

Supported by:



Federal Ministry
for the Environment, Climate Action,
Nature Conservation and Nuclear Safety



INTERNATIONAL
CLIMATE
INITIATIVE



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

based on a decision of
the German Bundestag

IKI Small Grants

International Calls (Component 1)

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 project:

1. Mentioning IKI Small Grants

The financing of your project by the Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety 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 strengthening local solutions for effective climate and biodiversity action. IKI Small Grants is part of Germany's International Climate Initiative (IKI). It is funded by the Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety and run by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.*

FR *Ce projet est soutenu par le programme IKI Small Grants dont l'action renforce les solutions locales afin d'obtenir des résultats fructueux en faveur du climat et de la biodiversité. IKI Small Grants fait partie de l'Initiative Internationale pour le Climat (IKI). Le programme est financé par le Ministère fédéral de l'Environnement, du Climat, de la Protection de la Nature et de la Sécurité nucléaire et mis en œuvre par la Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.*

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ES Este proyecto cuenta con el apoyo del programa IKI Small Grants, que fortalece las soluciones locales para una acción eficaz por el clima y la biodiversidad. IKI Small Grants forma parte de la Iniciativa de Protección del Clima (IKI). Está financiado por el Ministerio Federal de Medio Ambiente, Conservación de la Naturaleza y Seguridad Nuclear 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.



The funding logos are available in English 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**. 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.

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. For this, please send your material 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](#).

Individuals shown in these photos 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](#).

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.

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.

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- 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 LinkedIn. 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:

IKI Small Grants Public Relations Team
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Potsdamer Platz 10
10785 Berlin, Germany

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