





Lesotho EU Partnership Visual Identity

The EU emblem and the funding statements can be downloaded **here**.
Communication & Visibility Guidelines can be accessed **here**.
Guidelines and emblem rules can be accessed **here**.

EU Emblem | Funding Statement

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding.

The EU emblem should be accompanied by a funding statement mentioning the EU's support. The funding statement 'Funded by the European Union' or 'Co-funded by the European Union' (as appropriate) shall always be spelled out in full in the operational language of the EU programme and relevant local language(s) and be placed next to the emblem.

Both the EU emblem and the funding statement are essential to acknowledge EU support. As a rule, they always go hand in hand and must not be separated.

The font used here to create the funding statement is Arial (bold). It offers a simple and neutral style and is available for all EU languages. Arial is one of the pre-installed fonts by Microsoft and Adobe software, so it is easily accessible for everyone. The other recommended fonts are Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.



**Funded by
the European Union**



**Co-Funded by
the European Union**



**Funded by
the European Union**



**Co-Funded by
the European Union**

Noto Sans Bold: The Bold weight is used for headings, titles, and key messages. Its strong presence helps draw attention and conveys the importance of the content, making it ideal for highlighting the partnership's objectives and initiatives.

Noto Sans Light: The Light weight is employed for body text and supplementary information. This choice enhances readability while maintaining a modern and clean aesthetic. The balance between bold and light weights creates a visually appealing contrast that guides the viewer's attention effectively.

Print (Banners, Brochures, Flyers, Posters etc.)

Noto Sans Semi Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

Noto Sans Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

For digital working documents (emailers and online documents)

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

Arial Bold: This weight is used for headings, titles, and key points within presentations and emails. Its strong, clear appearance helps capture attention and emphasises important information, making it ideal for engaging the audience.

Arial Regular: The regular weight is employed for body text and supplementary details. This choice ensures readability across various devices and screen sizes, providing a clean and straightforward look that complements the bolder elements.

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

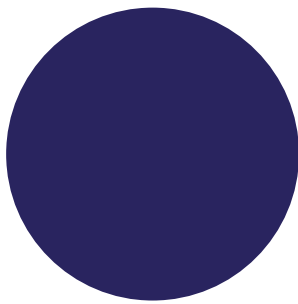
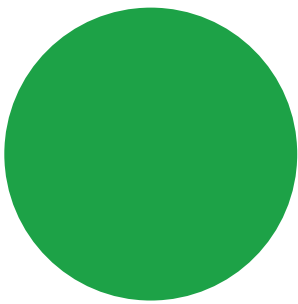
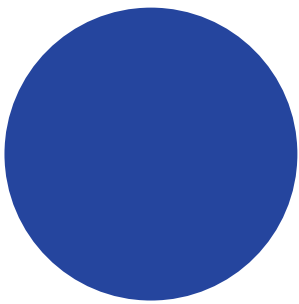
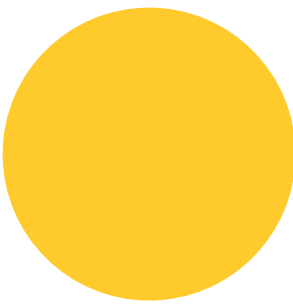
Colour Palette

Primary colour palette: This palette is used for general designs where the partnership between Lesotho and the EU is represented equally. It ensures a balanced visual identity that highlights the collaboration.

