

ANNEX 5: VISIBILITY AND COMMUNICATION ACTION PLAN

		To raise awareness of the target audience about the project, results and achievements and provide them accurate and coherent information													
Overall Objective of the Action Plan															
Action Plan Target Groups		Leading Government Departments, Media Correspondents, NGOs, Private Sector (from sector leaders to SMEs), sector associations													
EXPECTED OUTPUTS of the Action Plan	COMPONENT-BASED ACTIVITIES of the Action Plan	2016				2017				2018			PLANNED BUDGET *		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2		Budget Description	Amount (USD)	
Output 1: Creation of a logo to ensure consistency in communication activities of the project	Design and Selection of Logo	X	X										Logo Design 8 days of designer 8x425 Euro	3.400 EURO	
Output 2: Sharing information and key results through media	2.1 Briefing the media correspondents about White Paper. A breakfast meeting targeting leading columnists and economy correspondents in Ankara and İstanbul will be organized. Under the leadership of RR / CO Director of UNDP and the Minister of Development, the PMU will brief the media members and accept questions and comments.										X		70 Euros x 40 people in Ankara 90 Euros x 40 people in İstanbul	2,800 EURO 3,600 EURO 6,400 EURO	
	2.2 Sending regular press releases Press releases will be sent to media bimonthly				X	X	X	X	X	X	X				
	2.3 Sharing success stories with media				X	X	X	X	X	X	X				
	2.4 Special news for selected national media representatives (newspaper, magazine TV etc.)						X		X						
	2.5 Strengthening the cooperation with national media with economy focus (media visits, cooperation on special edition)				X	X	X	X	X	X	X				
Output 3: Sharing information through social media	An infographic video will be produced both in Turkish and English to present the components/outputs of the project and data regarding to TFP and economic growth. This video will be used in social media channels of UNDP.				X	X							Infographic video production	10.000 EURO	
	An infographic poster will be prepared and distributed through social media				X	X	X	X		X	X				
	Reports will be shared via social media				X	X	X	X		X	X				

PRINTED MATERIALS															
Output 4: Designing and printing of project materials	Project brochure, folder, poster and notebook will be designed, printed and distributed to stakeholders.													Design and Printing of brochures, promotional materials (400 copies)	4.000 EURO
	Synthesis report									X				Design and Printing of Synthesis report (1400 copies)	25,200 EURO
	White Paper										X	X		Design and Printing of White Paper (1400 copies)	25.200 EURO
															54.400 EURO
Output 5: Production of a short video film	Short video film based on interviews will be prepared. The video film will be reflecting a scenario summarizing the whole concept of the project as well as showing the relation among the first 100, second 400 and 2,500 companies surveyed							X	X					Shooting and post-production of the video	10.000 EURO
Output 6: Dissemination of information and results of the project	6.1 Findings of the field analysis, survey results, draft version of Synthesis report, Green Paper and White Paper will be communicated through working groups	X			X	X		X		X				Meetings with working groups. Meetings will be communicated through social media and press releases.	27.000 EURO
	6.2 The Synthesis Report and Results will also be shared with the Regional Umbrella Organizations by meetings and workshops. At least 10 different workshops will be held. The meeting organization will start in 2017.							X	X	X				Meetings with the Chambers of Industries at 10 cities. The meetings will be communicated through local, social media and press releases	23.000 EURO
	6.3 A high level international conference will be organized with 400 national and international participants.									X				Conference in Istanbul	90.000 EURO
	(The draft White Paper (Green Paper) will be presented to an audience of international public policy makers, academics and institutions.)													Round table meetings	12.000 EURO
	6.4 Advocacy meetings with key stakeholders for the presentation and key outputs and "White Paper										X	X		Closure Event in Ankara	15.000 EURO
	6.5 Closure event will be organized to share the results. Project outputs will be shared with the audience.											X			252.200 EURO

VISIBILITY OF THE ACTION

The Logo of the Project:

Toplam Faktör Verimliliğinin Artırılması
Politika Çerçevesi Geliştirilmesi

Support to Development of a Policy Framework
on Total Factor Productivity

February 2016

Introduction

In developing an identity for the project, “Support to Development of a Policy Framework on Total Factor Productivity” three key considerations are:

1. the overall objective of the project
2. the target groups of the project
3. the functionality and flexibility of the project identity and logo

The overall objective of the project is:

“To improve the contribution of total factor productivity to growth.”

