



## Guidelines for Using the EUKI Community

Dear implementing partners and project partners,

We are delighted that you are interested in joining the EUKI Community. This platform gives our projects the opportunity to present themselves, their work, activities and events to a wider audience. We invite you to bring life to the EUKI Community and play an active role. To do so, you can upload your own contributions to the Community. Once these have been approved by the EUKI secretariat, the contributions can be viewed publicly on the EUKI website.

Below you will find information for selecting content for the EUKI Community and technical instructions for operation. The EUKI secretariat will be pleased to help you if you have any queries ([anselm.bareis@giz.de](mailto:anselm.bareis@giz.de)).

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On behalf of:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety



European  
Climate Initiative  
EUKI Academy

## I. Guidelines on Content

### a. Content selection

The EUKI Community aims to be a platform for EUKI projects and to report about their daily work, thus enhancing the exchange between projects, implementing bodies and partners. At the same time, the EUKI Community page is also visible for all other website users.

Potential content is everything that is directly connected to the project and project work. For instance, it may cover the following topics:

- Best-practice examples
- Reaching a milestone or an important result
- Announcement of events
- Reports on events
- Presentation of a publication
- Media coverage for the project

Other content is also possible after consultation. If you are unsure whether your content is appropriate, you can consult the EUKI secretariat.

The following formats are possible:

- Text
- Photo
- Video
- Audio
- PDF documents
- Links to related pages

In principle, texts and stories are always particularly welcome. However, if you wish to share an audio file, it is sufficient to produce a short text and place a link to the audio file at the end of the text. The same applies to related links or videos. If you have already published relevant content somewhere else, you can link it to the EUKI Community with a short intro text.

Your prominent publications and videos will still be uploaded to our [EUKI Infotheque](#). If possible, references in the Community should not replicate the article in the infotheque section of the EUKI website but rather give additional information.

You are welcome to illustrate your project work by telling more personal stories about your project. In contrast to more neutral news reports, the aim of the community is to provide "first-hand information on the project".

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## **b. Language and style**

The main language of the "EUKI Community" is English. As not all content in the projects is available in English, content can be posted in other languages within the "EUKI Community". This is one of the differences compared to the English-German home page [www.euki.de](http://www.euki.de). Nevertheless, texts in English should be used if possible, or a short summary should be added in English.

For instance, a Polish text or a Polish programme can be uploaded for an event in Poland. Always bear your target audience in mind.

The language style in the Community is comparatively free and depends on the topic. However, we would still ask you to use a formal language style.

Insults and patronising or inappropriate language about other persons and institutions is unwelcome in the Community. Information shared must always be verified to ensure that it is true and screened for any possible violation of copyright.

## **c. Authors**

Everyone directly involved in projects is a potential author of a contribution. Whenever possible, each contribution should state the name of the author, the organisation and the project. The name of the author may be omitted in individual cases.

Each project has access to the "EUKI Community". The access details are sent to the project manager who is responsible for passing them on to the appropriate people. It is a good idea to give the access details to the person(s) within the project who is/are responsible for public relations activities and to train them, so that they can support other employees in uploading content if necessary.

Not only the projects but also the EUKI secretariat shares articles with the Community.

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EUKI Academy

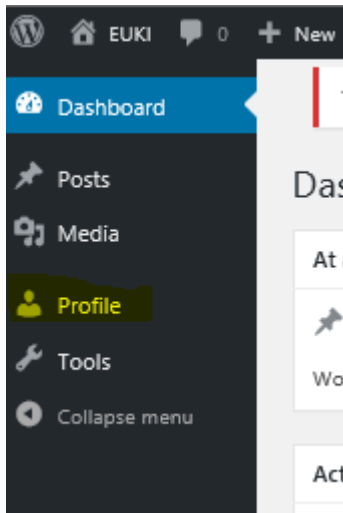
## II. Technical Guidelines

This section describes the technical aspects of using the account. You learn how to access the Community and how to post, edit and submit content for publication.

### a. Access as the editor

Access details for a project account will be/were sent to the editor of each project. The user name is the name of the project. You can log in under this link: <https://www.euki.de/wp-admin/index.php>

You should first edit your profile after your initial log in.