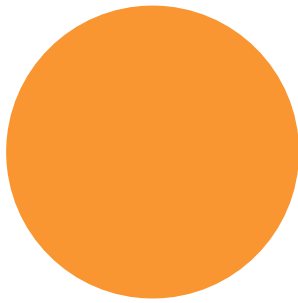
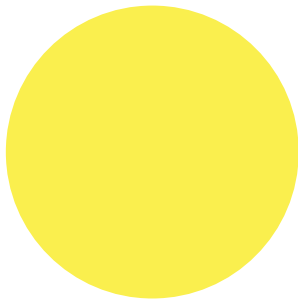
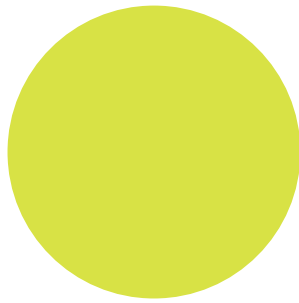
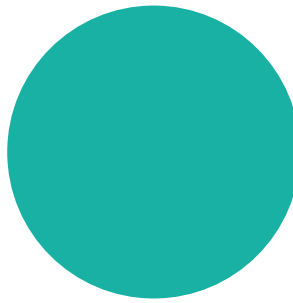
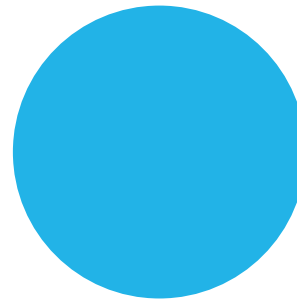
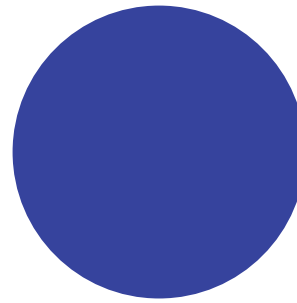
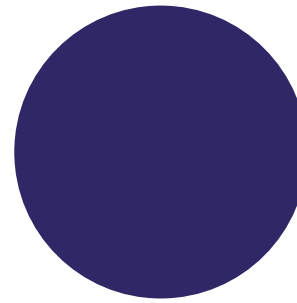
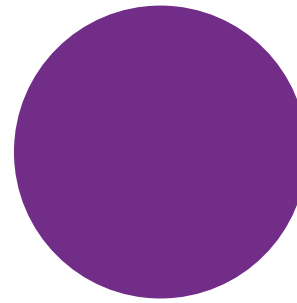
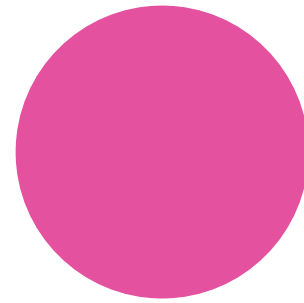
Secondary colour palette: This palette serves to differentiate between various sectors. When emphasising a specific strategic focus area, these colours can be utilised throughout the materials.

Usage: Incorporate the focus area colours in the header, highlight important words, and fill paragraphs with a 30% opacity of the sector colour. This approach creates a distinct visual identity for each sector while maintaining coherence across all materials.

Primary

			
036 - 032 - 093 100 - 99 - 31 - 23 F7941D	000 - 150 - 055 95 - 10 - 100 - 02 009637	000 - 052 - 157 100 - 88 - 02 - 01 00349D	255 - 199 - 000 00 - 24 - 100 - 00 FFC700

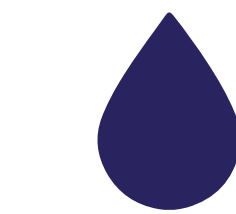
Secondary

								
247 - 148 - 029 00 - 49 - 99 - 00 F7941D	249 - 237 - 050 05 - 00 - 100 - 00 F9ED32	215 - 223 - 035 22 - 00 - 100 - 00 D7DF23	000 - 167 - 157 90 - 03 - 48 - 00 00A79D	000 - 174 - 239 79 - 08 - 00 - 00 00AEEF	43 - 057 - 144 100 - 92 - 03 - 00 2B3990	038 - 034 - 098 100 - 100 - 29 - 19 262262	110 - 036 - 126 65 - 100 - 11 - 02 6E247E	232 - 060 - 158 00 - 92 - 00 - 00 E83C9E

Ownable Assets | Icons

This section features 12 icons, each represented in the dark blue colour, accompanied by labels in both Sesotho and English.

The icons are designed with bold, solid fills and a punched-through effect, ensuring clarity and easy application across various materials. This design choice not only enhances visual appeal but also reinforces the identity of each sector, making them easily recognisable and accessible.



Metsi
Water



Matla
Energy



Puso
Governance



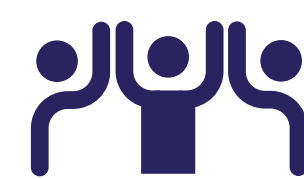
**Tsireletso
ea Sechaba**
Social Protection



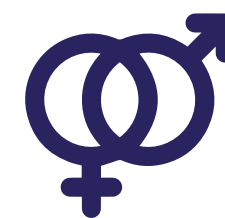
Toka
Justice



Sechaba
Civil Society



Bacha
Youth



Boleng
Gender



**Khoebo le kholo
ea Moruo**
Trade & Economic Development



Thuto
Education



Bophelo bo botle
Health

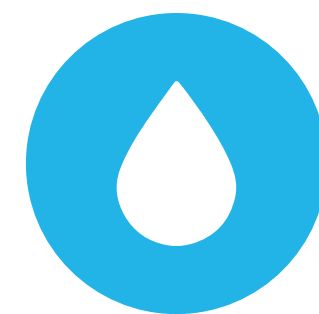


**Thuso ea Batho
ba Tlokotsing**
Humanitarian Assistance

Ownable Assets | Icons

Each of the 12 icons has been enhanced by adding a circular background, with the icon itself rendered in white. The circle features the designated colour of the strategic focus area, creating a striking contrast that enhances visibility and impact.

This updated design not only maintains the bold and solid appearance of the icons but also adds an element of vibrancy, making each icon easily identifiable and visually engaging. This approach reinforces the branding and aids in quickly conveying information at a glance.



