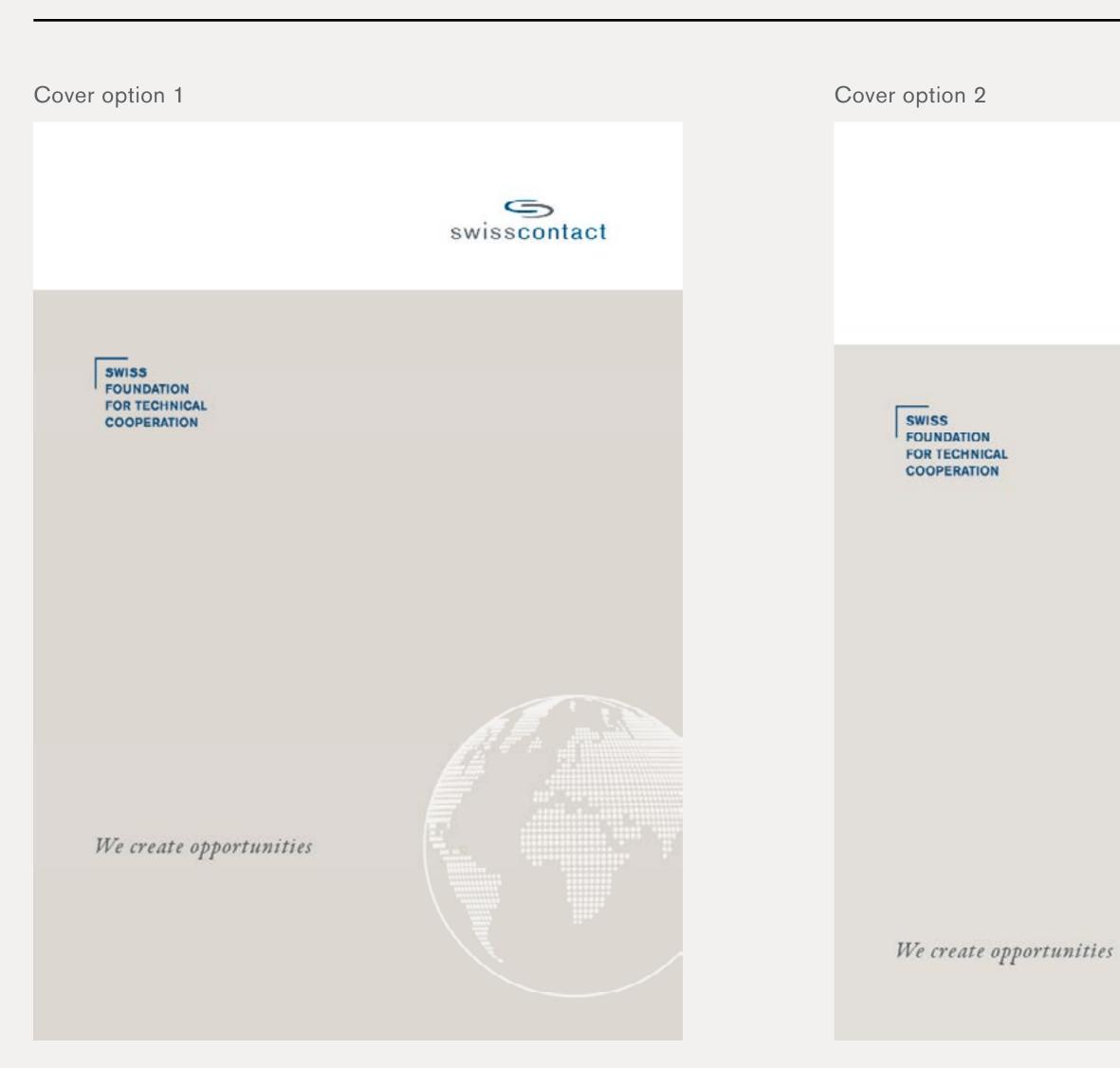




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2.6 PRINTED COLLATERAL FOLDER WITH MAP DEVICE ONLY

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

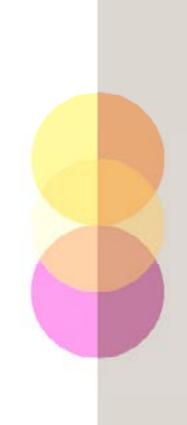
Back cover





Swisscontact SWISS FOUNDATION FOR TECHNICAL COOPERATION

Hardturmstrasse123 CH-8005 Zunch Tel. + 41 44 454 17 17 www.swisscontact.org





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.

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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 a graphic element overlaying the picture.

SIZE 2 000 x 800mm





We promote inclusive economic, social and ecological development

We create opportunities





We promote inclusive economic, social and ecological development

We create opportunities





We promote inclusive economic, social and ecological development

We create opportunities



2.9 EVENTS

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.

1. Video starts.



2. Globe and Circles move from right to left.



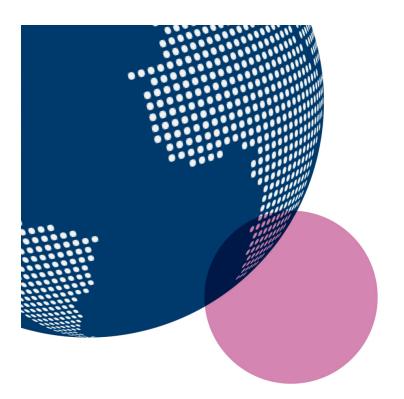
4. Transition from right to left



≡ 62

Link to Video templates

3. Video Title appears from left to right





TITLE OF THE VIDEO SHOULD BE HERE SUBTITLE WILL GO HERE





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.



