



STANDARDS *and* TRADE
DEVELOPMENT FACILITY

Communications plan **2020-2024**



Food and Agriculture
Organization of the
United Nations



WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future



WORLD BANK GROUP



World Health
Organization



WORLD TRADE
ORGANIZATION

contents

| 07 Context

| 08 Highlights

| 10 Objective and audience

| 15 Products and channels

| 21 Resourcing

| 26 Monitoring evaluation and learning

| 28 Annexes





Context

Making the case for investing in safe, inclusive trade in developing countries is as vital as ever in today's global trading landscape. Access to markets provides a lifeline for many small-scale agri-food producers and businesses and in particular for women working across global supply chains. Targeted communications amplifies the reach and results of initiatives operating in the safe trade space, and there is value in communicating what is working and the lessons learned to stakeholders worldwide.

A wide range of actors across the public and private sector, NGOs and academia, and development partners at national, regional and international level are working to secure safe food, and animal and plant health to drive public health, trade and development outcomes in developing countries. There is an urgent need to raise awareness and promote uptake of the knowledge, tools and financing available, which is critical given countries' often limited resources and competing policy priorities.

The STDF brings together a global platform, knowledge work and projects focused on facilitating safe trade to drive forward a vision of sustainable economic growth, food security and poverty reduction. STDF's global partnership operations need to be underpinned by strong communications, which aim to show the benefits for governments and other partners of engaging with the Facility. Here, the STDF partnership and network play a critical role in championing the communications agenda.

This updated STDF communications plan supports the delivery of the STDF 2020-2024 Strategy "Safe and inclusive trade horizons for developing countries"¹ and the accompanying MEL Framework. The plan provides an overview of key communications areas for STDF including objective and audience, products and channels, resourcing, monitoring evaluation and learning. The annexes include STDF branding guidelines for use by the partnership and communications guidelines for STDF projects.

¹https://standardsfacility.org/sites/default/files/STDF_Strategy_2020-2024.pdf

What we are aiming for

The STDF drives safe, inclusive trade and development outcomes in support of the UN's 2030 Agenda.



VISION

Sustainable economic growth, poverty reduction and food security



GOAL

Increased and sustainable SPS capacity in developing countries



OUTCOME 1

More synergies and collaboration driving catalytic SPS improvements in developing countries

Working at a global, regional and national level, the STDF will Convene and Connect diverse stakeholders with a role in SPS capacity development.



OUTCOME 2

Greater access to, and use of, good practices and knowledge products at global, regional and national level

STDF will deliver demand-driven activities to Pilot and Learn from collaborative and innovative approaches in developing SPS capacity.

Highlights



STDF in numbers: 2004-mid 2020

EVENTS



KNOWLEDGE AND PROJECT WORK EVENTS

42



STDF EVENTS ON THE GROUND

515+



WORKING GROUPS

40



POLICY COMMITTEES

12

KNOWLEDGE PRODUCTS



PUBLICATIONS

29

29 publications, including Results Book and 18 Briefings (since 2016 on trade spillovers; P-IMA; environment; trade facilitation; capacity evaluation tools; e-Cert; private sector; gender equality; LDCs)



PDF

28,000+

downloaded (top: project guidance, STDF presentation, Annual Reports, P-IMA Guide, Results Book, e-Cert Briefing, Evaluations)

WEBSITE

RETURNING VISITORS

14%

NEW VISITORS

86%

TOTAL COUNTRIES

195

23% from ASIA-PACIFIC

17% from AFRICA

16% from SOUTH/CENTRAL AMERICA/CARIBBEAN

Data: 2014-mid 2020

NEWSLETTER



NEWS ITEMS

69



ACTIVE SUBSCRIBERS

3,400+

YOUTUBE



VIEWS

68,000+

FILMS

4

- TRADING SAFELY
- SAFE TRADE SOLUTIONS
6,500+ VIEWS
- COCOA FILM
59,500+ VIEWS
- INVESTING IN SAFE TRADE
FILM/INTERVIEWS
1,700+ VIEWS



INTERVIEWS

19

The STDF communications portfolio has expanded and improved since the adoption of the first STDF communications plan², as referenced in the 2019 External Evaluation³.

The Evaluation report points to how STDF communications have raised awareness and highlighted the availability of materials. Over the last five years, the STDF has updated its communications, producing a greater number of user-friendly and accessible publications, news and videos across STDF knowledge and project work, at the same time as leveraging wider dissemination channels through the STDF global partnership.

In 2019, STDF stakeholders were reached at over 80 events, representing a four-fold increase from five years previously and over a quarter more STDF publications were distributed. STDF's online presence expanded with double the number of website users in 2019 compared to five years ago, and a close to three-fold increase in newsletter subscribers. STDF's YouTube views increased significantly with the development of new video products and the generation of STDF social media posts. In addition, to improve visibility, a refreshed STDF brand was developed to accompany the launch of STDF's 2020-2024 Strategy featuring a new logo, colours, graphics and use of visual design.

Looking ahead, the external evaluation flagged the need to promote the use of, and access to, know-how generated by STDF, and to increase resources for STDF communications with a new full-time position, which would operate in close collaboration with STDF's monitoring evaluation and learning.

Engagement with Working Group Members

Findings from a Working Group survey on communications⁴ in July 2020 and follow-up calls with members shared key insights that have shaped the basis of this updated STDF communications plan.

Feedback from the survey highlighted the progress made in recent years across the communications agenda, including with the well-received products and information materials developed, which members have shared across their networks via messages, presentations, events, courses and online platforms. The responses highlighted that STDF communications moving forward should include a focus on the production of explanatory videos or courses on core STDF areas, sharing more project success stories, reaching out to an expanded regional network, and widening language materials.

