



IKI project communication – services and duties

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1 Introduction

The International Climate Initiative (IKI) now encompasses 400 ongoing projects. This is a large family, whose members can learn from one another. Of course, this depends on our members recognising each other as part of this IKI family. In addition, the Federal Republic of Germany is also interested in seeing that its funds are used in a transparent manner. The funding logo is one of the tools used to achieve this. Accordingly, being accepted as a recipient of IKI funds brings with it a number of duties for you as an implementing organisation and your consortium partners regarding use of the logo and the submission of regular reports.

The IKI is keen to ensure that your project's solutions, lessons learned, methods and successes gain maximum exposure while also providing you with networking opportunities. On the [IKI website](#), our Twitter account [@iki_germany](#), in our monthly [IKI Newsletter](#), and in other [publications and videos](#) as well as on the [IKI project pages](#), we report on your projects and results for the IKI Community and other interested parties. This helps to ensure that good ideas become visible while maximising the impact of key studies, tools and insights.

As a rule, public communications for IKI projects always start in the project implementation phase, i.e. when you have received your grant agreement. In the preparatory phase, you can only state that your project has applied for funding because you have not yet received a legally binding funding commitment. We recommend exercising extreme caution here.

2 The IKI 'look and feel': rules for public relations work

To ensure the success of public relations work about IKI activities, a uniform public image must be maintained at all times. We have therefore developed a set of guidelines to support you in your communications activities.

Funding logo and IKI logo

There are many kinds of IKI projects, with their own, individual contractual conditions. To maintain a professional public image for the IKI and to ensure the transparent documentation of funding, all projects are required to refer to this funding. This applies to all publications, reports, websites, videos, information booths, events and media partnerships, etc.

Which funding logo should projects use in communications about their work?

Since 2022, the IKI is implemented by the Federal Ministry for Economic Affairs and Climate Action (BMWK) in close cooperation with the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) and the Federal Foreign Office (AA).

We will provide you with the corresponding funding logo (a combination of the IKI logo and the federal ministry's logo).

This logo combination is available in four languages:

- German
- English
- French
- Spanish

Supported by:



Federal Ministry
for Economic Affairs
and Climate Action



on the basis of a decision
by the German Bundestag

Supported by:



Federal Ministry
for the Environment, Nature Conservation,
Nuclear Safety and Consumer Protection



based on a decision of
the German Bundestag

Supported by:



Federal Foreign Office



on the basis of a decision
by the German Bundestag

How do I get the IKI funding logo?

You will receive the funding logo in English plus the other languages relevant to your project in a separate information email, which will be sent after the project approval.

IKI Medium Grants projects will receive the funding logo applicable to the project with the grant agreement.

The IKI's corporate design rules must be followed (see below) when using the funding logo.

To avoid version conflicts between the funding logo versions applicable in each case, the independent assignment, use and forwarding of funding logos within an organisation – from previous IKI projects completed by the organisation, for example – is not permitted.

Do I need to use the new funding logo with existing communication products?

The current funding logos must be used on all new or updated communication products. This also applies to videos (for example, showing the logo in the end credits). The funding logo must also be updated on online platforms used by ongoing projects.

Old logos (BMU funding logo or IKI logo) must not continue to be used in any products when these are updated or recreated.

Any products already published, such as flyers or articles, etc., do not need to be updated.

Can I use the funding logo or the IKI logo on visiting cards and other similar objects?

No: the funding logo and the individual IKI logo must not be used on visiting cards belonging to project employees.

In addition, the funding logo must not be affixed to objects financed or leased with project funds, such as vehicles, boats, suitcases, project office windows, etc.

A different approach may be permitted for the IKI logo on a case-by-case basis. Please direct enquiries to the IKI Communication Team.

Does the IKI use the German development cooperation logo?

No: the logo used within the context of development cooperation by the Federal Republic of Germany for cooperative activities does not apply to any projects from the International Climate Initiative and must not be used to label the project in any way.

Any versions of this logo already in use must be removed from websites as well as other IKI project media and products, except in cases where the effort required to do so would be unjustifiable.



*Sample version of
German development cooperation logo – Namibia*

IKI corporate design

Which corporate design rules apply when using the funding logo?

Please observe the following binding rules at all times when using the funding logo:

- The funding 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 Office for the affected project.
- 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 logo must be scaled proportionally and not skewed or otherwise distorted.

Can the project media for a project utilise the IKI design?

No. The IKI corporate design is solely reserved for the IKI core brand and the IKI interface projects in IKI focus countries, not individual projects. As an IKI funded project you are only required to use the IKI funding logo.

The IKI is inclusive – accessibility of IKI products

The IKI itself is legally obliged to ensure that all of its media (e.g. PDF documents, websites, films, mobile applications) are designed so that they are accessible. The aim is to ensure people with vision or hearing impairment, limited mobility or other impairments enjoy easy access to the information provided by the IKI and its project activities.

Do the accessibility requirements apply to implementing organisations that are based in Germany?

Implementing organisations based in Germany must comply with the legal requirements as set out by the [Equal Treatment of Disabled Persons Act \(BGG\)](#) and the [Accessible Information Technology Ordinance \(BITV 2.0\)](#).

What are the rules for implementing organisations that are based outside Germany?

