



Strengthening your UPF project communication

Within UPF partnerships, various parties communicate about UPF projects. This infographic includes information to help communicate in an effective manner. Please inform us in advance of external communications.



Step 1

Inform us in time

Please notify us in advance of any planned external communications. Early notice ensures accuracy and helps us strengthen your message. Share which media you will use, your intended timing and a draft version.



Step 2

Emphasise reconstruction or economic recovery

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



Step 3

Communicate as partnership

Please ensure that your project communications mention the names of all partners. Coordinate communications with all parties involved. This way, all partners are informed and aligned, which will strengthen the message.

Important note:

We plan to use the names of your project and partners in our communications, such as our [project database](#). If you object to this, alert us before your project starts.



Step 4

Remember to mention us

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

The Ukraine Partnership Facility (UPF) funds this 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 recovery and sustainable reconstruction activities of the Ukrainian economy and society in the water, healthcare, circular reconstruction, sustainable energy and agricultural sectors.



Step 5

Using our logo

If you want to use the logos of the Netherlands Ministry of Foreign Affairs or the Netherlands Enterprise Agency, follow these guidelines to ensure proper and consistent usage:

- Your own logos should always be larger than the government logos, so that your logos are more visually prominent;
- Do not place government logos in a central or otherwise prominent position such as in the middle;
- If you can only use one government logo, choose the Netherlands Ministry of Foreign Affairs logo over the Netherlands Enterprise Agency logo to ensure compliance with the preferred usage.



Step 6

Share your photographic materials

If you have photographic material available that we may use, please send it to upf@rvo.nl. We prefer landscape photos with a **minimal size of 1 MB**. Remember to mention the copyright owner, if applicable.

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

Do you have further questions about what and how to communicate? Contact us at upf@rvo.nl.