Insights guiding this Communications Plan

- PROFILE AND VISIBILITY OF GLOBAL PARTNERSHIP RATED AS HIGH/VERY HIGH IN OVER 80% OF RESPONSES.
- STDF PRODUCTS AND CHANNELS RATED AS HIGH/VERY HIGH QUALITY IN OVER 90% OF RESPONSES.
- STDF WEBSITE AND PUBLICATIONS RATED AS USEFUL/ VERY USEFUL IN BETWEEN 80-90% OF RESPONSES.
- STDF VIDEOS AND NEWSLETTERS RATED AS USEFUL IN 70-75% OF RESPONSES; A NUMBER OF RESPONSES FLAGGED THAT MEMBERS WERE UNAWARE OF VIDEOS/ NEWSLETTERS AND OF STDF SOCIAL MEDIA POSTS.
- STDF CAN BE MORE PRESENT ON SOCIAL MEDIA/ONLINE PLATFORMS ACCORDING TO 67% OF RESPONSES.

² https://standardsfacility.org/sites/default/files/STDF_Communications_Plan_2016.pdf

³ https://www.standardsfacility.org/sites/default/files/STDF_Final_Evaluation_Report_Nathan_Associates.pdf

⁴ [Survey completed by 37 Working Group members and networks, accompanied by 12 follow-up calls with interested members](#)

*Based on responses to a survey of Working Group members in 2020

Objective and audience

OBJECTIVE

*RAISE AWARENESS OF
STDF'S GLOBAL PLATFORM
AND PROMOTE UPTAKE OF
STDF KNOWLEDGE PRODUCTS
AND PROJECT SUPPORT IN
DEVELOPING COUNTRIES.*

AUDIENCE

*PUBLIC/PRIVATE SECTOR IN
DEVELOPING COUNTRIES ACROSS
AGRICULTURE, HEALTH, TRADE,
DEVELOPMENT.*

*STDF'S NETWORK OF PARTNERS,
DONORS, DEVELOPING COUNTRY
EXPERTS, MEMBERS,
PROJECT PARTNERS.*

*DEVELOPMENT PARTNERS,
INTERNATIONAL/REGIONAL
ORGANIZATIONS, PRIVATE
SECTOR, NGOs/ACADEMIA.*

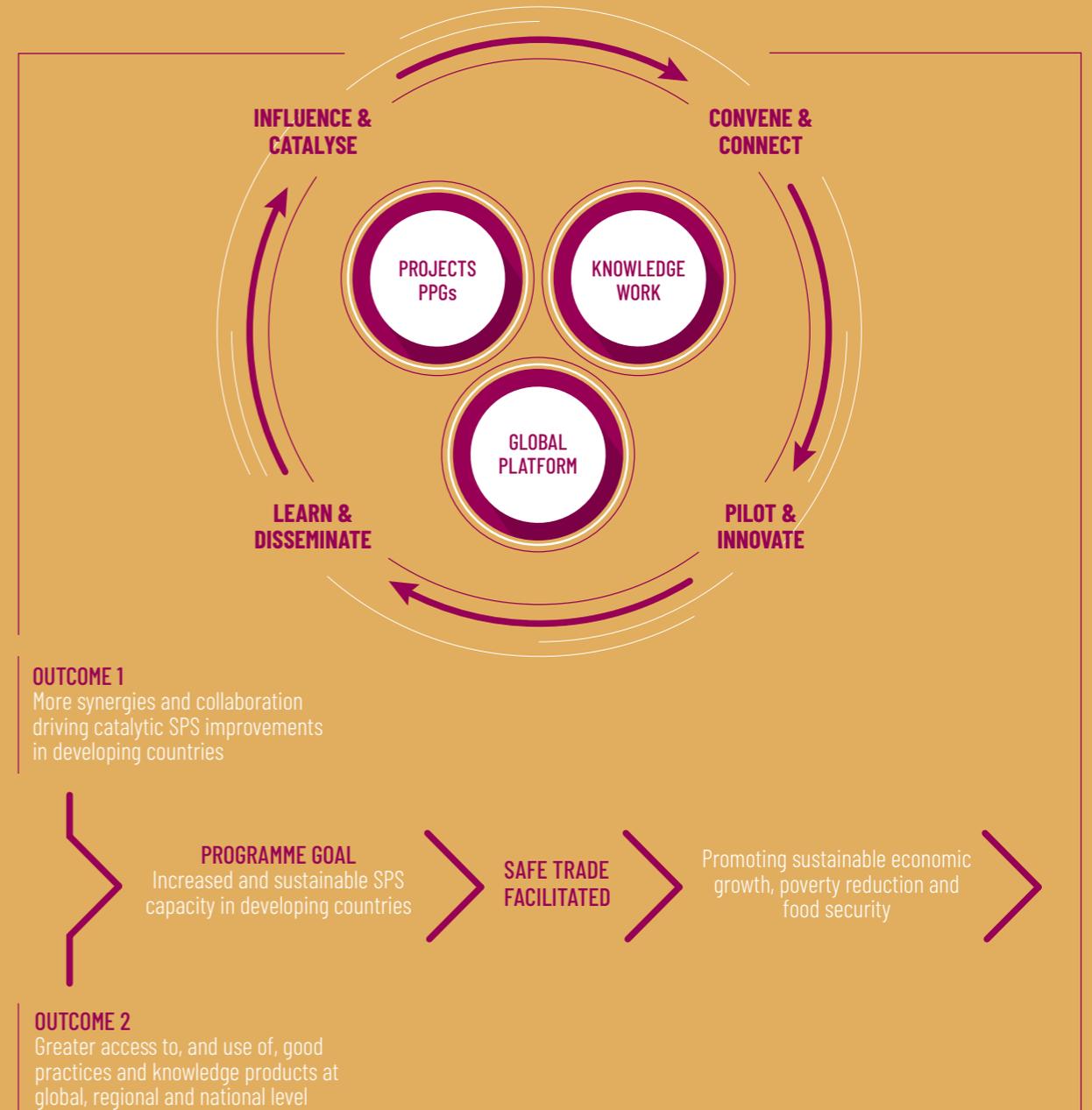
This communications plan aims to extend STDF's reach and impact by building greater awareness of the importance of investing in safe trade and promoting the use of STDF knowledge work and project financing among the public and private sector in developing countries. At the same time, it aims to engage with donors, experts and organizations in the trade and development community.

