BRANDING IMPLEMENTATION PLAN AND MARKING PLAN

USAID/RDMA

ENHANCING EQUALITY IN ENERGY FOR SOUTHEAST ASIA (E4SEA)

BRANDING IMPLEMENTATION PLAN AND MARKING PLAN

USAID/RDMA Enhancing Equality in Energy for Southeast Asia (E4SEA)

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BRANDING IMPLEMENTATION PLAN

This Branding Implementation Plan (BIP) for the USAID/RDMA Enhancing Equality in Energy for Southeast Asia (E4SEA) activity describes:

- outreach to further the goals of the USAID E4SEA;
- opportunities to tell the story of the project and its achievements; and
- ways to explain how that story and those achievements are possible, highlighting the support of the American people.

All members of the project team, including CORE International and its subcontractors, will follow the guidance in this plan.

BRANDING STRATEGY

With reference to Section 320.3.2.1 of ADS 320, updated February 21, 2020, the required Branding Strategy is:

PROGRAM NAME

The full name of the program is "USAID/RDMA Enhancing Equality in Energy for Southeast Asia (E4SEA)."

For external communications, the full name of the program, as well as the contract number and task order number (7200AA19D00024/72048620F00002), will be displayed on the cover of all documents produced for all projects, activities, and public communications under the program, unless otherwise directed by USAID. At USAID's request, the program's name and its relevant materials will be translated into local languages, as appropriate.

For internal communications with USAID audiences or other USAID implementers, "USAID E4SEA" will be used. Examples include work plans and monthly reports for internal distribution only.

PROGRAM POSITIONING

CORE International will use full branding and the USAID tagline "From the American People" on all materials and public communications developed under the USAID/RDMA Enhancing Equality in Energy for Southeast Asia (E4SEA) program. All project activities will be positioned as being "made possible by the generous support of the American people through the United States Agency for International Development (USAID)."

PROGRAM VISIBILITY

USAID E4SEA will have high-level visibility within Thailand, as well as increased visibility in Southeast Asia via potential promotion from the Southeast Asia EDGE Hub and other outreach to stakeholders (e.g. USAID bilateral missions, regional hubs, USAID Washington, other USG agencies, the private sector, and the general public). To ensure visibility, the USAID identity will be displayed on printed, audio, visual, and electronic materials; commodities and equipment; websites; promotional and informational products; and public events. Branding and marking will comply with ADS 320 and the USAID Graphic Standards Manual.

PARTNER ACKNOWLEDGMENTS

When activities are implemented in coordination with host governments (e.g., Ministry of Energy) or other USG or non-USG partners, these organizations' contributions will be acknowledged and potentially co-branded. Public communications to government entities and the private sector may be co-branded to promote local ownership of the initiatives sponsored by USAID. In such cases, the local partner's logo may be used alongside the USAID identity, and be in accordance with the USAID Graphic Standards Manual guidance on co-branding, on materials produced under USAID E4SEA.

CORE International will seek USAID's review and approval prior to co-branding program deliverables with other organizations' and partners' logos.

Program materials intended for internal use will note that the materials were prepared for USAID by CORE International under USAID E4SEA.

BRANDING PLAN

With reference to Section 320.3.2.2 of ADS 320, the following are required:

CONVEYING THE MESSAGE

CORE International will use full branding (including the USAID logo) and the USAID tagline "From the American People" on materials and communications. In cases where a local language predominates above English, the appropriate translation into the local language will be used in program branding.

At public events, such as trainings, workshops, site visits, and any other public events, USAID branding will be appropriately displayed, and the support from the American people will be verbally acknowledged in the language laid out in the Marking Plan.

CORE International will utilize key USAID messages, including those supporting gender equality, female empowerment, and social inclusion; energy sector modernization; the links between energy and economic development; increased private sector engagement, and the journey to self-reliance (J2SR). In addition, since USAID E4SEA activities fit within a whole-of-government approach to regional development, CORE International will ensure that messaging aligns with U.S. Government messaging, especially as relates to Asia EDGE and the Indo-Pacific Vision. CORE will develop a suite of key and supporting messages derived from an in-depth discovery session with USAID. These messages will convey the challenge of transforming a male-dominated sector, the actions USAID will lead to advance gender equality, and the expected impact the activity will have in the region. Topline messages will be featured in a comprehensive communications plan to be developed with USAID guidance and concurrence.

PROGRAM PUBLICITY

To highlight USAID E4SEA's work and accomplishments, all program personnel will receive talking points on how to describe the program that is consistent with the Women's Global Development and Prosperity (W-GDP), Indo-Pacific Vision, New Partnership Initiative (NPI), Clean Power Asia, USAID-NREL Advanced Energy Partnership for Asia, and Asia EDGE messaging, as well as USAID's role and support in making it possible. In addition, CORE International will develop a package of public communications materials, including project fact sheets, leaflets, banners, and press/information packages, as outlined in the communications plan. CORE will also develop success stories on a quarterly schedule to coincide with broader Indo-Pacific Strategy reporting timelines.

