



OCEAN Communication Guidance for Grantees

November 2024



Ocean Community
Empowerment
and Nature

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Introduction

As OCEAN Grantees, we encourage you to share news of the Grant you have received, and of your project's achievements as they happen. This document has been written to help OCEAN Grantees and their partners describe the OCEAN Grant Programme and provides guidance on branding, communicating about OCEAN on social media and the use of images.



**Ocean Community
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1. Requirements from Grantees

While Grantees are not required to seek approval from OCEAN prior to communicating about their project, there are a few important requirements that grantees need to adhere to as part of receiving funding from OCEAN. The following requirements are in place to make sure that the programme and its funder are represented consistently and accurately.

1.1. How to describe OCEAN

Please refer to the 'About OCEAN' document supplied in your Grantee Communications Pack for the standard descriptions of OCEAN and for the Blue Planet Fund.

- A set of 'Frequently Asked Questions' (FAQ) is also available on the ['Apply' page](#) of our website featuring some of the most common queries we receive.

1.2. Public announcements

- Grantees should inform the OCEAN team of any planned engagements beforehand so that we can support you – for example, sharing news on the OCEAN website or our social media platforms.
- Grantees are required to provide evidence of engagement as part of their reporting requirements.

1.3. Branding

Any publicity material for funded activities should refer to OCEAN and feature the OCEAN Grantee and UK International Development logos provided. This includes, but is not limited to, information leaflets, banners and displays, event invitations and reports.

- In using the name and logo, the Grant Recipient must comply with the branding guidelines supplied. Only Grant Recipients may use the Grantee logo.
- The Grantee must acknowledge the support of OCEAN in any materials that refer to the funded activities and in any written or spoken public presentations about these. Such acknowledgements must include the OCEAN name and the OCEAN Grantee logo supplied as follows:

This project is a grant recipient of the Ocean Community Empowerment and Nature Programme, funded by UK International Development.

- Exceptions regarding the use of logos may be permitted in certain circumstances. The Grantee must list details of these as part of their visibility statement completed as part of the Grantee Agreement.
- If a Third Party wishes to use either the OCEAN Grantee or UK International Development logos, the Grant Recipient must first seek approval from the OCEAN Grant Programme who will review the material before granting permission.

1.3.1. Spending on branding and communication activities

In line with guidance from the UK government on ODA, funding received by OCEAN must not be used to pay for communications materials and activities that do not directly support agreed programme outcomes. These include, but are not limited to, branded promotional goods, including:

- pens and other stationary
- mugs
- bags
- small, personal goods (for example, toothbrushes, razors)
- hats, caps or t-shirts (unless part of a uniform that necessarily identifies those delivering the programme)
- communications activity and materials to promote the implementing partner organisation (as opposed to activities to promote the adoption of the development activity e.g. community campaigns, volunteer recruitment drives, gender equality advocacy)

1.4. Images

Photos taken as part of the project that you would like the OCEAN Grant Programme to use, for example on our website or social media, must be obtained with explicit individual consent from the subjects. Subjects must be fully informed about the purpose of the photos, how they will be used, and who will have access to them in their native language. Consent must be documented through a written agreement with a signature or thumbprint or recorded verbally on video and supplied to OCEAN. Subjects have the right to withdraw their consent at any time. All practices must comply with relevant data protection and privacy laws. Please provide captions for context and acknowledge the photographer.

We would like to use photos that show:

- Coastal community members domestic lives and livelihoods
- Show communities working together to protect the marine environment
- Subjects as active engaged members of their communities rather than passive
- Activities associated with coastal livelihood, for example, drying fish, planting mangrove, mending boats etc.
- Include the involvement of women, people living with disabilities, youth, and other marginalised communities

We acknowledge that stories can also be told through images that don't reveal the subject's identity and respects anonymity. Aerial shots or photos of people's hands are two examples of photos that do this well.

Images we would not use include:

- Photos depicting the following types of fishing practices or nets:
 - Bottom trawling/Dragging
 - Dynamite fishing

- By-catch
- Long line netting
- Drift netting
- Gillnets
- Purse-seine nets
- People sitting in meetings and workshops
- People sitting on chairs outside in a circle
- Formal (posed) images of groups of people standing face-on to the camera

1.5. Media coverage

All OCEAN Grantees are encouraged to share news about their projects with the media. However, when doing so, they are acting as representatives of their own organisation, not as spokespeople for the Grant Programme. Grantees must share any media coverage of their project with the OCEAN Team. If approached with a media request concerning the Fund, please refer them to the Helpdesk for an official response: helpdesk@ocean-grants.org.uk

1.6. Managing external facing project documents

1.6.1. Open Access

Projects are likely to generate significant outputs including datasets, best practices, peer reviewed journal articles and technical reports which will be of value to other countries and stakeholders. Grantees must make all evidence and data produced freely available and accessible to the public, unless there are sensitivities involved.

1.6.2. Transparency

To support understanding and in line with the aim of OCEAN, successful project applications, along with subsequent reporting, will be published on the OCEAN website and elsewhere. If there are any sensitivities within any of these, for example political sensitivities, or prosecutions for illegal activities, or security of staff, Grantees should inform the OCEAN Team so that sensitivities can be considered for redaction prior to publication.

2. Tips and suggestions

Beyond our requirements, we also have some tips and suggestions to help you raise the profile of your project and reach as wide an audience as possible. These are designed to support you in sharing your successes and connecting with more people—whether it's through social media, media coverage, or other public engagements. We want to help you make the most of your project's visibility, and we're here to support you with resources and ideas. Keep in touch – we're excited to see how you share your story!

2.1. Social media

2.1.1. Social media engagement

Individuals are welcome to update their organisation and personal social media profiles to state that they are an OCEAN Grantee. We encourage everyone to share outputs such as blogs, research reports etc. on their own profiles and in any relevant groups. Examples also include:

- Indicating in your social media profile that you are an OCEAN Grantee
- Liking and sharing content about OCEAN (including Gov accounts e.g., Defra)
- Using @ OCEAN-BPF, #OCEAN_BPF and #BPF hashtags to make links between the programme and your project
- Participating in discussions related to marine conservation and poverty reduction and linking to OCEAN content as part of these.

2.1.2. OCEAN Profiles:

- **Facebook:** [OCEAN Community Empowerment and Nature Programme – OCEAN](#)
- **LinkedIn:** [OCEAN Community Empowerment and Nature Programme \(OCEAN\)](#)

2.2. Taking good photos

Beyond our own requirements (see Section 1.4), we recommend the following guiding principles:

DO:

- Obtain fully informed consent for taking and using photographs from subjects and from parents/guardians or carers in the case of children.
- Always ensure that children and adults are appropriately clothed in the images.
- Edit images responsibly.
- Portray a balanced portrayal of life so please include plenty of pictures of people smiling/laughing as well as looking a bit serious!

DON'T

- Do not knowingly include any pictures of subjects who did not want to take part, or who were unable to give informed consent.
- Do not knowingly use an image of one thing and describe, or imply, it is an image of another.
- Do not crop, edit or digitally manipulate material in a way which misleads or distorts the reality of the situation.

2.3. Useful materials

- OCEAN Visual Identity Guidelines
- OCEAN Grantee logo
- OCEAN style guide
- OCEAN Frequently Asked Questions
- About OCEAN
- International Development logo
- ODA branding guidelines