



Netherlands Enterprise Agency

Subject line: Strengthening UPF project communication

Dear UPF partner,

We want to draw your attention to the following. Within UPF partnerships, various parties communicate about UPF projects. Please inform us in advance of external communications. Contact us if you have any questions about what and how to communicate.

**Emphasise reconstruction or economic recovery**

When communicating about your project, it is essential to highlight UPF's contribution. You can do this by emphasising the link to Ukraine's reconstruction or economic recovery. Avoid giving the impression that UPF subsidies are investments or involve commercial projects.

**Communicate as a partnership**

Please note that project communications mention the names of partners. Ensure you explicitly coordinate communications with all parties involved. This way, all partners are informed and aligned with the content.

**Remember to mention us**

If you publish articles, videos or other messages about your UPF project, mention UPF, the Netherlands Enterprise Agency and the Dutch government in your communication. Please use this example text:

*The Ukraine Partnership Facility (UPF) funds his project. UPF is a programme from the Netherlands Enterprise Agency commissioned by the Netherlands Ministry of Foreign Affairs.*

*UPF supports damage repair and reconstruction projects for the public and private sectors. UPF aims to help the sustainable recovery of Ukraine's economy and society in the water, healthcare and agricultural sectors.*

**Using our logo**

Do you want to use the Netherlands Enterprise Agency or the Netherlands Ministry of Foreign Affairs logo? Send an email with your request to [UPF@rvo.nl](mailto:UPF@rvo.nl).

**Do you have photographic material we can use?**

If you have photographic material available that we may use, please send it to [UPF@rvo.nl](mailto:UPF@rvo.nl). We prefer landscape photos with a minimal 1MB. Remember to mention the copyright owner, if applicable.

Together, we will ensure our UPF projects get even more exposure.

Best regards,

Ukraine Partnership Facility