

Guidelines for Corporate Design

For ADA Financed Projects

This guide informs about public relations work as part of the European Climate Initiative (EUKI) financed by the Austrian Development Agency (ADA) as part of International Partnerships Austria.

Only projects funded by EUKI and the Austrian Development Agency (ADA) as part of International Partnerships Austria should apply these guidelines.

(Last updated: March 2026)

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1. Mentioning of EUKI and ADA

Uniforming publicity about the projects funded by EUKI is vital. In the public relations work (e.g. website, events, publications, reports, cooperation with the media), the **financing** of the project by ADA as part of International Partnerships Austria, and as part of EUKI on behalf of the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN), must be clearly referred to.

Through International Partnerships Austria, various institutions from Austria are working worldwide to promote decent living conditions, protect the environment and combat poverty. It is crucial that all actors operating under it adhere to its linguistic and visual framework.

Please always leave the hyperlink inserted when using this sentence online:

Short version

'This project is funded by the [Austrian Development Agency](#) as part of [International Partnerships Austria](#) and the [European Climate Initiative \(EUKI\)](#) of the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN).'

Long version

'This project is funded by the [Austrian Development Agency](#) as part of [International Partnerships Austria](#) and the [European Climate Initiative \(EUKI\)](#). The Austrian Development Agency (ADA) is Austria's federal agency for

development cooperation and humanitarian aid. EUKI is a project financing instrument by the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). The EUKI call 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.'

2. Logo

In print and online publications and in other public relations media (banners, signs, etc.), the **funding logo** with International Partnerships Austria and EUKI 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 all logos are displayed.

- The 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 logo in publications or other PR materials can be chosen freely by the project implementer.
- The decision as to whether the 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 and not distorted 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 projects funded by EUKI and ADA, the correct logo must be used on the CD/DVD, the cover and in the closing credits with the words 'This project is co-funded by the European Climate Initiative (EUKI) and International Partnerships Austria.'



3. Links to the Websites

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 <https://www.euki.de/en/> and ADA website <https://www.entwicklung.at/en/> should be included at an appropriate place. This will

promote networking among the 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 and ADA website addresses in any publications on the project.

4. 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 Austrian Development Agency (ADA) or the European Climate Initiative (EUKI) of the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN).'

5. Information about Communication Matters

Please inform the EUKI public relations team about any high-profile project news. In some cases, these news items may be used for the websites by EUKI and ADA or on LinkedIn 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

6. Contributions to the Websites

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 article 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, social media and 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.

Please contact the EUKI Public Relations Team if you want to access the “Community-platform” with the right to upload articles. If you need the Guidelines on “How to blog a Community post” please click [here](#).

Articles may be also published by ADA on the ADA website.

7. Contact

If you have any questions about public relations, please contact:

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