



Communication obligations and channels for IKI projects

(last updated: November 2020)

The approval of funding from the International Climate Initiative (IKI) includes the obligation for you as project implementer to indicate and make known the funding in your public relations work and to report regularly to the IKI. To ensure that your project's viable solutions, lessons learned, methods and successes gain maximum exposure while also providing you with networking opportunities, the International Climate Initiative (IKI) editorial team at ZUG gGmbH offers a wide range of support for your public relations activities in line with IKI projects. This involves sharing information from your IKI projects to a broad-based and international audience through our communication channels, namely IKI website, Twitter channel, IKI monthly Newsletter and other IKI publications (such as the IKI annual report). This helps to ensure good ideas become visible while disseminating key studies, tools, insights and experience.

How to contribute to the IKI community

To keep the IKI communication channels interesting and up-to-date, we need your regular input and support. This can be achieved in the following ways:

- **What is the latest news from your project?** What makes it stand out from the crowd? Which milestones have you achieved? Are there successes and strategies we could include in our articles? Make the most of this opportunity to present the work being done by your project on www.international-climate-initiative.com. On the site, you'll also find examples of our articles for IKI projects.
- **Have you produced any materials that we could utilise and share?** Examples include videos, photos, podcasts, information brochures, studies, practical guides, links to project websites, newsletters and press releases.
- **Do you run a project website or project blog?** If so, please make sure you link back to www.international-climate-initiative.com
- **Does your project have a Twitter account?** If so, please follow us at @iki_bmu
- **Tweet regularly about your project?** Make sure you tag IKI when you do (@iki_bmu): our retweets will increase your reach!

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For further guidance, get in touch with us to find the right format and IKI channel for your input.

We are also happy to receive drafts for online articles. These can range from a simple press release to a field report or an interview. **We have also put together a guide for the various formats, which you will find on the [IKI website](#).**

Contact the IKI editorial team on communications@z-u-g.org.

IKI rules for public relations work

Despite the variation in the work that IKI supports, we need to project a unified public image in our official communications. Please find below answers to FAQ's, with the answers highlighting on the code of practice for your use.

1) What are the rules for providing the IKI editorial team with photographic material for IKI's communication channels?

When we showcase your projects on our channels, an important feature of these reports is the inclusion of good-quality photos capable of clearly portraying the textual content. Also essential is a brief description of who or what is being shown on the photos, details about the source of the photo (copyright owner) and image usage rights.

The relevant German legislation regarding data protection, rights of publicity and copyright regulations applies to all media used by IKI. 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, for example, do not need to sign the model release form.

To grant us the necessary image usage rights, please ensure you fill out the '[model release form](#)'.

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2) How should I refer to the funding we receive from IKI and BMU?

Your public relations work (including general publications, reports, your website, information stands, events and work with the media) must clearly state the source of your project funding as the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and 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.”

3) Which logo should projects use in communications about their work?

The BMU logo must be included in all print and online publications as well as other media used in PR work (banners, signs, etc.). Depending on the project type, the logo must be preceded either by “Supported by” (for grant recipients) or “On behalf of” (for contractors).

Supported by:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

based on a decision of the German Bundestag

On behalf of:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

of the Federal Republic of Germany

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4) Are there any layout/design rules for the logo?

Please observe the following rules when using the BMU logo:

- The logo must not be altered or used for any other purpose;
- The correct logo variant must be used at all times. Always use the file exactly as sent to you by the IKI Secretariat;
- Logo dimensions:
 - 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;
- The logo must always be presented on a white background;
- The logo also has a 'protected area', i.e. an area around it that must be free of other text or graphics. The size of this protected area is based on the size of the eagle emblem in the logo, as in this example:



5) Is the BMU logo available in other languages?

The BMU logo for recipients of funding and contractors can be provided in Portuguese, Chinese, English, French, German, Brazilian, Russian and Spanish. If the logo is not offered in your language, please use the English version of the logo.

6) Business cards: do these need to include the BMU logo?

The BMU logo does not need to be printed on business cards used by project team members.

7) Are there any rules for including the BMU logo on project equipment and/or facilities?

The BMU logo does not need to be affixed to objects financed or leased with project funds, such as vehicles, boats, suitcases, project office windows, etc. If you would like to advertise your BMU affiliation in this way, please first consult with your designated contact at the BMU or your contact in the IKI Secretariat.

8) How should the logo be used in video?

The correct BMU logo must be placed prominently in all film and video productions about individual IKI projects. Include the logo in the opening credits, for example, with the text “This project is part of the International Climate Initiative (IKI).”

9) Which logo should I use for PR work involving projects with multiple funding partners?

Some projects are jointly funded by the BMU and the Federal Ministry for Economic Cooperation and Development (BMZ) or the Federal Foreign Office (AA). For these kinds of projects, place the second ministerial logo next to the first-named ministry. That is, space the second logo ‘one eagle away’ from the first logo.

This rule also applies to communications that you organise and publish together with BMZ or AA projects or a German diplomatic mission in a partner country. If more than two ministries are providing funds, the Federal Government of Germany logo is used with the funding boilerplate.

Please contact the IKI Secretariat to obtain the necessary logo media.

10) When do projects need to contact the German mission in a partner country?

International Climate Initiative is a funding instrument of the Federal Republic of Germany. The Federal Ministry for the Environment is responsible for the initiative as part of Germany’s international climate financing. Before starting work on an IKI project, we ask all implementing organisations in all countries to contact their local German embassy and inform embassy staff

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about relevant project activities, especially as these relate to the public promotion of the project. This ensures that the German embassies are fully informed about the project and can therefore also answer queries from government agencies or the press about related activities. This may be necessary in relation to high-profile project activities or events organised with high-ranking public figures or government representatives, for example, as well as the project's general PR work. Even initial contact with ministries and public institutions with the aim of proposing a partnership may lead to enquiries at the German embassy. We will be happy to provide you with the right contacts and support you need, to set up these partnerships with local organisations.

Please contact us if you have any questions about IKI's public relations work.

IKI Secretariat

Zukunft – Umwelt – Gesellschaft (ZUG) gGmbH

Email: communications@z-u-g.org