

GCCA +

THE GLOBAL CLIMATE CHANGE ALLIANCE PLUS INITIATIVE



Funded by
the European Union



COMMUNICATION AND KNOWLEDGE MANAGEMENT GUIDELINES

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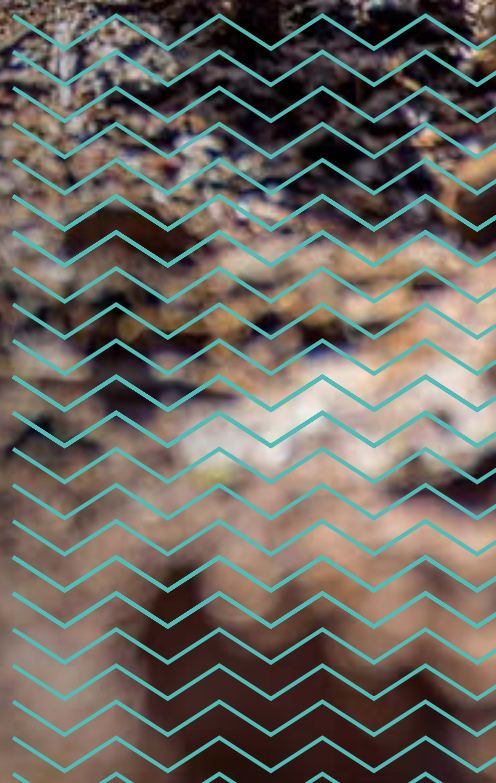
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INTRODUCTION



Picture yourself picking up a newspaper or a magazine. Listening to the news headlines on TV or radio, visiting a website or even looking at a social media post... What do you do? You listen to the headlines and the introduction and read further, click further or listen further only if an issue grabs your attention. If the story about to unfold sounds interesting to you, if you feel it will improve your life, if it is an issue that may impact your work or private life, you want to know more.

Having this principle in mind, we should adapt our communication with the outer world in a way that creates interest. When we are reaching out to people through a press release, a publication, a feature story, an interview, a video, a social media post, a presentation, we must make sure we are addressing our target audience, saying what is of interest to them and not what is of interest to us.

Communicating Europe's role as a global player and major aid donor is part of the tasks of EU-funded projects. Not just for the sake of being accountable to the European tax payers, but also to share with a wider public the benefits of our project.

When dealing with climate change, learning from others, being exposed to best practices, fresh information and new winning ideas are fundamental. This is why communication and knowledge sharing in the case of the Global Climate Change Alliance Plus (EU GCCA+) has a fundamental role in fulfilling this EU flagship initiative's main goal, which is **helping to build resilience to climate change** in the most vulnerable countries.

These guidelines are made for EU GCCA+ funded projects and should answer most of the questions on what is expected from them in terms of communication, how to do it and where to find further answers. The EU GCCA+ Team hopes you will find these useful.

THE GUIDELINES ARE BASED ON:

- Communication and Visibility in EU-financed external actions – Requirements for implementing partners (projects)
- [EU GCCA+ Styleguide](#)
- GCCA + Communication and knowledge management strategy 2016-2020
- DG International Partnerships (DG-INTPA) C2 Communications guidelines for project and programme implementers and partner organisations
- European Year for Development storytelling guidelines

Contact: info@gcca.eu

THE VISUAL IDENTITY

The new visual identity of the Global Climate Change Alliance speaks the language of nature. Colours range from the turquoise of the Caribbean to the deep blue of the Pacific Ocean to the yellow of African land, to the green of Asian wetlands. The graphic elements replicate waves, drops, pebbles or rocks in a series of patterns inspired to water or to earth.

The EU GCCA+ logo: how to use it?

EU GCCA+ projects are invited to use the new logo which already incorporates the EU flag and the mention of EU funding, and to use visual templates prepared for posters, banners, social media posts, etc.

The logo is constructed on a base made of 5 colored blocks, with colors recalling natural elements. Below the graphic element, EU GCCA+ name is spelled out. Next to the name of the organization, the logo of EU is found, separated by a rule.

