USAID | PAKISTAN
FROM THE AMERICAN PEOPLE

Branding Implementation and Marking Plans for

the Environmental Assessment of Kurram Tangi Dam Construction Project

Branding and Marking Strategy
Table of Contents

1 INTRODUCTION 2
1.1 Overall Objectives of the Construction Project ..... **Error! Bookmark not defined.**
1.2 Objectives of the Environmental Assessment ..... **Error! Bookmark not defined.**
2 BRANDING STRATEGY 2
2.1 Project Name 2
2.2 Positioning 2
2.3 Visibility 2
2.4 Acknowledgments 3
2.5 Authorities 3
2.6 Staff Branding Training 3
3 MARKING STRATEGY 3
3.1 Printed Materials 3
3.2 Subcontractors 3
3.3 Inventories 4
3.4 Administrative Communications 5
4 BRANDING AND MARKING EXCEPTIONS AND WAIVERS 6
4.1 Exemption I: Information Gathering Meetings and Surveys 6
4.2 Exemption II: Bannu Office ..... **Error! Bookmark not defined.**
4.3 Waivers ..... **Error! Bookmark not defined.**
4.3.1 Waivers to Contract Marking Requirements ..... **Error! Bookmark not defined.**

List of Tables

Table 1. Items Marked with USAID Identity 4
Table 2. Items Not Marked with USAID Identity 4

List of Annexes

Annex 1. 7
Annex 2. 8

1 INTRODUCTION

This Branding and Marking Strategy describes how the Project will be promoted to beneficiaries and host country citizens. It outlines the events and materials (success stories, publications, etc.) the contractor will organize and produce to assist USAID in delivering the message that the assistance is from the American people.

The overall goal of the EA assignment Project is to produce a comprehensive Environmental Assessment and Social Assessment for the proposed Kurram Tangi Dam Construction (KTDC) project. The EA will include a full Resettlement Land Acquisition and Compensation Action Plan (RLACAP) that is acceptable and approvable by USAID, the Government of Pakistan and potential international investors. It is understood that the primary client and criteria that will govern the EA will be the USAID criteria.

The proposed Kurram Tangi Dam Construction (KTDC) project (if and when constructed) is a high priority of the Khyber Pakhtunkhwa provincial government and the FATA Administration because it will provide significant economic benefits in terms of electricity, increased irrigation and local employment opportunities during and after the dam construction. It is envisioned that the economic benefits of the project may reduce security risks of the 3.4 million people living in the challenging area. It is hoped that the project can be launched quickly.

2 BRANDING STRATEGY

The Branding Strategy must identify:

- The Program or Project Name.
- How the materials and communications will be positioned (i.e., as from the American People, jointly sponsored by USAID and the host-country government, or in some other way).
- The desired level of visibility.
- Any other organizations to be acknowledged.

The branding strategy described here is based on the duration of project that is expected to be implemented during the contract Environmental Assessment of Kurram Tangi Dam Construction AID-391-C-13-00002.

2.1 Project Name

The current name of the Project is the "**Environmental Assessment of Kurram Tangi Dam Construction (EAKTDC) Project**". The project name or its acronym can be used along with the USAID Pakistan logo in all communications documents that go to USAID and government counterparts.

2.2 Positioning

The project will be positioned in two distinctly different ways depending on the audience:

With GOP and donor community, the project will be clearly identified as funded by USAID.
With the local communities in the Kuram Tange area, the project will be positioned as being done on behalf of the GOP and WAPDA.

2.3 Visibility

As instructed by USAID, and fully agreed by the project implementing team, the project will maintain a low profile during its execution in the field to avoid negative bias in the communities engaged. For that reason, all surveys, community engagement sessions, and other field activities will be devoid of any association with USAID (including verbal, written and visual references). **All** field staff will maintain low profile and will not promote the USAID funding for this project among the communities to avoid negative programmatic impact. The project is being implemented on behalf of the GOP, and should be seen as such.

In the GOP or the donor circles, the project will be introduced as funded by USAID. After the project is completed, its deliverables and work will be broadly attributed to the American assistance in all public communications with the media, GOP, and other parties.

2.4 Acknowledgments

As stated in the chapters above, the Government of the Islamic Republic of Pakistan will be acknowledged as the owner of the assessment during all field activities.

2.5 Authorities

The Project's Contracting Officer's Representative (COR) will be the primary point of contact for all branding and marking issues. The COR will be provided with sufficient information to monitor the Project's compliance with the branding regulations. All subcontractors will use the same Branding and Marking Strategy as the Prime Contractor. Specific questions regarding branding and marking will be directed to the COR who may seek further guidance from the USAID Development Outreach and Communications (DOC) Office or the Contracting Officer (CO).

Requests for exceptions or modifications to the Branding and Marking Strategy will be directed to the CO through the Project COR.

2.6 Staff Branding Training

All local staff and subcontractors will be provided Instructions on the above-stated approach to branding. The project management will ensure that all staff follows these guidelines to avoid negative programmatic impact in the field as well as provide clear attribution to USAID in all communications with GOP and donor community, especially upon completion of the fieldwork.

3 MARKING STRATEGY

This section describes the communications tools to be used to publicize the Project and incorporate the message, "This assistance is from the American people," for the Project's key audiences.

