



## Storytelling/Using the IKI Website to Showcase Projects

On our website [www.international-climate-initiative.com](http://www.international-climate-initiative.com) we employ a range of different formats when reporting about your IKI projects. In addition to thematic, news-type articles, we especially like receiving your input for use in our so-called “IKI in Practice” format.

### About IKI in Practice

The IKI in Practice format provides a platform to showcase selected projects, their local impact and what they achieve overall. Readers learn about the people involved, what concerns them and what drives them to do what they do.

Using the storytelling method, local people and also groups can be presented as leading lights and placed centre stage. They can be representatives from local authorities and communities, specific professions and occupational groups, or major partners from a government authority or non-governmental organisation. By telling the story through the protagonist’s eyes and with their voice, change can be explained from a human perspective and project achievements are made more tangible by bringing them to life.

Stories become more alive and real by allowing the leading lights to speak for themselves and by filling the respective articles with actual quotes. That content must be supported by vibrant, illustrative photos showing for instance the project location, project activities and the people involved. In this way, readers are given a vivid, readily comprehensible image of IKI projects as they are implemented on the ground.

The following leading questions, sample stories and instructions are designed to help you when drafting your own input:

### Leading questions for use when writing an IKI in Practice story

- 1. In your capacity as a member of the project implementation team, please answer the questions using short blocks of text:**
  - Why was the project developed? What issue/challenge does it address?
  - What is the project’s overarching goal or objective? What solution have you found? How do you plan to achieve the goals or solve the problem at hand?
  - Who benefits from the project?
  - Can you outline ONE key message the project is meant to communicate?
  - Who are your project partners on site? What role do these local people/groups play in project implementation?
  - Looking at the project’s goals and objectives, what has the project achieved so far? Has it generated any additional value or benefits?
  - Are there any special circumstances you would like to highlight?



**2. Please speak with the local people/groups (onsite interviews) and find out what the project means for them. Questions you might like to ask include:**

- Why are you involved in the project?
- Did you encounter any difficulties? If so, how did you overcome them?
- In what way has the project brought about change for you?
- Has it improved your life situation? If so, how?
- What new skills have you acquired when working on the project?
- Has anything unexpected or surprising occurred?
- Is there anything you would especially like to tell our readers?

**IKI in Practice: Sample stories**

To give you an idea of how IKI in Practice stories can be presented, we've selected three interesting examples:

- [Cities Fit for Climate Change \(May 2018\)](#)
- [Africa GreenTec brings green electricity to Africa \(March 2018\)](#)
- [Chilean brewers invest in energy efficiency \(August 2016\)](#)

A complete list of the stories published in the IKI in Practice format can be found on the IKI website [here](#) (last updated July 2020).

**Important notice about pictures/photos**

To tell an interesting and informative story, we need vibrant pictures and photos that match and illustrate what is actually being told.

Pictures and photos should depict local landscapes, people in action, and project protagonists during talks with you and/or performing typical project activities.

Please do not send photos taken at workshops and make sure that the photos you do send are not blurred.

If there are people in the photo, we need a declaration of consent from the people shown. Please have the "Model Release" ([download](#)) filled out and send it to us. 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.

All images must be submitted with an image title and related copyright information.

**Have we sparked your interest? Would you like to publish an in-depth story to showcase your own project on the IKI website?** If the answer is yes, please get in touch. Send us your draft story or short blocks of text complete with original quotes (in English or German) to [communications@z-u-g.org](mailto:communications@z-u-g.org). We'll take care of further editing work and translation.

Please don't hesitate to contact us if you have any questions, comments or suggestions.

We can't wait to receive your input and publish your IKI in Practice story.

Your IKI Communications Team