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Governance



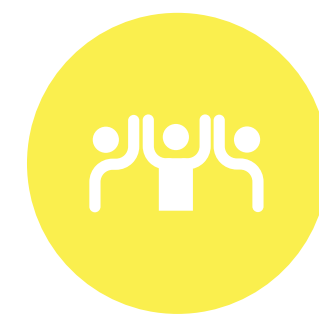
**Tsireletso
ea Sechaba**
Social Protection



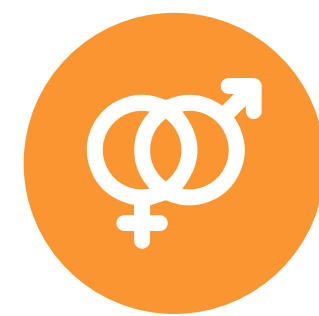
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Justice



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Thuto
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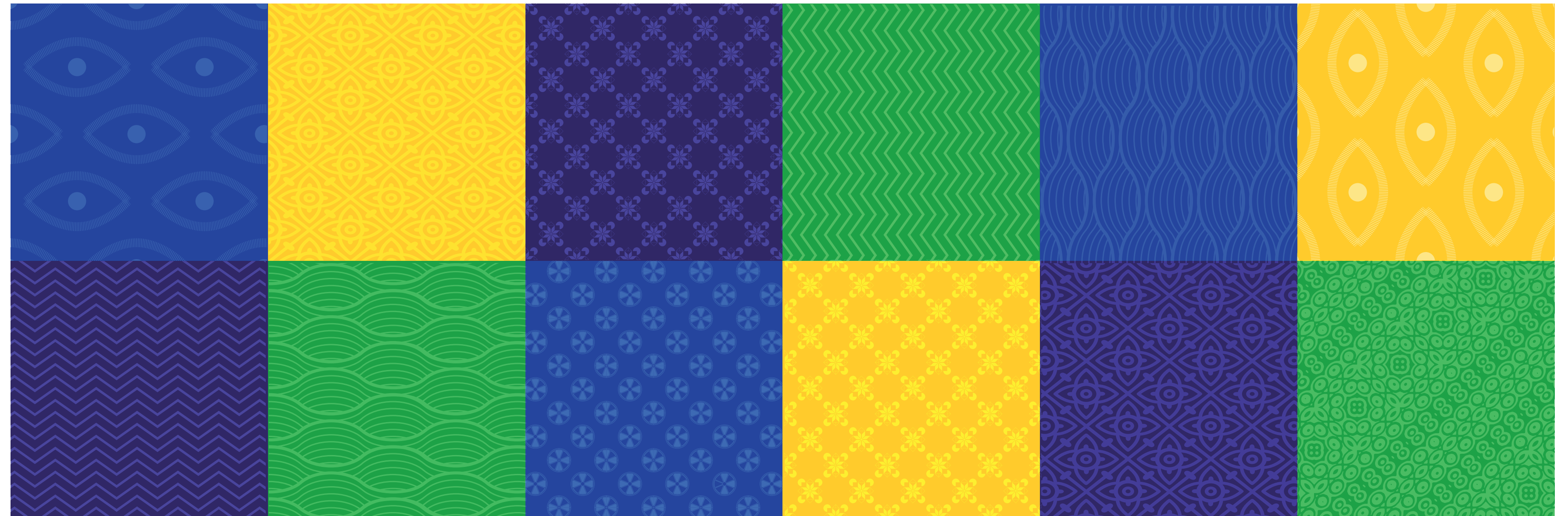
Bophelo bo botle
Health