4. Globe dissolves into individual background Video

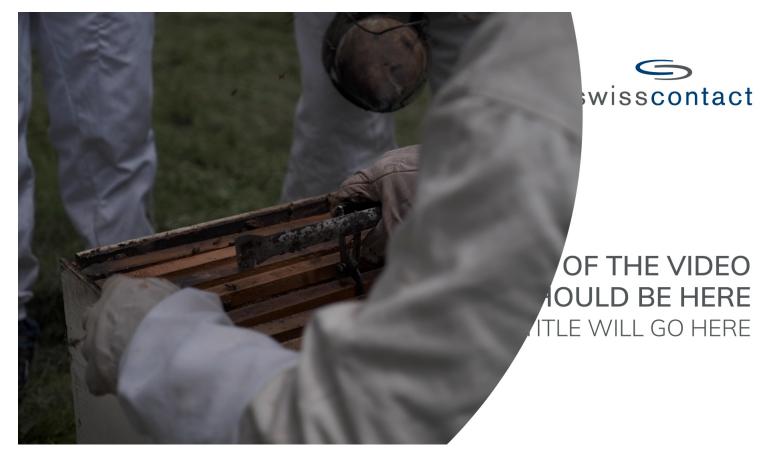




TITLE OF THE VIDEO SHOULD BE HERE SUBTITLE WILL GO HERE 2. Globe and Circles move from right to left.

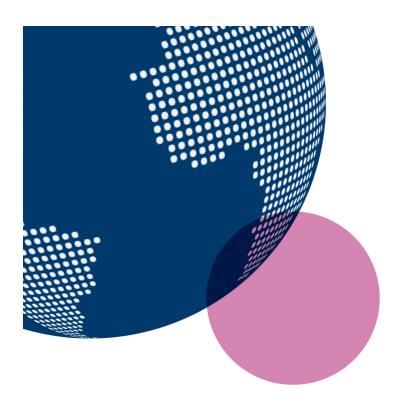


5. Transition from left to right into background video



≡ 63

3. Video Title appears from left to right





TITLE OF THE VIDEO SHOULD BE HERE SUBTITLE WILL GO HERE





2.10 **VIDEO** CAPTIONS, TITLES, SUBTITLES & OUTRO

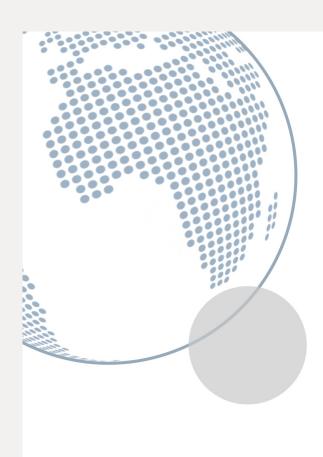
Video section title

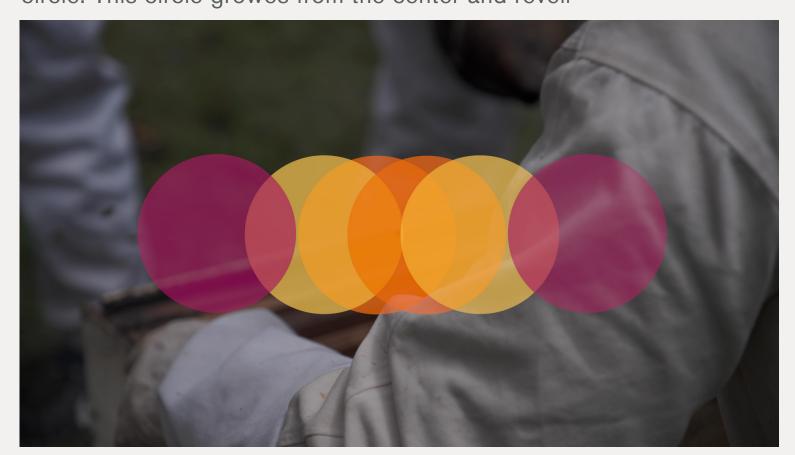
(Transition from both sides)

SECTION TITLE SHOULD BE HERE

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

Outro





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



white band appears with title).





TITLE OF THE OUTRO Lorem ipsum dolor sit amet,

SECOND TITLE OF THE OUTRO Lorem ipsum dolor sit amet,

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 seperately 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 overlayed 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. swisscontact



View in browser

TIME FOR THE RIGHT QUESTIONS A comment by Samuel Bon, 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.

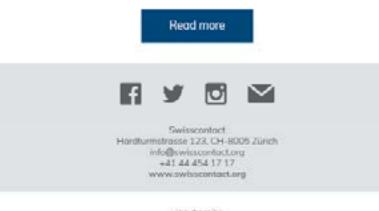
Read more



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.



Unsubstatibe

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 righthand 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

Link to Social Media guideline

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 post



Link sharing image



 $\equiv 66$

Facebook profile picture



Facebook cover image





Discover Shila's story and more stories from the B-SkillFUL project: https://bit.ly/3en3WWS... See More

Skills and Knowledge, the Driving Forces of Economic Growth - Stories from the Field

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





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LinkedIn profile picture



LinkedIn cover image

LinkedIn status update image

This study is a product of the Credit Suisse - Swisscontact initiative.

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



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Twitter profile picture



Twitter cover image



Twitter image tweets

Swisscontact @Swisscontact · Jul 2

Project Image Tweet



colombiamascompetitiva @colombiamascom1 - Nov 27, 2019 El proyecto Ingredientes Naturales Magdalena River Nuts, del Programa ColombiaMásCompetitiva de 4CoopSuízaEnCol, ejecutado por @Swisscontact, liderado por #Protécnicalngeniería, recolecta la nuez del río Magdalena y es pelada por mujeres cabeza de tamilia.



Embajada Suiza en Colombia and 3 others

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 story



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Instagram square photo



Instagram portrait photo





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

≡ 70

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, paragraphes, 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.



BÉNIN





NUMBER

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NOUS CRÉONS DES **OPPORTUNITÉS**

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OUB PROJECTS IN BENIN









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NEWS FROM BÉNIN



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PROJECT DOWNLOADS

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410.08-0



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Link to User manual





COMMUNICATION

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os: Projects 87	al Media: Projects	82
	os: Projects	87

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
- or contractors

BRAND APPLICATION

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

 The name of the country (i.e., assume your audience knows where they live) The names of implementing partners

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.

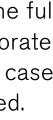
Minimal Content for Project Co-Branding Manuals:

- 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.