Wherever possible, implementing organisations based in other countries should take steps to ensure that their IKI project media (e.g. brochures, flyers, videos, websites) is similarly accessible. Please note that the service provider costs incurred to achieve this can also be offset from authorised project funds. Please also observe this requirement for tenders involving the award of a contract.

All websites, videos and audio productions in languages other than German can make use of the standards from the W3C Web Accessibility Initiative (WAI) in cases where the partner country or the country in which the implementing organisation is based has not adopted any legal standards. For further information, please see the relevant pages on the [W3 website](#).

Are there any other rules on accessibility?

Please produce your videos with subtitles so that they are usable by people with hearing impairments.

Accessibility rules also apply to physical access to project events, buildings and services. Wherever possible, please ensure that everyone can participate in your project activities and implementation locations without needing assistance.

Informing the local German embassy about public relations work for IKI projects

Regardless of the country in which their head office is located, we ask all implementing organisations to contact their local German embassy before starting work on an IKI project, and to inform embassy staff directly about relevant project activities, especially as these relate to the public promotion of the project, during the lifetime of the project.

This ensures that the German embassy is kept fully informed and can therefore also answer queries from government agencies or the press about project activities and the use of

funding supplied by Germany. 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. At all such times, funding from the Federal Republic of Germany must be clearly indicated. 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 contacts and support that you need to set up these partnerships with local organisations.

How to keep us informed about your communication activities

All projects are obliged to keep project support staff at ZUG and the ministries informed about the current state of their project work. This includes providing information about project communication activities.

You should also inform the IKI Communications Team directly in the following cases:

- If you want to publish an article about your project work on the IKI website
- If you want to announce an event on the IKI Twitter channel
- If you want to use the IKI Media Library to publish more in-depth project materials (reports, studies, guidelines, tools, educational materials) or films about your project
- Etc.

3 Multi-channel project profiles: your contribution to the IKI Community

The IKI Communications Team at Zukunft-Umwelt-Gesellschaft (ZUG) gGmbH offers projects a wide range of support for their public relations work. To ensure a steady stream of interesting content for our IKI channels, we depend on close cooperation with the projects:

Reports from global IKI activities

What's 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 reports? Make the most of this opportunity to present the work being done by your project on <http://www.international-climate-initiative.com/en>. On the site, you'll also find examples of press releases from other IKI projects.

We're also happy to receive ideas and drafts for online articles. These might involve a news article release or an interview, for example.

We've also put together a guide for the various formats, which you'll find on the [IKI website](#).

Use of photos on IKI channels

For public relations work involving the IKI, the IKI Communications Team is always looking for impactful, good-quality (high-resolution) photos capable of clearly illustrating the textual content. Also essential: brief descriptions of who or what is being shown in the photos, plus details about the source of the photo (copyright owner) and a statement of user rights.

The relevant German legislation regarding data protection, rights of publicity and copyright regulations applies to all media used by the IKI. Accordingly, we always need you to grant us

usage rights to any photos you send us. We have prepared an [image rights form](#) for you to use here.

Project videos and publications

Have you produced any materials that we could utilise and share for public relations work? This includes videos above all, as well as publications like reports, studies, guidelines, tools and educational materials, which we will be happy to publish on the IKI website.

On the [IKI website](#), you will also find templates that list the information that we need in order to publish videos and publications – such as for content tagging, for example.

IKI Media Library

The [IKI Media Library](#) contains all of the news articles, publications and videos that we publish on the IKI website. This content is also linked automatically to the respective project page (see below).

This gives users a way to search the wealth of information provided by the IKI for specific formats, topics, categories, etc.

IKI Twitter account

The IKI Communications Team manages the [@iki_germany](#) account, which we use to keep the Community informed about the latest IKI news. This means that we use this account to post links to the news articles, videos and publications we publish on the IKI website.

We also tweet about new IKI projects when the IKI project pages are first published. We also use our twitter account to announce IKI project events, for example (such as conferences, workshops, training programs, etc.).

Does your project have its own Twitter account? Then follow us at [@iki_germany](#) and tag our account when you tweet about your own project work. Our retweets will increase your reach!

IKI newsletter

At the start of every month, we put out the [IKI newsletter](#), which features selected items of news about the IKI. Please note that any news articles, publications and videos mentioned in this newsletter must first have been published on the IKI website.

IKI project pages

A dedicated project page on the IKI website is generated from a database for each IKI project. Any IKI news articles, videos and publications published by the IKI Communications Team in the [Media Library](#) are linked to this page automatically.

The short description of the project and information about project progress are updated on this page by the corresponding project managers at ZUG. The project search machine can be found [here](#). Please contact the Communications Team if you see that your project page needs updating.

Projects websites and blogs

Do you run a project website or project blog? Make sure you increase the reach of your project network by linking back to <http://www.international-climate-initiative.com/en>.

You can link to the home page, your IKI project page or any child page in your project, as appropriate.

Interested in broadening your PR activities?

Talk to us: we'll be sure to find the right formats and IKI channels.

Information on public relations work at a glance:

On the IKI website, the 'Manage Project' area provides you with links to our guidelines, templates and other information about public relations work:

<https://www.international-climate-initiative.com/PAGE31-1>

Contacting the IKI Communications Team

Zukunft-Umwelt-Gesellschaft (ZUG) gGmbH

IKI Office

iki-communications@z-u-g.org