**Thuso ea Batho
ba Tlokotsing**
Humanitarian Assistance

Ownable Assets | Patterns

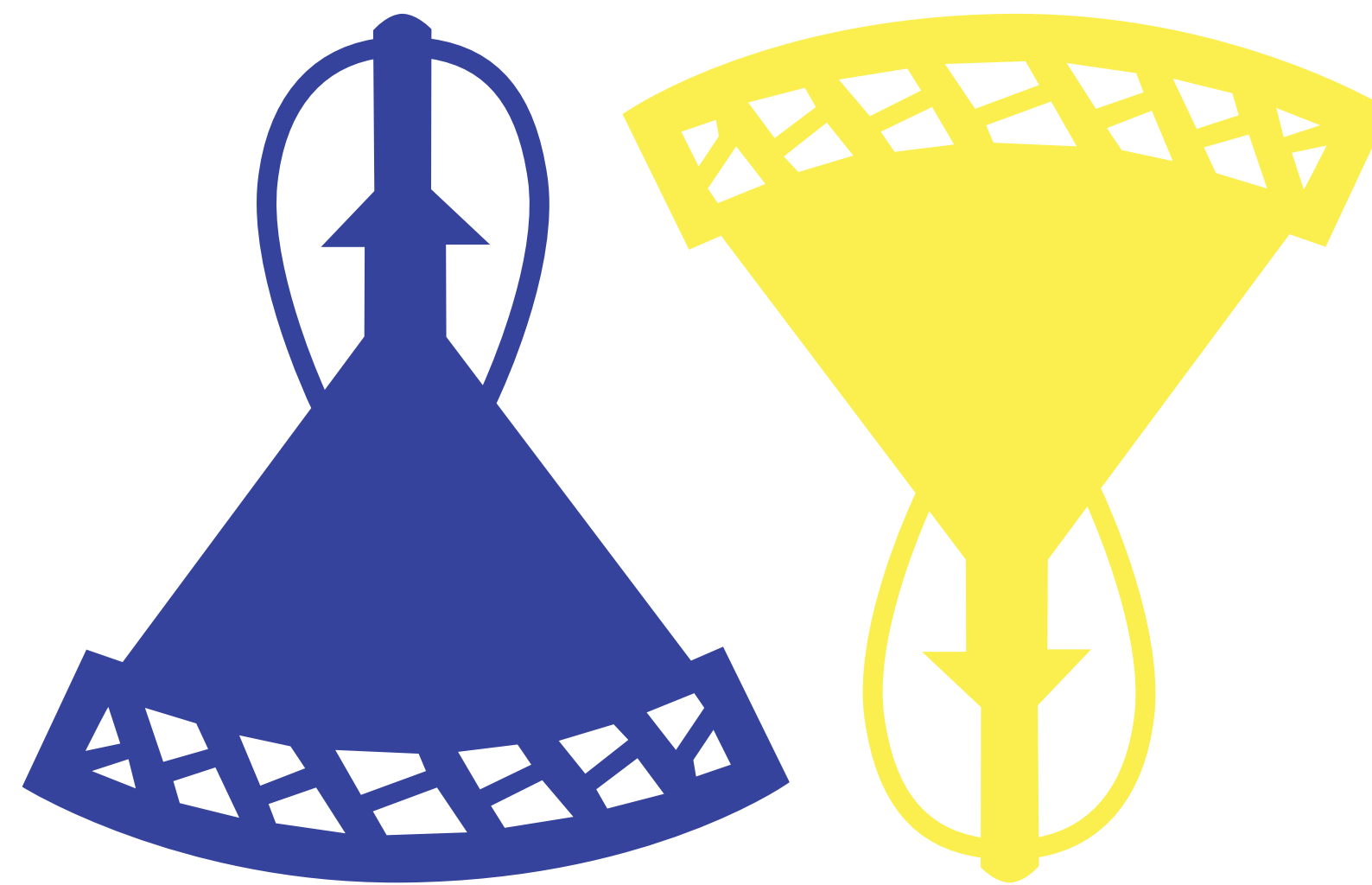
Incorporate Seshoeshoe, a traditional Lesotho fabric with vibrant patterns, into visual assets. This will involve using the prints as subtle accents in borders, banners, backgrounds, and graphic elements across communication materials. This unique infusion will make the "EU in Lesotho" identity distinct, authentic, and immediately recognisable, fostering a sense of cultural pride and relatability.



The visual identity combines key symbols of Sesotho culture, such as the iconic Basotho hat (Mokorotlo). These elements have been thoughtfully merged with the EU's blue and gold colours, harmonising with Lesotho's blue, white, and green palette. This integration will visually represent unity and partnership, reinforcing the connection between the EU and Lesotho's heritage.

The Lesotho hat icon can also be used as a decorative strip pattern, suitable for borders or page breaks. The icon can be coloured in any of the strategic focus area colours, allowing for versatility in design.

This pattern not only adds a unique cultural element to the materials but also enhances visual interest and cohesion throughout the documents. By integrating the Lesotho hat icon, we celebrate local heritage while maintaining a consistent and professional look.



Generic Wall Banner

The wall banner highlights the strong partnership between Lesotho and the EU, showcasing shared strategic priorities and values such as democracy, human rights, gender equality, and sustainable development. It reflects the long-standing bilateral relationship while addressing both Lesotho's emerging needs and global EU priorities like the Green Deal, promoting energy independence and environmental sustainability. The versatile design allows the banner to be effectively utilised across various strategic focus areas, symbolising the joint commitment to collaboration, shared goals, and long-term sustainable development.



Project Factsheets / 2-Pagers

It is recommended that the layout for project, public-facing documents follows a clear and engaging structure: **Introduction – Why – How – What – Background.**

To effectively capture the reader's attention, it's crucial to begin with a compelling introduction that outlines Why the initiative matters and the added value of the programme. This section should clearly highlight the relevance and impact on the target audience, ensuring a strong connection between the reader and the programme's objectives.

