

**Annex VI to the Contribution Agreement
CRIS No. DCI-ENV/2021/427-665**

Visibility & Communication Plan

Sustainable Agriculture for Forest Ecosystems (SAFE)

Revised on 20 December 2024

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List of Abbreviations

BMZ	German Federal Ministry for Economic Cooperation and Development
DoA	Description of the Action
EC	European Commission
ER	Expected Result
EU	European Union
EUDR	EU Deforestation Regulation
FFPA	Financial Framework Partnership
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
i4Ag	Fund for the Promotion of Innovation in Agriculture
M&E	Monitoring and Evaluation
MinBuza	Ministry of Foreign Affairs of the Netherlands
SDGs	Sustainable Development Goals
SAFE	Sustainable Agriculture for Forest Ecosystems
TEI	Team Europe Initiative

1 Introduction

The Multi-Donor Action “Sustainable Agriculture for Forest Ecosystems” (SAFE) is jointly co-financed by the European Union (EU) and the Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) as part of the BMZ-funded project “Fund for the Promotion of Innovation in Agriculture (i4Ag)”. The duration of this Action is scheduled from 01/2022 to 03/2028 (75 months) with a total budget of EUR 44.750.000 (EU contribution EUR 20.500.000 and BMZ contribution EUR 24.250.000). BMZ’s total funding for the BMZ commissioned project “Fund for the Promotion of Innovation in Agriculture (i4Ag)” is EUR 179.527.248, excluding the EU contribution for SAFE. The Programme could be further complemented by EU contributions at national/regional level, notably through the NDICI’s Multi-annual Indicative Programmes (MIPs) and by Member States contributions. SAFE has received additional funding of 20.000.000 EUR from the Ministry of Foreign Affairs from The Netherlands (MinBuZa), however the funding is not part of this Multi-Donor Action.

The **Overall Objective** of the Action is to contribute to the conservation of forests and other ecosystems and to the sustainable management of agri-food systems.

The **Specific Objective** (outcome) of the Action is that contributions to an inclusive transition towards deforestation-free, sustainable, and legal supply chains for selected commodities to the European Union (EU) have been made.

The Action has the following outputs:

Output 1: In the partner countries selected supply chains are strengthened to meet the market requirements for production that is in line with EUDR.

Output 2: In partner countries, stakeholder capacities to adapt the enabling political conditions and to access finance for transition towards sustainable and deforestation-free production are strengthened.

Output 3: Capacities of smallholder producers to sustainably manage selected production systems are improved.

Output 4: Experiences and knowledge on supply chains in line with EUDR are shared regionally between supply chain actors, political professionals and executives and civil organisations.

Output 5: Structures for the dissemination of knowledge needed for global operationalisation of EUDR objective are established.

Background on the EU Deforestation Regulation

About 90% of deforestation in the tropics is driven by the expansion of agriculture, of which 60% is commercial agriculture⁷. Especially the commodities of soy, palm oil, (beef) meat and leather, cocoa, coffee, and rubber have been identified to contribute to deforestation⁸. From these forest-risk commodities, about one third is exported and traded internationally⁹. This shows the importance of overseas consumer markets taking responsibility for deforestation-

free production. The behaviour of EU-consumers has a key role, since the EU-imports contain a disproportionately large share of commodities associated with deforestation.

In order to tackle this challenge, the EU presented a legislative proposal in 11/2021 on the making available on the EU market and the export from the Union of certain commodities and products associated with deforestation and forest degradation (Deforestation Regulation). The EUDR entered into force on 29 June 2023, and it will enter into application on 30 December 2025.

This means that operators established in the EU who place palm oil, beef soy, coffee, cocoa, rubber, and wood and related products on the EU market will need to exercise strict due diligence to ensure that: (1) the products are “deforestation-free” – i.e. not produced on land that was degraded or deforested after 31 December 2020, and (2) legal – i.e. produced in line with the relevant national laws of the producing country. The regulation also creates a benchmarking system, which assigns a level of risk related to deforestation (low, standard, or high) to countries.

