Diary / calendar

**TYPE OF TOOL:** PUBLISHING

### Goals
- Promote an organization, a Website, program initiative
- Inform, sensitization on a specific topic

### Targets
- General Public

### Steps for Creating

**DESIGN**
Define the objective, target audience, messages, content, type (calendar/diary), format (size, dimensions, number of pages, spiral binding, stapled, glued, etc.). Use a graphic artist to assist with the design and layout.

**PRODUCTION**
Find out how much time it will take to produce the calendar (time will vary according to type of calendar/agenda).

**Key points:**
Prepare for the time this will take, respecting the deadlines in order to distribute the calendars before the end of the year. Remember a Calendar or Diary should be designed for practical use so make sure to leave space for note taking (diary) and also include a list of practical information, e.g. useful information numbers, etc.

### Content
Provide contact information for the organization (email, Website, etc); history, background, main programs and activities;
Be sure to include information that helps boost the organization’s credibility e.g. recognitions from the government, public service awards, other awards, etc. Keep the text brief (this is not a brochure or a book).

**MESSAGES**
Messages are all about the organization’s programs, activities and/or a particular location.

**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 and then properly indicated.

### Distribution
Preferably distribute before the end of the year.

### Indicators
- Number of diaries/calendars printed and reprinted.
- Number of diaries/calendars distributed vs. number of diaries/calendars in stock.

### Examples
- 2014 Tiniguena Calendar.
  See the Example Worksheet and the document.
- IBAP 2014 Calendar and Agenda
### Context
Established in 1991, Tiniguena is a non-governmental organization (NGO) in Guinea Bissau which was founded to promote participative and sustainable development based on the principles of conservation of natural and cultural resources and the exercise of citizenship. The Tiniguena calendars highlight Guinea Bissau’s natural resources and cultural heritage. This edition showcases the cultural richness of the Bijagós archipelago off the coast of Guinea Bissau (a candidate for listing as a UNESCO World Heritage site) and contains strong messages about the potential for developing the Bijagós and the role of ecotourism for sustainable development.

### Type of Tool
- Publishing

### Language
- Portuguese

### Technical Characteristics
- Card stock paper, 40 x 30 cm, folded, 12 pages plus the cover; 4-color printing.

### Targets
- General public
- Tourists
- Partners

### Geographic Scope
- National, International

### Key Messages
How to develop tourism/eco-tourism in the Bijagós Archipelago, a candidate for listing as a UNESCO World Heritage site, within the context of the country’s poverty, weak infrastructure, etc.

### Goals
- Sensitization about the cultural richness of the Bijagós Archipelago. Promote ecotourism as a tool for sustainable development.

### Usability

### Use over time
- Despite the time-bound nature. The quality of the images and the information will entice people to keep it for longer than its normal one-year lifetime.

### Replicability*
- The tool cannot be replicated as is, but the design and concept could be.

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### Notes
- Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)
- Numerous beautiful images
- Good mix of design, harmony of colors
- Many different reading levels
- Clear messages
- The size is quite large, takes up a lot of space.
- The dates section (days/months) is relatively small and not very useful.

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