The **How** section should succinctly explain the approach, detailing the methods or strategies employed to achieve the desired outcomes. Lastly, the **What/Background** should provide the necessary context, offering background information to support the reader's understanding of the programme while reinforcing the broader significance.

This structured approach not only creates a logical flow but also ensures that key messages are communicated effectively, making the content engaging and accessible to a broad audience.

Global Gateway

Metsi a Lesotho

Metsi a Lesotho (Water of Lesotho) aims to ensure communities in Lesotho have access to clean water and sanitation services, while preserving water and land resources for present and future generations.

With the core objective of expanding access to safe, sustainable, and affordable water, sanitation, and hygiene (WASH) facilities, **Metsi a Lesotho** aims to cultivate a healthier, greener, and more prosperous society while effectively managing water and land resources. Through robust capacity-building efforts and WASH infrastructure development, **Metsi a Lesotho** seeks to improve services and foster cooperation at community, catchment, and transboundary levels.

Launched in 2024, **Metsi a Lesotho** is part of the **Global Gateway**, Europe's strategy to boost smart, clean and secure connections in digital, climate, energy and transport sectors, and to strengthen health, education and research systems across the world.

WHY METSI A LESOTHO?

- Access to safe and affordable water and sanitation for all** is a basic human right, crucial for sustainable development. Lesotho and the broader region face water scarcity and unequal access due to rising demand and climate change.
- Sustainable water resources management** can help Lesotho reverse ongoing land degradation, ensure water continues to be available and clean, promoting water security, regional stability and peace.
- Climate change** increases water scarcity, especially in vulnerable regions like Lesotho. Faced with more frequent extreme weather events, safeguarding healthy catchment and wetland ecosystems becomes ever more important.
- Health, food, energy, livelihoods, jobs and skills** depend on Lesotho's water resources. Preserving the environment and socio-economic prosperity are not contradictory objectives, but one and the same.
- Nurturing partnerships and research** strengthens water management efforts in Lesotho. Cooperation among governments, communities, the private sector, civil society, academia, and research institutes is vital for water sustainability.

Global Gateway

Metsi a Lesotho

HOW?

Metsi a Lesotho utilises various tools including:

- WASH Infrastructure development.** **Metsi a Lesotho** will construct or rehabilitate water, sanitation, and hygiene facilities in 250 rural communities, 125 schools, and 15 clinics. These include systems for the collection, treatment, storage, and distribution of water; toilets; as well as handwashing stations.
- Land and water conservation.** **Metsi a Lesotho** will contribute to ReNOKA – Lesotho's national movement to restore land and water – through sustainable management approaches and rehabilitation measures across 50% of Lesotho's catchments. It will also help establish a sustainable national financing mechanism.
- Policy, Capacity Building and Data.** **Metsi a Lesotho** will support strategic planning, the development of water policies and regulations, while providing water management professionals with the necessary skills to perform their crucial roles. Water and soil data will be produced, updated and shared to improve services and accountability.

Find out about other ongoing EU-supported water initiatives:

ReNOKA is an inclusive and holistic movement to protect and conserve the natural resources of Lesotho and the Orange-Senqu River Basin. ReNOKA implements rehabilitation measures in 18 sub-catchments.

The **Lesotho Lowlands Water Development Project (Phase 2)** is developing water and sanitation infrastructure in the areas of Hlotse, Maputsoe, Mofale's Hoek, and Mafeteng. By 2027, the project will provide safe drinking water to 280,000 people and upgrade sanitation facilities for 20,400 individuals.

The **Lesotho-EU Cooperation Facility** mobilises long- and short-term technical assistance to support Lesotho's water sector.

BACKGROUND

Water is our planet's most precious resource, essential for sustaining life and fostering healthy ecosystems. Our own health, food systems, infrastructure, and livelihoods depend on it. The climate crisis exerts a profound and distressing impact on the availability, accessibility and equitable allocation of water resources across the globe. We all need to come together to manage water resources sustainably for present and future generations.

The Government of Lesotho and its relevant Ministries are collaborating with Team Europe, namely the **European Union Delegation to Lesotho**, the **European Investment Bank (EIB)**, the **German Federal Ministry for Economic Cooperation and Development (BMZ)**, **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)** on this initiative. The **United Nations International Children's Emergency Fund (UNICEF)** is also a crucial partner in the broader mission to extend access to water and sanitation services.

Metsi a Lesotho is aligned with the Sustainable Development Goals (SDGs), particularly **SDG 6 (Clean Water and Sanitation for all)**, as well as the Government of Lesotho's **National Strategic Development Plan II (NSDP II)**.

