

How to write the short description of project at IKI

The brief description is the business card of the project on the IKI website. It should provide an outline of the project in just a few sentences. It is aimed at specialist experts and employees of implementing organisations and ministries and at other non-specialist readers, such as interested citizens and members of the German Parliament. Please observe the following guidelines when compiling a brief description.

Structure of the text

The text begins with a description of the initial situation or problem. It should answer the question, “Why is the project needed?”

This is followed by descriptions of the project targets, how they are to be achieved and the project’s potential multiplier effect – these three items should create a short and easily-understood story.

Language requirements

- Preferably no complex, specialised terms;
- As few ‘foreign’ words as possible;
- No long sentences with, e.g. several sub-sentences separated by commas;
- Grammar that is easily understood and concise.
- No enumerations with (1), (2), (3) or (i), (ii), (iii)

Formal requirements

- A maximum length of 1000 characters (including spaces);
- Please make sure that the language is gender-neutral. We use neutral and plural forms where possible, e.g. ‘they’ instead of ‘he’ or ‘she’;
- Do not include the project title or the names of the implementing organisations in the brief description. This information is in the project’s information box on the IKI website beside the brief description.