2 Framework

Communication and visibility measures in the context of this Action will adhere to Article 8 of Annex II and the Communication and Visibility Requirements for EU External Actions published by the European Commission. GIZ is subject to particular visibility obligations towards the German Government as foreseen in Article 10.6 of the Financial Framework Partnership Agreement (FFPA) signed by the European Commission and GIZ on 20 May 2019.

The EU Delegations in Ecuador, Brazil, Indonesia Zambia, Democratic Republic of the Congo Vietnam and Burundi will be closely involved in the preparation of information campaigns, events and potential stakeholder meetings. Even though the MinBuZa funded countries Peru, Cameroon and Uganda are not part of this Multi-Donor Action, the EU Delegations will also be involved at country level. The relevant EU Delegations will be invited to the relevant communication events related to the Action in partner countries.

GIZ will ensure that the EU Contribution to the Action will be acknowledged publicly whenever appropriate, including in official publications, through media outreach, official notices and press releases, reports and publications referring to the Action.

This Plan is making reasonable efforts to reconcile the visibility requirements of all donors to the Action. In line with Chapter 5.5 of the Requirements, the FFPA and this agreement take precedence if they contradict or otherwise deviate from the Requirements.

This Plan is indicative and may be revised during the Action’s implementation period. It can be amended in writing without the need for a contract addendum.

3 Objectives

3.1 Overall communication objectives

Communication will occur throughout the project cycle. Communication and visibility activities will be properly sequenced to achieve maximum impact. They will inform target audiences

about the reasons for the Action, the support provided by the EU, BMZ, MinBuza, and the outcomes and impact of that support.

Communication measures will emphasise the tangible results and impact of the Action rather than administrative milestones or financial inputs. They will ensure wide and timely information and publicity and seek to maximise synergies with the relevant general EU communication strategy shared by the EC.

All communication and visibility measures will aim to contribute to three main objectives:

- a) The communication and visibility measures will aim to show the goals and benefits EU's, BMZ's, and MinBuza's cooperation to international audiences in general and notably stakeholders and political partners in partner countries by focusing on the tangible results of the measure.
- b) The aim for communication measures is to focus on the tangible results as well as qualitative impact on livelihoods and ecosystems, and to tell positive stories about the implementation of the EUDR as well as the Team Europe Initiative on Deforestation-free Value Chains by EU Member states (like Germany, France, The Netherlands and others) and the European Commission.
- c) The communication measures will aim to create awareness and ownership among relevant partners and stakeholders.
- d) Third, communication and visibility measures are an important activity of their own as the Action foresees global communication activities to build knowledge and awareness on the EU Deforestation Regulation among partners across the globe.

3.2 Objectives per Target Group

GIZ will review the appropriateness and suitability of the target groups throughout the implementation period and propose revisions as necessary.

Major partners of the Action will be decision-makers and personnel from the public and private sector in future tropical partner countries, including relevant ministries (agriculture and forestry, environment, etc.) and national and sub-national government agencies (forest service, agricultural agencies and extension services, planning agencies, remote-sensing agencies etc.). Besides, local and indigenous communities (the right holders) in general as well as producer organisations/cooperatives and other private sector entities (processors, standard-setting organizations, business associations, developers of digital services), civil society and community representatives and research institutions focusing on deforestation, sustainable agriculture, human rights, land conflicts will be important partners and will be included in capacity building and be target group of communication activities. Given the special interest of many young people in environmental issues such as climate change and in livelihoods and gender-related roles in rural areas, young representatives of local communities and indigenous people will be a special focus.

As the Action will contribute directly to the Sustainable Development Goals (SDGs) SDG 1 – no poverty, 2 – zero hunger, 5 – gender equality, 12 – responsible production and consumption, 13 – climate action, 15 – life on land and 17 – partnerships for the goals, the communication activities will also highlight how the Action contributes to achieving the SDGs.