Enter your name and the name of your organisation and change your password.

You can also store the website of your project or your organisation.

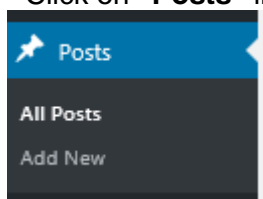
At i You can contact the EUKI secretariat [anselm.bareis@giz.de](mailto:anselm.bareis@giz.de) if you have not received access details for your project or if you have forgotten your access data.

Wo The project manager can pass on the access data to project staff members. These staff members can also post articles. Please make sure that only authorised and trustworthy persons are given access. Only one access account is provided for each project.

Once you are logged in, you can upload media files and post contributions and community events. Navigate to the appropriate place in the left column (posts, media, timeline, etc.).

### b. Creating a contribution

1. Click on "**Posts**" in the left column and then click on "**Add New**".



First enter the metadata and then the text.



### i. Creating metadata

Please only edit the fields shown here in the guidelines. Any other fields displayed contain design information for the website and must not be changed.

2. Entitle your post in the “**AddTitle**” field. Choose a short and appropriate title. The first letters of English titles should be written in capital letters.

My Post

Permalink: <https://www.euki.de/en/my-post/>

3. Right below the title field you can see the “**Permalink**”.  
The moment you save your title, it is automatically converted to a URL and will be displayed. The permalink is the URL to your post which you may share with others after publishing.

If you wish to change the URL, click on “**Edit**”. Please choose a URL consisting of two to three words max.

4. Select an image in the “**Featured Image**” field (right column) for your post. This image will be displayed in the post and in the post preview. To this effect click on “**Set Featured Image**”.

Featured image ^ v ▲

[Set featured image](#)

Follow the instructions given in [iv.](#) when uploading images.

The image should at least be 845px in width and 636px in height. Since the image is displayed in different formats, it should also be suitable for size 785x215px. If you have any questions about cropping, you can contact the EUKI secretariat. To upload the image, please proceed as described in section [iv.](#)

5. Please select “Blog Entry” in the “**Entry Type**” field.
6. Enter your EUKI project signature in the “**Project Signature**” field (column on the right). It was provided to you together with your account and is usually more or less in the 17\_123 format. This number will later be used to assign the contribution to your project.
7. Please select the main topic assigned to your EUKI project in the “**Topic**” field. You may also choose another two or three appropriate topics additionally.

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8. Select all countries which your contribution relates to from those listed in the "**Countries**" field. If the project is under way in Spain, Hungary and Poland, these three countries should be selected. However, if the project is only carried out in Spain, just select Spain. Select "Europe" for contributions relating to the EU or if more than five countries are concerned.
9. If you wish, you can fill in the "**Tags**" field (column on the right) and add key words that are appropriate for your contribution. These are currently not indicated on the website, but they are meant to improve the search function in the long term.
10. You have to briefly summarise your contribution in the "**Excerpt**" field (centre column). The text entered will appear in search engine hits, it should contain keywords if possible to show at a glance what it refers to.

**Image copyright set? \***

I confirm that all images that are included in this post (this includes the featured image)

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**Excerpt**

[Redacted text]

Excerpts are optional hand-crafted summaries of your content that can be used in your posts.

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**Slug**

On behalf of:



