

Guidelines for Corporate Design

Information about public relations work as part of the European Climate Initiative (EUKI)

(Last updated: October 2021)

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1. Mention of the EUKI

Uniform publicity for the projects of the European Climate Initiative (EUKI) is vital. In the public relations work (e.g. website, events, publications, reports, cooperation with the media), the **financing** of the project by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and the EUKI must be clearly referred to:

Short version for all projects:

'This project is part of the European Climate Initiative (EUKI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).'

Long version for projects selected in the EUKI selection procedure:

"This project is part of the European Climate Initiative (EUKI). EUKI is a project financing instrument by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU). The EUKI competition for project ideas is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It is the overarching goal of the EUKI to foster climate cooperation within the European Union (EU) in order to mitigate greenhouse gas emissions.'

Long version for projects from funding or calls for proposals of the BMU:

'This project is part of the European Climate Initiative (EUKI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU). It is the overarching goal of the EUKI to foster climate cooperation within the European Union (EU) in order to mitigate greenhouse gas emissions.'

On behalf of:



of the Federal Republic of Germany

2. Logo

In print and online publications and in other public relations media (banners, signs, etc.), the BMU-EUKI combined **funding logo** must always be used. In exceptional and duly justified cases, the two logos can also be used separately. However, it has to be ensured that both logos are displayed.

- The combined funding logo is available in English and German. If the language you require is not available, please use the English logo.
- The placement of the combined BMU-EUKI logo in publications or other PR materials can be chosen freely by the project implementer.
- The BMU-EUKI logo does not have to be printed on the **business cards**.
- The decision as to whether the BMU-EUKI logo should appear on other objects, such as project vehicles, bags or office windows, is taken by the project itself and not by the EUKI public relations team.

Please note that

- the logo may not be changed or used for other purposes,
- the logo proportions must be correct (normal print and online media 100%, smaller version 75%, larger formats such as banners 125%) and
- the logo must appear on a white background.
- all logo files are provided with a white, opaque background. This background determines the protection zone around the logo, in which no other graphic elements may stand.

In **film productions** about individual EUKI projects, the correct combined BMU-EUKI logo must be used on the CD/DVD, the cover and in the closing credits with the words 'This project is part of the European Climate Initiative (EUKI).'

3. For projects from EUKI selection procedure

With the **additional words** 'Supported by:'

Supported by:



based on a decision of the German Bundestag

4. For projects from direct funding of the BMU

With the **additional words** 'On behalf of:'

On behalf of:



of the Federal Republic of Germany

5. Link to the EUKI website

If the project is presented on the website of an implementing partner or if it has its own website, a link to the EUKI website www.euki.de/en should be included at an appropriate place. This will promote networking among the EUKI stakeholders while also increasing the visibility of the initiative and individual projects.

Please inform the EUKI secretariat if you present the project online so that we can also include a link to your website on the EUKI website.

It is also desirable to include the EUKI website address in any publications on the project.

6. Quality of publications

All the studies prepared as part of EUKI should be drawn up on the basis of current scientific findings. Dialogue formats should be implemented in accordance with usual practice in respectful discourse. For more extensive publications, peer review should be taken into account.

Publications must also contain a remark on the ownership of its content, for example:

'The opinions put forward in this [paper, study, article, publication...] are the sole responsibility of the author(s) and do not necessarily reflect the views of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).'

7. Information about communication measures

Please inform the EUKI public relations team about any high-profile project news. In some cases, these news items may be used for the website or on [Twitter](#) and [Facebook](#).

- **Events** of interest to the public (conferences, technical seminars, exhibitions etc.)
- **Studies, press releases** and **film** or **radio** items about EUKI projects
- Relevant **newsletters** and other publications that you produce.

8. Contributions for website

After consultation with the EUKI public relations team, draft articles with a clear connection to the EUKI may be submitted for publication on the EUKI website. The EUKI public relations team reserves the right to edit these drafts or not to publish them. Guidelines for articles can be found [here](#).

- Each draft text must be accompanied by at least two photos that illustrate the text in a clear and impressive way. The photos should have a resolution as high as possible and may be used for the EUKI website, for Twitter, Facebook and for print publications. This means that the relevant rights holder and any individuals shown must grant the EUKI the right of use for all content protected by copyright (e.g. pictures, graphs, photographs, street plans, maps). The name of the photographer, the rights holder and any individuals shown must also be supplied.

On behalf of:



of the Federal Republic of Germany

- Projects can also upload contributions and information about their projects themselves on the "Community" platform. This is particularly suitable for smaller news and events. Access with publication rights can be requested from the EUKI Secretariat. Guidelines for the Community can be found [here](#).

9. Contact

If you have any questions about the EUKI's public relations work, please contact:

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