

Guidelines for the Visibility of the ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE)

September 2012



Contents

1. Introduction.....	3
2. General rules for ECREEE’s visibility.....	3
3. Basic graphical elements.....	4
3.1 Logo.....	4
3.1.1 Regulations for use.....	4
3.2 The ECREEE funding logo.....	4
3.2.1 In ECREEE-commissioned projects and projects which are primarily financed by ECREEE (85% and above).....	4
3.2.2 In projects with an ECREEE-financed share of less than 85%.....	4
3.3 Reference to ECREEE in written and spoken texts.....	5
3.3.1 Reference to ECREEE in commissioned projects and projects which are primarily financed by ECREEE (85% and above):.....	5
3.3.2 Reference to ECREEE in projects with an ECREEE-financed share of less than 85%.....	5
4. Special areas of application.....	5
4.1 Press releases and press texts.....	5
4.2 Press conferences, press talks, interviews.....	5
4.3 Events.....	5
4.4 Information brochures, folders, newsletters, reports, project sheets.....	5
4.5 Websites.....	6
4.6 Signs, commemorative plaques.....	6
4.7 Forms.....	6
4.8 Audiovisual productions.....	6
5. Contractual provisions.....	6
6. Contact address.....	6

1. Introduction

These guidelines apply to all projects commissioned and/or funded by the ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE). In the interests of transparency and rendering of accounts to the donor partners, they are designed to ensure the visibility of the services and financial resources provided by the Centre and its partners for all activities carried out by the contractors and project implementers.

The Guidelines for the visibility of ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE) are binding for all ECREEE's contractual partners, as set out in the contractual provisions. They are usually integral part of ECREEE contracts.

For other cooperation partners of ECREEE, they are recommended for orientation and use. ECREEE's contractors and implementing partners have to ensure the visibility of ECOWAS Centre for Renewable Energy and Energy Efficiency in all measures commissioned or funded by ECREEE, such as studies, technical assistance projects, the purchase of materials and equipment including vehicles, the installation of infrastructure (buildings, technical facilities, etc.), events (training programmes, conferences, seminars, workshops), and educational, cultural and informational measures.

2. General rules for ECREEE's visibility

1. ECREEE's contractors and implementing partners have to inform the ECREEE Secretariat and the responsible ECREEE National Focal Institutions (NFIs) of the project host country/countries as early as possible about public relation activities (see 2.3.b.). They have to provide relevant documentary evidence of such activities afterwards.
2. In the case of project workshops, inaugurations or other events, the project implementers will have to inform ECREEE on time to enable a possible participation of the Centre.
3. All produced publications, studies, press materials or documents shall include the ECREEE logo at a highly visible area.
4. In case of hardware projects, the project implementers will install a signboard including the ECREEE logo at the project site.
5. A selection of project photos including the copyright (at the start of the project and then, if possible, together with the periodic reports) should be provided to ECREEE. The photos should be of good quality and supplied either as prints, 10 x 15 in size, or in digital form in *.jpg format with a 300 dpi resolution. ECREEE has the right to use and copy, free of charge, the photos provided, together with the name of the photographer, for ECREEE's publications, on the Internet, advertisements and in media cooperation.

3. Basic graphical elements

3.1 Logo

The common element for the visibility of all the programmes and projects financed by ECREEE is the logo. The ECREEE logo is:



*ECOWAS Regional Centre for
Renewable Energy and Energy Efficiency*

*Centre Régional pour les Energies Renouvelables
et l'Efficacité Energétique de la CEDEAO*

*Centro Regional para Energias Renováveis e
Eficiência Energética da CEDEAO*

Regulations for use

The size of the logo should be adapted to the type of printed publication (banners, posters, etc.). However, the logo type must have a minimum height of 7 mm (folders, information sheets, etc.). The logo must be placed where it is clearly visible (on cover and front pages) and given equal importance to other logos.

3.2 The ECREEE funding logo

Depending on the amount of financing provided, the ECREEE funding logo is to be used:

3.2.1 In ECREEE-commissioned projects and projects which are primarily financed by ECREEE (85% and above)

Financed by



*ECOWAS Regional Centre for
Renewable Energy and Energy Efficiency*

*Centre Régional pour les Energies Renouvelables
et l'Efficacité Energétique de la CEDEAO*

*Centro Regional para Energias Renováveis e
Eficiência Energética da CEDEAO*

3.2.2 In projects with an ECREEE-financed share of less than 85%

With funding from



*ECOWAS Regional Centre for
Renewable Energy and Energy Efficiency*

*Centre Régional pour les Energies Renouvelables
et l'Efficacité Energétique de la CEDEAO*

*Centro Regional para Energias Renováveis e
Eficiência Energética da CEDEAO*

The logo can be downloaded from www.ecreee.org.