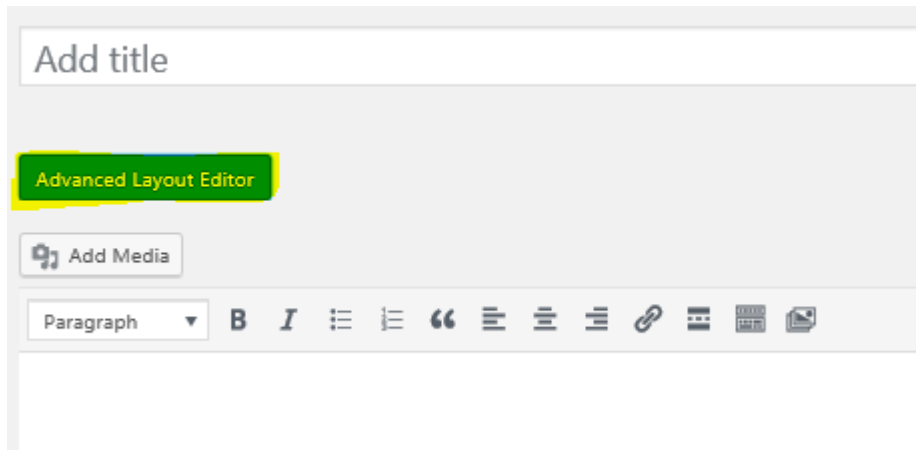
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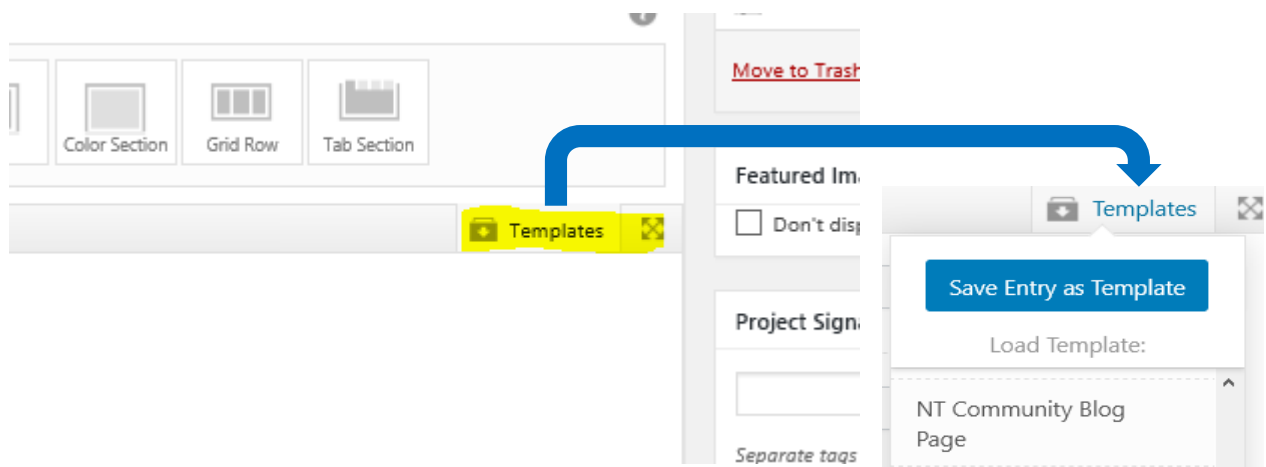
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## ii. Creating a template

11. Click on “**Advanced Layout Editor**” to access the default template.



12. Click on “**Templates**” in the top right corner of the text field and select the “**NT Community Blog Page**” template.



You can now adjust the template to fit your contribution.



### iii. Creating a text

Please note that not all styles (e.g. the font) are properly transferred when copying and pasting a text in WordPress. We therefore recommend to solely copy and paste texts from programmes such as Microsoft Notepad in WordPress. This roundabout procedure ensures that an unformatted text is copied and automatically adapted to the respective website style.

**Please only fill in the boxes indicated. Boxes containing rectangular brackets must not be modified or deleted as they contain automatic links.** This does, for example, apply to boxes with the following contents: "From the community", [featured\_image], [back\_button label="back"], [post\_date][blog\_type][topics][countries] und [post\_title].

Gitter Reihe

1/2

1/1

From the community

1/1

[featured\_image]

1/1

[back\_button label="back"]

[post\_date][blog\_type][topics][countries]

[post\_title]

13. Specify the **author and the organisation**. To do so, click on the field in which [post\_title] also appears. Only change the name and organisation. The title of the contribution is automatically adopted.