The European Union continues to play a pivotal role in Lesotho's water sector, providing a significant investment, (through **Metsi a Lesotho**) of EUR 27 million (LSL 540 million) to improve access to clean and accessible water, open to additional contributions from other partners.

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Renewable Lesotho

Renewable Lesotho harnesses the Mountain Kingdom's solar, hydro and wind energy potential to maximise generation, achieve energy security and improve access to reliable and affordable clean energy.



A joint initiative to increase clean energy generation and energy efficiency in the Mountain Kingdom, **Renewable Lesotho** promotes reliable and equitable access to energy, while improving energy sector leadership and capacity.

Launched in 2023, **Renewable Lesotho** is part of the **Global Gateway**, Europe's strategy to boost smart, clean and secure connections in digital, energy and transport sectors, and to strengthen health, education and research systems across the world.

WHY RENEWABLE LESOTHO?

-  **Access to energy** / Recognising the diverse energy usage and service needs, renewable energy can bring reliable, equitable and affordable access to clean energy to uplift communities.
-  **Energy independence** / Lesotho can meet its own energy needs and potentially become an exporter of clean energy, setting an example for the entire region, and reducing its current energy import bill.
-  **Climate action** / Lesotho is extremely vulnerable to the impacts of climate change thus the need to invest in clean, accessible, affordable and sustainable energy alternatives.
-  **Jobs and skills** / Energy transition can unlock opportunities, create new jobs, develop new skills, and promote prosperity and sustainable growth.



HOW?

Renewable Lesotho brings together a toolbox of instruments, including:

-  **Capacity development:** enhancing the knowledge and skills of individuals, organisations, companies, academic and vocational training actors, and institutions;
-  **Policy & regulatory advice:** supporting strategic planning and the development of policies and regulations on renewable energy and energy efficiency;
-  **Stakeholder engagement:** creating awareness and encouraging participation of various partners including government, private sector, civil society, academia, and communities in Lesotho's renewable energy transition;
-  **Financial support:** providing and facilitating different sources and modalities of financing to unlock investments in the renewable energy sector, ranging from results-based grants, equity, loans, and potentially guarantees under EFSD+;
-  **Infrastructure development:** supporting a pipeline of projects ranging from off-grid solutions, mini-grids, solar home systems, to potential larger investments in hydro-, solar, including floating solar, wind energy, and transmission.

For more about all energy-related initiatives:

- GET.transform provides technical assistance to the public sector working on energy transformation
- GET.invest mobilises private investment in renewable energy
- ElectriFI supports private developer 1PWR to build 11 minigrids in rural areas
- Erasmus+ / LETSEMA promotes quality education on sustainable energy
- Support to Reforms in the Energy Sector provided technical assistance to the Department of Energy

BACKGROUND

Renewable Lesotho is a joint effort between the Government of Lesotho and its relevant Ministries, the European Union Delegation to Lesotho, the **European Investment Bank (EIB)**, European multi-donor platforms **GET.transform** and **GET.invest**, the **Association of Bilateral European Development Finance Institutions (EDFI)**, the **German Federal Ministry for Economic Cooperation and Development (BMZ)**, **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)** and the **United Nations Development Programme (UNDP)**.

Renewable Lesotho is aligned with the Sustainable Development Goals (SDGs) and particularly **SDG 7 (Affordable and Clean Energy)** as well as the Government of Lesotho's **National Strategic Development Plan II (NSDP II)**, the **EU-Lesotho cooperation strategy for 2021-2027** and **Team Europe Initiative – Green Deal**.

The EU contribution is EUR 15 million (LSL 300 million) open to additional contributions from other partners. The action is co-funded by the German government to the tune of EUR 860,000 as well as the Irish government with a contribution of EUR 100,000.