For each target group there will be a set of key messages to be developed at the beginning of the communication activities, to ensure consistent messaging.

The three main communication objects will be adapted to the target groups as indicated in the following table:

Target Group Clusters	Sub-objectives per target group
Public sector partners: Ministries of Forestry, Environment, Agriculture and Trade in the relevant implementation countries	<ul style="list-style-type: none"> • inform about the implementation progress and results • create awareness, acceptance and ownership of the measures that are implemented under the Action • inform about the EU Deforestation Regulation (EUDR), implications for partner countries and existing tools and approaches for compliance • Impact, good practices, signal of support for just transition • High to medium technical demand for information, knowledge <p><i>Potential political sensitivities between technical working level and decision makers</i></p> <p>Main Message: Co-create effective measures for a just transition: SAFE supports actors at the beginning of the value chains to produce more sustainably and balancing increased productivity while preserving forests and natural resources.</p>
Producer organisations/ cooperatives, smallholder farmers and other private sector entities (small-and medium-sized, family businesses, processors, standard-setting organisations, business associations, developers of digital services), indigenous groups, timber businesses, SME companies having to comply with the EUDR	<ul style="list-style-type: none"> • create awareness, acceptance and ownership of the measures that are implemented under the Action • provide the necessary information that ensures complementarity of efforts and enables the tapping of synergies on the ground • inform about EU Deforestation Regulation (EUDR), implications for partner countries and existing tools and approaches for compliance and long-term relationships • Strong need out of economic interests, potentially livelihoods at stake • high demand for technical information/information on technical solutions, knowledge <p>Main Message: Leaving no one behind: SAFE aims to support actors to produce more sustainably and increase productivity and income and to meet the requirements of the EUDR in order to remain part of EU-related supply chains. Through various activities,</p>

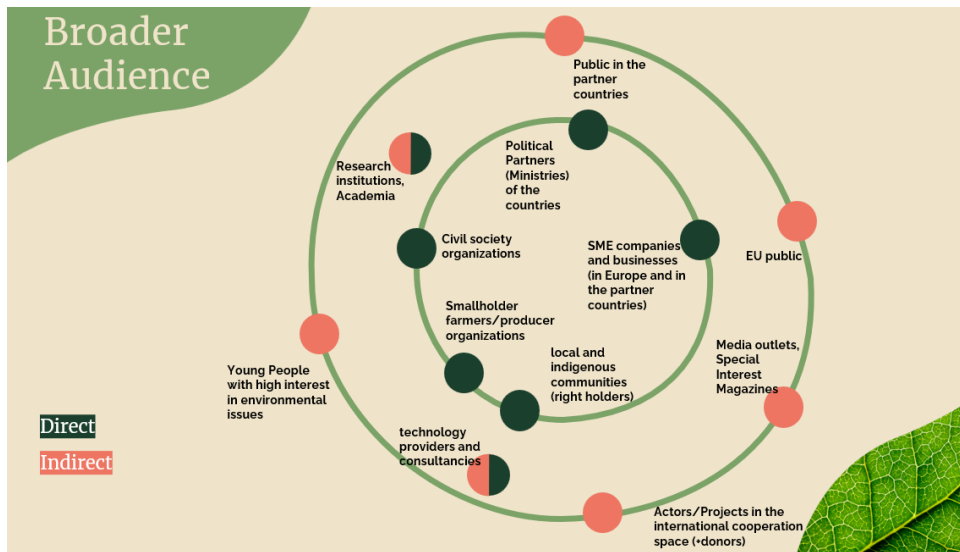
	technical assistance, capacity strengthening, traceability pilots, reliable and stable partnerships, livelihoods will be supported.
Interested Audiences, Media, EU Member states, Businesses, Civil society organisations focusing on environmental issues, deforestation, sustainable agricultural practices, human rights, land conflicts, labour rights	<ul style="list-style-type: none"> • inform about the implementation progress and results of the project against the defined objectives • Due to the novelty of the regulation higher interest • Main focus halting deforestation and increasing sustainability • knowledge on the impact of their consumption • no in-depth technical information demand • Affinity to simple, emotional content <p>Main Message: EU takes responsibility for its consumption. Through a diversity of stakeholders, variety of countries, value chains and good practices, SAFE aims to support actors at the beginning of the value chains to get ready for the EUDR and build up long-term, sustainable partnerships, preserve forests and livelihoods.</p>