[post\_date][blog\_type][topics][countries]

[post\_title]

by Max Mustermann, Organisation

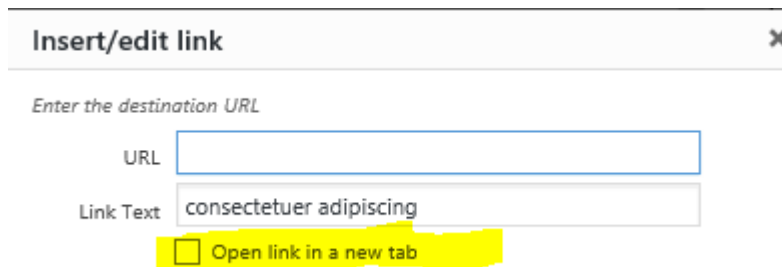
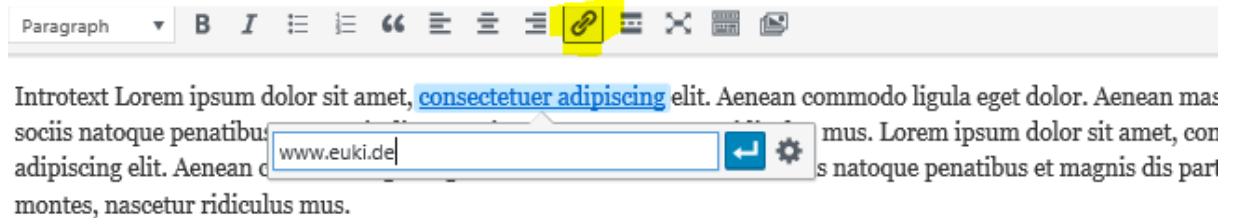
14. Now open the field underneath. The first paragraph of the text must be inserted here as "**Introtex**". Graphical elements will be used to highlight the field. Remember that only unformatted text should be inserted.

15. Now enter the **text of your contribution** in the fields underneath. This section will later constitute the main body of your post. Do remember to use unformatted text.



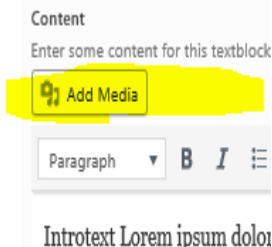


16. **Adding links to your contribution.** To do so, click on the paper clip symbol above the text. You can then insert the link. Then click on the cog icon next to the link and confirm the field "Open Link in a new tab".

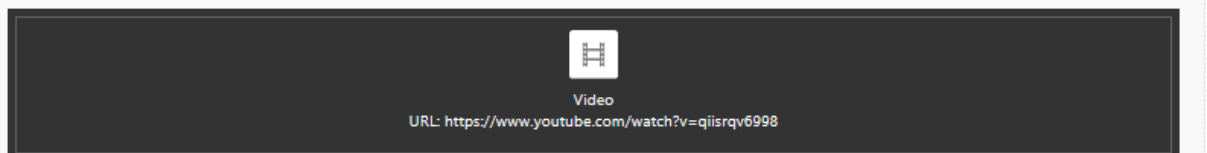


17. **Adding photos to your contribution.**

To this effect, click on Add Media. Then select a photo or click on "Upload Files" at the top. Please provide full information on the photo and pay special attention to copyright. You can find further information below in section [iv](#).



18. **Adding videos to your contribution.** You can do so (a) in exactly the same manner as described for adding photos or (b) via a link. Just click on the video box at the bottom of the page and paste the video or link. When adding a link you should ideally use an embed code. You can generate such a code in YouTube by right-clicking on the video and clicking on "Copy embed code".

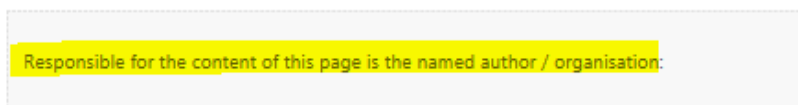


19. **Adding social media content.** If you yourself have posted a contribution on the subject on Instagram, Facebook, Twitter or a similar platform, you can also insert this

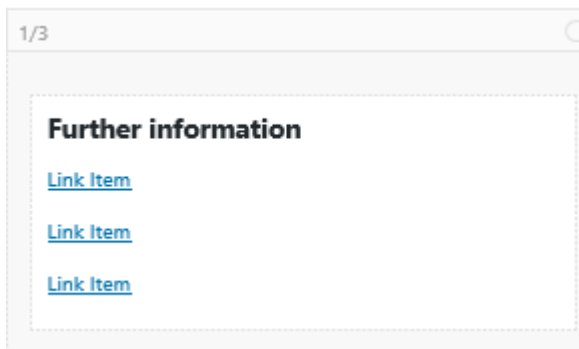


contribution. If you have any questions about adding social media content, please contact the EUKI secretariat. Embedding works in different ways depending on the medium.