3.1 Printed Materials

The following printed materials will be developed and used as part of the program communications:

3.2 Power Point presentations to be used with GOP or donor community. Subcontractors

All subcontracts will follow the same Branding and Marking Plan approved for the prime contractor. As a rule, sub-contractor logos will not be used on program materials.

3.3 Inventories

Any USAID-financed office inventory provided to Government entities will be clearly marked with the USAID Identity. However, due to the sensitivity of the areas where the program is being implemented, the motorcycles / vehicles being used by field staff will not be marked. The Project will be responsible for compliance with branding requirements on any activities performed with any of the Government Entities, unless the Project is instructed otherwise by USAID.

Table 1. Items Marked with USAID Identity

Items Marked with USAID Identity		
Item	**Materials Used**	**Timing**
Project Offices		
Public Communications		
Reports, publications	USAID Identity on printed materials as stipulated in *Graphics Standards Manual*	At time of activity

[1] All USAID stickers used on office equipment and furniture, as well as IT and communications equipment, will be placed in discreet locations such as under chairs and under telephones.

Table 2. Items Not Marked with USAID Identity

Items Not Marked with USAID Identity Rationale for not marking: All activities under the project are one way or another related to surveys and require to be seen as independent from any influences and biases. In accordance with **320.3.2a,** project activities and deliverables may be exempt from marking if it would Compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials. This includes, but is not limited to surveys.	
Item	
Field work (survey, community engagement sessions, and other field activities)	
Project Offices	
Prime Contractor Project Offices will not be marked with the USAID logo at least outside of the compound. USAID logo will be displayed at the entrances of the Offices inside the compounds.	
Administrative letterhead, forms, business cards, recruitment ads, solicitations	
Memorandums of Understanding with Project Beneficiaries	
Survey forms for Socio-Economic and Census Surveys in project area. Other printed material used in project areas including but not limited to maps, sattelite imagery, etc.	

Subcontracts	
Subcontractor's or beneficiaries' offices where the Project is being implemented	
Beneficiaries' houses that have been surveyed	
Subcontractor's equipment and vehicles	

3.4 Administrative Communications

The Project will not use the USAID Identity on any communications that are strictly administrative, rather than programmatic, in nature. Standardized MWH letterhead will be used. Examples of administrative communications include, but are not limited to, correspondence with the cooperating government concerning contractor compliance with local law, such as the administration of tax, customs, or other provisions.

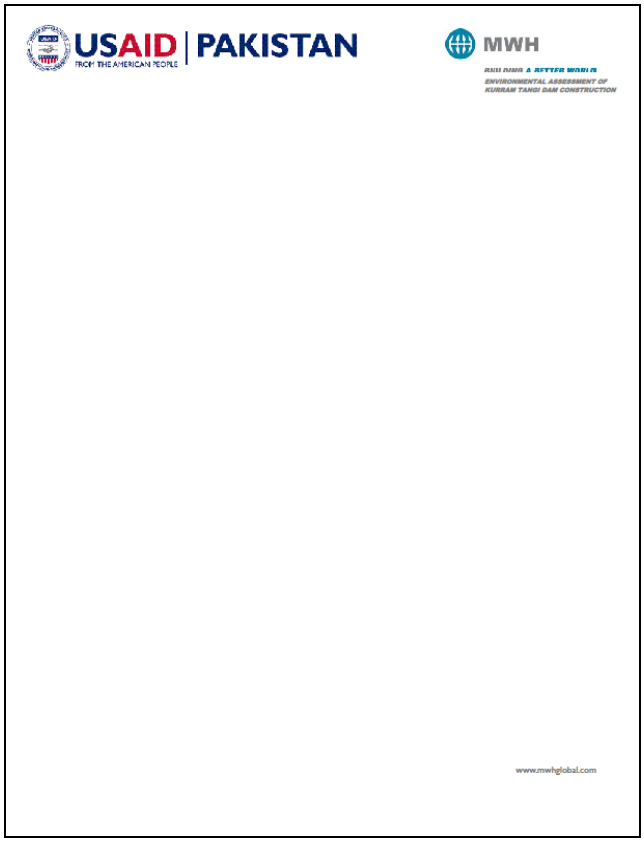
The USAID Identity will not be used on communications related to award administration, such as hiring/firing staff or renting office space and/or equipment. Similarly the USAID Identity will not be used in solicitations or advertisements for personnel, subcontractors, or other proposals.

The Project will not use the USAID Identity or project name on staff business cards. See Annex II.

4 BRANDING AND MARKING EXEMPTIONS

4.1 Exemption 1: Information Gathering Meetings and Surveys

Annex 1.


USAID | PAKISTAN
FROM THE AMERICAN PEOPLE
MWH
BUILD DAMS A BETTER WORLD
ENVIRONMENTAL ASSESSMENT OF
KURRAM TANGI DAM CONSTRUCTION
www.mwhglobal.com

Annex 2.

MWH
MONTGOMERY WATSON HARZA
Dennis Duncan
Communication Specialist
South Asia Environmental Assessment
Mobile: 92 304 968 2608
dennis@mwh-ktdp.com