The target groups of the project are diverse and described as:

“...a wide range of stakeholders from public sector to private sector covering policy makers and business actors including think tanks, business service organisations, SMEs etc.”

Considering these two factors, the project identity’s logo should suggest first and foremost “growth” and be broad enough to engage a diverse audience.

However the logo should not express just any kind of growth. It should suggest something about productivity, efficiency, manufacturing or business, since Total Factor Productivity can be considered a measure or description of productivity in manufacturing.

Practically speaking the project identity should embody sufficient functionality and flexibility to accommodate the many outputs required in the project.

Consideration should be given to the time needed to design and produce outputs as well as to the costs entailed in their production.

**Please note that colours reproduced in this document are indicative only. Accurate colours will be provided once a logo is chosen and a complete identity developed. In addition, logo applications are hypothetical and intended to give an idea of the potential of a particular logo design.*

In line with these considerations, the logo below was selected among all alternatives.



Growth + Efficiency/Productivity

In this logo, the idea of growth is primary and that of efficiency/productivity secondary.

This design shows solid vertical bars that move from left to right and bottom to top. From left to right they increase in height, vertical position and tone. This change suggest growth and efficiency. The growth is both in the height of the bars and also their position relative to the bottom of the logo. Efficiency is suggested via the combined area of the last five bars being more than the combined area of the first five bars. They occupy the same horizontal space, (ie: movement from left to right or time) yet the last five are relatively more “productive” than the first five. The design suggests that the overall movement and change of the bars will continue.

The colour green is used as an indicator of growth. It softens the geometry of the bars and is frequently associated with growth due to its connection to the natural world and the season of Spring. Blue is used in the type as an analogous colour to the green. In this logo, a colour close to green helps with visual unity. In addition, there is an abundance of text for a logo and so a strong colour is required. Two tones of blue are used to echo the tonal shifts on the vertical bars.



Toplam Faktör Verimliliğinin Artırılması
Politika Çerçevesi Geliştirilmesi



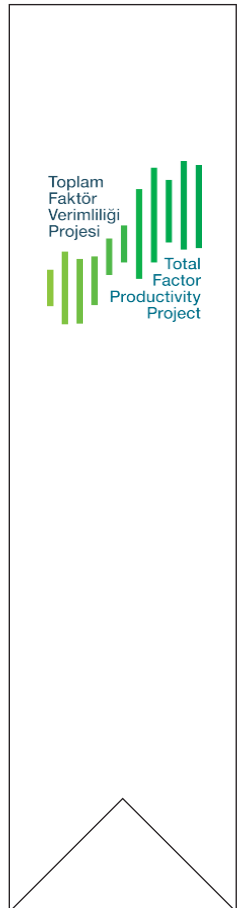
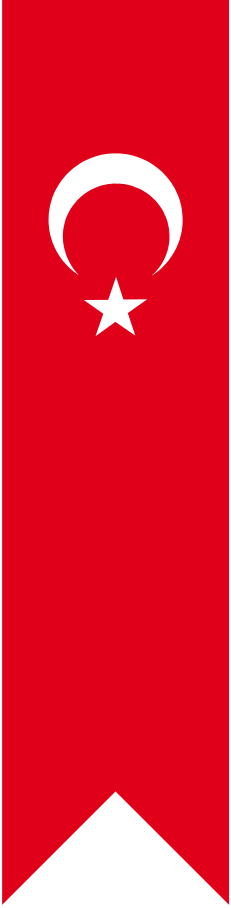
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Productivity Improvements in Turkey's Textile Industry