3.3 Reference to ECREEE in written and spoken texts

In written texts, the name "ECOWAS Centre for Renewable Energy and Energy Efficiency" should always appear with the initial letters capitalized, and in spoken texts the full wording should be used. In longer texts, where the name "ECOWAS Regional Centre for Renewable Energy and Energy Efficiency" is often repeated, the acronym "ECREEE" may be used as an abbreviation.

3.3.1 Reference to ECREEE in commissioned projects and projects which are primarily financed by ECREEE (85% and above):

- Financed by ECOWAS Centre for Renewable Energy and Energy Efficiency

3.3.2 Reference to ECREEE in projects with an ECREEE-financed share of less than 85%

- With funding from ECOWAS Centre for Renewable Energy and Energy Efficiency

4. Special areas of application

4.1 Press releases and press texts

Press releases for ECREEE-financed/funded projects must contain a reference to financing/funding by ECREEE. Press text with presentation of the ECOWAS Centre for Renewable and Energy Efficiency should include the following text: *"The ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE) was established by the ECOWAS (Economic Community of West African States) Council of Ministers, as a unique regional renewable energy and energy efficiency promotion agency in Sub Sahara Africa. ECREEE started operations in 2010 with initial support from the Austrian and Spanish Governments and technical assistance of the United National Industrial Development Organization (UNIDO). The ECREEE Secretariat is based in Praia, Cape Verde, and maintains a network of National Focal Institutions (NFIs) in all ECOWAS countries. ECREEE aims to establish a regional renewable energy and energy efficiency markets by supporting various activities to mitigate existing barriers for the dissemination of these technologies. The activities of ECREEE include policy development, capacity building, awareness raising, knowledge management as well as business and investment promotion."*

4.2 Press conferences, press talks, interviews

- The responsible ECREEE NFI and the ECREEE Secretariat are to be notified as soon as possible of press conferences and journalists' trips for ECREEE-financed/funded projects.
- Press kits must contain a folder or leaflet with information about ECREEE, which can be obtained from ECREEE Secretariat.
- The press documents must contain the ECREEE funding logo and/or reference to ECREEE financing, the amount of funds granted and if possible the key message relayed by the ECOWAS Regional Centre for Renewable Energy and Energy Efficiency.

4.3 Events

For ECREEE-financed/funded events (training programmes, conferences, seminars, exhibitions, workshops, etc.), all documents used at the event must bear the ECREEE funding logo.

4.4 Information brochures, folders, newsletters, reports, project sheets ...

All funded written publications and all publications on funded projects must bear the ECREEE funding logo in a clearly visible area (on the cover or title page). Reference should also be made in the text to ECREEE financing/funding and to the amount of funds granted (see 3.2 and 3.3).

4.5 Websites

When presenting ECREEE-financed programmes and projects on websites the ECREEE funding logo must be shown with a minimum width of 150 pixels and reference should be made in the text to the financing/funding by ECREEE and the amount of funds granted (see 3.2 and 3.3). In addition, the following links to the ECOWAS Centre for Renewable Energy and Energy Efficiency's websites should be indicated: www.ecreee.org. The ECREEE funding logos can be downloaded in web resolution at www.ecreee.org (service).

4.6 Signs, commemorative plaques

Signs for events, references to projects and commemorative plaques (e.g. for opening events etc.) should be designed to fit the occasion and be in keeping with the norms of the relevant country. The ECREEE funding logo must always be placed in the lower right-hand corner (if necessary, next to the logos of other donors).

4.7 Forms

Attendance certificates for courses and training programmes, and acceptance and handover documents during projects etc. must contain the funding logo or reference to financing by the ECOWAS Regional Centre for Renewable Energy and Energy Efficiency.

4.8 Audiovisual productions

For all productions about ECREEE-financed projects or in productions which were made with the support of ECOWAS Regional Centre for Renewable Energy and Energy Efficiency, in the opening or closing credits reference must be made to support by ECOWAS Centre for Renewable Energy and Energy Efficiency (the logo or "trailer" can be obtained from the Secretariat office).

5. Contractual provisions

The use of the Guidelines is governed by the provisions agreed in the contract with the contractual partner.

6. Contact address

ECREEE Secretariat
Achada Santo Antonio
C.P. 288, Praia, Cape Verde
Tel: +238 2604630, +238 2624608
E-mail: info@ecreee.org
Web: <http://www.ecreee.org>
Skype: info-ecreee