Building on STDF communications to date, this plan puts a stronger focus on target audiences in developing countries. In particular, this means supporting more policymakers and decision-makers in government ministries and agencies working across agriculture, health, trade and development to access and make use of the full range of STDF knowledge products and project grants available.

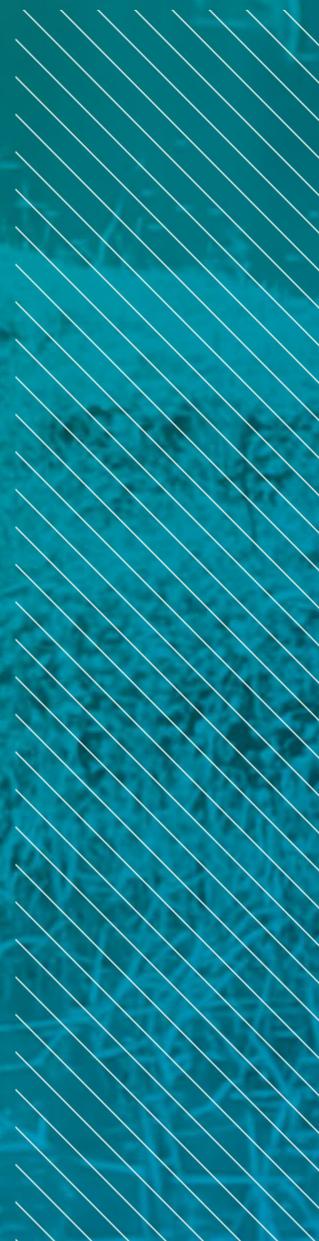
Through its outreach, STDF will profile interventions and solutions that support gender equality so that more women as well as men small-scale farmers, producers and

traders working in agri-food supply chains can benefit. Particular efforts will be made to reach stakeholders via national and regional networks.

Given the Geneva-based location of the STDF Secretariat, to realize this objective – in addition to connecting with stakeholders at global and regional events, trainings and missions – it will be vital to leverage STDF partnership networks at country and regional level including field offices and contact points. To support this outreach, there will need to be an expanded provision of language material, with core STDF communications products made available in French and Spanish, alongside English.



Products and channels



Products

STDF TOOLKIT



“STDF IN BRIEF”
FLYER/PRESENTATION/VIDEO

“HOW STDF WORKS” MICRO-COURSE

“APPLY FOR STDF PROJECTS/PPGS”
INTERACTIVE GUIDE

KNOWLEDGE TOPIC VIDEOS/
PUBLICATIONS(P-IMA/OTHER
TOOLS)

STDF CORE PRODUCTS



RESULTS STORIES/VIDEOS

ANNUAL REPORTS

BRIEFINGS

NEWSLETTERS

FORWARD LOOK CALENDAR

To promote the access and uptake of STDF knowledge work and project support, a new STDF User Toolkit will be developed with targeted products aimed at stakeholders in developing countries and the wider partnership. Overview products, including an STDF flyer, presentation, introductory video and micro-course will break down what the STDF offers in an appealing and engaging format. In addition, an interactive guide will be developed that supports developing country stakeholders to apply for STDF projects and project preparation grants and promotes wide access to STDF resources. Further, STDF knowledge products, including how to use and benefit from tools such as P-IMA, will be profiled in videos and short publications to be easily accessed and shared with a broad network.

Underpinning STDF’s core communications will be an expanded offer of compelling and high-quality products across publications, multi-media and digital content to support the delivery of the STDF Strategy. Building on the STDF Results Book and results series, showcasing project success stories and lessons learned will

be done on a regular basis through a package of news items, stories and videos. Here, the voices and experiences of women, as well as men, working across agri-food value chains from across Africa, Asia-Pacific and Latin America and the Caribbean will feature prominently.

All STDF core products, including annual reports and briefings, will communicate results in line with the MEL Framework and respond to key trends and developments relevant for STDF stakeholders. In addition, STDF products will continue to profile STDF partners, donors and other members reflecting their strong engagement in the partnership. To increase access to the latest partnership knowledge and tools, STDF newsletters will feature news across partners, members, donors and developing country experts. A forward look calendar highlighting STDF events, news and milestones will be available online to support STDF’s partnership to regularly disseminate updates to relevant contacts.

