

On behalf of:



of the Federal Republic of Germany



IKI Small Grants Funding Institutions

Guidelines for Public Relations and Corporate Design

IKI Small Grants supports a big variety of organisations and projects worldwide and values their diverse working approaches. This includes individual communication activities that build up on each organisation's experiences and are adapted to the specific conditions and target groups in the different project regions.

In order to promote IKI Small Grants initiatives and organisations also on an international level and to present them as part of one common worldwide initiative, creating a unified public image of IKI Small Grants is vital. In this document, you will find information on how to contribute to this objective as well as some regulations that you need to follow when implementing your initiative:

Important note: Sub-grantees do not have to follow the IKI Small Grants public relations and corporate design guidelines! Your organisation will decide which rules they have to follow. If you - as a forwarding recipient - would like to extend the IKI Small Grants rules to the sub-grantees, we would be happy to assist.

1. Mentioning of IKI Small Grants

- The financing of your initiative by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and IKI Small Grants must be clearly stated in all your public relations work related to your IKI Small Grants initiative (e.g. website, reports, publications, events, cooperation with the media). For example:

“This project is part of the IKI Small Grants programme. IKI Small Grants is carried out by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and part of the International Climate Initiative (IKI). The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) supports this initiative based on a decision adopted by the German Bundestag.”

- Publications must also contain a remark on the ownership of its content, for example:

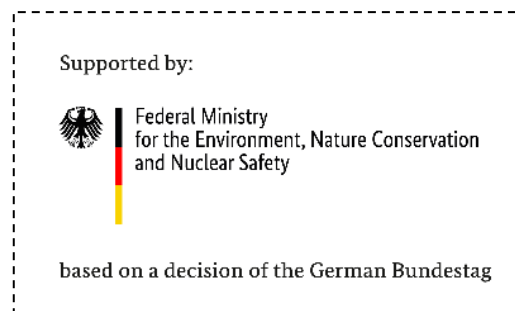
‘The opinions put forward in this [paper, study, article, publication...] are the sole responsibility of the author(s) and do not necessarily reflect the views of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety



(BMU) or of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

2. Use of Logo

When presenting your IKI Small Grants initiative on your website, in print and online publications, and in other public relations media (banners, signs, etc.), the BMU funding **logo**, including the addition 'Supported by', must be used:



The logo for **grant recipients** is available in Arabic, Chinese, English, French, German, Portuguese, Russian and Spanish.

- The location of the placement of the BMU funding logo in publications or other PR materials can be chosen freely by the grant recipient.
- The decision as to whether the BMU funding logo should appear on other objects, such as equipment or office windows, is taken by your organisation itself.
- In **film productions** about IKI Small Grants initiatives, the correct BMU funding logo must be used on the CD/DVD, the cover and in the closing credits with the words 'This initiative is part of IKI Small Grants.'

Please note that:

- the logo may not be changed or used for other purposes,
- the logo proportions must be correct (normal print and online media 100%, smaller version 75%, larger formats such as banners 125%)
- in digital media, ensure that the logo always has a height of at least 135 pixels
- the logo must appear on a white background.
- all logo files are provided with a white, opaque background. This background determines the protection zone around the logo, in which no other graphic elements may stand.

3. Guidelines for providing the IKI Small Grants public relations team with photographic material

When we showcase your initiative on our communication channels, we depend on good-quality photos which clearly portray the textual content. Please send them to the IKI Small Grants public relations team, accompanied by a brief description of who or what is being shown on the photos and the signed 'Declaration on the use of copyrighted material'.

The relevant German legislation regarding data protection, rights of publicity and copyright regulations applies to all media used by IKI and IKI Small Grants. Accordingly, we always need you to grant us usage rights to any photos that you send to us. Individuals shown in photos also need to consent to the use of their images on IKI communication channels. This is done by signing a 'model release form'. Public figures such as government ministers do not need to sign the 'model release form'. If the persons have been photographed during an event and have given their consent by entering their names in a participation list, please send us the list with the pictures.



Important notice about pictures/photos:

To present your initiative as a whole or to tell an interesting and informative story about selected activities, we need vibrant pictures that illustrate these activities or the challenges that you are addressing. Images and photos should i.e. depict local landscapes, people in action or protagonists of the initiative performing typical activities.

Please make sure that the photos you do send are not blurred and of the highest quality possible. All images must be submitted with an image title and related copyright information.

4. Link to the IKI Small Grants website

- If the initiative is presented on your or any other related websites, a link to the [IKI Small Grants website](#) should be included at an appropriate place. This will promote networking among the IKI Small Grants stakeholders while also increasing the visibility of the programme and its initiatives and projects.
- Please inform the GIZ's IKI Small Grants public relations team if you present your initiative online. The team will then include a link to your website on the IKI Small Grants website.

5. Reporting of communication measures

- Reporting on your communication activities should be part of your regular report to the IKI Small Grants team. This ideally also includes an overview of any media coverage on your initiative.
- In addition, please inform the IKI Small Grants public relations team in advance about any high-profile news from your initiative. In some cases, these news items may be used for the IKI Small Grants website, the IKI website or on Twitter. Examples:
 - **Events** of interest to the public (conferences, technical seminars, exhibitions etc.)
 - **Studies, press releases** and **film** or **radio** reports about IKI Small Grants initiatives
 - Relevant **newsletters** and other publications that you produce.

6. Standards for dialogue formats and quality of publications

- Dialogue formats should be implemented in accordance with usual practice in respectful discourse. All the studies prepared as part of IKI Small Grants should be drawn up on the basis of current scientific findings. For more extensive publications, peer review should be taken into account.

The IKI Small Grants public relations team looks forward to working with you.

If you have any questions about the IKI Small Grants public relations work, please contact:

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