3.3 Storytelling

SAFE adopts a “Storytelling for Influence” Design Thinking Approach.

- Storytelling can be powerful: Functional magnetic resonance imaging (MRI) machines show that certain language (such as, descriptive and figurative) lights up neurological regions that incite action and movement.
- Increase empathy: Psychologists and neurologists have found that stories stimulate the parts of the brain that help us intuit others’ thoughts and emotions.
- Encourage cooperation: Our brain produces oxytocin after listening to a character-driven story. Oxytocin has been shown to help motivate us toward cooperation.

One main challenge will be the vastness of our stakeholders across all implementing countries and globally:



Special Focus will be on zeroing in on our audience, to be as specific as possible. The underlying needs of the audience will be examined and iterated if necessary to comply with the complexity of the audience.

3.4 Key Messages and Narrative

- **Our planet needs forests, and millions of people live in and protect them.**
Millions of people are highly dependent on forests, almost 2 Billion people live in proximity of a forest. Agriculture is a driver of deforestation: 90% of forest loss is caused by agricultural use for palm oil, soy, and cocoa, among other things. Deforestation and forest degradation are the second leading cause of global warming. **Agriculture is a driver but can also be part of the solution.**
- **The climate crisis is now** and not a thing of the future: Many countries are already bearing the brunt with extreme weather events, droughts and flooding, thus already impacting livelihoods
- **The EU takes Responsibility.** EU citizens no longer want to contribute to deforestation through their consumption, instead want to be part of sustainable and transformative change.
- **The new EU Deforestation Regulation (EUDR)** is a milestone in the global fight against deforestation and forest degradation and focuses on supply chains of seven commodities that have the biggest impact: palm oil, beef, soy, coffee, cocoa, natural rubber, and wood.
- **The regulation aims to tackle deforestation at home and globally.** The new regulation applies equally to producers inside and outside the EU, meaning it is not a protectionist measure. The regulation has been drafted to be compatible with the rules of the World Trade Organization (WTO) including, importantly, the principle of non-discrimination.

- **Co-create effective measures for a just transition.** Through a diversity of stakeholders, variety of countries, value chains and good practices, SAFE aims to support actors at the beginning of the value chains to get ready for the EUDR and build up long-term, sustainable partnerships, preserve natural resources and livelihoods.

> For people and planet

3.5 Tools, Channels, Main Activities and Schedule

To achieve the communication objectives and reach the target groups, the following tools and channels as well as main activities may be used. The overview is indicative and may change during the implementation of the Action, including to capitalise on opportunities that may arise. Further activities and channels e.g. to reach out to stakeholder such as local and indigenous will be identified during project implementation, as soon as partner countries are identified. Furthermore, each activity will be linked to the pre-defined sub-objectives in more detail after the project setup.

Tools and Channels	Main Activities	Indicative Schedule
Online communication	<ul style="list-style-type: none"> • Specific website for coordination and knowledge transfer of the Team Europe Initiative, zerodeforestationhub.eu, as well as information about TEI Flagships, such as SAFE about collection of information, experiences, tool boxes, approaches for the variety of partners and other material on and around EU Deforestation Regulation • Relevant e-mail newsletters: e.g. GIZ Initiative Sustainable Agricultural Supply Chains, GIZ Forests, external newsletters on forests and deforestation-free supply chains, potentially building up new newsletters 	<ul style="list-style-type: none"> • At the start of the implementation period and through implementation
Social media accounts	<ul style="list-style-type: none"> • Social media accounts: • Twitter: draft of tweets for @EU_Partnerships + @BMZ_Bund + @giz_gmbh + • Hashtags #SAFEproject • #agriculture4forests • # EU #GIZ #BMZ 	<ul style="list-style-type: none"> • At the start of the implementation period and through implementation

