**Communication Guidelines**

Danida is the term used for Denmark’s development cooperation, which is under the Ministry of Foreign Affairs of Denmark. Danida does not exist as a separate organisation but is a brand. You should therefore use the **Ministry of Foreign Affairs of Denmark** in your communication.

The logo you should use, is the logo of the Ministry of Foreign Affairs of Denmark with a specific reference to Danida. The logo can be downloaded on the [official design webpage](https://um.papirfly.com/portal/doc?query=%7B%22rootIds%22%3A%5B6256%5D%2C%22limit%22%3A1%2C%22nodeIds%22%3A%5B6291%5D%2C%22langId%22%3A2%2C%22incXP%22%3Atrue%2C%22docIds%22%3A%5B10362%5D%7D).

Please also use the specific DGBP logo on your communication, which can be found on the [DGBP website](https://danida-business-partnerships.dk/resources/).

**Specific DGBP instructions**

1. Under DGBP a separate output is dedicated to communication. This is to ensure a planned, structured and consistent approach to communicating the achievements of the DGBP partnership project with a focus on SDG 1 (poverty), SDG 8 (decent jobs and economic growth) and SDG 13 (climate action). Communication can be in the project country, home country of consortia partners and in Denmark. Maximum Danida contribution to this output is DKK 200,000.

A distinction is made between the above Public Relations type of communication and communication efforts directly related to the specific outputs/outcomes e.g. outreach to beneficiaries, advocacy efforts towards the enabling environment etc. Costs related to the latter should be included under the respective outputs.

1. The annual brief communication plan for key events foreseen in the coming year, should be submitted to Danida together with the yearly report. This plan should focus on the key PR and communication avenues foreseen for the coming year and indicative dates/timing. Format for the plan is found in Annex 1 below.
2. If you produce communication material such as flyers, reports, or other, where you choose to use your own logos, you should also include a MFA logo and DGBP logo.
3. When posting news about projects on Social Media platforms like Facebook, Instagram, LinkedIn, or Twitter, you should use the following hashtags: #DGBP, #Danida, #dkaid. You are encouraged to share the news posts with the DGBP Secretariat ([DGBP@DGBP.dk](mailto:dmdp@dmdp.dk)) so the news can also be posted on the [DGBP website](https://dmdp.dk/news/).
4. If your project features in the local media, you should inform (submit a copy) to the DGBP Secretariat allowing the ministry of Foreign Affairs to be prepared if approached by journalists. If you plan **large feature** media communication about your project, you should inform (submit a draft) to the DGBP Secretariat **in advance** of release for potential comments or suggestions.
5. If you are planning an event where it is advantageous that Danida participates, please contact the DGBP Secretariat and where relevant also the Danish Embassy in the project country.

**Annex 1 Annual Communication Plan – key events**

|  |  |
| --- | --- |
| **Name of project** |  |
| **Administrative partner** |  |
| **Key commercial partner** |  |
| **Project country** |  |
| **MFA file number** |  |

|  |  |
| --- | --- |
| **Plan for year** | 20XX |
| **Participation in larger events** | (Name of event, location, expected participants and timing) |
| **Videos** | (Planned videos for post at website, social media etc. and timing) |
| **Written articles** | (Expected content, publisher and timing) |
| **Social Media** | (Strategy for using social media, type of posts, timing and frequency of posts etc.) |