Your Beneficial Management Practices project is funded by the Governments of Canada and British Columbia and delivered by the Investment Agriculture Foundation of BC (IAF). Funding for this program has been provided by the Governments of Canada and British Columbia through the *Sustainable Canadian Agricultural Partnership* (Sustainable CAP), a federal-provincial-territorial initiative.

These requirements have been developed to assist you, as a recipient, to appropriately acknowledge the source of funding in all communication materials and products related to your project. Additionally, these requirements will assist you if you choose to initiate a public announcement about your project.

Many projects involve several individuals, organizations, third party contractors and other partners. Please share this information with all those involved in the delivery of your project. You are required to ensure that the requirements are applied consistently in all project communications materials and products, failure to do so may put the committed funding at risk. As a recipient of funding, you are expected to include appropriate acknowledgements on all project-related communication materials and products. These requirements are part of your contractual obligation, and if not met, may result in project costs being declared ineligible for funding.

**PUBLIC ANNOUNCEMENTS**

The Beneficial Management Practices Contribution Agreement stipulates that funding recipients will not make a public announcement about the project, whether about project funding, results, or anything whatsoever, without the prior written consent of IAF. Please advise IAF's Communications staff or your Program Manager of your intent to make a public announcement at least four weeks in advance. Please note that “public” generally refers to anyone outside of the funding recipient’s organization. This means that communications with your organization’s members is considered “public communications.”
ACKNOWLEDGEMENTS
The Beneficial Management Practices Contribution Agreement also address the issue of funding acknowledgements. All communication materials referring to programs funded under Sustainable CAP, must acknowledge funding contributions of the Government of Canada and the Province of British Columbia, and apply the Sustainable CAP common look. Acknowledgements typically include graphic identifiers and written statements. Not all communication materials and products require both. Please talk to us early in the development of your communication materials and products to determine what is expected. If your project involves other funding partners, please talk to us to determine how these requirements may be adapted to fit the unique circumstances of your project.

1. GRAPHIC IDENTIFIERS
There are two options for identifying the participation of Sustainable Canadian Partnership Agreement, the Investment Agriculture Foundation, the Governments of Canada, and British Columbia in a project:

Option 1 (Preferred): The Sustainable CAP logo, the IAF logo, the BC logo and the Canada wordmark are displayed with equal prominence (together with any other project contributors) but should not indicate ownership or sponsorship. Upon request, IAF Communications staff will provide you with these logos. (See example below)

When you use the above logo the Province of BC requires a completed 3rd Party Use form be submitted with the material. Click here for the fillable PDF version of the form.

Option 2: If no other graphic identifiers are used on a product, then the Sustainable Canadian Agricultural Partnership, IAF, BC and Canada participation may be made by a credit line only.

2. CREDIT LINE
In addition to graphic identifiers, a credit line should also be included in reports and other publications. For brochures, advertising, posters or displays, a written statement may not be required. The following statement is provided as a sample for inclusion in publications and communication materials. Please advise us if you would like to modify these acknowledgement statements or request an exemption.
Funding for this project has been provided by the Governments of Canada and British Columbia through the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative, under the Beneficial Management Practices Program. The program is delivered by the Investment Agriculture Foundation of BC.

OR

This project is supported by the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative, under the Beneficial Management Practices Program. The program is delivered by the Investment Agriculture Foundation of BC.

3. DISCLAIMER STATEMENT

Disclaimers are required in reports and other publications, especially when they contain recommendations and opinions. Include this statement:

Opinions expressed in this document are those of the author and not necessarily those of the Governments of Canada and British Columbia or the Investment Agriculture Foundation of BC. The Governments of Canada and British Columbia, and the Investment Agriculture Foundation of BC, and their directors, agents, employees, or contractors will not be liable for any claims, damages, or losses of any kind whatsoever arising out of the use of, or reliance upon, this information.

SUBMITTING MATERIALS FOR REVIEW

Please submit all project-related communication materials and products to IAF's Communications staff prior to printing and distribution to ensure appropriate acknowledgements are included. IAF will manage the necessary approvals with the Governments of Canada and British Columbia.

Allow a minimum of four weeks for review of proposed media releases or other public announcements and 10 or more business days for review of most other communication materials and products.

Submit materials to: communications@iafbc.ca

CONTACT US

We are here to answer your questions about these guidelines, provide appropriate graphic identifiers for your materials and work with you to apply these guidelines on your project's communication materials and products. Contact IAF Communications staff directly with any questions or to notify IAF of your intended communications activity at communications@iafbc.ca.