20. **Adding a photo gallery.** There is a "Horizontal Gallery" field at the end of the contribution. You can use this field to add a photo gallery. Again, please pay special attention to providing full copyright information.
21. At the bottom is an "Author and Organization" field which is **automatically** filled in. If a different author or organisation is concerned, you can amend the content in this field.



22. You can insert related links, for example, to publications or websites of institutions in the "**Further information**" field (at the top right, next to the introtext). If this field is not needed, you may delete it.

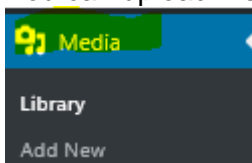


23. The "Project Information" field underneath is automatically filled in.

#### iv. Uploading media files

Contributions are also enhanced by the photos, videos and links you add to them. However, it is important to state in each case who holds the copyright and that you only upload files which you have the necessary rights for.

You can upload media or find media for editing under "Media" in the left column.



For editing purposes click on the respective file and a window will open showing the information posted so far.

Click on "Add New" at the top to add media.

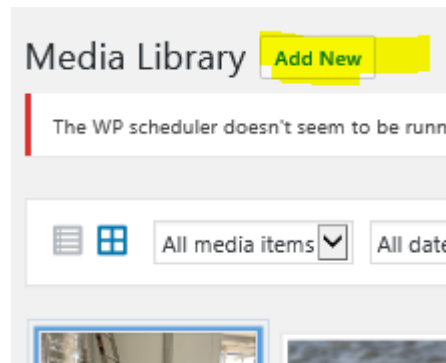
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Then select the media you would like to integrate and fill in all fields before posting your contribution. In the case of photos, this applies to the following fields:

- a) **Alternative text:** Provide a brief description of the photo in this field. This information is required for barrier-free representation and for search engines.
- b) **Title:** Enter a brief photo title including copyright information in this field. Add the copyright information after the title using the following format: "@SampleRights" (e.g. © Jasmine Doe; ©My Organisation).
- c) **Caption:** Provide a photo caption that should describe the photo in brief. State the copyright information at the end using the format "Photo: Jasmine Doe" or "Photo: My Organisation".
- d) **Description:** Provide a brief description of the photo in this field.
- e) **Enter Copyright Info:** Repeat the name of the copyright holder in this field.

### c. Releasing a contribution

Before you post a contribution, you must confirm that you have checked and specified the copyright for all media contained in your contribution. To do so, place a tick below your contribution.

Community

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**No Subpage?**  
*Toggle on if no separate detail view of this post should be available.*

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**Image copyright set? \***

I confirm that all images that are included in this post (this includes the featured image) have

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You have now entered all necessary information and should save your contribution via "**Save Draft**", review it by clicking on "**Preview**" and submit it for publication by clicking on the "**Submit for Review**" button if everything is alright.

The screenshot shows a 'Publish' panel with the following elements:

- Buttons: 'Save Draft' and 'Preview' (both in light blue boxes).
- Status: 'Status: Draft' with a key icon.
- Visibility: 'Visibility: Public' with an eye icon.
- Readability: 'Readability: Good' with a green checkmark icon.
- SEO: 'SEO: Not available' with a grey checkmark icon.
- Bottom row: 'Move to Trash' (red text) and 'Submit for Review' (blue button).

Before posting your contribution you should always have a look at it via "**Preview**" to see whether it is in the right design. For instance, if you forgot to use an unformatted text, incorrect styles are displayed there. Also check whether there are fields that have not yet been used and whether all photos are in the right position.

Submit your contribution for publication via the "**Submit for Review**" button. The EUKI secretariat will check your contribution, which will then either be released for publication or edited in consultation with you. You will be notified by email once your contribution has been published.

#### d. Editing a contribution

As soon as you have sent the contribution for review, you can no longer edit it yourself. The EUKI secretariat now has the right to do so. If you would like to make any changes, please contact the EUKI secretariat. The secretariat will either make the desired changes or release your contribution to you for editing. In this case, the contribution will be reset to "Draft" status.