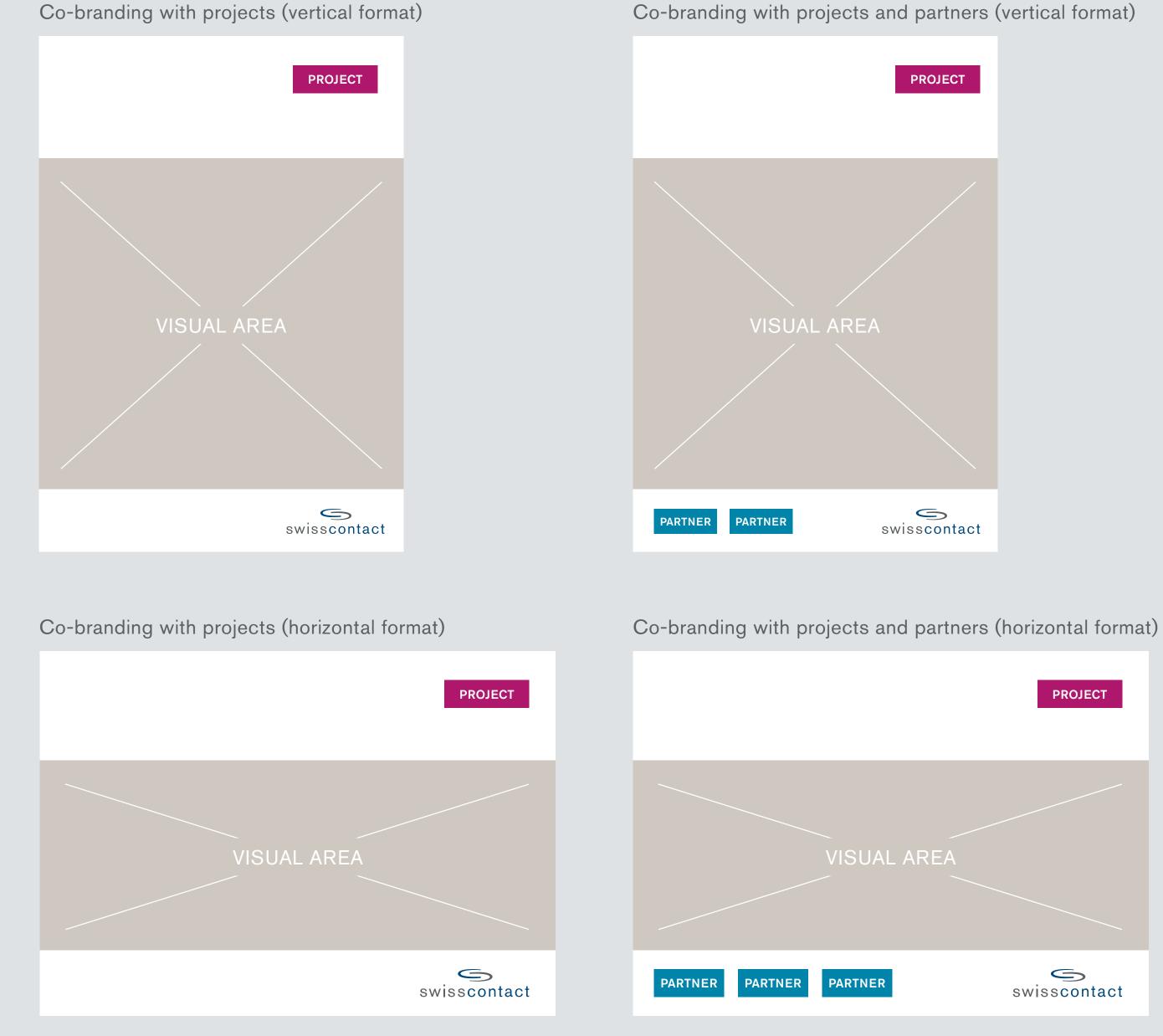
PROJECTS WITH DONOR/ PARTNER LOGOS

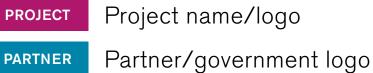
If partner or donor logos need to be included, it is placed at the bottom of the layout in a white strip, starting from left to right.

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 name/logo





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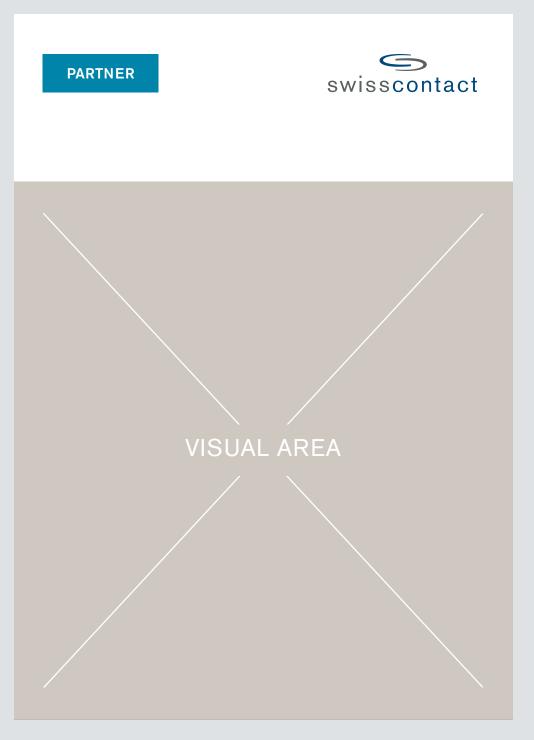
3.3 CO-BRANDING PARTNERS

Partner logos must not compete with the Swisscontact logo.

