



Hey there!

If you're reading this, it means you have downloaded the FOCUS-Africa Project Logo and its instruction sheet to feature the project on your website, social media content or print material. On behalf of the project partners, let us start by thanking you. By doing so, you are helping us give more visibility to the project, and extend its reach.

We have created 2 logo options for you to use. You have downloaded them in a Scalable Vector Graphics (SVG) format, enabling you to enlarge or shrink it as you wish, without losing quality.

This should allow you to achieve optimum integration, in a fast and efficient manner.

- The Color version is to be integrated on a clear background.
- The White and Grey version is to be integrated on a dark background.

Our **Primary Logo** is the key face of the project. It's stacked, legible and to the point, featuring our dragonfly emblem.



Our **Secondary Logo** is horizontal, and features the full detailed name of the project. It is designed to suit spaces where the primary logo doesn't fit correctly.



Here are the Color Codes for the project.



BLUE
#056db6



GREY
#a0a0a0



GREEN
#22a243



DARK GREY
#3b3b3c

Other available Communication Ressources

- Project Flyer
- Project Poster
- Project Roll-Up

Hashtags to use

#ClimateServices
#SADC
#ClimateChange

Social Media Channels



@FocusAFRICA_EU



Focus-Africa Project

Below, you will find a short and a long presentation text of the project, in English, French and Portuguese. You may add it if needed to your communication material and/or website.

ENGLISH - SHORT PRESENTATION

The FOCUS-Africa project develops sustainable tailored climate services in the Southern African Development Community (SADC) region, using a stakeholder co-creation approach involving end-users, climate scientists and services providers. The work revolves around 8 case studies, in 5 countries, in 4 sectors, involving 16 partners in Africa and Europe.

ENGLISH - LONG PRESENTATION

The FOCUS-Africa project develops tailored climate services in the Southern African Development Community (SADC) region. Through the work of the project partners and strategic partnerships between European and SADC organisations, FOCUS-Africa builds upon past and ongoing related projects and advances the way climate services are developed and used throughout the supply chain of end-users.

The full value chain of climate services is being demonstrated by piloting eight case studies in five countries (Tanzania, Mozambique, Mauritius, Malawi and South Africa), involving a wide range of stakeholders including climate scientists, sectoral service providers, and end-users. The proposed co-production ensures that the full value chain for the delivery of the climate services is effectively realised.

The case studies illustrate how the use of climate science, forecasts and projections can maximize socio-economic benefits in the Southern Africa region and potentially in the whole of Africa. To provide a range of examples where climate service delivery can be successfully implemented, four key sectors are targeted: agriculture and food security, water, energy and infrastructure.

FRENCH - SHORT PRESENTATION

Le projet FOCUS-Africa développe des services climatiques durables et personnalisés dans la région de la Communauté de développement de l'Afrique australe (SADC), en utilisant une approche de co-création des parties prenantes impliquant les utilisateurs finaux, les climatologues et les fournisseurs de services. Le travail s'articule autour de 8 études de cas, dans 5 pays, dans 4 secteurs, impliquant 16 partenaires en Afrique et en Europe.

FRENCH - LONG PRESENTATION

Le projet FOCUS-Africa développe des services climatiques sur mesure dans la région de la Communauté de développement de l'Afrique australe (SADC). Grâce au travail des partenaires du projet et aux partenariats stratégiques entre les organisations européennes et celles de la SADC, FOCUS-Africa s'appuie sur des projets connexes antérieurs et en cours, et fait progresser la manière dont les services climatiques sont développés et utilisés tout au long de la chaîne d'approvisionnement des utilisateurs finaux.

La chaîne de valeur complète des services climatiques est démontrée par huit études de cas pilotes dans cinq pays (Tanzanie, Mozambique, Maurice, Malawi et Afrique du Sud), impliquant un large éventail de parties prenantes, notamment des climatologues, des fournisseurs de services sectoriels et des utilisateurs finaux. La coproduction proposée garantit que l'ensemble de la chaîne de valeur pour la fourniture des services climatiques est effectivement réalisée.

Les études de cas illustrent comment l'utilisation de la science, des prévisions et des projections climatiques peut maximiser les avantages socio-économiques dans la région de l'Afrique australe et potentiellement dans l'ensemble de l'Afrique. Afin de fournir une série d'exemples où la fourniture de services climatiques peut être mise en œuvre avec succès, quatre secteurs clés sont ciblés : l'agriculture et la sécurité alimentaire, l'eau, l'énergie et les infrastructures.

PORTUGUESE - SHORT PRESENTATION

O projeto FOCUS-Africa desenvolve serviços climáticos sustentáveis e adaptados na região da Comunidade de Desenvolvimento da África Austral (SADC), utilizando uma abordagem de co-criação de partes interessadas que envolve utilizadores finais, cientistas do clima e prestadores de serviços. O trabalho gira em torno de 8 estudos de caso, em 5 países, em 4 sectores, envolvendo 16 parceiros em África e na Europa.

PORTUGUESE- LONG PRESENTATION

O projeto FOCUS-Africa desenvolve serviços climáticos personalizados na região da Comunidade de Desenvolvimento da África Austral (SADC). Através do trabalho dos parceiros do projeto e de parcerias estratégicas entre organizações europeias e da SADC, o FOCUS-Africa baseia-se em projectos anteriores e em curso relacionados e faz avançar a forma como os serviços climáticos são desenvolvidos e utilizados em toda a cadeia de abastecimento dos utilizadores finais.

A cadeia de valor completa dos serviços climáticos está a ser demonstrada através da realização de oito estudos de caso em cinco países (Tanzânia, Moçambique, Maurícia, Malawi e África do Sul), envolvendo uma vasta gama de partes interessadas, incluindo cientistas do clima, prestadores de serviços sectoriais e utilizadores finais. A coprodução proposta assegura que toda a cadeia de valor para a prestação dos serviços climáticos seja efetivamente realizada.

Os estudos de caso ilustram como a utilização da ciência, previsões e projecções climáticas pode maximizar os benefícios socioeconómicos na região da África Austral e potencialmente em toda a África. Para fornecer uma gama de exemplos em que a prestação de serviços climáticos pode ser implementada com sucesso, são visados quatro sectores-chave: agricultura e segurança alimentar, água, energia e infra-estruturas.