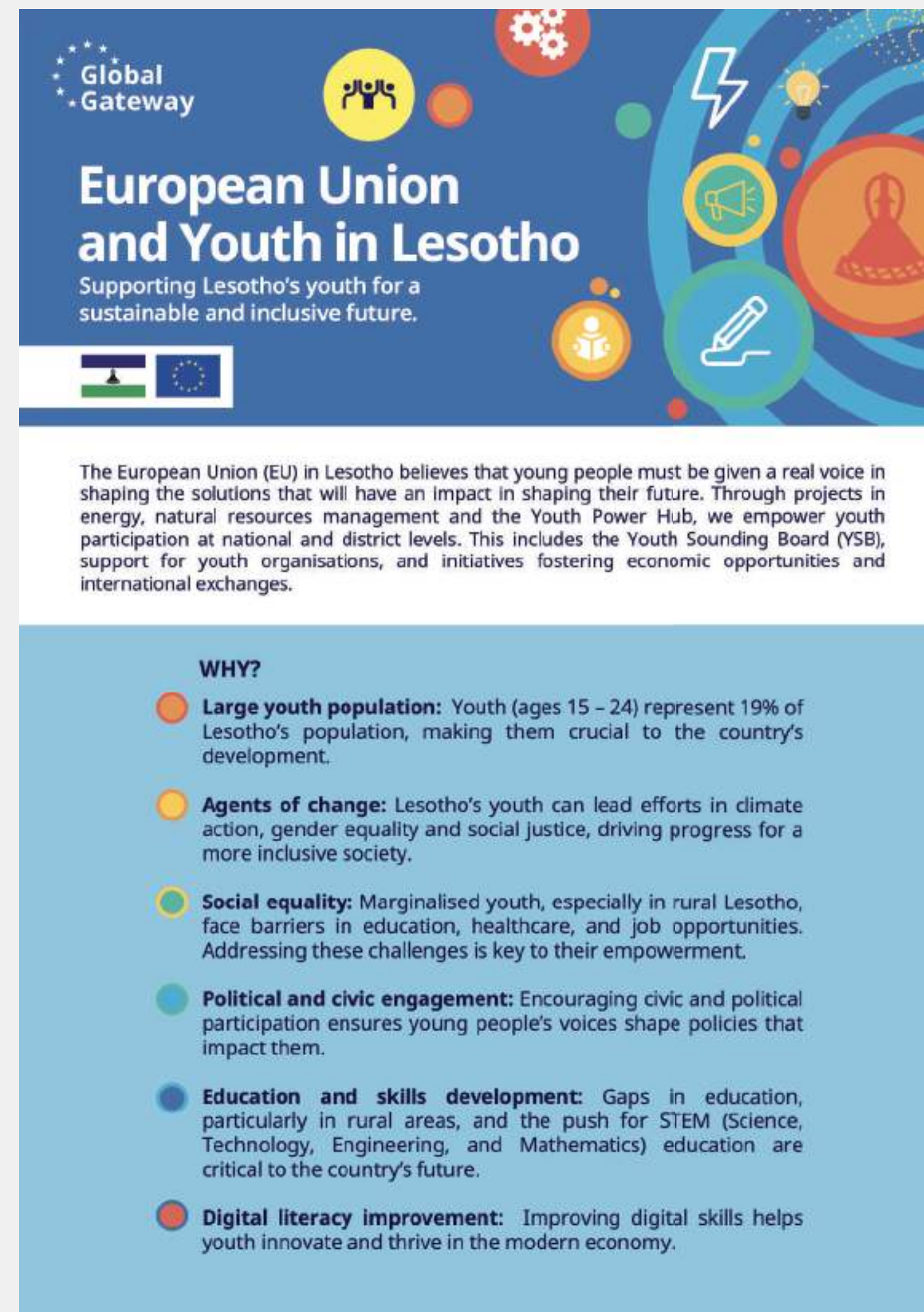
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The factsheet features a blue header with the 'Global Gateway' logo and a title 'European Union and Youth in Lesotho' with the subtitle 'Supporting Lesotho's youth for a sustainable and inclusive future.' Below the header is a paragraph about the EU's commitment in Lesotho. The main body is divided into two sections: 'WHY?' with five bullet points (Large youth population, Agents of change, Social equality, Political and civic engagement, Education and skills development, Digital literacy improvement) and 'HOW?' with three bullet points (Supporting youth voices, Capacity building and funding, Exchange and mobility, Education and research). A QR code is at the bottom right.

Global Gateway

European Union and Youth in Lesotho

Supporting Lesotho's youth for a sustainable and inclusive future.

The European Union (EU) in Lesotho believes that young people must be given a real voice in shaping the solutions that will have an impact in shaping their future. Through projects in energy, natural resources management and the Youth Power Hub, we empower youth participation at national and district levels. This includes the Youth Sounding Board (YSB), support for youth organisations, and initiatives fostering economic opportunities and international exchanges.

WHY?

- Large youth population:** Youth (ages 15 – 24) represent 19% of Lesotho's population, making them crucial to the country's development.
- Agents of change:** Lesotho's youth can lead efforts in climate action, gender equality and social justice, driving progress for a more inclusive society.
- Social equality:** Marginalised youth, especially in rural Lesotho, face barriers in education, healthcare, and job opportunities. Addressing these challenges is key to their empowerment.
- Political and civic engagement:** Encouraging civic and political participation ensures young people's voices shape policies that impact them.
- Education and skills development:** Gaps in education, particularly in rural areas, and the push for STEM (Science, Technology, Engineering, and Mathematics) education are critical to the country's future.
- Digital literacy improvement:** Improving digital skills helps youth innovate and thrive in the modern economy.

HOW?