Three scenarios for co-branding with partners are permitted:

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

Swisscontact dominant



 $\equiv 75$

SWISSCONTACT DOMINANT

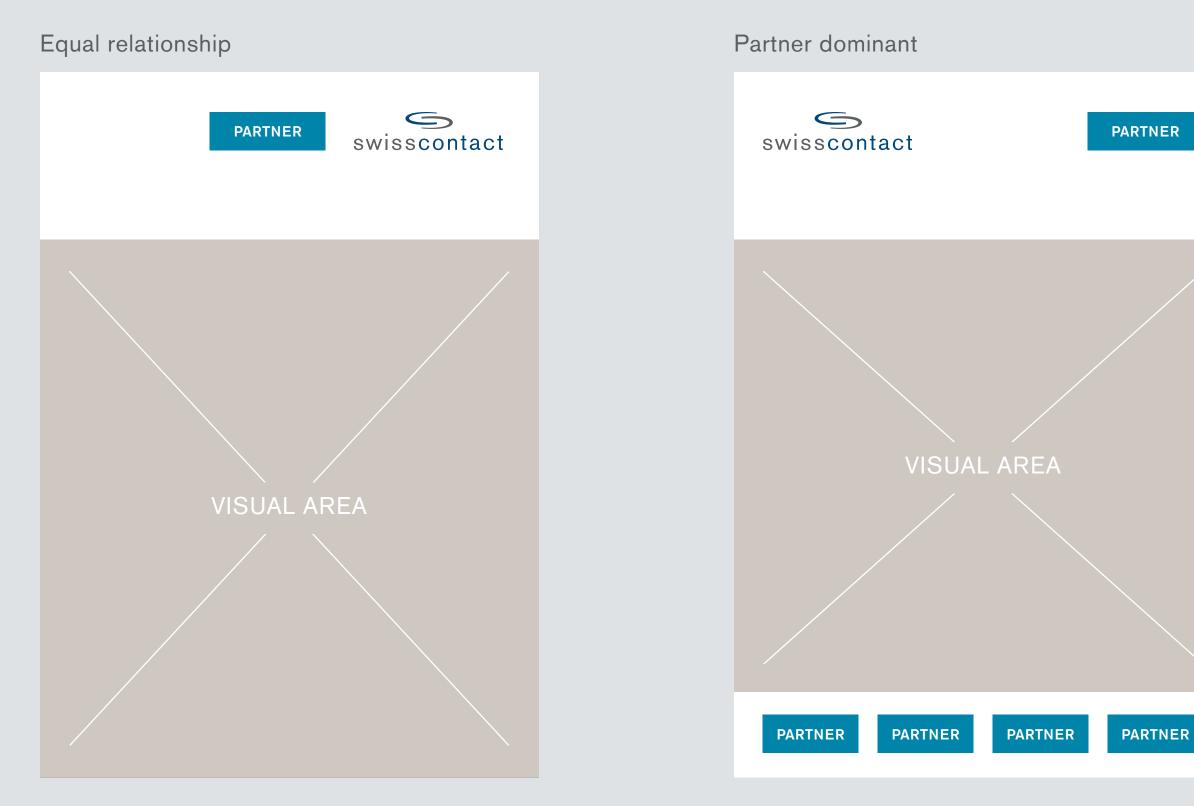
the page, with a wider distance between them. The Swisscontact logo should be visibly larger than the other logo.

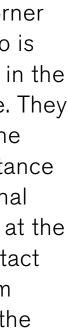
EQUAL RELATIONSHIP

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.





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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.

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Business card with project name

SWISS POUNDATION FOR TECHNICAL COOPERATION



Jeheed Parvez

Team Leader, Sarathi (Financial Inclusion for RMG Workers in Bangladesh)

Phone +890 2 989 2668 +690 2 968 3496 Fax +690 2 969 2019 jaheed.parvæ@swisscontact.org House 19, Road 11 Baridhara, Dhaka 1212 Bangladesh www.swisscontactorg

Business card with project name and address

SWISS POUNDATION FOR TECHNICAL COOPERATION



Utpal Kumar Dutta

Market Development Manager, M4C

Phone +890 2 988 2868 +890 2 988 3496 Fax: +880.2.988.2819 utpail.dutta@ewisecontact.org House 19, Road 11 Baridhara, Dhaka 1212 Bangladesh www.swisscomact.org

Project Office: CIWM Building Level 5, Rural Development Academy Bogra 5842, Bangladesh. Tel: +88 01755/593717

Project business card, front

Supported by the Government of

Switzerland

Daniel Weibel

Technical Advisor School Development

Indonesia - Swiss Technical Cooperation in Skils for Competitiveness



Daniel Weibel

Project business card, back

Technical Advisor School Development

Swisscontact | Swiss Foundation for Technical Cooperation THE VIDA 5th Floor 01-04 | Jl. Raya Perjuangan No. 9 Kebon Jeruk | West Jakarta 11530 | Indonesia Phone +62 21 2951 0200 | Mobile +62 813 5623 8516 daniel.weibel@ewisecontact.org www.ewisecontact.org



3.4 **ADMINISTRATIVE** MATERIALS STAFF IDENTITY CARD

SIZE 85 x 55mm

$\equiv 77$

Front of staff card

swiss FOUNDATION FOR TECHNICAL COOPERATION



Chantal Dubois Administrator

ID No X090 123 456

Expires: xx.xx.xx

Holder's signature

Back of staff card

The card holder is a Swisscontact staff member.

Phone +243 970 283 344 Switchboard +243 970 293 345 Mobile +243 992 112 972 virginie.kalenge@ewisecontact.org



Hardturmstrasse 123 8005 Zurich Switzerland www.swisscontact.org



 \bigcirc swisscontact



Chantal Dubois Administrator

ID No X090 123 456 Expires: xx.xx.xx

Holder's signature



The card holder is a Swisscontact staff member.