Channels

STDF AT EVENTS (ONLINE/IN-PERSON)



WORKING GROUP KNOWLEDGE SESSIONS

KNOWLEDGE/REGIONAL WORKSHOPS

SESSIONS AT GLOBAL/REGIONAL EVENTS

PRESENTATIONS AT PARTNERSHIP EVENTS

PROJECT MISSIONS (COUNTRY/REGIONAL)

STDF VIA ONLINE PLATFORMS



WEBSITE; VIRTUAL LIBRARY

SUBSCRIBER LIST TO INCLUDE PROJECT PARTNERS; CODEX/IPPC/OIE AND EIF CONTACT POINTS, AND TARGETED MESSAGES TO SPS/TRADE AND DEVELOPMENT/CODEX COMMITTEES, REGIONAL COMMITTEES

PROJECT/PPG CHANNELS INCLUDING REFRESHED PROJECT WEB PAGES, NEWS, WEBSITES, SOCIAL MEDIA

PARTNERSHIP CHANNELS INCLUDING MESSAGES, PRESENTATIONS, NEWS, WEBSITES, SOCIAL MEDIA

STDF ON SOCIAL MEDIA



YOUTUBE

FLICKR

LINKEDIN

To respond to the need for STDF to effectively reach more stakeholders in developing countries and share updates on STDF knowledge products and project support, there will be a greater emphasis on maximizing available dissemination channels, including the use of online and social media channels. This is important given communications trends that show an appetite for regular, short and sharable information pieces and a growing number of global users across online platforms and social media.

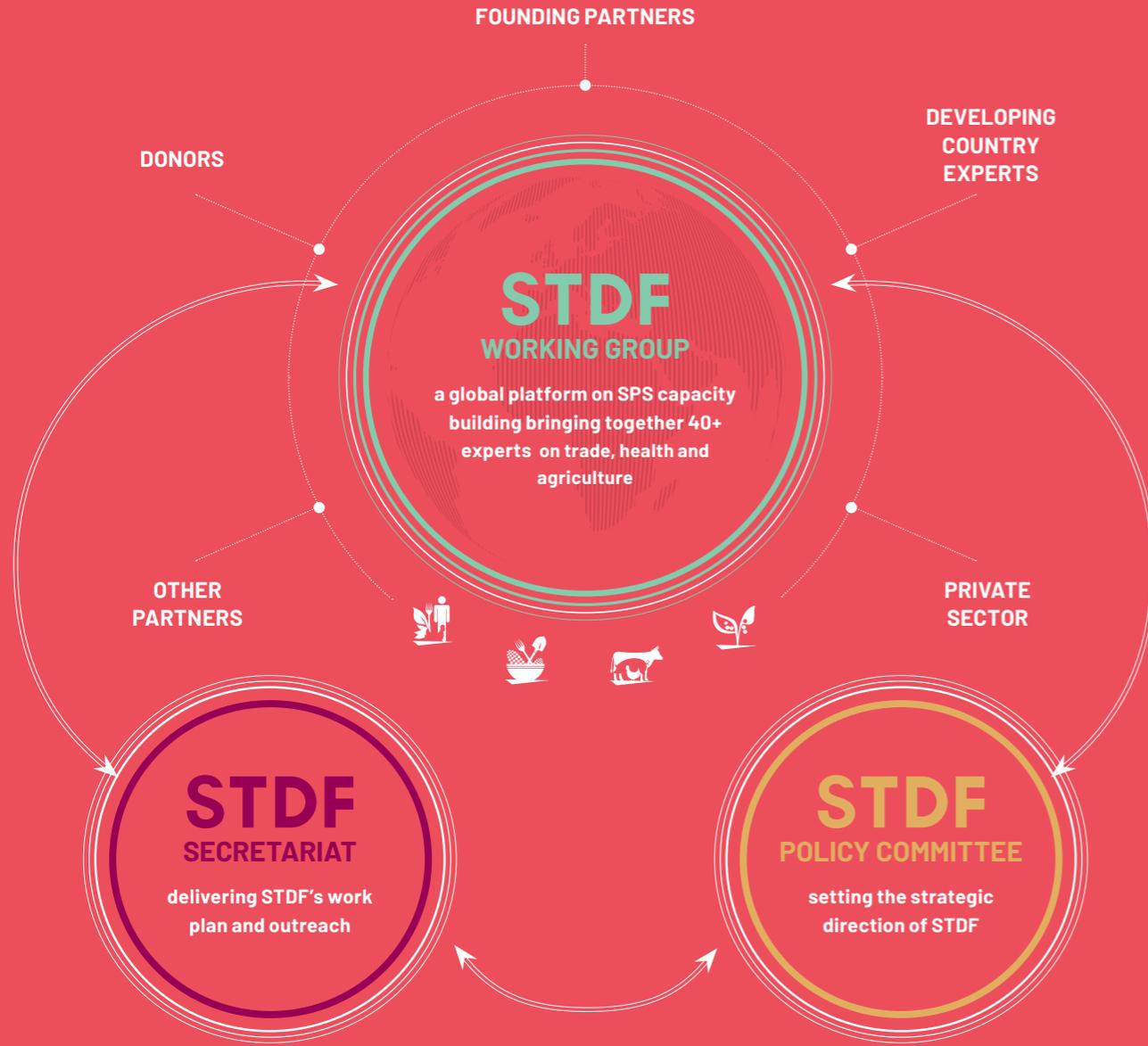
For all STDF events, both online and in-person, there will be targeted outreach to an expanded network list in particular for regional and country contacts that can benefit from STDF knowledge sessions. This will include running a greater number of accessible online knowledge events as well as liaising with partnership networks at field office level to engage with relevant STDF project missions.

