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Communication, branding and open access rules for projects funded by the r4d programme

The r4d programme, funded by the Swiss Agency for Development and Cooperation (SDC) and the Swiss National Science Foundation (SNSF), reached its full size with 57 projects active in more than 50 countries worldwide. The projects are carried out by 294 grantees and their research teams.

Based on the output data reported by the r4d projects in mySNF, the r4d programme community creates a wealth of scientific publications, presentations, policy and technical briefs, online material and stakeholder information and consultations in many places across the globe.

This document compiles the most important rules for communication and branding for r4d projects. It uses excerpts from the management principles and lifetime management of r4d projects (see also <http://www.r4d.ch/r4d-programme/administration-of-grants>) and the [general implementation regulations for the Funding Regulations of SNSF](#), highlighting the updated Open Access policy of SNSF as an important tool for a better accessibility and dissemination of research results and evidence.

For any questions regarding the contents of this document please do not hesitate to contact the r4d programme coordinators (cf. section 4).

1. r4d programme communication and branding

The responsible grantees of the r4d projects are obliged to provide key information about or links to their projects, which are then published on the respective r4d website (www.r4d.ch). The r4d factsheet template is used for regular updates according to the schedule of the scientific reports (see also [Reporting Guidelines](#)).

Grantees and their research teams are obliged to:

- suitably represent the project at official events and make a connection to the r4d programme;
- inform the programme coordinator (cf. point 4 of this document) of any online and print publication resulting from the project; and



- consult the programme coordinator before engaging in media activities and campaigns.

Grantees and their research teams respect branding rules as follows:

- In oral presentations, research team members are required to acknowledge the r4d programme as well as its funders SDC and SNSF.
- For all written presentations and publications related to r4d projects (including results), research teams are required to acknowledge the r4d programme. Wherever possible, the r4d programme logo, the logos of the funders SDC and SNSF, and the link to the website (www.r4d.ch) have to be included.

The three standard logos used in the r4d programme are the following:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

**Swiss Agency for Development
and Cooperation SDC**



SWISS NATIONAL SCIENCE FOUNDATION

The logos of the r4d programme and of the funders SDC and SNSF are available for download as vector files .eps as well as .png or .jpg on the r4d website ([r4d programme branding and logos](http://www.r4d.ch)).

Alternatively, the following box can be used as graphic element. The .png of the box is provided as download.



2. SNSF Regulations on valorisation, branding and open access

The [General Implementation Regulations for the Funding Regulations](#) constitutes the legal basis for the rules on valorisation and branding. The following excerpts in particular are of relevance to r4d research teams.

8.4 Research database

(cf. Article 40 of the Funding Regulations)

Grantees are obliged to report the relevant information to the SNSF for entry in the publicly accessible project database. This data is submitted together with the application prior to the start of research work, but also during the project and after its completion. The information forms part of the scientific reporting (Clause 9.3).

(...)

11.5 Principles of valorisation

(cf. Articles 46 and 47 of the Funding Regulations)

- 1 When taking valorisation measures, grantees must respect the quality standards of the SNSF.
- 2 Public communication measures in areas that are of fundamental social or political importance must be prepared by the grantees with the care and professionalism appropriate to the topic.
- 3 If it is foreseeable that a research subject is likely to cause public controversy (sensitive issue), the grantees are obliged to discuss matters with the SNSF beforehand.
- 4 Regardless of the manner of publication, reference must be made to the funding provided by the SNSF.
- 5 With regard to the valorisation measures concerning the status and results of NRPs, NCCRs and other programmes, the conditions laid down in the relevant programme regulations must be respected in addition to the provisions of these Regulations.

11.6 Quality standards

(cf. Articles 46 and 47 of the Funding Regulations)

- 1 Grantees must ensure that the following principles are respected when information on research projects is communicated and research results are published:
 - a. respect for ethical principles and rules on research integrity;
 - b. maintenance of professionalism, a sense of proportion, transparency, openness and readiness to enter into dialogue;
 - c. basing communications and debates on the latest consolidated research results (if possible in compliance with peer review standards);
 - d. use of one's own name in communications without imposing any obligation on the SNSF as an institution;
 - e. observance of the rights of co-authors;
 - f. adherence to the SNSF guidelines regarding public science communication, which are published on the SNSF website.

11.7 Branding of SNSF projects and programmes

(cf. Articles 46 and 47 of the Funding Regulations)

- 1 Grantees are obliged to mention the SNSF grant in all scientific publications and communication activities relating to research projects, particularly in press releases.

2 Grantees must use the phrase "funded by the SNSF" if the project is being or has been funded with an SNSF grant. The SNSF logo must be placed alongside the said phrase whenever possible. It should also appear in all other forms of publication, such as presentations, posters, conferences, brochures, papers and books.