	<ul style="list-style-type: none"> • #SustainableAgriculture • #ForestEcosystems • #safe_deforestationfree <p>Rather than creating new accounts we will work closely with existing accounts by BMZ, EU, MinBuza, German Embassies and EU Delegations in the countries</p>	
Printed materials	<p>Factsheets, roll ups, leaflets, brochures and other printed materials, information and communication material also through SAFE partners (e.g.those facilitating the Regional Dialogues in South-East Asia and Latin America). Any products must be produced with best environmental practice in mind. Country specific factsheets will be produced and updated in a regular manner. A digital brochure about the project, with more technical details for key audiences might be planned and executed.</p>	<ul style="list-style-type: none"> • At the start of the implementation period and through implementation • 1-2 years into implementation
Campaigns, events, visits and stakeholder meetings	<ul style="list-style-type: none"> • Regular virtual events to support the dialogues and dissemination of information on and experiences with EUDR • In partner countries: Launch event with EU, German Embassy and key partners • Stakeholder meetings in partner countries, e.g. to support multistakeholder roundtables • Events will be highlighted on zerodeforestationhub.eu 	<ul style="list-style-type: none"> • First (launch) events: COP 27 2022 • COP 28 2023: TEI on deforestation-free value chains has been launched • Then events on a regular basis as determined during the implementation period
Press and media	<ul style="list-style-type: none"> • Public announcements through press releases and/or other potential means, such as social media. This applies whenever a signing 	<ul style="list-style-type: none"> • As determined during the implementation period

	<p>and/or launch event takes place in relation to the Action. EU representatives will be invited to such events and the EU's support mentioned to the media;</p> <ul style="list-style-type: none"> • Organize media engagements and develop press releases 	
Audio-visual material	<ul style="list-style-type: none"> • Production of Videos, Features, Human Interest Stories, Photography 	
Progress reports	<ul style="list-style-type: none"> • Develop progress reports 	<ul style="list-style-type: none"> • Regularly (as defined in Annex I)

Communication and visibility measures will be in English, Bahasa Indonesia, Spanish, French, Portuguese and potentially in other languages.

3.4 Monitoring and Evaluation

The monitoring system described in Annex I will include the performance and results of communication and visibility measures. Communication and visibility measures will be designed to contribute to the Action's communication objectives, reach the target groups, are carried out in a timely and efficient manner, and reflect the allocated resources. The data will be used for steering, progress reporting, and evaluating communication and visibility measures.

At the start of the implementation period, suitable indicators by objective for the above-mentioned channels as well as appropriate means of verification will be defined. They can include amongst others: clicks and downloads, attendance of events, feedback of attendees, high-level guest/speaker participation, number of published articles, in posts, tweets, special interest media, monitoring of websites, presence in media outlets, number of likes and/or followers, quantitative measures.

During implementation, suitable quantitative and qualitative methods such as gender-disaggregated participation documentation, analytics, surveys, focus groups and stakeholder consultations may be used.

4 Design and Disclaimers

4.1 Design Principles

The Action will use existing EU templates and incorporate the requirements of BMZ, MinBuza and GIZ as needed. At the beginning of the project, the design and layout incl. logo placement of all donors and partners, in line with the EU, BMZ and GIZ branding and visibility guidelines will be developed and agreed upon. The approved logo sequence will be used in all communication and visibility materials throughout the project lifetime. As the overall project is additionally co-financed by MinBuza, the following sequence has been agreed upon by the Project Steering Committee in Summer 2024:



Ministry of Foreign Affairs



All materials will take into account the visibility interests of the European Union (incl. the Global Gateway, MinBuza and the BMZ). The EU emblem and the German Cooperation logo will be given equal prominence. The EU emblem will usually be placed first, the German Cooperation logo next and the MinBuza Logo after. Logos will generally be displayed in the order of EU Logo, German Cooperation Logo, MinBuza Logo, GIZ Logo and in (if relevant) Partner Organisation.