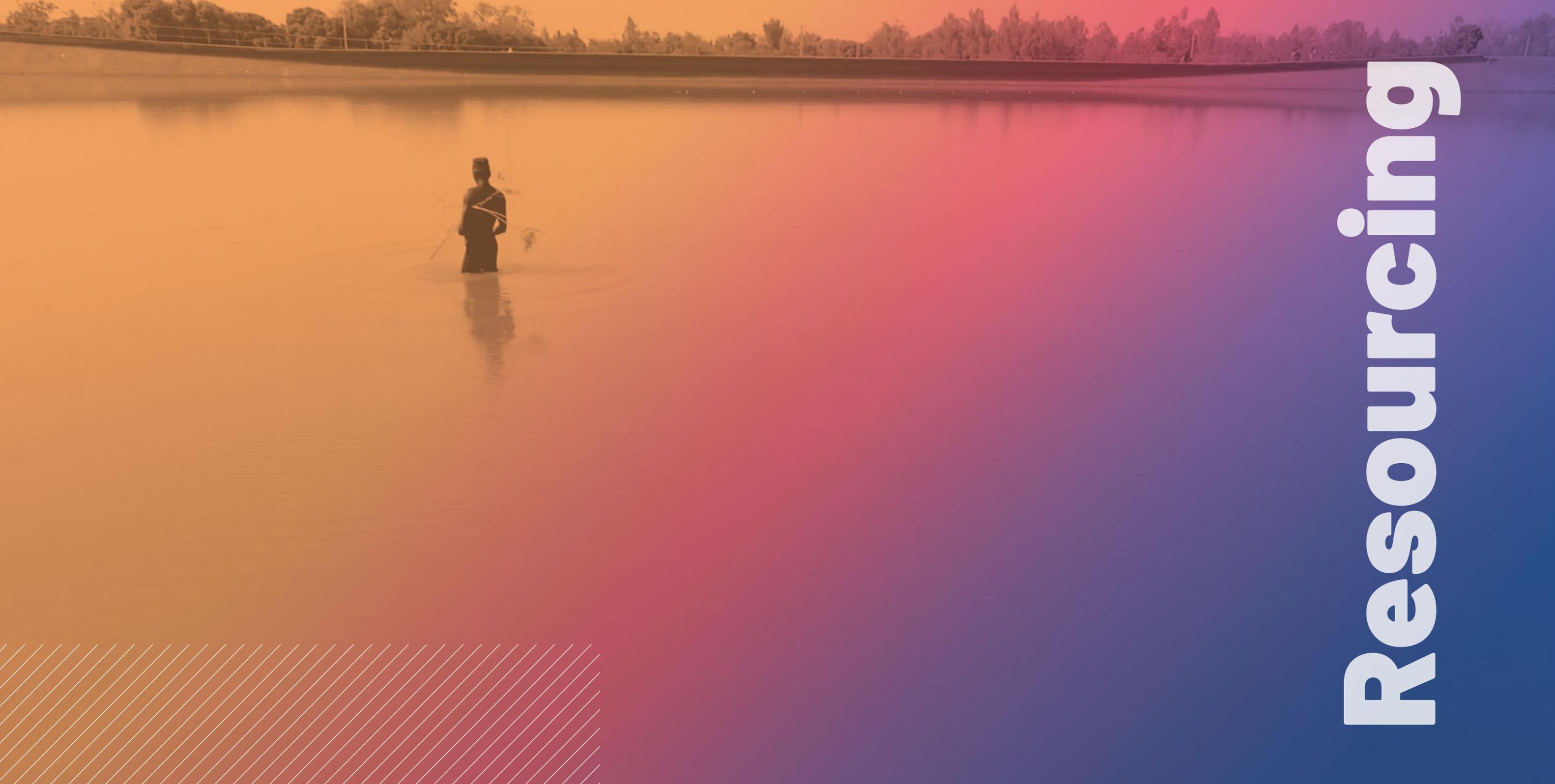
To support outreach on STDF's global platform, knowledge products and projects, there will be an increased online engagement supported through STDF's website. In addition, there will be a wider subscriber list for STDF news to include project partners, contact points for Codex, IPPC, OIE and EIF and participants at the SPS, Trade and Development and Codex Committees and relevant regional Committees. Project partners

will be supported to share results and lessons via national and regional communications channels, and there will be greater efforts to coordinate and assist the global partnership to disseminate STDF knowledge and project updates via their channels and networks.

The STDF will be more active on social media including through its YouTube and Flickr accounts to showcase stories and learning from across its knowledge work and projects with videos and imagery. An STDF LinkedIn platform will be created to build an STDF online community to exchange news updates with partners, members, donors, current and former developing country experts and project partners. Given the overall resource and capacity constraints, STDF will continue to post updates via members' social media, such as Facebook, Twitter and blogs, using STDF-specific links. Additional STDF social media platforms may be developed in the future based on available capacity.

The new STDF branding guidelines, which are set out in Annex 1, aim to support a consistent and coherent approach to raising STDF's visibility across the range of dissemination channels outlined.





Resourcing

A full-time communications officer based in the STDF Secretariat will oversee the delivery of this communications plan in line with the recommendation of the External Evaluation, working closely with Secretariat staff responsible for key aspects of the events, publications and design portfolio. To support this, STDF workplans will include an allocation for a dedicated communications budget. This includes provision to develop compelling, high-quality and user-friendly publications, multi-media and digital content as outlined as part of STDF's User Toolkit and Core Products. In addition, there will be a specific communications budget line included under all STDF projects to communicate results and lessons from across the projects using a simple, sharable story and imagery template.

To support the coordination of STDF communications across the global partnership, there will be a strong engagement with communications counterparts in partners, donors and other members' organizations. An informal STDF communications group will be set up to run as a virtual exchange forum where communications experts can share upcoming news and initiatives and also work with an expanded network on joint campaigns to reach a wider audience covering key topics for STDF⁵. In addition, former STDF developing country experts will be supported to adopt an STDF Ambassador role and continue to be actively engaged in sharing STDF updates via country and regional networks.



⁵ In 2020, exchanges between STDF and partners' communications contacts have supported initiatives spanning World Food Safety Day to the International Year of Plant Health. As part of the communications survey follow-up, contacts voiced interest in joining an STDF group.



