

COMMUNICATION AND VISIBILITY GUIDELINES

“Supporting the Western Balkan's collective leadership on reconciliation: building capacity and momentum for the Regional Youth Cooperation Office (RYCO)”

PROJECT

MARCH 2020

These Guidelines have been designed to ensure that actions undertaken under “*Supporting the Western Balkan's collective leadership on reconciliation: building capacity and momentum for the Regional Youth Cooperation Office (RYCO)*” Project, a joint program implemented in partnership between RYCO and the three UN Agencies - UNDP, UNICEF, and UNFPA and funded by the UN Peacebuilding Fund, as well as information and communication activities designed to raise the awareness of targeted or general audiences in the Western Balkans, and the results and the impact of this support have the appropriate visibility.

It sets out requirements and guidelines for publications, written materials, press conferences, presentations, invitations, signs, commemorative plaques, and all other tools used to highlight the achievements of this project.

RYCO AND UN IMPLEMENTING AGENCIES/PARTNER LOGOS

For regional events, usage of the following static logos is mandatory - RYCO, UN PBF, UNDP, UNFPA, UNICEF.

Using agencies' logos is possible when an activity is being organized by a respective agency; in such a case, using the RYCO and UN PBF logos is mandatory, while the remaining logo(s) are added depending on the implementing agency(ies) involved – UNICEF, UNDP or UNFPA.

If an event has a national character, the following logos should be used – RYCO, UN PBF, UN Country Office, and the implementing agency(ies) involved in the organization of the event (UNDP, UNFPA and/or UNICEF).

Reference to the project is standardized (*RYCO has prepared and uploaded a brief on their website: https://www.rycowb.org/?page_id=7704*).

All documents prepared for the purposes of this joint UN-RYCO project must avoid terms such as *country, state or republic*, when referring to one or several entities. This practice is in reference to the

agreement on regional representation agreed between the governments of Kosovo* and Serbia, and the Agreement on the Establishment of the Regional Youth Cooperation Office. Substitutes that can be used include: *government/s, society/ies, territory/ies*. External documents will be shared with RYCO for their review and feedback.

Taking into account the agreement on regional representation between the governments of Kosovo and Serbia, the Agreement on the Establishment of RYCO as well as established UN practice, when mentioning Kosovo for the first time, the following rule must be applied in all cases.

When appearing for the first time in a document (and only for the first time), Kosovo should be marked with an asterisk (*) and the following text:

'For the UN, all references to Kosovo shall be understood in the context of Security Council Resolution 1244 (1999).

For RYCO, this designation is without prejudice to positions on status, and is in line with Security Council Resolution 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.'

Please keep in mind that both references (for RYCO and for UN) should always be kept in the footnote.

Below follows sample positioning of implementing UN Agencies/partner organization logos, in a letterhead format, as well as for other printing or presentation purposes.

➤ **General**

RYCO logo PBF logo UNDP logo UNFPA logo UNICEF logo

➤ **For UNDP**

RYCO logo PBF logo UNDP logo

➤ **For UNICEF**

RYCO logo PBF logo UNICEF logo

➤ **For UNFPA**

RYCO logo PBF logo UNFPA logo

* For the UN, all references to Kosovo shall be understood in the context of the UNSCR 1244 (1999).

For RYCO, this designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

➤ **For Output 4**

RYCO logo

PBF logo

UNFPA logo

UNDP logo

USAGE OF SDGS

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

UN-RYCO interventions are aiming at achieving success in the implementation of SDGs 3, 4, 5, 10 and especially SDG 16. Hence, it is recommended to use, for as many communicated actions/activities as possible and especially published reports, press releases and guidelines, the logo of the SDGs, referenced as the following:



This activity contributes to the achievement of Sustainable Development Goals

USAGE OF DISCLAIMER

For printed publications, or press releases, or stories told, the following disclaimer is strongly recommended, to highlight the nature of the project and the UN-RYCO collaboration. This especially true for bigger ticket items such as published reports and guidelines under the project:

Sample Disclaimer:

✓ **For interventions/different project activities:**

'This [name of the activity] is undertaken in the framework of the "Supporting the Western Balkan's Collective Leadership on Reconciliation" a joint UN-RYCO project, funded by the UN Peacebuilding Fund. It is implemented by the Regional Youth Cooperation Office (RYCO) and the three UN Agencies – UNDP, UNFPA, and UNICEF. The project aims to build capacities and momentum for RYCO, empower young people in having their voice in public decision-making that affects their lives, as well as strengthen them to be a factor in building and maintaining safe and peaceful environments for themselves and their communities.

USAGE OF SOCIAL MEDIA AND MEDIA CONTENT

When sharing content about key events and milestones of the project in the media and on social media, it is important to coordinate a common communications approach between participating UN

agencies/offices and RYCO. It is of particular importance to follow the guidelines outlined in this document for media or social media content created within the project.

Coordination of communications efforts for larger coherence will be done around the following key events and milestones:

- Output 1: Launch of the digital classroom
- Output 2: Project communications campaign
- Output 2: Youth peer innovative ideas promotion
- Output 2: Best practices promotion
- Output 2: Regional events
- Output 4: Launch of the youth research report and the accompanying regional dialogue

Exchange of social media profiles addresses.

For RYCO:

- Facebook: www.facebook.com/rycowb
- Twitter: www.twitter.com/rycowb
- Instagram: www.instagram.com/rycowb
- LinkedIn: <https://www.linkedin.com/company/rycowb/>

UN Albania Social Media:

- Facebook: <https://www.facebook.com/UnitedNationsAlbania>
- Flickr: <https://www.flickr.com/photos/150793061@No4/>
- Twitter: https://twitter.com/UN_Albania
- You Tube: <http://www.youtube.com/user/UnitedNationsAlbania/>

UNDP Europe and Central Asia social media:

- Instagram: www.instagram.com/undpeurasia
- Twitter: <https://twitter.com/UNDPEurasia>
- You Tube: youtube.com/user/undpeuropecis/videos
- Facebook: <https://www.facebook.com/UNDPEurasia>

UNFPA Europe and Central Asia social media:

- Facebook: facebook.com/unfpa.eecaro
- Twitter: twitter.com/unfpaecaro
- Instagram: Instagram.com/unfpaecaro

UN PBF social media:

- Facebook: <https://www.facebook.com/unpeacebuilding/>
- Twitter: <https://twitter.com/unpeacebuilding>
- Youtube: <https://www.youtube.com/channel/UCWJoo5vRx19sy3C-mUDcIlg>

UN offices in WB6 (UNDP, UNFPA, UNICEF) colleagues have provided their social media links which are collected in a spreadsheet (attached to this guidelines as an Annex), and may be tagged and/or mentioned in posts as appropriate.

DIGITAL FOOTPRINT

Implementing UN agencies are advised/encouraged to share stories, publications, news, video pertaining to the project implementation with the UN-RYCO project's communication group to be included in the un joint newsletter, in the PBF and RYCO websites.

USAGE OF CALENDAR OF MAIN VISIBILITY EVENTS

An internal planning calendar of main visibility field visits/events will be shared/updated in close collaboration with the implementing UN Agencies and RYCO focal points, in order to ensure attendance of UN/SDC senior representatives, as per the relevance.