Immediately below or beside the EU logo, the EU's financial contribution will be acknowledged with the words "Co-funded by the European Union".

The logo of GIZ will be displayed next to or below the donor logos accompanied by the words “Implemented by”.

In case of activities in partner countries, the general German Cooperation logo will be replaced with the specific one for the country or region where the Action is being implemented.

Vehicles purchased and/or major supplies or equipment delivered under the Action will bear the EU emblem and the German Cooperation logo as well as the words “Provided with the financial support of the European Union and the BMZ.

In line with the Communication and Visibility Requirements, GIZ will not display the EU emblem on business cards, in email signatures or official stationery, or on its website. Where the title of the Action is mentioned (e.g. letterheads, business cards and email signatures), it will be accompanied by the words “This project is co-funded by the European Union” or, if required by the context, their German equivalent.

4.2 SAFE and TEI Recognition Value

Key Colours and Fonts were agreed upon in the BMZ/EU/GIZ Meeting on April 28 2023, details are in the annex.

The Factsheets will follow the BMZ Cooperate Identity for Factsheets.

Details in the C&V Toolkit, see Annex.

As decided on April 28, 2023 the Action is co-financed an emblem is used for recognition value and will only be displayed together with the donor logos and other partner's logos. It is available in multiple variants and colors.

4.3 Disclaimers

GIZ will be responsible for the contents of communication materials prepared under the Action. All communication materials will include a standard disclaimer.

For publications in print or electronic format:

This publication was produced with the financial support of the European Union, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Ministry of Foreign Affairs of the Netherlands. Its contents are the sole responsibility of GIZ and do not necessarily reflect the views of the European Union, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Ministry of Foreign Affairs of the Netherlands.

For dedicated websites and social media accounts of the Action:

This <website/account> was created and maintained with the financial support of European Union, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Ministry of Foreign Affairs of the Netherlands. Its contents are the sole responsibility of GIZ and do not necessarily reflect the views of the European Union, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Ministry of Foreign Affairs of the Netherlands.

For videos and other audio-visual materials:

This <video/film/programme/recording> was produced with the financial support of European Union, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Ministry of Foreign Affairs of the Netherlands. Its contents are the sole responsibility of GIZ and do not necessarily reflect the views of the European Union, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Ministry of Foreign Affairs of the Netherlands.

5 Standard Procedures

5.1 Coordination, Feedback and Approval

Communication and visibility measures will be closely coordinated by GIZ with the EU's Development and Cooperation Section and the Federal Ministry for Economic Cooperation and Development (BMZ). Press releases will be issued by the EU and/or EU delegations, BMZ and/or German embassies in partner countries.

5.2 Reporting

Information on the implementation of the Communication and Visibility Plan and any additional measures taken to identify the EU as source of financing will be part of the contractually agreed reporting.

6 Resource Allocation

The entire project team will be involved in communication and visibility activities under the Action. The project team member with specific responsibility for communication, visibility and M&E as described in the DoA (Annex I) will further elaborate the Action's communication strategy, be responsible for the implementation of communication and visibility measures, and liaise with the Contracting Authority and other stakeholders to that effect. The project team member specifically responsible for communication will also advise team members in partner countries about communication measures, ensure coherence and monitor communication activities of all components.

GIZ will have a coordinating role with the EU and BMZ for the overall communication and visibility measures of the Action.

Annex III indicates the financial resources for communication and visibility measures.

7 Annex C&V Toolkit

The C& V Toolkit was validated with EU and BMZ on April 28 2023 and can be made available upon request.