Monitoring evaluation and learning



This STDF communications plan connects closely to the MEL Framework accompanying the 2020-2024 Strategy. The delivery of this plan will be reported on as part of STDF's new Results Matrix, supported by the online MEL Tool capturing data and information on progress, results and lessons.

Measuring how STDF communications raises awareness of STDF's global platform will be captured under the Outcome 1 indicator on the number and type of collaborative networks, relationships and initiatives at global, regional and national level supporting the delivery of change in SPS systems. To measure how far STDF communications is promoting the uptake of STDF knowledge products and project support in developing countries, evidence will be collected under Outcome 2 indicators. This will include a breakdown of the number of people reached by STDF's knowledge work as well as the satisfaction levels reported with this work, in addition to a range of analytics from STDF's website that capture downloads of STDF material, alongside surveys to show the uptake of knowledge.

Tracking wider outreach data will be done through Output indicators under the Results Matrix. This will include information under the Global Platform on the number and type of STDF events and participants. Under STDF knowledge work and publications, this will be done in relation to the number and type of knowledge products, briefings and films produced, including those addressing gender equality. Analytics will be sourced from the website, YouTube, LinkedIn and online news.

In addition, there will be regular reports at STDF Working Groups on delivery of the communications plan, including by partners, donors, developing country experts and other members on how they are actively championing the communications and outreach agenda across their respective channels. This will be complemented by updates and data analytics provided by communications and project counterparts relating to communications initiatives and outreach jointly undertaken with the STDF.



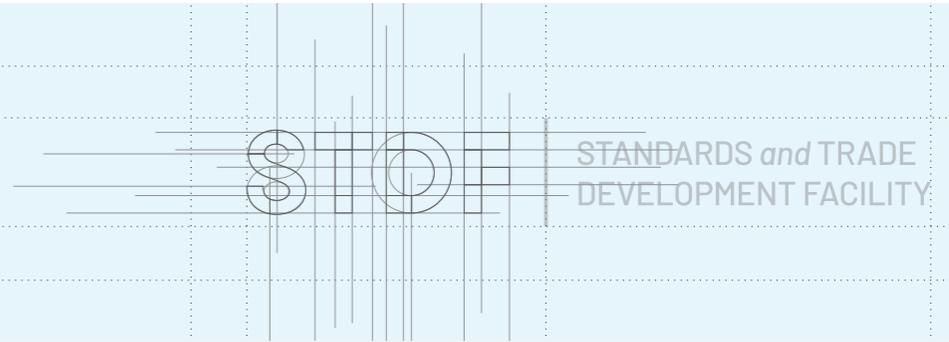
Annexes



Annex 1. STDF Branding Guidelines

FACILITATING SAFE TRADE

LOGO SPECIFICATION



60 mm



30 mm



Smaller than 10 mm use the logo without text



OFFICIAL LANGUAGES

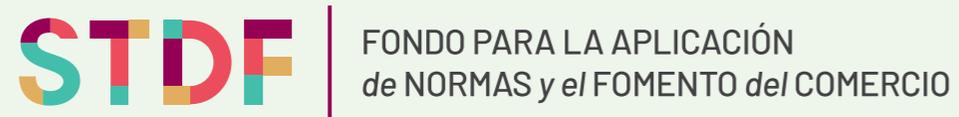
English Horizontal Version



French Horizontal Version



Spanish Horizontal Version



POSITIVE & NEGATIVE

Positive version



Negative version



Grayscale version



BACKGROUND COLOURS

DO

Institutional light background



DON'T



Institutional dark background



Colours background



BACKGROUND IMAGERY

DO

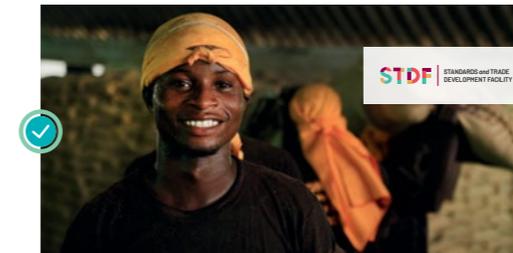
Light background



DON'T



Dark background

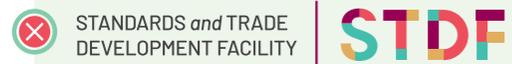


Complex background



DON'T

Move elements



Outline



Stretch or transform



Change the font



Change colors



Adding shadows



OTHER LOGO VERSIONS

English, French, Spanish vertical versions



With tagline version



Only Sign



Sign with tagline



Example with partners logos



PRIMARY COLOURS

CMYK 90 0 33 0	RGB 0 176 184
CMYK 67 0 41 0	RGB 67 190 172
CMYK 185 57 0	RGB 237 78 92
CMYK 3 28 69 8	RGB 225 174 95
CMYK 8 99 17 38	RGB 151 0 84
CMYK 49 0 41 0	RGB 131 203 172
CMYK 0 0 0 90	RGB 65 64 66
CMYK 6 0 8 0	RGB 238 246 236

44

TYPOGRAPHY

Barlow/Barlow Condensed

Print font

Regular	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Light	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Thin	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Medium	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Semibold	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Bold	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Black	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Regular Condensed	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Light Condensed	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Thin Condensed	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Medium Condensed	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Semibold Condensed	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Bold Condensed	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Black Condensed	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^