The **EU** supports youth in Lesotho through a number of tools:

- Supporting youth voices (YSB):** creating inclusive platforms for youth participation and dialogue at district and national levels, such as a Youth Sounding Board, using foresight tools, youth *pitsos* (gatherings), and civic education programmes, to ensure that young people's voices are heard and that they have a say in decision-making processes, and advocate for the protection of children and young people's rights.
- Capacity building and funding for youth initiatives:** providing support, through capacity building and grants, for youth grassroots organisations. This helps these organisations to strengthen their operations, develop skills, and implement projects that benefit the community.
- Exchange and mobility:** promoting transnational and international cooperation between organisations and higher education institutions in the fields of research, education, training, youth and sport. This includes exchange programmes that allow young people to gain new experiences, learn from different cultures, and develop broader perspective.
- Education and research:** supporting initiatives aimed at improving education and fostering research to equip young people with the skills needed for the modern workforce and to drive innovation.

Find out more about EU projects supporting youth:

The EU is committed to ensuring young people are included in all its initiatives and programmes, especially those in renewable energy, sustainable resources management, access to justice and others. In addition, the EU supports the following initiatives directly targeting youth:

The Youth Power Hub establishes a platform for youth dialogues and participation at district and national level, and a funding mechanism for 27 grassroots organisations.

LETSEMA is a collaborative initiative between the National University of Lesotho and Bethel Business and Community Development Centre in Lesotho, University of Turku in Finland, Linnaeus University in Sweden to develop education and skills on renewable energy.

PYWEIG, implemented by Democracy Works Foundation in collaboration with Financial Services Volunteer Corps, promotes youth participation in policymaking and socio-economic opportunities.

CVAVAC, implemented by World Vision Ireland in partnership with World Vision Lesotho, empowers communities to advocate for the protection of children's rights and end violence against children, including building and equipping of child-friendly courtrooms.

Erasmus+ supports and facilitates international cooperation in education, training, youth and sports, offering opportunities for student and staff exchanges at European universities.

A complete list of scholarships provided by Team Europe is available bit.ly/47gXb53



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- Education and research:** supporting initiatives aimed at improving education and fostering research to equip young people with the skills needed for the modern workforce and to drive innovation.

Find out more about EU projects supporting youth:

The EU is committed to ensuring young people are included in all its initiatives and programmes, especially those in renewable energy, sustainable resources management, access to justice and others. In addition, the EU supports the following initiatives directly targeting youth:

The Youth Power Hub establishes a platform for youth dialogues and participation at district and national level, and a funding mechanism for 27 grassroots organisations.

LETSEMA is a collaborative initiative between the National University of Lesotho and Bethel Business and Community Development Centre in Lesotho, University of Turku in Finland, Linnaeus University in Sweden to develop education and skills on renewable energy.

PYWEIG, implemented by Democracy Works Foundation in collaboration with Financial Services Volunteer Corps, promotes youth participation in policymaking and socio-economic opportunities.

CVAVAC, implemented by World Vision Ireland in partnership with World Vision Lesotho, empowers communities to advocate for the protection of children's rights and end violence against children, including building and equipping of child-friendly courtrooms.

Erasmus+ supports and facilitates international cooperation in education, training, youth and sports, offering opportunities for student and staff exchanges at European universities.

A complete list of scholarships provided by Team Europe is available bit.ly/47gXb53

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It is recommended that the layout for project, public-facing documents follows a clear and engaging structure: **Introduction – Why – How – What – Background.**

To effectively capture the reader's attention, it's crucial to begin with a compelling introduction that outlines Why the initiative matters and the added value of the programme. This section should clearly highlight the relevance and impact on the target audience, ensuring a strong connection between the reader and the programme's objectives.

The **How** section should succinctly explain the approach, detailing the methods or strategies employed to achieve the desired outcomes. Lastly, the **What/Background** should provide the necessary context, offering background information to support the reader's understanding of the programme while reinforcing the broader significance.

This structured approach not only creates a logical flow but also ensures that key messages are communicated effectively, making the content engaging and accessible to a broad audience.



Other Banners | Pull-up banners

As part of the ongoing communication and visibility efforts, it is essential to showcase the longstanding partnership between the EU and Lesotho in a visually compelling and strategically aligned manner. The proposed set of fresh pull-up banners will serve as a dynamic visual tool, highlighting the shared goals and achievements under key focus areas such as youth empowerment, climate action: Renewable Lesotho and Metsi a Lesotho, governance through the #JusticeForAll umbrella, and more.

These banners will complement existing 2-pagers and project factsheets, ensuring consistency in communication materials and providing a professional look that resonates with both local and international stakeholders. By aligning with the existing templates, the banners will help reinforce messaging while adding visual appeal at public events, exhibitions, and outreach activities.