+243 970 283 344 Phone Switchboard +243 970 283 345 Mobile +243 992 112 972 chantal.dubois@swisscontact.org

Hardturmstrasse 123 8005 Zurich Switzerland www.swisscontact.org

3.4 ADMINISTRATIVE MATERIALS LETTERHEAD & PRESENTATION

Project letterhead

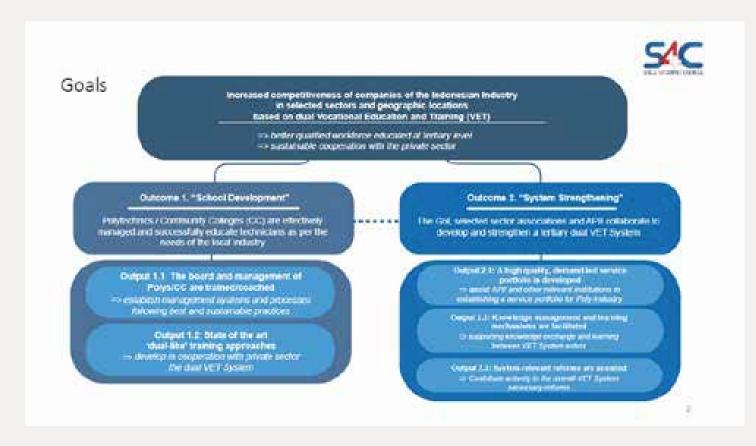


Swisscontact I Swiss Foundation for Technical Cooperation Country/Feid-Office Address



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) I www.projectadress.com
- 8. Project Facebook (optional)
- 9. Project Twitter (optional)
- 10. Project LinkedIn (optional)
- 11. Project Instagram (optional)

Word document





Executive Summary

The year 2016 is the first year of the 2rd phase of 5000 support in the Sustainable Bocca. Production Program (90PT). The year has been substantial improvement and lesson learned in the project's implementation. As a prependition, 50PF was able merwing its partnership XXOU with the Ministry of Home Affers in 2006 to guarantee to operation is 50 operation. Susses on the Program vision, the year 2016 significant a period on inspire the building UROSU to achieve prograssive targets in 2017 which would lead to a sustainable provide the training modules including UROSU to achieve prograssive targets in 2017 which would lead to a sustainable provide training modules including UROSU to achieve prograssive targets in 2017 which would lead to a sustainable provide training modules including former/lay farmer projective targets in 2017 which would lead to a sustainable provide training modules including farmer/lay farmer projective targets in 2018 were as follows: [1] indication of updated file training modules including farmer/lay farmer projective targets on the operation of updated file training modules in the used as tools of proper data collection [1] inform toward more independent project management in field or internal information graptmentation. One to the reform, program field implementation for monitoring and data collection; [2] implementation of three important studies on saving plot, good nutrition impact, and job creation.

Eventsi, 30PP has achieved substantial progress of outcome and impact by any metrics. At impact level, 29,350 codes formers have increased their income by at least 75%. By the end of 2016, the frequent can report as increased annual USO 8,347,302 net exclusions income of 85,485 metrics (not incruding 2016 trained terminal) passes on improved procession and contrast market prices from 2012. The is an average of USD 1970/hermer/year net attributable income impress from 1000a (betals in Annue 5.3). This is an average of USD 1970/hermer/year net attributable income impress from 1000a (betals in Annue 5.3). This is an average to board on the exolution 60% increase in farm producivity from 467 sg/ha/year to a 725 kg/ha/year. Moreover, based on orthogona exolution in 2004 (bit and annue of the 1000 from er cooperatives in at 30PP regions amounted to IOA 7,304,8 M,205 (cdd 394,208).

The schered income growth is includive and wenter-improving. This is indicated by the decrease of acces term nousenois: provery rate. Conservem nousenois: livelincon to be using serve (3:35 powerty inte ecounted for nine percent, this figure is lower by one percentage point than 2015, mouseholds that live under the 525 powerty inte encounted to 32 percent which is lower by eight percentage point than 2015 mouseholds that live under the 525 powerty inter encounted to 32 percent, this carbon footprint percentage point than 2015 mouseholds that live under the 525 powerty inter encounted to 32 percent, the carbon footprint percentage point than 2015 mouseholds that live the 525 powerty and the encounter of 0:10 percentage point than 2015 reporting. In regards to environmental indicators, the carbon footprint percentage or 0:10 powerties are table or 0:10 to 0:200 target or 0:10 powerties are table or 200 target to 0:10 powerties are table or 200 target to 0:10 powerties are table or 200 target or 0:10 powerties are table or 200 target or 0:10 powerties are table or 200 target or 0:10 to 0:200 target or 0:10 target or 0:1

In terms of the 2006 expense report, the Program and implementing pathets have spant a total OVF 8.214.510 or 52% out of the 2016 total surget. Cumulative spanning mon 2010 until December 2014 nat reaches OvF 30.142.040 or 54% of the total surget 2010-2020 as per surrent approach. Due to unavailability of planned funding from verious additional durins, we overspent the 38000 budget significantly. In first quarter 2010, we will propose a mailtion of the annual budgets until 2020 to take into consideration expenses until and of 2006 and new funding committed to 50%.

We would like to them all our public donots and private sector partners for their continued support since the beginning of SCPE to improve the impact for the indonesian cocce farmer and their families and communities. The results achieved are impressive and especially on the production and farmer income side, interventions will best more fixed over the real law years. Then you!

¹ Monthler are available at previllation relationship are leader-area located locations in the

21



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

- 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.

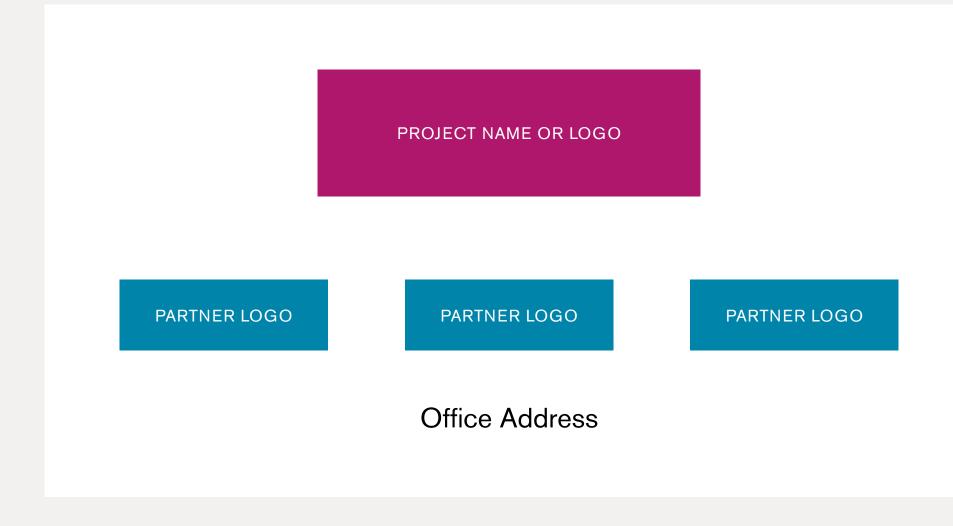
Please always consult with local security plan and context.