PUBLIC OUTREACH AND COMMUNICATION

USAID E4SEA anticipates several key milestones and opportunities to generate awareness that the Program is from the American people. These milestones may be linked to specific points in time, such as at the beginning or end of the program, or to opportunities to showcase reports or other materials, and will be defined in the annual communications plan and work plan. These include, but are not limited to:

- Project launch;
- Project events such as work plan presentations, conferences, and project closure;
- First-time meetings with and presentations to implementing partners;
- Training workshops during the life of the project;
- Release of reports and studies;
- Announcing research findings;
- Highlighting energy sector and other relevant trends;
- Publication of success stories in various media;
- Featuring project beneficiaries as spokespersons;
- Showcasing before and after photographs;
- Securing endorsements from a ministry, local government official, or local organization; and
- Communicating project actions, impacts and results.

For all media inquiries, USAID E4SEA will either refer requests directly to USAID or seek approval from USAID before responding to media requests. CORE International, as the implementing partner, will not proactively engage with media or reporters unless expressly directed by USAID.

DELIVERABLE SUBMISSIONS

All deliverables submitted by CORE International will include the USAID Identity (USAID logo), the Contract number (7200AA19D00024), the Task Order number (72048620F00002), Contractor name (CORE International, Inc.), name of the responsible USAID office (USAID/RDMA), the publication or issuance date of the document, document title, author name(s), Activity number, and Activity title. All materials will include the name, organization, address, and telephone number and email of the person submitting the materials.

AUDIENCES

Primary and secondary audiences, and messages and methods of outreach for each, will be further detailed in USAID E4SEA's communications plan. In general, the **primary audiences** will be:

- USAID bilateral and regional missions;
- Asia EDGE Initiative hubs;
- Other U.S. Government agencies;
- Host governments;
- Power utilities and energy sector stakeholders (e.g. DISCOMs, regulators, transmission system operators, power project developers, etc.);
- Private sector entities working on energy matters in the region; and
- Donor partners.

The **secondary audiences** will include:

- Non-governmental organizations (NGOs);
- Academics and research organizations; and

- The general public in the U.S. and in the Southeast Asia region, to include Burma, Cambodia, Indonesia, Lao PDR, Philippines, Vietnam, and Thailand.

TOOLS

Table 1 outlines some of the communication tools that will be used to publicize the work of USAID E4SEA, with USAID approval.

TABLE 1: TOOLS USED TO PUBLICIZE USAID E4SEA'S WORK	
TOOLS	DESCRIPTION/USES
Press releases	Through USAID, announcements of key program activities and success stories will be distributed to specialized outlets.
Press conferences	Organized through USAID to communicate specific activities (project launch, key achievements, release of key reports, etc.)
Media interviews and briefing notes	In-country media, through USAID, invited to cover important program events. Key messages and talking points will be provided.
Site visits	Site visits for government officials, utility and regulatory staff, private sector representatives and others, as appropriate, will be publicized in such venues as e-newsletters, success stories, the Asia EDGE website, and press conferences.
Presentations	USAID E4SEA will prepare presentations on the program and its activities for conferences, training events, donor meetings, etc.
Reports	Technical reports will be prepared at the request of USAID or program beneficiaries (with USAID's concurrence). When appropriate, reports will be distributed to wider audiences.
Success stories	Developed regularly for use by USAID to communicate key program achievements.
Website	USAID E4SEA web presence will be part of the broader USAID Asia EDGE website, and will include success stories, videos, presentations, and other promotional materials.
Email newsletters, blast and invitation e-mails, and other internet activities	These cost-effective electronic communication materials will be used to reach USAID E4SEA counterparts and partners to: 1) describe the program and its activities, 2) communicate specific program objectives or messages, 3) alert project stakeholders to program and other relevant events, 4) publicize program activities with USAID's concurrence, and 5) share learning materials.
Project events	Project events (e.g., dialogues, roundtables, training sessions, workshops) will be used to advance program goals and share information about progress made.
Talking points for project staff	Staff will be trained to speak about USAID E4SEA and its activities to ensure a consistent message on the role of USAID and the American people in project activities.

Social media (e.g., Twitter, Facebook, YouTube)	Existing USAID tools will be used to communicate with partners, promote achievements and upcoming events, and publicize project activities with USAID's concurrence.
Photos/Videos	For social media, website, monthly status reports, semi- and annual reports, and presentations.

ACKNOWLEDGEMENTS

The following acknowledgment will be included on external USAID E4SEA and internal documents, such as monthly, quarterly, and annual reports, as appropriate:

> This document was produced for review by the United States Agency for International Development (USAID). It was prepared by CORE International for USAID/RDMA Enhancing Equality in Energy for Southeast Asia (E4SEA) Task Order.

Host country governments: All USAID E4SEA documents will follow USAID Branding Guidelines. If during the course of this program other major sponsors, including host country governments, are involved, CORE International will advise the COR of their involvement and request permission to acknowledge them or apply co-branding.

