A GUIDE TO

COMMUNICATIONS TOOLS

FOR RCEs

This document introduces communications tools that are available through the RCE Service Centre for RCE communications. More specifically, this guide has useful information on

1. the RCE logo
2. RCE bulletin
3. the RCE web section
4. Printed publications
5. Online space for inter-RCE communications
6. Other media

1. RCE LOGO

In order to promote Regional Centres of Expertise on Education for Sustainable Development (RCEs) and their activities, the United Nations University - Institute of Advanced Studies (UNU-IAS) serving as the Global RCE Service Centre developed the RCE logo below.

The RCE logo was created following a request from the first batch of RCEs that were acknowledged in 2005. The RCEs wanted a logo that would represent the global, regional and local network idea of the RCE concept, while incorporating the UNU-IAS logo.

Several designs were developed and the first batch of seven RCEs selected a logo, which was then registered legally by the UN legal office in New York.

RCE logo use policy

RCEs are encouraged to use the logo above for their collaborative RCE activities. As per the rules set by the UN Legal Office, the RCE logo should be used in its entirety; its components cannot be used separately. The logo cannot be used in a translated format since this has not been approved by the UN Legal Office or registered.

UNU-IAS has been entrusted with the task of ensuring that the RCE Logo would be used in accordance with UN rules and regulations.

RCEs may use the logo by following the guidelines below.

1. The RCE logo can be used for RCE-letterheads, RCE-related publications, reports, posters, brochures, banners and other RCE-related events, upon request by RCEs that are officially acknowledged by the UNU and upon approval by the Global RCE Service Centre.

2. The RCE logo should be used as an integral logo and should not be broken into its constituent parts. In other words, the RCE logo cannot be altered under any circumstances.

Copies of articles, reports, media interviews or other publications, related to the RCE initiative, that contain the RCE logo shall be provided to the RCE Global Service Centre. Electronic copies are preferred and these can be sent to rceservicecentre@ias.unu.edu.

Use on letterheads/envelopes for an individual RCE
An RCE who wishes to use the RCE logo on its letterheads/envelopes is requested to send the layout to the RCE Global Service Centre for its approval. Once approved, the letterhead with the RCE Logo can be used at any time.

Use on business cards for an individual RCE

If an RCE has a specific format for its business cards, the RCE logo use policy on letterheads/envelopes can also be applied.

Ad hoc use

Use of the RCE logo for ad hoc purposes will be approved on a case-by-case basis. This may include the use of the logo in brochures, posters, books and other printed and electronic publications, including banners for conferences and workshops.

The RCE logo can be used by RCEs and by members of the RCE network solely for RCE or ESD-related activities.

All entities interested in using the RCE logo should apply for approval to the RCE Global Service Centre through their related RCEs well in advance. The application should include the following information:

- Identity and nature of the organization that wishes to use the logo, and its relationship with the relevant RCE
- Purpose of the use of the RCE logo (for instance, for dissemination of a book, for promoting an international symposium, etc.)
- Proposed usage of the RCE logo (for instance, for use on a conference website, on flyers, posters, banners, programmes, etc.)
- Proposed duration of use of the RCE logo (for instance, from XXX date through the end of the event on XXX date)
- Names of the countries/territories where the publication/communications materials will be circulated

Further Inquiries
The logo is available in multiple electronic formats. Please send your request with details of proposed usage to rceservicecentre@ias.unu.edu.

2. RCE BULLETIN

An electronic bulletin with news of RCE activities is published every quarter and disseminated to the RCE network, ESD experts and peer organizations.

RCEs are encouraged to send in news of their activities and events or any other ESD information that may be useful to the network for use in the bulletin.

The deadline for contributions is the 15th of every quarter (March, June, September, December).

Contributions may be sent to Sampreethi Aipanjiguly, Communications Coordinator for the ESD Programme, UNU-IAS (aipanjiguly@ias.unu.edu).

Suggestions for contributions
- Specific results of RCE and ESD activities including achievements, leveraged funding, surveys and research, new relevant information, etc.
- Short reports of 1-2 paragraphs on workshops and meetings with clear information on the output and resolution.
- Photos to accompany articles.
- News articles sent should be current.
- Longer articles or feature-style articles with a human interest angle which illustrate key directions and thrusts of ESD are welcome. These case studies may help inspire other RCEs in the network.

3. RCE WEBSECTION

An RCE websection (www.ias.unu.edu/efsd/rce) on the UNU-IAS website provides a broad overview of the RCE initiative, links to relevant documents, ESD and RCE-related news, as well as individual pages on each RCE.

RCEs are requested to contribute information on their goals, objectives, activities and achievements regularly in order to keep their web pages current. UNU-IAS can also provide a URL shortcut (e.g., www.ias.unu.edu/efsd/rcesaskatchewan) for the individual RCE pages. However, it is each RCE's responsibility to take the initiative in sending regular content to the RCE Service Centre.

Information for web updates may be sent to Sampreethi Aipanjiguly, Communications Coordinator for the ESD Programme, UNU-IAS (aipanjiguly@ias.unu.edu).

