



**MULTILATERAL  
COOPERATION CENTER  
FOR DEVELOPMENT FINANCE**

9 September 2024

## MCDF Finance Facility Visibility and Communications Guidelines

### 1. Introduction

1.1 Launched in 2021, the Multilateral Cooperation Center for Development Finance (MCDF) is a multilateral initiative that supports high-quality cross-border connectivity infrastructure investment in developing countries through partnerships and the promotion of International Financial Institution (IFI) standards. The Asian Infrastructure Investment Bank (AIIB) serves as the Administrator of the MCDF and hosts the MCDF Secretariat.

1.2 The MCDF Finance Facility provides grants for cross-border connectivity infrastructure project preparation, capacity building, and information sharing. MCDF grants must be requested by, and channeled through, Implementing Partners (IPs), which are MCDF-accredited International Financial Institutions (IFIs).

### 2. Purpose

2.1 Appropriate acknowledgement of MCDF Finance Facility support helps to raise awareness of MCDF's role in promoting high-quality cross-border connectivity infrastructure investment in developing countries. At the same time, it provides accountability and transparency on the use of donor funds, which helps ensure that the results and impact of MCDF Finance Facility-funded activities are visible and recognized.

2.2 The purpose of this document is to: (i) set out the requirements for all activities that are wholly or partially supported by the MCDF Finance Facility to incorporate its visual identity; (ii) provide guidance on appropriate acknowledgment of MCDF Finance Facility support; and (iii) outline requirements for public events, digital and written materials, media-related activities, and all other forms of communications and outreach in relation to the activities financed through the MCDF Finance Facility.

### 3. Visibility Requirements

3.1 The MCDF logo must be applied to all communications materials related to MCDF Finance Facility-funded activities, following the MCDF Brand Guidelines, which can be downloaded from the MCDF website.

- [The MCDF Logo](#)
- [The MCDF Brand Guidelines](#)



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All communications materials with the MCDF logo must be pre-approved by the MCDF Secretariat to ensure consistency and adherence to these guidelines.

These communications materials include, but are not limited to publications, websites, videos, infographics, or other multimedia assets, as well as information on events, conferences, workshops, seminars, trainings, and study tours.

3.2 The MCDF Finance Facility support must be acknowledged with clear use of the logo in conjunction with the following or comparable statement:

- “With financial support from the MCDF Finance Facility.”

#### **4. Communications Requirements**

4.1 IPs receiving MCDF Finance Facility funding are required to publicly acknowledge MCDF Finance Facility support.

The public acknowledgment should follow the specified format: e.g. "This project/activity was supported by the MCDF Finance Facility."

4.2 IPs are requested to coordinate with the MCDF Secretariat to ensure appropriate visibility and attribution at specific events related to MCDF Finance Facility-funded activities including but not limited to project launch/closing events, conferences, workshops, seminars, trainings, and study tours. IPs should inform the MCDF Secretariat with reasonable notice time prior to the events as previously described and consider inviting MCDF representatives to attend and/or contribute when appropriate.

4.3 Digital communications related to MCDF Finance Facility-funded activities should include MCDF logo, funding statement acknowledging MCDF support, and links to the MCDF website and social media accounts on the front page as appropriate. These include, but are not limited to websites, social media channels, and e-newsletters.

All social media content should tag and follow the MCDF's official social media accounts and use relevant hashtags to increase visibility.

4.4 Publications related to MCDF Finance Facility-funded activities, such as brochures, analytical reports, and case studies should include MCDF logo, funding statement acknowledging MCDF support in the acknowledgement page or in the core of the text. Digital publications should be shared with the MCDF Secretariat for awareness and joint promotion on the MCDF website and social media platforms as appropriate.

All such publications, digital or print, must be reviewed by the MCDF Secretariat before dissemination for the purposes of ensuring consistency with these guidelines.



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4.5 MCDF is entitled to reuse or republish all communications materials produced with (either partial or full) MCDF Finance Facility funding.

## **5. Media Relations**

5.1 IPs are requested to coordinate, or where applicable, request client beneficiaries to coordinate with the MCDF Secretariat in advance about press conferences, press releases, and media interviews related to MCDF Finance Facility-funded activities to maximize visibility and impact.

Coordination with the MCDF Secretariat should occur within a reasonable time prior to the media engagement. All media content (press releases, social media posts, videos, etc.) must be approved by the MCDF Secretariat before release.

5.2 Press releases, news stories, social media feeds, videos, and photographs related to key project milestones and project visits should be coordinated with the MCDF Secretariat for inclusion of a MCDF quote and/or joint promotion when appropriate.

## **6. Disclaimers**

6.1 The MCDF Secretariat, the MCDF Governing Committee or its members, the MCDF Coordination Committee or its members are not responsible for the contents of communication materials related to MCDF Finance Facility-funded or co-funded activities.

6.2 The contents of communications materials related to MCDF Finance Facility-funded or co-funded activities do not necessarily represent the views or policies of the MCDF Secretariat, the MCDF Governing Committee or its members, the MCDF Coordination Committee or its members.

6.3 Where relevant or where its inclusion is reasonably requested by the MCDF Secretariat, a disclaimer releasing MCDF from any liability in terms of the contents of communication materials must be included in the following form or in an alternative form agreed with the MCDF Secretariat:

- “This <publication/website/video/film/recording> was funded/co-funded by the MCDF Finance Facility. Its contents are not the responsibility of, nor do they necessarily represent the views or policies of, the MCDF Secretariat, the MCDF Governing Committee or its members, the MCDF Coordination Committee or its members, the MCDF Administrator (the Asian Infrastructure Investment Bank) or its Board of Directors and Members”

## **7. Effectiveness**

These Guidelines will take effect on 24 September 2024.