

## Information on public relations work relating to the International Climate Initiative (IKI)

(As of 19 November 2018)

It is imperative that the projects of the International Climate Initiative (IKI) maintain a consistent public image. The following rules therefore apply to ensure uniformity in public relations work on IKI projects:

### 1) Mentioning IKI

- In PR work (e.g. publications, reports, websites, events, contact with the media), clear mention must always be made of the **support** provided for the project by BMU and by IKI, for example:

*'This project is part of the International Climate Initiative (IKI). The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) supports this initiative on the basis of a decision adopted by the German Bundestag.'*

### 2) Logo

- In printed and online publications and other PR media (banners, signs etc.), the BMU **logo** must always be used, preceded by '**Supported by**' (where used by grant recipients) or '**On behalf of**' (where used by contractors and trustees).

Supported by:



based on a decision of the German Bundestag

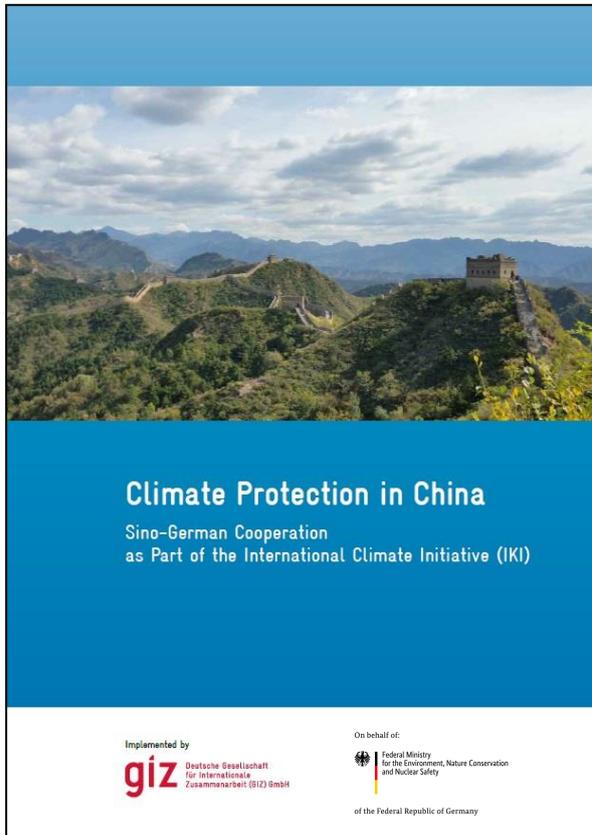
On behalf of:



of the Federal Republic of Germany

- The logo for **grant recipients** and for **contractors** is available in Arabic, Brazilian Portuguese, Chinese, English, German, French, Portuguese, Russian and Spanish.
- Please use the logo in English if your language is not available.
- It is not necessary to use the logo on business cards.
- Decisions of the BMU logo use on other items than publications, e.g. cars, boats, windows and more should be made by the project itself or in cases of doubt by the BMU division which funds the project and not by the IKI Secretariat.
- Please ensure that:
  - the logo is not altered or used for any other purpose;
  - the right wording is employed (see the distinction between grant recipients and contractors/trustees made above);
  - the size of the logo is correct (normal print and online media 100%, smaller application 75%, bigger formats such as banners 125%);
  - the logo and wording are shown against a white background.

- Example for logo use:



- Projects that are funded jointly by BMU and BMZ or AA (cooperation projects) use the standard cooperation logo developed by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the German Federal Foreign Office (AA). As well as in joint communication activities with BMZ or AA projects, or those of the German mission abroad in a partner country. In such cases, the BMU logo is not used and the design regulations of BMZ and AA apply.
- Please do not use the logo of the Climate Initiative 'Climate Protection pays off'. It belongs to the National Climate Initiative and does not stand for the IKI.
- In **audiovisual** productions about individual IKI projects, the correct BMU logo must be used on the CD/DVD, on the case and in the credits, accompanied by the wording 'An International Climate Initiative project'.

### 3) Link to the IKI website

- If the project is presented on the website of an implementing organisation or if it has its own website, a link to the IKI website [www.international-climate-initiative.com/en](http://www.international-climate-initiative.com/en) should be provided in an appropriate location. This will promote networking among



the IKI stakeholders while also increasing the visibility of the initiative and individual projects.

- Please inform the IKI Secretariat that you are presenting the project online so that they can also include a link to your website on the IKI website.
- It is also desirable to include the IKI website address in any publications on the project.

#### 4) Information on communication activities

- Prior to commencing with activities in the partner country, please contact the German mission abroad and remain in touch during the course of the project. Check whether occasions exist to present the project in public relations together with the German mission abroad. This also applies to cases in which German implementing organisations are not commissioned.
- Please inform the IKI public relation about all the relevant news from the projects. In some cases it will be used for the Website or Twitter:
  - **events** organised for the benefit of the public (conferences, technical workshops, exhibitions etc.)
  - **working papers, press releases, film/TV and radio** pieces on IKI projects,
  - as well as relevant **newsletters** and other publications that you produce.

If you have any questions on IKI's public relations work, please get in touch with:

IKI Secretariat

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