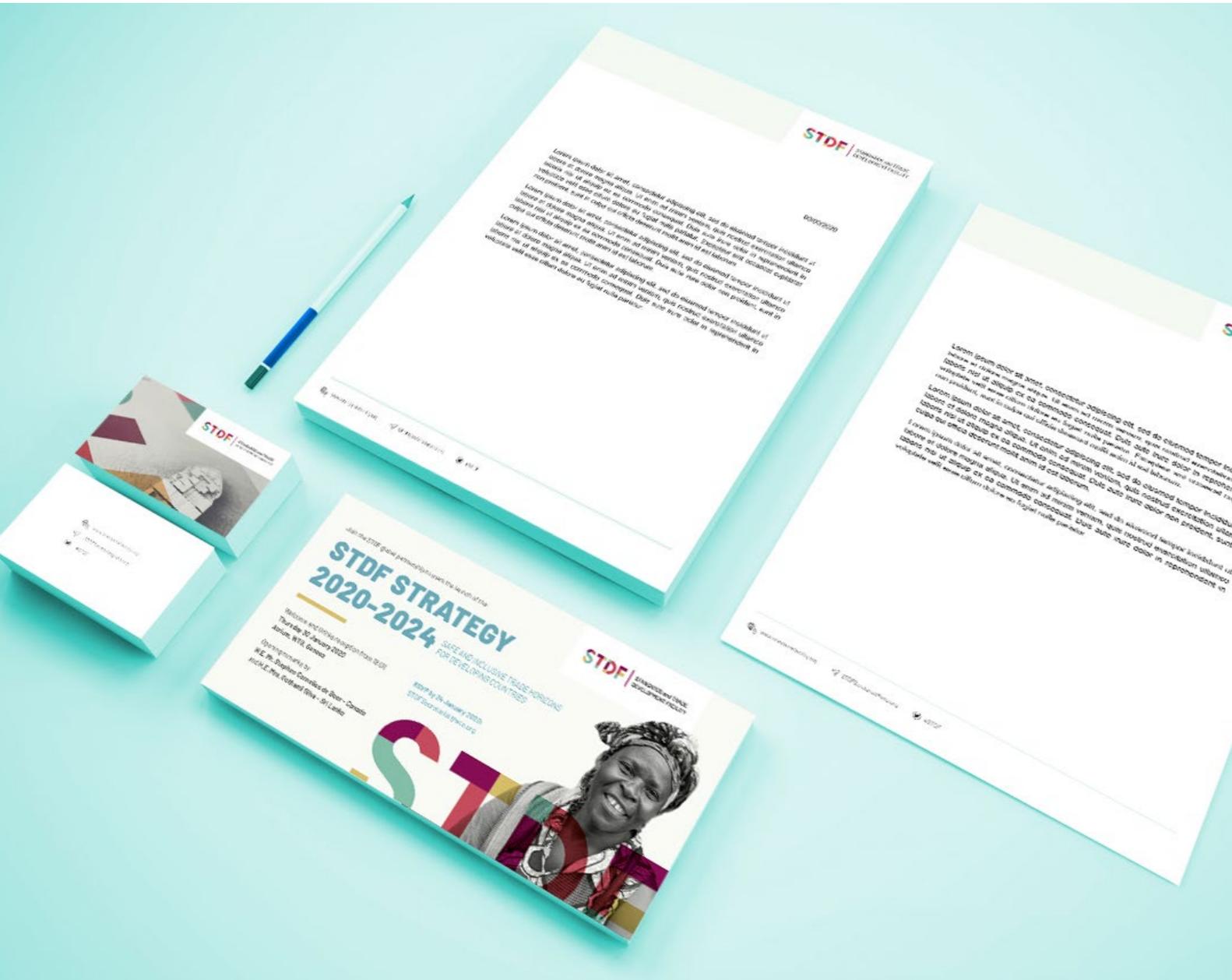
45

Arial

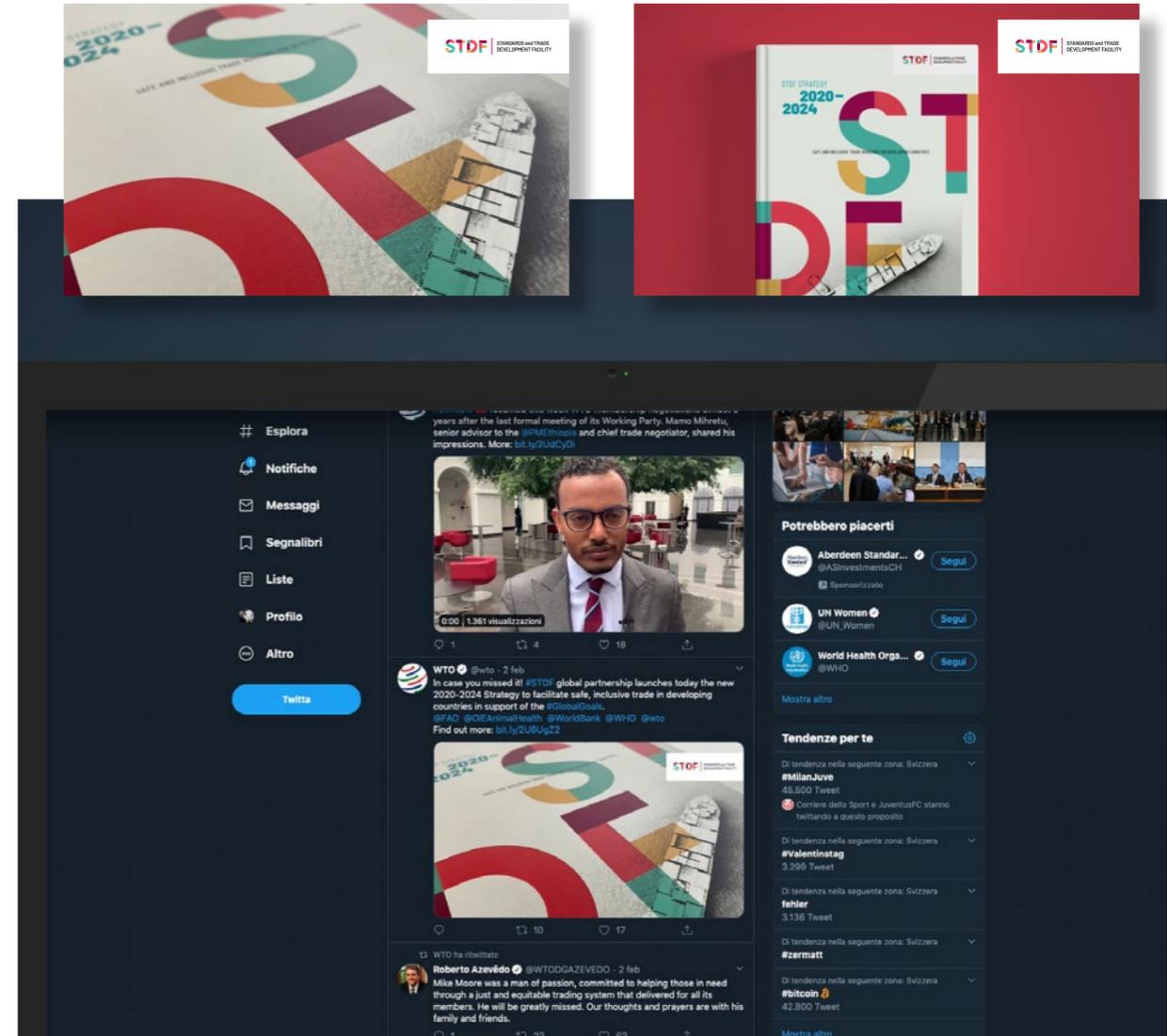
Web Font

Regular	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
<i>Light</i>	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
Bold	qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^
<i>Bold Italic</i>	<i>qwertyuiopasdfghjklèéàyxvbnm,-1234567890+»*ç%&/()=?'^^</i>
Black	qwertyuiopasdfghjklèéàyxvbnm,-1234567890&/()=?'^^

STATIONARY



SOCIAL MEDIA CARDS



Annex 2. STDF Project Communications Guidelines

The Project Communications Guidelines are targeted at organizations implementing STDF projects and aim to support STDF's communications plan. The Guidelines include a section on Visibility – how STDF should be profiled in project material, and a section on capturing outreach and results – how to promote awareness-raising within projects and how to communicate results more widely. The Guidelines will form a core part of STDF project documents.

1. Promoting the visibility of STDF

STDF projects are expected to provide due credit and acknowledgement for the financial support provided by the STDF. The Guidelines aim to ensure that the STDF is profiled in a standardized way in project publications, media and audio-visual material, and across digital and social media platforms. Final versions should be shared with the STDF Secretariat for review prior to their publication.

The STDF logo and website link should feature in all project content and visual material.

- STDF logo (available in English, French and Spanish and in .jpeg; .png; .eps format).
- STDF website: www.standardsfacility.org (in English, French and Spanish).

Reference should be made to the support provided by STDF (Standards and Trade Development Facility) in all external communications (including press releases, brochures, reports, etc.) related to the project. The STDF is a global partnership established by FAO, OIE, WHO, the World Bank and WTO, and implementing organizations should not refer to the «STDF of the WTO» or similar.

All other references should be reviewed by the STDF Secretariat before final publication. STDF's factsheet and presentation provide further information and are available from the website.

Project implementing organizations are requested to encourage all relevant stakeholders involved in the project to sign up for STDF's e-news distribution list (via the link on the STDF homepage).

2. Capturing outreach and results

Targeted outreach activities support project delivery by raising awareness and understanding among beneficiary groups, which in turn contributes to the outcomes of the project. Communicating results and lessons from the project raises project visibility and also supports STDF's Monitoring, Evaluation and Learning Framework (MEL).

