

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).

Prior to final printing, check the PDF draft before giving the Approval for Printing (AP). Also, check the colors before final version is printed (Cromalin, Iris, colorimetric proofs). Try to make the best estimate about quantity to be printed because, by definition, calendars have a finite shelf-life. If possible, choose a printer who is eco-friendly (inks, varnish, recycled or eco-managed forest paper, etc.).

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

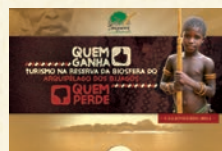
Preferably distribute before the end of the year.



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**

EXAMPLE Calendar

TINGUENA CALENDAR

Context

Established in 1991, Tinguena 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 Tinguena 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.

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.



Goals

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



- 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.

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