



Canada–Alberta Building Canada Fund – Communities Component Agreement

Canada-Alberta Fonds Chantiers Canada – Entente sur le volet Collectivités

Communications Guidelines for Municipalities Receiving Funding through the Canada-Alberta Building Canada Fund – Communities Component (BCF-CC) Agreement

The following guidelines were developed to assist proponents in preparing communications events and materials for projects that are being funded through the BCF-CC.

REQUIREMENTS AT A GLANCE:

1. **The governments of Canada and Alberta must officially announce your project prior to any public event taking place.**
2. Please advise the BCF-CC Joint Secretariat of an event 28 days before it happens. Contact us toll free at 1-800-396-0214 or (780) 422-1151.
3. The BCF-CC logos must be present on all public material that you develop.
4. The BCF-CC funding must be mentioned in all public material.
5. As funding partners, both the governments of Canada and Alberta should be given the opportunity to participate.

Please contact the BCF-CC Joint Secretariat as early as possible and we will arrange for our communications branches to walk you through the requirements.

DETAILS:

Proponent Commemorative Communication Events

- Western Economic Diversification Canada (WD) and Alberta Transportation are responsible for implementing the BCF-CC, and these government departments must first make a formal joint announcement of the BCF-CC funding for your project before you can publicize it.**
- The BCF-CC Joint Secretariat must be made aware of any potential planned public events for BCF-CC projects at least 28 days prior to the event. As funding partners, both the governments of Canada and Alberta should have the opportunity to participate in public information activities; e.g. the launch of your project. This lead-time will allow for Canada and Alberta representatives to consider if they can participate in a project event.
- Municipalities can plan their own BCF-CC project commemorative event(s), such as sod-turnings and ribbon-cuttings, as well as developing their own promotional materials after the initial announcement has been made. Funding from the governments of Canada and Alberta must be mentioned on all public materials.
- The Canada-Alberta Building Canada Fund – Communities Component logo, as well as the “Canada” and “Alberta” word marks, must be used on all public materials. Please contact the BCF-CC Joint Secretariat toll free at 1-800-396-0214 or (780) 422-1151. In addition, a BCF-CC project banner may be borrowed for public events.
- All public information produced by municipalities funded through the BCF-CC (reports, news releases, video, Internet documents, feature media stories, etc.) should indicate that the project is being implemented according to the BCF-CC Agreement. The following paragraph may be used in your materials:

“The Canada-Alberta Building Canada Fund – Communities Component (BCF-CC) is a partnership among the federal, provincial and municipal governments. Over the program’s life, the BCF-CC will direct at least \$264 million in federal, provincial and municipal funding to enhance municipal infrastructure and improve Albertans’ quality of life through investments that support long-term economic growth and protect the environment.”
- Please consult with the BCF-CC Joint Secretariat regarding the use of any quotes from the BCF-CC representatives in any communications materials.
- In accordance with *The Official Languages Act*, when developing materials for the public, please consult with the BCF-CC Joint Secretariat to enquire if materials need to be translated into French. The federal government will cover the cost of official translation if required.
- For further details, please refer to the Communication Protocol Guideline, which forms part of the BCF-CC Agreement, and may be found on the BCF-CC web site at www.buildingcanadafundalberta-cc.ca.



CONTACTS:

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