

On behalf of:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety



European  
Climate Initiative  
EUKI

of the Federal Republic of Germany



## Guidelines for news articles on [www.euki.de](http://www.euki.de)

December 2019

For the articles on our EUKI website and in our EUKI newsletter, we first of all need a catchy hook, meaning a special event or milestone that also other implementing organisations and our readers will find interesting. The article itself should then be structured as follows:

**Short headline** – 50 characters max – It should describe in a catchy way the main message of the article to attract readers

**Teaser (optional)** – 200 characters max – Two lines with further information to attract attention - (the teaser is presented in the newsletter and in the news archive of the EUKI homepage directly under the headline of the article; it is not presented again in the article after opening it)

**Text** – about one page – The article should be no longer than one page and be structured like this: In the first two sentences, the following questions should be answered: Who? What? Where? When and Why? Please include the most important information in the first sentence. Ask yourself, what do I want to tell? What is new? Who did it and what did she or he do?

Where did it happen? When and – last, but not least – why? Why is this message so important? Following, all the circumstances, the facts the reader needs to know to understand the importance of the message, should be explained. It is also possible to include links to share materials (e.g. technical manuals) that have been produced within the EUKI project.

You can send the draft either in English or in German. We will later translate the final article after editing it.

**Pictures** – Please send at least two (better more) photos with captions and copyright information which we may publish with the article on the website and use on twitter as well. To ensure that the images can be processed further in the best possible quality, they should not only be included in the WORD document, but also made available in the original data file. After selecting suitable pictures, we will kindly ask you to fill out a copyright form allowing us to use the photos within our EUKI public relations work.

Please get back to us in case you have any questions:

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**Öffentlichkeitsarbeit / Public Relations**

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