

# Communication guidelines for your Partners for Water Project – general information

Effective communications can help generate awareness of your innovative project and helps to share valuable knowledge across the water sector. With this knowledge transfer, we aim to create a ripple effect that amplifies the impact of your work. Below you will find our general communication guidelines.

## 1. Project communication

As a contractor, we ask you to write articles and messages which we will then publish across the multiple Partners for Water channels, including LinkedIn, newsletters and our website. Furthermore, we strongly encourage you to also utilise your own organisation's communication channels and to engage your consortium partners in communication efforts to expand your project's reach.

We require communication updates at key stages throughout your project lifecycle. At a minimum, we ask that you communicate at three critical moments when: launching your project - to introduce objectives and scope; reaching major milestones - to share significant developments and upon project completion - to present results and impacts. Additional communication updates on noteworthy developments or achievements are highly encouraged.

## 2. Attribution and authorship

All project-related content must clearly acknowledge Partners for Water as the subsidy provider and identify it as a programme of the Dutch government. When creating content, we ask that you name and tag (LinkedIn) all consortium partners. This not only acknowledges the collaborative nature of the work but also leverages partners' LinkedIn networks to increase visibility.

Project reports require the Government of the Netherlands and Partners for Water logos on both the cover and in the colophon, along with the following statement: 'This project is funded with support from the Dutch government through the Partners for Water programme.'

## 3. Support from communications agency PINO

PINO serves as your strategic communications partner agency for your project's communications efforts. Their role encompasses both quality assurance and advisory support to ensure your communications achieve maximum impact.

The relationship with PINO begins after the project is assigned with a kick-off meeting. During this initial consultation, you will receive information about communication expectations and best practices. To maintain quality assurance and consistency with Partners for Water guidelines, all communication materials must be reviewed by PINO before publication. Beyond quality control, PINO additionally provides communication advice and guidance. You are encouraged to reach out to them with any questions related to communications and content development.

Workflow for working with PINO:

1. Draft your communication materials

2. Submit them to PINO for review
3. Incorporate any feedback received
4. Proceed with publication after receiving approval

#### **4. Relevant contact details**

PINO phone number: 030 275 96 26

PINO e-mail: [info@pino.nl](mailto:info@pino.nl)

PINO website: [www.pino.nl](http://www.pino.nl)

Communication Partners for Water e-mail: [partnersforwater@congresbureau.nl](mailto:partnersforwater@congresbureau.nl)

Project advisors Partners for Water: [www.partnersforwater.nl/about-us/who-we-are/#team](http://www.partnersforwater.nl/about-us/who-we-are/#team)