In case there is a dark background, compromising the readability of the logo, the logo should be placed inside a white box.

The same applies to the French version.



The Intra-ACP GCCA+ logo

The Intra-ACP GCCA+ Programme is an EU-funded initiative of the African, Caribbean and Pacific (ACP) Group of States funded by the 11th European Development Fund (EDF) and falling under the policy and strategic framework of the global GCCA+ flagship initiative. It specifically targets ACP Member States, helping them to tackle climate change as a challenge to their development.

As part of the Global Climate Change Alliance+, Intra-ACP has an adapted version of the GCCA+ logo that combines the logo of the ACP secretariat and that of GCCA+.



How do I use the logo for a EU GCCA+ national programme?

For national programmes add the national flag - with the name of the country underneath - right of the EU flag, separated by a vertical line. like the one that separates the EU GCCA+ logo from the EU flag.



www.gcca.eu/styleguide/



What are the rules for using EU GCCA+ fonts?

The main font to be used for EU GCCA+ standard communication materials is ARIAL, a font that does not prompt to any licensed-based use/purchase.

For communication materials professionally designed, the preferred font is CERA.

Main font

ARIAL-REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! " £ \$ % & / () ? @ # + - ; , : .

ARIAL-BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! " £ \$ % & / () ? @ # + - ; , : .

For designers

CERAGR-LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! " £ \$ % & / () ? @ # + - ; , : .

CERAGR-MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

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CERAGR-BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

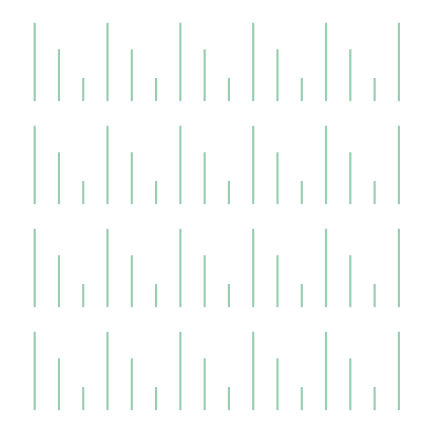
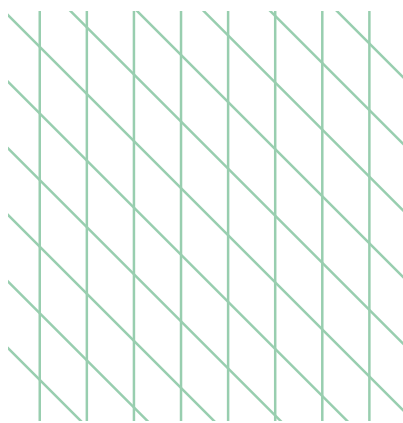
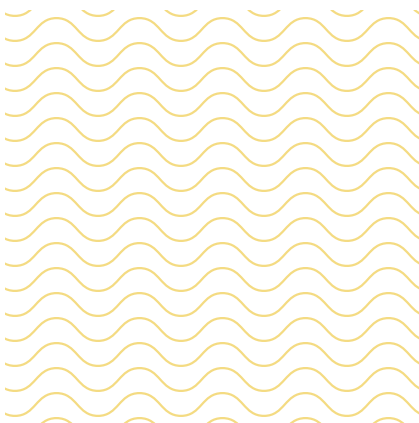
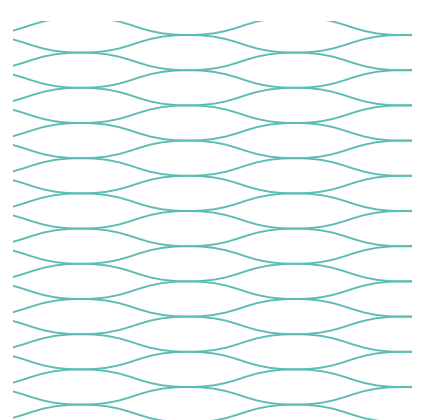
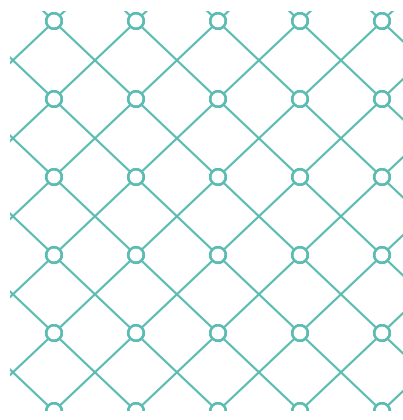
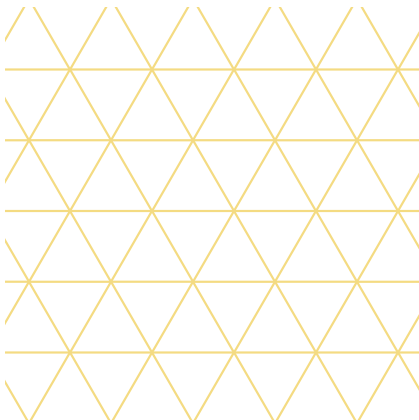
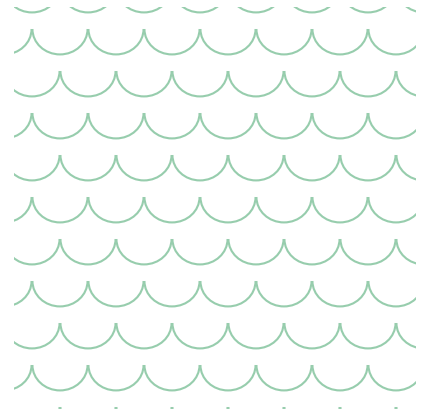
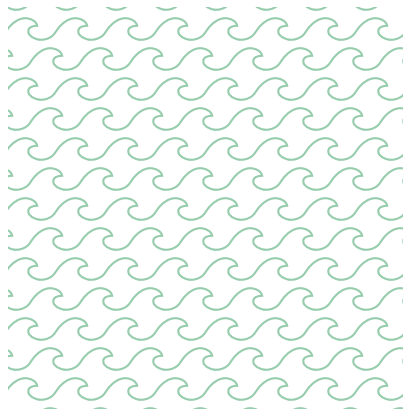
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! " £ \$ % & / () ? @ # + - ; , : .

