

Guidelines: Writing online articles for the IKI website

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1 What are the communication objectives of the IKI channels?

On the website and social media channels of the International Climate Initiative (IKI), we present what the funding programme and the individual projects achieve through their work – in short: how they contribute to climate action and the conservation of biological diversity.

The target audiences are the IKI community (IKI projects, partners, ministries, etc.) and the general public.

Good to know:

Our communication channels

- Website: <https://www.international-climate-initiative.com/en/>
- LinkedIn: <https://www.linkedin.com/company/iki-germany/>
- Bluesky: <https://bsky.app/profile/iki-germany.bsky.social>

Whenever you send us content for IKI communication, please name relevant accounts on LinkedIn and Bluesky that we could tag when publishing.

2 Focus on IKI impacts: What kind of content is suitable?

Communication about the IKI focuses on the most concrete results and impacts achieved by the projects.

We explain why these results and impacts are relevant – for example for other projects, other countries or decision-makers.

An article should focus on one or two key aspects.

Ideally, it includes concrete figures to illustrate the results and impacts.

By way of illustration, below are some examples of relevant content from IKI projects:

Climate change mitigation

- Support for the production of renewable energy (“XX MWh capacity”)
- Measurable reduction of CO₂ emissions through measure XY

Biodiversity / adaptation

- Measurable reduction of deforestation through measure XY
- Contribution to the establishment of a new protected area / expansion of an existing one
- (Re-)afforestation or restoration of ecosystems covering an area of XX

- Increased adaptive capacity of local communities through measure XY (e.g. renaturation of mangrove forests for coastal protection, agroforestry for higher yields and soil protection, establishment of early warning systems for extreme weather events such as floods or heat waves)
- Improving adaptation planning from the national to the local level (for example, by developing or contributing to sectoral or national adaptation plans)

Socio-economic impacts

- Positive impacts for local communities (e.g. access to energy for approximately XX people)

Structural impacts

- Mobilisation of private capital for climate action and biodiversity conservation or adaptation to climate change through measure XY
- Contribution to laws, standards, strategies, etc.

3 How do I structure an online article?

Short, concise title:

Maximum 50 characters including spaces – the title should be short and catchy and capture the core message of the article.

Teaser:

Maximum 150 characters including spaces. The teaser may appear on the homepage and should spark readers' interest and encourage them to read on.

Main text:

The text should be no longer than 5,000 characters, including spaces and subheadings.

The first two to three sentences must clearly convey what has been achieved and why it matters.

Key questions:

- What has the project achieved? What is the core message of the article?
- How was an impact or result achieved? (e.g. What is the solution approach? What role does the IKI project play?)
- How does the project contribute to climate action and / or the conservation of biodiversity?
- What can other projects, countries or decision-makers learn from this project?
- How can the project be positioned within the IKI strategy and its defined objectives?

In the following sections, additional background information should further explain the key messages.

The text should conclude with a short summary or conclusion and a short outlook (in total, one or two paragraphs):

- How will the work be continued?
- What are the next steps?
- At the end of a project: How will the project results continue to have an impact after the project has ended?

Good to know:

At the beginning of the article, the relevant project page will be prominently linked. This page contains the key project data, such as information on the implementing organisation and project partners. This means that this information should not be repeated in the article.

The article is automatically linked to the IKI project page and will appear there in a news slider.

4 Tips: How do I write a clear and easy-to-understand article?

A good article is written in **clear and accessible language** so that it can also be understood by non-experts.

Content should be presented as **vividly** as possible, for example through personal perspectives.

Personal perspectives should always be linked to the **results or impacts** of the project.

Quotes should be used selectively and have strong informational value:

- A maximum of two different speakers
- Explaining the significance of a project achievement
- Providing an assessment of the project work
- Avoiding expressions of thanks and general project descriptions

Avoid abbreviations and technical jargon – or explain them briefly.

The **link to the IKI** must be clear: how exactly was the IKI project involved? what exactly did the IKI project achieve?

Please **focus the article on the content**, not on the organisations involved.

Good to know:

Articles are often also used as the basis for social media posts by the IKI communications team.

Article drafts may be submitted in English (or German) – we will take care of editing and translation.

Please send us a Word document that we can edit (no PDF files).

5 How do we report on workshops and other events?

Reports on workshops and other events are published primarily on the IKI LinkedIn page.

The content should be short and concise:

- Title of the event
- What was the objective?
- Who organised the workshop?
- Who participated (XX participants from XY IKI projects)?

The focus should be on a **photo gallery**: four to five images that convey impressions of the event (see photo requirements).

Good to know:

Does your IKI project have its own LinkedIn page or Bluesky account? If so, please mention the funding by the IKI and tag the IKI.

6 What are the requirements for photos?

To illustrate the article, we require **at least three to four photos** that clearly support the content of the article. Wherever possible, photos should be provided in **landscape format**.

In addition, we require **copyright information and captions**. Please use our image rights form: <https://www.international-climate-initiative.com/PAGE169-1>

We are happy to use images of landscapes, nature, renewable energy installations, etc. from the projects, especially as teasers for articles. Group photos are generally more difficult to use for this purpose.

7 Any questions?

If you have any questions, please feel free to contact the IKI communications team:

iki-communications@z-u-g.org

Please always cc your technical project manager at ZUG when contacting the communications team.

All guidelines and templates for IKI communication can be found [here](#).

You can download the strategy of the International Climate Initiative [here](#).

We look forward to hearing stories from your IKI project!

8 Checklist

Have you checked whether the website article draft is suitable for impact-oriented communication? (Don't forget: We report on workshops and other events on LinkedIn.)	
Have you listed LinkedIn and/or Bluesky accounts for us?	
Have you found a short, concise title with a maximum length of 50 characters including spaces?	
Have you included a teaser of no more than 150 characters including spaces?	
Is the text no longer than 5,000 characters?	
Have you included subheadings?	
Does the text answer the key guiding questions?	
Does the structure follow the required format (introduction, background information, outlook)?	
Have you ensured that the language is easy to understand?	
Is the article written in a Word document?	
Can you provide three to four photos illustrating the content of the article?	
Are the photos in landscape format?	
Have you completed the image rights form? (Please also include suitable captions.)	
Have you remembered to copy in the relevant technical project manager at ZUG when sending us the article?	