CAR STICKER

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

≡ 80

Door plate for projects



Car sticker



3.6 E-NEWSLETTER COUNTRIES

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

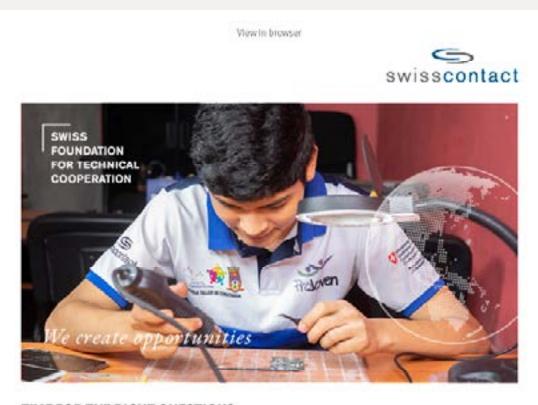
The Swisscontact logo is placed at the top right of the layout with the project name or logo to the left, followed by the header image which is overlayed by the foundation logo and world map.

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.

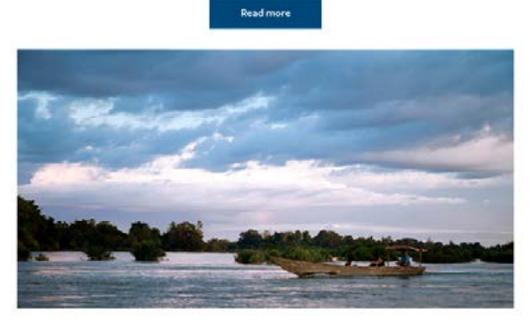
Countries e-newsletter



TIME FOR THE RIGHT QUESTIONS

A comment by Samuel Bon, 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.



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.



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

PROJECT LOGO



We promote inclusive economic, social and ecological development

We create opportunities



PROJECT LOGO



We promote inclusive economic, social and ecological development

We create opportunities





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 post



Link sharing image





Facebook cover image



Discover Shila's story and more stories from the B-SkillFUL project: https://bit.ly/3en3WWS... See More

Skills and Knowledge, the Driving Forces of Economic Growth Stories from the Field

Facebook story









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







≣ 84

LinkedIn profile picture



LinkedIn cover image

A technical assistance platform for high growth social impact companies and investors



LinkedIn status update image

This study is a product of the Credit Suisse - Swisscontact initiative.

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





≡ 85

Twitter profile picture

Colombia+ Competitiva Twitter cover image



Twitter image tweets

Swisscontact @Swisscontact · Jul 2 In #Bolivia, Swisscontact is implementing a new project with @HelvetasBolivia and @aguatuya to promote models of #WasteSeparation and the disposal of industrial waste: bit.ly/2AhNhou

The project is financed by @Sida. #circulareconomy #integratedWasteManagement





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 story



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Instagram square photo



Instagram portrait photo





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



Cook apprentices continue their learning through onlin...

YouTube channel icon



YouTube channel art



YouTube video thumbnail

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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 1



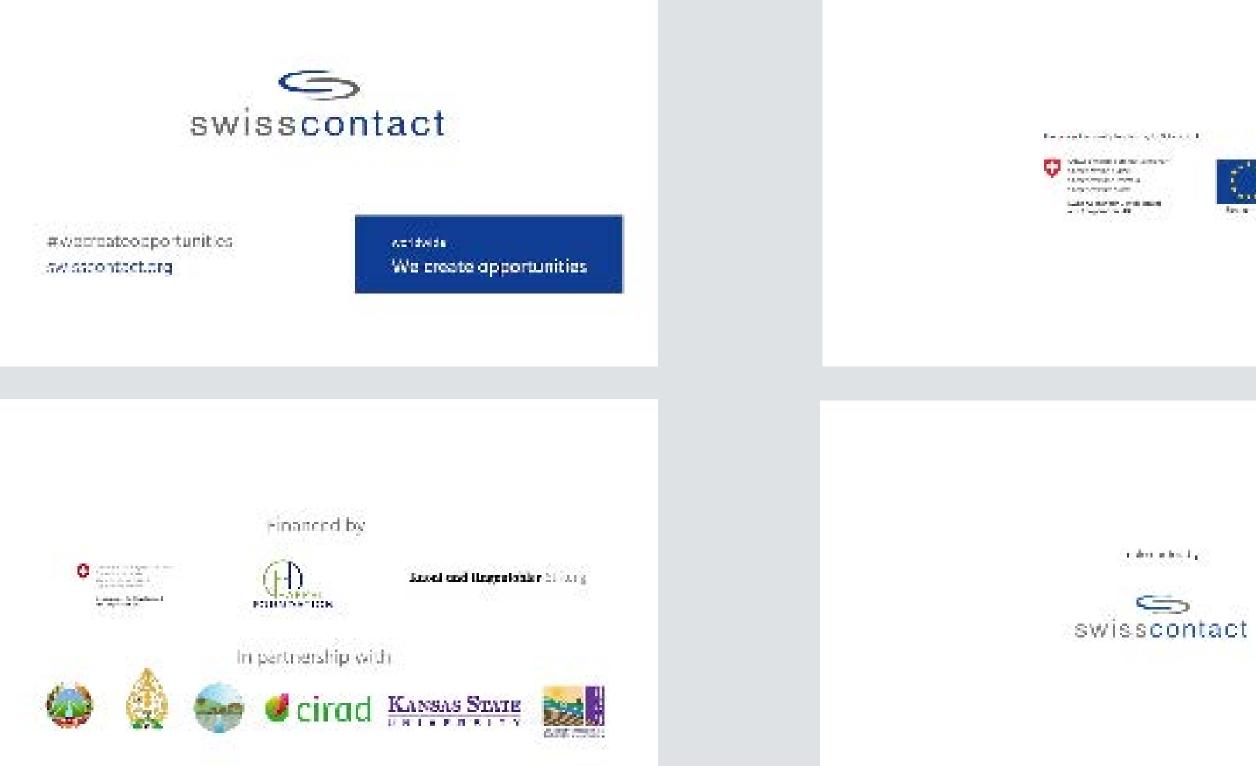
	constant.
9	Contraction of the local division of the loc
	Chanter of the
	And the second second



