



Communication guidelines SOR4D projects

Version 1, October 2024

The objective of the SOR4D programme is to produce better knowledge, solutions and innovations by needs-driven, transdisciplinary research. It wants to advance sustainable development and reduce poverty in low- and lower middle-income countries. In so doing, the funded projects will generate needs-based, solution-oriented knowledge, will test and disseminate research results with potential for innovation and the involved researchers will enhance their competences in conducting transdisciplinary research. Communication is a central element of the SOR4D programme.

1 Principles

When planning national and/or international media activities regarding research projects or results in the context of the SOR4D programme, grantees must contact the responsible coordinator of the SOR4D programme in good time to discuss whether the research institute or the SOR4D programme will be responsible for the activities. Grantees must facilitate the close coordination of the research institutes' Public Relation activities with those of the SNSF and the SOR4D programme and respect branding rules.

Research group members are expected to acknowledge SDC and SNSF and the SOR4D programme and provide the grant number when publishing results from their SOR4D project.

2 Responsibilities of grantees

Grantees are responsible:

- to suitably represent the project at official events and make a connection to the SOR4D programme.
- to inform the programme coordinator of any online and print publication resulting from the project.
- to consult the programme coordinator before engaging in media activities and campaigns.

Grantees respect branding rules:

- In oral presentations, research group members are required to acknowledge the SOR4D programme as well as its funders SDC and SNSF.
- For all written presentations and publications related to SOR4D projects (including results) it is required to acknowledge the SOR4D programme. If possible, the SOR4D programme logo, the logos of the funders SDC and SNSF, and the link to the website www.sor4d.ch must be included.

3 Graphic elements

In publications related to SOR4D projects as well as on other communication material or outlets, e.g. project websites, the logos of SDC and SNSF need to be included. These are provided for download on the SOR4D website: <https://www.sor4d.ch/en/aFTjoLN2JSq2bxEN/page/service/administration-of-grants>. Alternatively, the SOR4D branding box can be used as graphic element.

3.1 SDC logo



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

**Swiss Agency for Development
and Cooperation SDC**

3.2 SNSF logo



**Swiss National
Science Foundation**

3.3 SOR4D logo



**Solution-oriented
Research for Development
Programme**

3.4 SOR4D branding box



**Solution-oriented
Research for Development
Programme**

The overarching goal of the SOR4D programme is to produce better knowledge, solutions and innovation by needs-driven, transdisciplinary research that opens up new ways for advancing sustainable development and reducing poverty in the least developed, low and lower middle-income countries. www.sor4d.ch



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**Swiss Agency for Development
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**Swiss Agency for Development
and Cooperation SDC**