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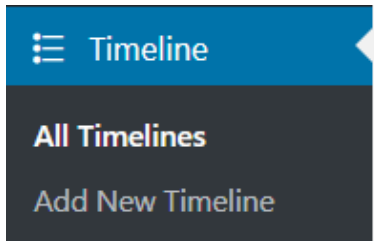
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## e. Creating an event (for the EUKI Community Timeline)

1. Click on “Timeline” in the left column and then on “Add New Timeline”.



2. Choose a name for your event and enter it in „Add Title“. Please choose a brief and appropriate title. The first letters of English titles must be capitalised.

3. Select an image for your event in the „Featured Image“ field and click “Set Featured Image“. This image will be displayed in the Event Timeline and the Event Layer.

The image should at least be 845px in width and 636px in height. Since the image is displayed in different formats, it should also be suitable for size 785x215px. If you have any questions about cropping, you may contact the EUKI secretariat. To upload the image, please proceed as described in section [iii.](#)

4. Briefly describe your event in the “Excerpt“ field. This description is shown in the Event Timeline and in search engine hits. The text should contain keywords if possible and should show at a glance what it refers to.

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5. Enter all information on your event in the text editor. You can describe your event in detail and enter speakers, the agenda and all other information. You may also link it to a landing page for the event or to a registration page.

**Please note** that not all styles (e.g. the font) are properly transferred when copying and pasting a text in WordPress. We therefore recommend to first copy the text in Microsoft Notepad before pasting it in WordPress. This roundabout procedure ensures that an unformatted text is copied and automatically adapted to the respective website style.

The screenshot shows a WordPress text editor interface. At the top left, there is a button labeled "Add Media". Below it is a toolbar with various icons for text formatting (bold, italic, underline, list, link, unlink, quote, code) and media insertion (image, video, audio, gallery). The text area contains the following text: "This is the description of my event. Please register [here](#)."

6. Enter the date of your event in the "Date" field in the „General“ section.

The screenshot shows the "General" section of an event form. It has two input fields: "Date" and "Custom date". The "Date" field contains the text "12/10/2020". Below the "Date" field, there is a small grey text box with the instruction: "Select date from 01/01/1000, if your date does not exit in date picker, you just need to use custom date instead". The "Custom date" field is currently empty.

Should your event take place on several days, please also enter the respective period in the "Custom date" field. Your event will thus be properly placed in the timeline and will also show this additional information.

The screenshot shows the "General" section of an event form. It has two input fields: "Date" and "Custom date". The "Date" field contains the text "11/09/2020". Below the "Date" field, there is a small grey text box with the instruction: "Select date from 01/01/1000, if your date does not exit in date picker, you just need to use custom date instead". The "Custom date" field contains the text "9. & 11. November 2020". Below the "Custom date" field, there is a small grey text box with the instruction: "Enter custom date or anything you want to replace with timeline date".

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7. Briefly summarise your event in the **"Excerpt"** field. Your summary will be displayed in the event timeline and will also appear in search engine hits. It should therefore contain keywords to show at a glance what the event is about.
8. You have now entered all necessary information and can save your contribution via **"Save Draft"**. If you wish, you can review your entry by clicking on **"Preview"**. You can submit your event for publication by clicking on the **"Submit for Review"** button.

The screenshot shows a 'Publish' panel with the following elements:

- Buttons: 'Save Draft' and 'Preview'
- Status: Draft (indicated by a key icon)
- Visibility: Public (indicated by an eye icon)
- Readability: Good (indicated by a green checkmark icon)
- SEO: Not available (indicated by a grey checkmark icon)
- Bottom buttons: 'Move to Trash' (in red) and 'Submit for Review' (in blue)

The EUKI secretariat will then review the event, release it for publication or confer with you if necessary. You will be notified by email once your event has been published.

#### f. Editing an event

The moment you send your event for review, you can no longer edit it yourself. The EUKI secretariat now has the right to do so. If you would like to make any changes, please contact the EUKI secretariat. The secretariat will either make the desired changes or release the event to you for editing, in which case the "Draft" status will apply. You may now make the desired changes and resubmit the event for review.