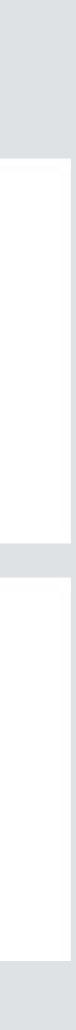


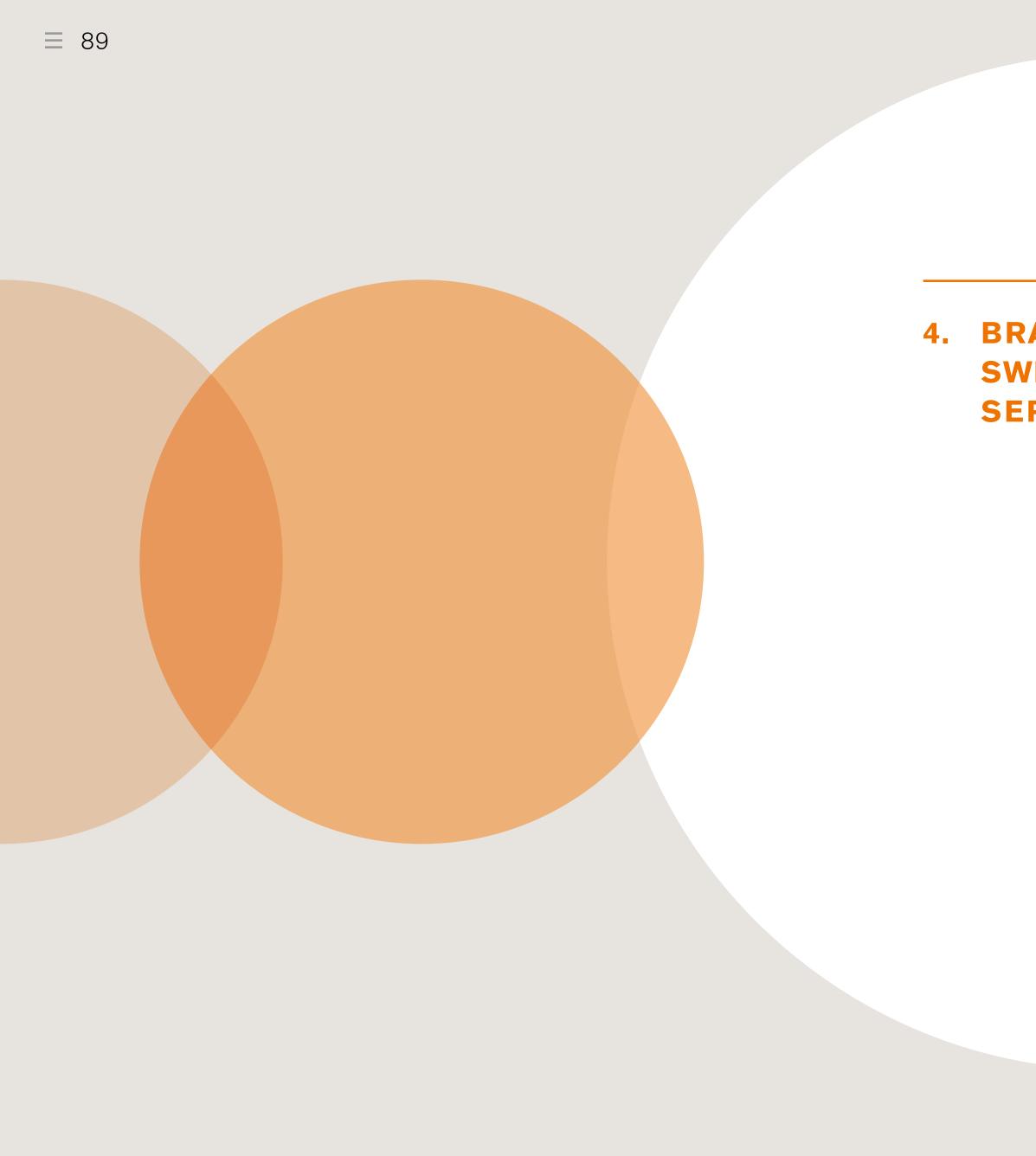
Section 27 1000 swisscontact. Outro example 2

swisscontact.org



Outro example 3





4. BRANDING SWISSCONTACT SERVICES AG

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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.

Business card examples

SWISS POUNDATION FOR TECHNICAL COOPERATION swisscontact

Peter Bissegger CEO Swisscontact Services Ltd

Phone +41 44 454 17 17 peter.bisseggen@swisscontact.org Hardturmstrasse 123 9005 Zurich Switzerland www.swisscontact.org Email signature examples

Peter Bissegger CEO **Swisscontact** Services Ltd

Hardturmstrasse 123, CH-8005 Zurich Tel. +41 44 454 17 17 www.swisscontact.org

SWISS FOUNDATION FOR TECHNICAL COOPERATION

Felix Muster Project Manager Tourism Advisory Services

Phone +41 44 454 17 17 felix.musten⊛swisscontect.org swisscontact

Hardturmstrasse 123 9005 Zurich Switzerland www.swiss.comfact.org Felix Muster Project Manager Tourism Advisory Services

Hardturmstrasse 123, CH-8005 Zurich Tel. +41 44 454 17 17 www.swisscontact.org

Swisscontact Services Ltd.