3 Grantees must use the phrase "evaluated by the SNSF" if a project was only evaluated by the SNSF. In this case they are not entitled to use the logo.

4 For research programmes, the specific branding rules applicable to the programmes apply.

(...)

11.9 Open Access (OA) to publications: Principles

(cf. Article 47 of the Funding Regulations)

1 The SNSF supports the principle of open electronic access (Open Access, hereinafter "OA") to scientific knowledge nationally and internationally.

2 Scientific publications financed by the SNSF must be made available as follows:

- a. publicly, without any restrictions;
- b. in digital form;
- c. immediately; and
- d. free of charge.

3 Publications pursuant to these provisions are scientific works published in journals and books (monographs, anthologies, book chapters) that were fully or partially financed by SNSF grants (OA commitment). Full or partial financing by the SNSF refers to

- a. financing of the research that has generated the results being published; and/or
- b. direct financing of the publication.

4 The OA commitment applies regardless of whether the SNSF awards a grant for the OA publication.

5 If the research is co-funded, the OA commitment shall apply if the SNSF provided 50% or more of the funding.

11.10 Open Access (OA): Grants

(cf. Article 47 of the Funding Regulations)

1 The publication grants of the SNSF are awarded exclusively for gold-road OA publications, which offer immediate, unrestricted and free access to the digital publication.

2 It supports the following kinds of publication:

- a. journal articles;
- b. monographs;
- c. anthologies; and
- d. book chapters.

3 The conditions and amount of the grants are defined in accordance with the Regulations on the funding of OA publications. The grants must be applied for via mySNF.

11.11 OA platform of the SNSF

(cf. Article 47 of the Funding Regulations)

1 The SNSF operates an electronic Open Access platform (OA platform; part of the mySNF web platform) for

- a. entering publication proposals, OA grants, the lifetime management of the grant and
- b. for monitoring fulfilment of the OA commitment.

2 The data entered on the OA platform must show how the publication grant is linked to SNSF funding.

11.12 OA commitment: Form and deadlines

(cf. Article 47 of the Funding Regulations)

1 The OA commitment is in principle met through digital publication that is immediate, unrestricted and free of charge: gold-road OA journals, books and book chapters. The SNSF may award grants for such publications (Clause 11.10 and Regulations on the funding of OA publications). Publications with restricted access (hybrid publications with author fees) do not meet the requirements for OA grants of the SNSF.

2 The OA commitment can also be met through digital publication in a disciplinary or institutional repository granting free and unrestricted access; this is known as the green road to OA.

3 Accessibility to a publication after it has been published by the publisher (green OA pursuant to paragraph 2) must be guaranteed through publication of a version with the same content as the publication effected by the publisher no later than after expiry of the following embargo periods.

- a. six months for journal articles;
- b. twelve months for all other publications.

4 Repositories pursuant to paragraph 2 are publicly accessible non-commercial archives or databases of higher education institutions and other recognised research institutions or scientific facilities.

11.13 OA commitment: Right of second publication, legal relationship with publishers

(cf. Article 47 of the Funding Regulations)

1 Grantees of the SNSF are obliged to reserve, vis-à-vis the publishers, the right to make their largely SNSF-funded work available to the public free of charge.

2 The embargo periods contractually agreed between the grantees and the publishers must not exceed the periods set out in Clause 11.12. After expiry of the embargo periods, it will be up to the publishers themselves to effect OA publication or to tolerate publication by the grantees.

11.14 OA commitment: Proof of fulfilment, exception

(cf. Article 47 of the Funding Regulations)

1 Grantees must show that they have fulfilled this duty in their reports to the SNSF in accordance with the SNSF's reporting rules and requirements (scientific report).

2 In addition to meeting the OA commitment, grantees must comply with the rules on the provision of output data that is linked to their publications and document the OA publication in the research database P3. For OA monitoring purposes, the data will be linked to the OA platform (Clause 11.11).

3 If the OA publication of books without publication grants from the SNSF is demonstrably linked to disproportionately high costs for image rights, the SNSF may exceptionally waive the commitment on request.

11.15 OA commitment: Non-compliance

(cf. Article 47 of the Funding Regulations)

1 Publishers that do not support the OA commitment specified by the SNSF will not be chosen to publish research results obtained with the aid of SNSF grants.

2 Non-compliance with the OA commitment breaches the Regulations of the SNSF pursuant to Article 43 of the Funding Regulations and may be sanctioned.

11.16 OA: Note on SNSF funding

(cf. Article 47 of the Funding Regulations)

Funding of the research project and/or the publication by the SNSF must be mentioned in the OA publication (Clause 11.7).

Further information on the Open Access policy and publication funding:
<https://oa100.snf.ch/en/home-en>.

3. Contacts/Programme coordinators

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