COMMUNICATION TOOLS WORKSHEET

Report

TYPE OF TOOL: **PUBLISHING**

Goals

▸ Present information about an organization, a project and/or a program.
▸ Provide information about analysis, results, proof of effectiveness.

Targets

▸ Donors, Funders
▸ Institutions
▸ Certification Bodies
▸ Journalists/Media
▸ NGOs
▸ Partners

Steps for Creating

DESIGN

There are many different types of "reports" e.g., Activity, Annual, Financial, Meeting, Event, etc. Decide on the format size (dimensions, number of pages, binding). Make a "Road Map": a simple layout indicating the contents by page. Call on the services of a Graphic Designer for document layout and check with a printer to discuss paper weight, gloss, and lamination options. For a durable brochure the choice of paper weight and gloss is important. For example, a mat gloss is more fragile in handling but it gives it a more professional look.

PRODUCTION

Request and schedule adequate time for printing. Proof the PDF draft version before signing off on Print Approval (check spellings, typos, credits, etc.). Also, check the colors before final version is printed (Cromalin, Iris, colorimetric proofs). If possible, choose a printer who is eco-friendly (inks, varnish, recycled or eco-managed forest paper, etc.). Try to make an exact estimation of the number to be printed in the first run because reprinting is costly.

Key points:

Plan for the production, scheduling the time for the completion of the final draft and the final proofing, especially when deadlines are at stake. Have the document reviewed by someone outside the organization, who is not involved with the publication to get an independent opinion. Proof the text for typos, comprehension, etc.

Content

Provide a mix of text, photos, and graphics (charts, tables, etc). Even if the subject is of a serious nature the report should be visually attractive, making people want to read it. Offer several levels of reading the document: Titles, Subject Headings, Headlines, Text boxes, Cutlines, Captions. Be sure list information that helps boost the organization's reputation and credibility, e.g. recognitions from the government, public agencies, awards, etc.

MESSAGES

The messages should reflect the objectives: Organization statute, background, activities, mission, values, programs/actions, staff, key statistics and data, highlights from the previous year. Program results, statistics, strategies, prospectus, financial results.

IMAGES

The images should be of good quality (sharpness, framing, presentation, resolution, etc.). Be sure to check on Copyrights, getting authorization as required prior to publication. Getting prior approval before taking photos of persons, places, even objects, as required.

Distribution

Think about the distribution costs for a paper version. Maximize options if shipping a printed version. By its nature a report is intended for a select audience in particular because of the high publishing costs. Make receiving the document in an electronic format (PDF) an option, one that can be downloaded from the organization's Website.

Indicators

• Number of reports printed and reprinted.
• Number of reports distributed vs. number in stock.
• Number of downloads from the Website.

Examples

• **RAMPAO report.**
See Example Worksheet below and the document.

RAMPAO REPORT

Context

The Regional Marine Protected Areas Network in West Africa (RAMPAO) is comprised of 27 marine protected areas (MPAs) from seven countries. Its mission is to "Ensure within the West African marine eco-region that encompasses Cape Verde, The Gambia, Guinea Bissau, Mauritania, Senegal and Sierra Leone, the maintaining of a coherent set of critical habitats necessary for the dynamic functioning of the ecological processes essential to the regeneration of the natural resources and the conservation of biodiversity for the benefit of societies." The report is entitled, "Analysis of the ecological gaps of RAMPAO." The document summarizes in eight (8) thematic sections the report's findings and recommendations. This is a joint initiative of RAMPAO, FIBA* and PRCM*.

Type of Tool

Publishing

Language

French

Technical Characteristics

Cardboard binder, 21,7 x 31 x 1,5 cm, folded, 4 pages with a flap containing 1 double-sided sheet; six 4-sheet pages; one six-sheet pages; three dividers; all in A4 format. All printed in 4-color on glossy mat cardboard, vertical opening (French style).

Targets

- Network Members, Partners
- Researchers, Technical Specialists
- MPA stakeholders
- Institutions, Donors, Funders

Geographic Scope

International

Key Messages

The study results should serve as reference for filling the ecological gaps within the network in order to improve the biodiversity and the sustainable management of the fishing resources.
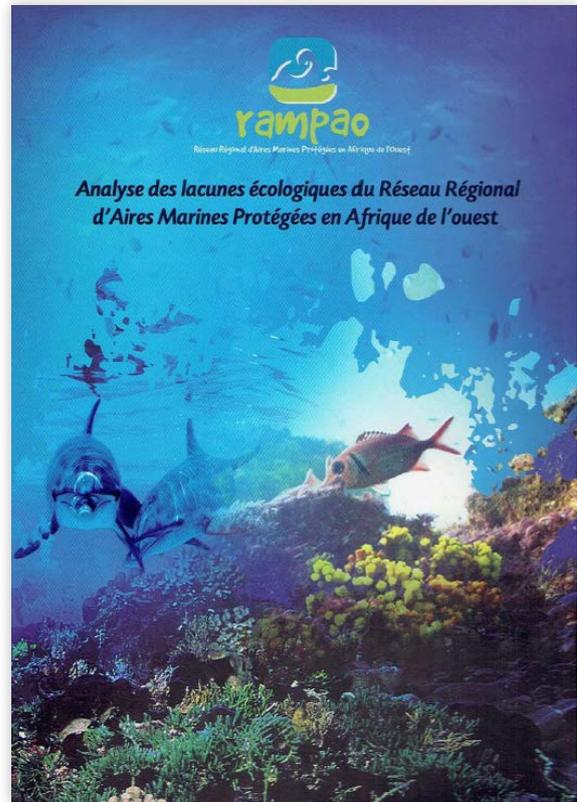
Usability

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Use over time

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Replicability*

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This concept and the documentation and experience capitalization process is replicable but this is a very ambitious project and would require the contributions of many partners.

Goals

- To provide information about/and an analysis of the ecological gaps of RAMPAO.
- Experience Capitalization.
- Sensitization about conservation of biodiversity and fishing resources and consolidation for the coherent ecological functioning of the RAMPAO network.

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- A good tool for Outreach.
- Despite the scientific content, the document is presented in an attractive way due to the use of the colors, photos, charts and graphs, and illustrations.
- Good balance between use of the text, photos, and illustrations.
- Excellent job of Knowledge/Experience Capitalization.

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Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)