Other host country partners: Co-branding may occur when these organizations (e.g., national government entities, private sector) have contributed significant funds, venues, effort, etc., to an activity. Co-branding with in-country partners may also be desirable when promoting involvement, local ownership or capacity building. CORE International will seek approval from the COR before any co-branding occurs. However, when products are fully funded by USAID, CO approval is required for any exceptions to full branding requirements.

Other international organizations: In such cases, the guidelines for co-branding will be followed, assuming the funding contributed is more than a token amount. CORE International will seek approval from the COR before any co-branding occurs.

MARKING PLAN

This Marking Plan describes how public communications, commodities, project materials and other items produced under USAID E4SEA will be marked with the USAID identity with reference to Section 320.3.2 of ADS 320.

Marking is not to be employed on items used as part of the administration of the contract, such as stationery products, equipment, and offices. The goal is to mark activities, not implementing partners. Thus, letterhead, name tags, business cards, office signs, equipment, and supplies are not subject to marking. Thus, the organizational letterheads and business cards of the members of CORE International and its subcontractors will be used for administrative matters and will not show the USAID logo.

Every contract deliverable that is marked with the USAID identity will follow the design guidance for color, type, and layout in USAID's Graphic Standards Manual as related to equipment, reports, studies, events, and public communications (including printed products, audio, visual, and electronic materials). The USAID logo will be used for programmatic correspondence.

All program and public communications materials produced as part of USAID E4SEA will contain the following standard provision or disclaimer:

> This study/report/document is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the sole responsibility of CORE International and do not necessarily reflect the views of USAID or the United States Government.

Table 2 outlines the types of materials that may be produced under USAID E4SEA. Any materials that are not shown in the table but are produced under USAID E4SEA, will conform to ADS Section 320.3.2.2 and must be approved by the contracting officer.

TABLE 2. MARKING PLAN FOR MATERIALS TO BE PRODUCED		
CATEGORY	TYPE OF MARKING	NOTES
Stationery products	USAID standard graphic identity will not be used on stationary products intended for administrative use.	Pertains to project letterhead, envelopes, mailing labels, etc.
Business cards	USAID standard graphic identity will not be used on business cards.	Contractor will use its own business cards but include the line "USAID contractor for USAID/RDMA USAID/RDMA Enhancing Equality in Energy for Southeast Asia"
Office signs	USAID standard graphic identity will be used in the project field office(s) only.	
Program deliverables (e.g., semi-annual reports, work plans, performance monitoring plan, financial reports)	Follows USAID Graphic Standards Manual guidelines for full branding	
Web presence on the existing USAID Asia EDGE website	Follows USAID Graphic Standards Manual guidelines for full branding	
Technical reports and studies	The USAID identity will be printed on the cover of documents; design follows USAID Graphic Standards Manual guidelines for full branding unless co-branding is acceptable or an exception is granted for no branding.	
Briefing papers, memoranda, and policy recommendations	The USAID identity will be printed on the cover of documents; design follows USAID Graphic Standards Manual guidelines for full branding unless co-branding is acceptable or an exception is provided for no branding.	

TABLE 2. MARKING PLAN FOR MATERIALS TO BE PRODUCED

CATEGORY	TYPE OF MARKING	NOTES
Government policies, strategies, plans and guidelines (regional, national, and subnational levels) or other materials positioned as being from the host-country government	Follows USAID Graphic Standards Manual guidelines for full branding (if applicable)	Often not co-branded
Organizations' policies, strategies, plans, and guidelines or other materials positioned as being from a host-country partner	Follows USAID Graphic Standards Manual guidelines for full branding (if applicable).	Often not co-branded
Training materials and manuals	The USAID identity will be printed on the cover of documents; design follows guidelines for full branding unless co-branding is acceptable or an exception is granted for no branding.	
Memory stick	The USAID identity will be printed on the memory stick label, splash screen/menu, and packaging; design follows guidelines for full branding unless co-branding is acceptable or an exception is granted for no branding.	
PowerPoint presentations	USAID standard PowerPoint template and graphic identity will be used.	
Conference posters and presentations	The USAID identity will be printed on the poster or presentation; design follows guidelines for the full branding unless co-branding is acceptable or an exception is granted for no branding.	
Videos	The USAID identity/bumper will appear at the onset of the video; design follows guidelines for the full branding unless co-branding is acceptable or an exception is granted for no branding.	
Program materials	The USAID identity will be printed on the cover; design follows guidelines for the full branding unless co-branding is acceptable or an exception is granted for no branding.	
Event signs, banners, and exhibition booths materials	The USAID identity will be printed on the materials; design follows guidelines for full branding unless co-branding is acceptable or an exception is granted for no branding.	
Project promotional materials (e.g., factsheets, announcements of findings or project results)	The USAID identity will be printed on the materials; design follows guidelines for full branding.	

TABLE 2. MARKING PLAN FOR MATERIALS TO BE PRODUCED		
CATEGORY	TYPE OF MARKING	NOTES
Materials for site visits	The USAID identity will be printed on the materials; design follows guidelines for full branding unless co-branding is acceptable or an exception is granted for no branding.	