

Counterpart International Bulgaria
Marking Plan

USAID Cooperative Agreement #: 183-A-00-01-00106-00
September 2001 – September 2006

PURPOSE

This Marking Plan describes how Counterpart International will incorporate a branding strategy that clearly promotes not only the USAID and Counterpart Bulgaria Community Fund and Social Enterprise Program (the program); but also specifically promotes and identifies to beneficiaries, partners, and communities that the program is made possible by USAID and the generous support of the American people.

POSITIONING

The name of the program is the “USAID and Counterpart Bulgaria Community Fund and Social Enterprise Program”. The attached program logo is currently in use --- as it appears on this letterhead.

PROGRAM COMMUNICATION & PUBLICITY

The program has three major objectives and related components:

Community Fund Program

Objective 1: *To Facilitate the Process of Community Fund Development in Communities across Bulgaria.*

Social Enterprise Program

Objective 2: *To Assist in the Development of Social Enterprises throughout Bulgaria.*

Social Contracting Program

Objective 3: *To Synergize Best Practices of Community Funds and Social Enterprise in Developing Model of Social Contracting Methodology and Implementing it in 2 Pilot Bulgarian Municipalities.*

Primary Audience - These three components are supported through training and technical assistance and grants that target 3rd sector NGOs and initiatives, business leaders and entrepreneurs, and municipal city officials.

Secondary Audience – A secondary target audience is the broader community of ordinary citizens, and national/local level agencies that support provision of social services and the decentralization of provision of local social services in Bulgaria.

Communication/Program Materials – Materials used to promote the program by Counterpart and by its community level partners include primarily training materials, pamphlets, brochures, newsletters, public service announcements, and websites.

Program Message – No specific message or campaign or slogan is promoted. However, inherent to this type of civil society support program are broader goals and criteria to promote social capital through enhanced capacity, transparency, and trust that derive from best practices that engage local citizenry. In brief, engaging citizens through increased public awareness and volunteerism and related initiatives always make reference to the primary branding requirement that identifies USAID and/or presents the primary message – “from the American People”.

Recipient Publicity – all program related recipient publicity includes the USAID Identity in full (including the primary message “From the American People”).

ACKNOWLEDGEMENTS

Co-Funded / Jointly Sponsored-Activity – all activity conducted jointly by Counterpart and other donors or local organizations or any ministry is promoted and presented with prominent positioning of the USAID Identity and the primary message “From the American People”.

Commodities – All commodities (under the program, this includes equipment -- office equipment and computers) purchased under the program by either Counterpart or its partners (sub-recipients) will be tagged/labelled with USAID Identity (logo).

Deliverables – All program deliverables (quarterly reports and final program report) carry the “program logo” appearing on the letterhead of this Marking Plan.

Project/Activity Sites - All program, project or activity sites that are permanent in nature (for example, community centers) will carry a permanent, durable sign or plaque with the USAID Identity.

Events – all conferences, seminars, exhibition, fairs, workshops, press conferences and other public activities funded by USAID under this program will be further identified with the USAID Identity primarily through a banner with the “program logo” appearing in this Marking Plan.

Technical Assistance and Communication Products – all such products including studies, reports, papers, publications, audio-visual productions, public service announcements, web/Internet sites and other information and media communication products funded by USAID will be marked with the USAID Identity. All communication products, in which content has not been approved by USAID, will contain the following disclaimer:

“This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for

International Development (USAID). The contents are the responsibility of [insert recipient name] and do not necessarily reflect the views of USAID or the United States Government.”

To ensure sub-recipient “flow-down”, the following text is incorporated into the sub-awards, grant awards, and other agreements:

“As a condition of receipt of this subaward, marking with the USAID Identity of a size and prominence equivalent to or greater than the recipient’s, subrecipient’s, other donor’s or third party’s is required. In the event the recipient chooses not to require marking with its own identity or logo by the subrecipient, USAID may, at its discretion, require marking by the subrecipient with the USAID Identity.”

PRESUMPTIVE EXEMPTIONS

No presumptive exemptions are requested, nor expected under the program.