

Supported by:



Federal Ministry
for Economic Affairs
and Climate Action

Federal Foreign Office



INTERNATIONAL
CLIMATE
INITIATIVE



on the basis of a decision
by the German Bundestag

IKI Small Grants

International Calls (Component 2)

Binding Guidelines for Public Relations and Corporate Design

IKI Small Grants supports a 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.

Be seen as a valuable member of the global IKI family

To promote IKI Small Grants projects 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-grant recipients do not have to follow the IKI Small Grants public relations and corporate design guidelines. Your organisation is free to decide which rules they must follow. You are however free to extend the guidelines to your sub-grant recipients.

1. Mentioning IKI Small Grants

The financing of your project by the Federal Ministry of Economic Affairs and Climate Action (BMWK) and the Federal Foreign Office (AA) and IKI Small Grants must be clearly stated in your public relations work related to the project (e.g., website, reports, publications, events, cooperation with the media). For example:

EN *This project is supported by the IKI Small Grants programme, which is part of the International Climate Initiative (IKI). IKI Small Grants is funded by the Federal Ministry of Economic Affairs and Climate Action (BMWK) and the Federal Foreign Office (AA) and carried out by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.*

FR *Ce projet est soutenu par le programme IKI Small Grants, qui fait partie de l'Initiative Internationale pour le Climat (IKI). Le programme IKI Small Grants est financé par le Ministère fédéral de l'Économie et de la Protection du Climat (BMWK) et le Ministère fédéral des Affaires étrangères (AA) et mis en œuvre par la Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.*

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ES Este proyecto está apoyado por el programa IKI Small Grants que forma parte de la Iniciativa de Protección del Clima (IKI). IKI Small Grants está financiado por el Ministerio Federal de Economía y Protección del Clima (BMWK) y el Ministerio Federal de Asuntos Exteriores (AA) y realizado por Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Please note that 'Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH' must not be translated.

For **flyers** or **leaflets** with limited space and for **posters**, the funding logo is sufficient.

Disclaimers are not required. However, it must be clearly recognisable who the responsible publisher of a publication is. This is not the federal ministries or GIZ.

2. Logo usage

When presenting your IKI Small Grants project on your website, in print or online publications, and in other media (banners, billboards, etc.), the **funding logo**, including the additions 'Supported by' and 'on the basis of a decision by the German Bundestag', must be used.



If online publications such as websites or social media require a **vertical logo** because of layout specifications, a special version of the logo is available (see on the right). This logo must not be used for non-digital publications.

The funding logos are available in English, French, and Spanish. If the language you require is not available, please use the English versions. You may request the logo files from the IKI Small Grants PR team: iki-small-grants.pr@giz.de



Please always observe the following **binding rules** when using the funding logos:

- The location of the placement of the funding logo in **publications** or other PR materials can be chosen freely by the grant recipient. It must always be presented on a white background.
- The logo has a **protected area**, marked by the white background of the logo file. In this protected area, no other graphic element must stand.
- The logo must be **scaled proportionally** and not skewed or otherwise distorted.
- The funding logo must not be altered, cut, or used for any other purpose.
- The logo file is provided at the correct minimum level of scaling: do **not scale down** the logo any further.
- In **digital media**, ensure that the logo always has a height of at least 135 pixels.
- In **film productions** about IKI Small Grants projects, the funding logo must be used on the CD/DVD, the cover and in the closing credits with the words 'This project is part of IKI Small Grants'. It must appear for at least four seconds.
- The funding logo must not be affixed to **objects** financed or leased with project funds, such as vehicles, boats, suitcases, project office windows, etc.
- **The German development cooperation logo** does not apply to any projects from IKI and must not be used to label the project in any way.



Sample logo German Cooperation Namibia

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In addition to the funding logo, the **GIZ logo can be used**. This does however not apply to the sub-grant recipients. The standard logo comes with company name. Only if the legibility of the company name cannot be ensured or where there is no space available for the standard logo such as with social media, the variant without company name may be used.



You may request the logo files from the IKI Small Grants PR team: iki-small-grants.pr@giz.de

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

When we showcase your project on our communication channels, we depend on good-quality photos which 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'. Find the form here: [Public Relations / Declaration of Copyright](#).

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 the 'consent form'. Find the form here: [Public Relations / Consent Form](#).

Public figures such as government ministers do not need to sign the 'consent form'. If the persons have been photographed during an event and have given their consent by filling in a **participation list**, please send us the list together with the pictures. You can download such a list in English, French or Spanish on our website. Please note that participants need to tick the box to declare their consent. Find the lists here: [General Templates / Participants List](#).

Important notice about photos:

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

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4. Link to the IKI Small Grants and IKI umbrella website

- Presenting your IKI Small Grants project on your **own homepage** is always beneficial, also with regard to the visibility of your organisation for other donors. However, having your own homepage is not mandatory. You are welcome to **copy information** that we provide on the IKI Small Grants pages for your website as well.
- Please **inform the IKI Small Grants public relations team** if you present your project online. The team will then include a link to your website on the IKI Small Grants website.
- If the project is presented on your or any other related websites, a **link to the IKI Small Grants website** should be included at an appropriate place: www.iki-small-grants.de. This will promote networking among the IKI Small Grants stakeholders while also increasing the visibility of the programme and individual projects. Linking the **IKI umbrella website**, where your project is displayed as well, is obligatory: www.international-climate-initiative.com

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 project.
- In addition, please inform the IKI Small Grants public relations team in advance about any **high-profile project news**. 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 projects
 - 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 studies prepared as part of IKI Small Grants should be drawn up based on current scientific findings. For more extensive publications, peer review should be considered.

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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Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Potsdamer Platz 10
10785 Berlin, Germany

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