1

Letters/protocol example

	Swisscontact
	Services Ltd
Pre	tokoli
	r Sitzung des Verwaltungsrates der Swisscontact Services AG (SCS AG) n Mittwoch, 18. September 2019, 14.00 Uhr
be	Swisscontact Stiftung, Hardturmstrasse 123, 8005 Zürich
An	wesend:
Ve	rwaltungsrat (VR): Heinrich M. Lanz (HML), Präsident des VR Samuel Bon (SBO), Delegierter des VR, Geschäftsführer SCS AG Peter Bissegger (PB), Mitglied des Verwaltungsrates
Ge	schäftsstelle: Béatrice Horn (Ho), Leiterin Finanzen der Stiftung Swisscontact Franziska Dahinden (FD) (Protokoll)
**	ktandenliste: Genehmigung des Protokolls der VR-Sitzung vom 2-Juli 2019
	ktandenliste: Genehmigung des Protokolls der VR-Sitzung vom 2. Juli 2019 • Status Pendenzenerledigung
2.	Genehmigung des Protokolls der VR-Sitzung vom 2. Juli 2019
	Genehmigung des Protokolls der VR-Sitzung vom 2. Juli 2019 Status Pendenzenerledigung Finanzen Halbjahresabschluss per 30.06.2019
3.	 Genehmigung des Protokolls der VR-Sitzung vom 2. Juli 2019 Status Pendenzenerledigung Finanzen Halbjahresabschluss per 30.06.2019 Klärung fraglicher Bilanzpositionen Aktuelles zu den Tochtergesellschaften SC Servicios Costa Rica Springfield Center Auftragseingang / Sales Pipeline Finanzierung Stand Ausarbeitung Service Level Agreements Status der administrativen und führungsmässigen Integration, Geschäftsjahr
3.	 Genehmigung des Protokolls der VR-Sitzung vom 2. Juli 2019 Status Pendenzenerledigung Finanzen Halbjahresabschluss per 30.06.2019 Klarung fraglicher Bilanzpositionen Aktuelles zu den Tochtergesellschaften SC Servicios Costa Rica Springfield Center Auftragseingang / Sales Pipeline Finanzierung Stand Ausarbeitung Service Level Agreements Status der administrativen und führungsmässigen Integration, Geschäftsjahr und weitere Gouvernanz-Themen; sowie Chart of Competence

4.2 SPRINGFIELD CENTRE

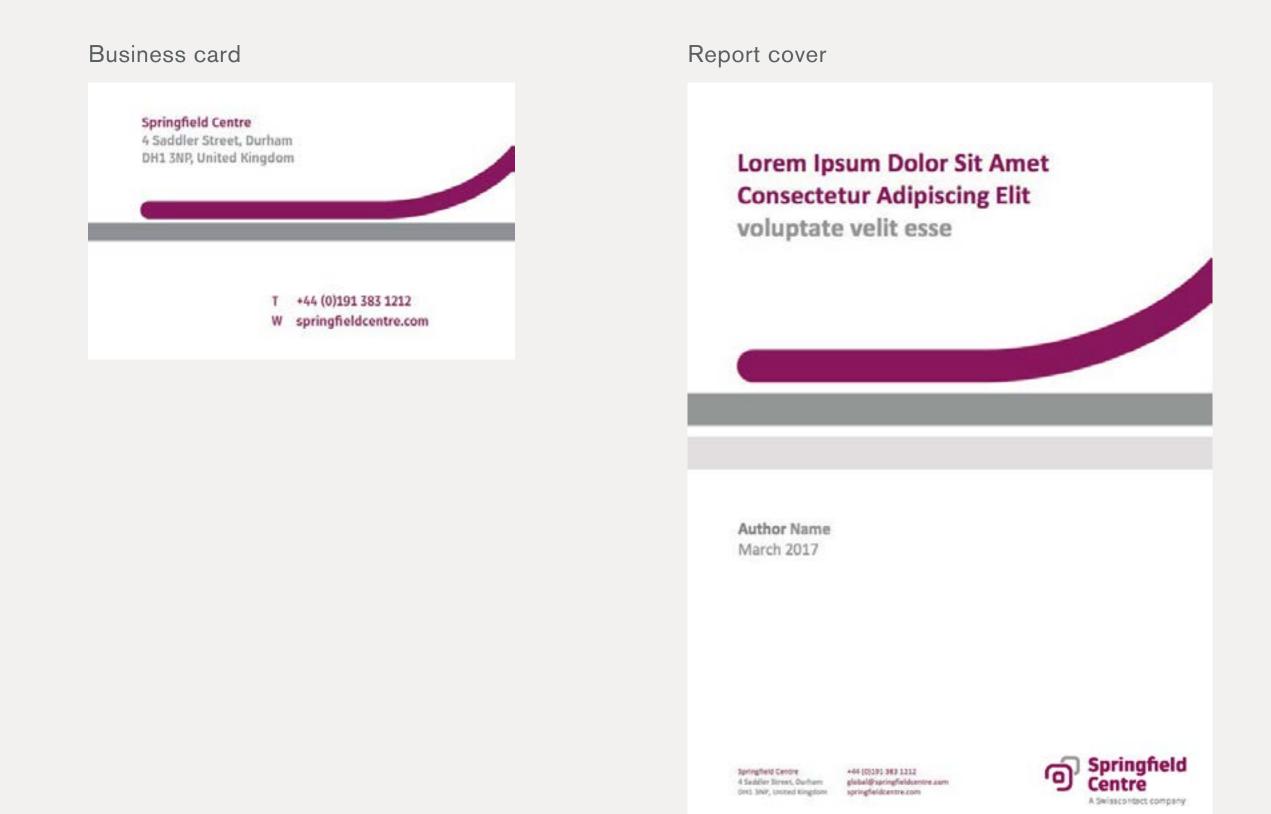
Springfield Centre is a Swisscontact company that keeps its own branding for all its publications and activities.

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



Twitter cover image





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

ADDITIONAL INFORMATION:

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Francine Thurnher Director Corporate Affairs and Communications

Swisscontact SWISS FOUNDATION FOR TECHNICAL COOPERATION Hardturmstrasse 123 CH-8005 Zürich

francine.thurnher@swisscontact.org