4. PUBLICATIONS
Posters
RCEs may request an electronic version of the latest map of RCEs worldwide by sending an email to rceservicecentre@ias.unu.edu. High-resolution print-ready files of the RCE map and of other posters are also available on request.

Factsheets

Single page information sheets on each RCE were produced for the first and second batch of RCEs. However, since these tend to get outdated quite rapidly, and because the RCE Service Centre does not currently have the financial or human resources to produce factsheets regularly for the expanding RCE network, a template for factsheets can be provided to interested RCEs.

The information that was earlier carried on the factsheets will be made available on web pages of individual RCEs at www.ias.unu.edu/efsd/rce.

RCE Brochure

A six-page brochure with information on the RCE concept and the application process is available in electronic and printed format.

RCEs may request copies by writing to rceservicecentre@ias.unu.edu.

A format for printing on office printers is currently unavailable.

5. ONLINE DISCUSSION SPACE

The two most popular online discussion spaces for RCEs currently are ning and basecamp.

Ning

Ning is an online social network platform that is now being used by a number of RCEs for discussions and inter-RCE communications.

RCEs are encouraged to set up an account on Ning at www.ning.com for a free, simple electronic communication tool for your RCE members. To participate, especially as RCE Coordinators or Chairs, in discussions on various topics that are of interest to the worldwide network RCEs can sign up to the RCE discussion space at http://rcesesd.ning.com/?xgsi=1

RCE groups on ning include those on African RCEs, European RCEs, American RCEs, Asian RCEs, ESD strategy, monitoring and evaluation, communications, marketing, e-learning, biodiversity, teacher training, health, and production and consumption. New groups can also be set up by interested RCEs.

For more information or assistance on ning, please contact Adam Cade of RCE East Midlands at adam@susted.org.uk

Basecamp

Basecamp is a web-based project management application that is being used by RCEs to exchange information and share files. RCE groups on the UNU basecamp site include those on RCE communications, European network of RCEs as well as temporary groups that are set up for the preparation and follow-up of a major conference or event.

To get an account on basecamp, please contact the RCE Service Centre at rceservicecentre@ias.unu.edu.

6. OTHER MEDIA

Wikipedia pages
RCE Southern North Sea created the first wikipedia pages on the RCE initiative, on the UN DESD and on RCE Southern North Sea. RCEs are invited to participate in editing and adding information to these pages, and to create new pages on each RCE's work.

The wikipedia pages are at:
http://en.wikipedia.org/wiki/United_Nations_Decade_of_Education_for_Sustainable_Development

http://en.wikipedia.org/wiki/Regional_Centres_of_Expertise_(RCE)

http://en.wikipedia.org/wiki/RCE_Southern_North_Sea

RCEs are encouraged to create wiki pages on their work to ensure that information on the network is readily available to a global audience.

5 steps to setting up a Wikipedia Page

1. Create a Wikipedia account. Go to http://www.wikipedia.org/, chose your language and click on the create account option in the top right corner of the page. You just need a username, password and email address in case you forget the password in future – you receive no Spam. Once you do this you are already provided with help and advice on setting up or editing pages.

2. Read through Wikipedia's rules on pages. http://simple.wikipedia.org/wiki/Wikipedia:Rules.

   Wikipedia is particularly strict on issues of copyright and neutrality, usually checking new pages for these issues, and regularly checking others. Every page needs to be original and well referenced, meaning that you cannot just copy text from another website, even if you created it yourself. It is possible to provide Wikipedia with the right to use information or images from another site, although this is a more complicated process with further information on the links below. http://en.wikipedia.org/wiki/Wikipedia:Donating_copyrighted_materials http://en.wikipedia.org/wiki/Wikipedia:Requesting_copyright_permission

3. Read through the information on how to create a new page. http://en.wikipedia.org/wiki/Creating_a_new_page http://en.wikipedia.org/wiki/Make_a_page

   It is relatively straightforward advice, just providing further information on what to include, what to avoid, and how to do it.

4. Practice using these techniques on the Wikipedia sandbox page, which is designed for this specific purpose. http://en.wikipedia.org/wiki/Wikipedia:Sandbox

   If you are still confused you can look for ideas on the edit pages of already created articles, such as the RCE Southern North Sea page: http://en.wikipedia.org/w/index.php?title=RCE_Southern_North_Sea&action=edit

5. Create your own page.

   In reality it is gloriously simple. You search for a page, and if it has not already been created you create it yourself! You are given a blank space to write in, with a toolbox at the top to help you create internal or external links, headings, bold, italics etc. There is also a Wikipedia cheatsheet with more information on text editing http://en.wikipedia.org/wiki/Wikipedia:Cheatsheet. You can then preview the page to see what it looks like before it is published, then save and publish it if complete.

Mass media (newspapers, magazines, radio, tv)
Each RCE, according to the concept, has members of the media as part of its network. The best way to disseminate RCE news in the region is through these members. The RCE Service Centre requests RCEs to send in scanned or photocopied or downloadable published news articles, links to articles online or information on the time and date of radio and tv programmers, in order to eventually put together a compilation of all media coverage globally.

Please send in information on media coverage to Sampreethi Aipanjiguly, Communications Coordinator for the ESD Programme at UNU-IAS (aipanjiguly@ias.unu.edu).