



IKI project communication – services and duties

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1 Introduction

The International Climate Initiative (IKI) currently encompasses around 400 ongoing projects: a large network whose members can learn from one another. A prerequisite for this is that they recognise each other as part of the IKI network. Furthermore, the Federal Republic of Germany is interested in ensuring that the use of its funding is clearly and transparently marked. One of the tools for this is the funding logo. For this reason, the approval of IKI funding entails certain obligations for you as the implementing organisation, as well as for your consortium partners, concerning the use of the logo and regular reporting.

Public communication about IKI projects generally begins with the project's implementation phase – that is, once you have received your grant approval letter. During the preparation phase, you may only announce the proposed project, as you have not yet received a legally binding funding approval. We recommend the utmost restraint in this phase.

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

Within the Federal Government, the International Climate Initiative (IKI) is anchored in the Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). In coordination with the BMUKN, certain projects are also commissioned and implemented by the Federal Foreign Office.

A prerequisite for successful communication about the IKI's work is a consistent external presentation. To this end, the IKI has developed guidelines to support you in all your communication activities.

Standard wording on IKI funding

For a textual reference to IKI funding, please use the following standard wording:

This project is supported by the International Climate Initiative (IKI) of the Federal Government of Germany. Within the Federal Government, the IKI is anchored in the Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). Selected individual projects are also the responsibility of the Federal Foreign Office (AA).

Federal enterprises (GIZ and KfW):

The project is implemented on behalf of the International Climate Initiative (IKI) of the Federal Government of Germany. Within the Federal Government, the IKI is anchored in the Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). Selected individual projects are also the responsibility of the Federal Foreign Office (AA).

Funding logo and IKI logo

IKI projects are diverse and operate under different contractual conditions. To ensure the professional external presentation of IKI and to make the use of funding transparent, all projects are obliged to indicate IKI funding. This applies to publications, reports, websites, videos, information stands, events, media cooperation and more.

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

We provide you with the relevant funding logos for communication purposes (a combination of the IKI logo and the relevant federal ministry's logo).

This logo combination is available in four languages:

- German
- English
- French
- Spanish

Supported by:



based on a decision of
the German Bundestag

Supported by:



on the basis of a decision
by the German Bundestag

Federally owned companies must use the funding logo with the addition "On behalf of". These are also available in the languages listed above.

On behalf of:



of the Federal Republic of Germany

How do I get the IKI funding logo?

You will receive the funding logo in English and other relevant languages for your project in a separate information email sent after the project approval.

Projects under IKI Medium Grants receive the applicable funding logo together with the approval letter.

The logo variants for federal enterprises (GIZ & KfW) are available to the enterprises and are distributed centrally via their corporate communications.

When using the funding logo, you must comply with the IKI Corporate Design requirements (see below).

How do I ensure I am using the current funding logo?

To avoid version conflicts, you may not independently assign, use or internally circulate funding logos – for example, from previous IKI projects at your organisation.

You must use the funding logo provided to you for the project by the IKI Office at Zukunft – Umwelt – Gesellschaft (ZUG) gGmbH when funding is approved.

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

The current funding logos must be used on all newly created communication products, including videos (for example, as an insert in the closing credits). The funding logo must also be updated on the online presence of ongoing projects.

Old logos (funding logos of BMWK, BMUV) may no longer be used in newly created products. Previously published products such as flyers or publications 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 may not be printed on project staff business cards.

The funding logo must also not be placed on objects such as vehicles, boats, suitcases or office windows that are financed or rented with project funds.

The IKI logo may be used differently in certain individual cases. Please contact the IKI Communications Team for guidance.

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 IKI 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

What 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 misused.
- The correct logo variant must be used. Please only use the file provided to you for the specific project by the IKI Office at ZUG.

- Correct logo dimensions:
 - The file is provided at the correct minimum scale, which must not be reduced.
 - In digital media, the minimum height is 135 pixels.
- The logo must always be placed on a white background.
- The logo must have a 'protected area' around it – no other element may be placed directly against it.
- The logo may only be scaled proportionally – no distortion is permitted.

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

No. The IKI Corporate Design is reserved exclusively for the IKI core brand and for IKI interface projects in IKI priority countries, not for 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 without barriers. The aim is to make IKI information and project offerings accessible to people with visual and hearing impairments, mobility limitations and other disabilities.

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?

Where possible, implementing organisations in other countries should also contribute to accessibility with their IKI project media (e.g., brochures, flyers, videos, websites). 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.

For non-German websites, videos and audio productions, if there are no applicable national regulations, the standards of the W3C Web Accessibility Initiative (WAI) may be used. More information can be found on the [W3 website](#).

Where possible, please produce videos with subtitles to make them accessible to people with hearing impairments. [Guidance on producing accessible videos can be found on the IKI website](#).

Are there any other rules on accessibility?

Accessibility also applies to access to events, buildings and project services. Please enable all people to participate independently in your project activities and implementation sites wherever possible.

The use of gender-sensitive language in project communication is encouraged.

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

All implementing organisations, regardless of where they are headquartered, are requested to contact the German Embassy at the start of IKI project activities – and to keep the Embassy informed throughout the project lifetime about all important, especially high-profile, public events and measures.

This is necessary so that the Embassy is aware of the project and can respond to possible questions from the government or the press about German funding. Relevant occasions may include public events, meetings with high-ranking personalities or government officials or your project-related press work – all of which must make German funding visible. Early contact is also useful when initiating cooperation with ministries and public institutions.

We are happy to assist in identifying the appropriate Embassy contacts and in establishing cooperative relationships.

How to keep us informed about your communication activities

All projects are required to inform the ZUG project managers and the ministries about the status of project implementation. This also includes information about project communication activities.

In addition, please inform the IKI Communications Team directly if you wish to:

- publish an article about your project work on the IKI website
- announce an event via IKI channels
- publish more extensive project publications (reports, studies, guidelines, tools, educational materials) or films from your project via the IKI media library
- publish social media posts on your project or the IKI. To do this, tag the IKI in your posts

Contact details and social media channels: see below.

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

The IKI aims to make the solutions, lessons learned, methods and successes of its projects visible and to enable experts to network with one another. For this, IKI uses various communication channels:

- [Website](#)
- Social media channels:
 - LinkedIn: <https://www.linkedin.com/company/iki-germany/>
 - BlueSky: <https://bsky.app/profile/iki-germany.bsky.social>
 - X: https://x.com/iki_germany
- [Newsletter](#)
- Events, such as the IKI Brown Bag Lunch
- [IKI events calendar](#)

To keep these channels active, we rely on close cooperation with projects. The IKI Communications Team at the IKI Office at ZUG offers a wide range of support for public relations, for example to publish articles, publications, videos or event notices.

To enable professional reporting, the IKI Communications Team at the IKI Office at ZUG provides a range of guidelines and templates, which can be found on the IKI website under “Public Relations”. Please always use the documents available there.

Would you like to report on your project via IKI channels?

Get in touch with us – we will identify the most suitable formats and IKI channels together.

Public relations information at a glance:

On the IKI website, under the “Manage project” menu item, you will find our guidelines, templates and other information on public relations:

<https://www.international-climate-initiative.com/PAGE169-1>

Contacting the IKI Communications Team

Zukunft-Umwelt-Gesellschaft (ZUG) gGmbH

IKI Office

iki-communications@z-u-g.org

IKI Small Grants

For all questions regarding public relations and logos, IKI Small Grants projects should contact the PR team of IKI Small Grants at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) at: iki-small-grants.pr@giz.de