I. Raising awareness

Projects can use a range of tools/channels to promote outreach and awareness-raising including:

- highlighting project results and lessons on the project page of the STDF website
- developing user-friendly leaflets/posters/publications/films in local languages
- highlighting the project through radio/newspaper/online features and articles
- sharing project resources online such as e-resources in areas with internet access
- organizing participatory community events such as workshops and trainings
- nominating local project champions to share messages through their networks

II. Communicating results

Projects are requested to communicate planned results by submitting the Project Factsheet for the STDF website at the start of the project and updating it with the results achieved and lessons learned after the project is completed. This should include providing human case stories and photographs.

Human case stories

- Short human case stories should be developed that show women and men who benefitted from the project and the impact this has had on their livelihoods/income. Facts/figures to support the story should be included e.g. project training led to an increase in sales by X %.
- The person's name, occupation, where they live and how they were involved in the project should be included with quotations that show how they benefitted from the project.

Action photographs

- High-quality project photographs that show the project "in action" should be taken. The photographs should be close-ups and overview shots focusing on people engaged in activities related to the project (including interviewees), for example, in the field, at the market.
- Captions and copyright for each photograph should be provided e.g. "Cooperative from X District being trained on Good Agricultural Practices."
- Photographs should be: taken with the subjects' permission; in focus; either in portrait or landscape view and fill the frame of the photograph; in .jpeg format and, in the highest resolution available on the phone/ camera taking the photograph.

III. Measuring results

To support STDF's monitoring and evaluation, projects are requested to measure the reach of communications activities and to share material (such as publications, newspaper or other articles, web links) with the STDF Secretariat. The STDF will profile project results, lessons and case stories across its network.

Measuring awareness-raising – some examples:

- number of publications/resources disseminated
- coverage of online media and press clippings
- number of website hits/e-resource downloads
- survey results from community events held
- number of enquiries and partners joining



FIND OUT MORE:

 www.standardsfacility.org

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 #STDF