EU GCCA+ patterns: how to use them?

The new graphics developed by EU GCCA+ includes patterns of water and earth as recurrent elements that can be used to personalise all communication materials.


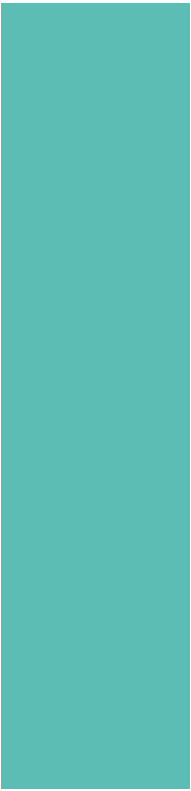
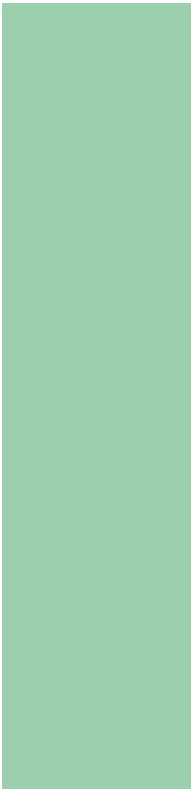

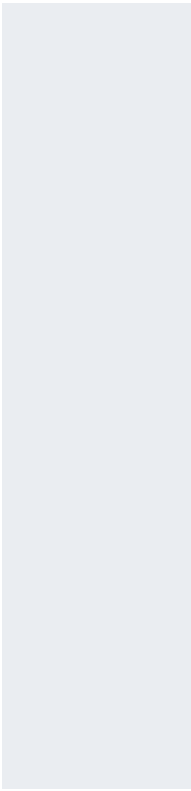



EU GCCA+ colours: references and conditions of their use

The colours of the logo recall natural elements such as sea, water, green resources, land, etc.

The colors present in EU GCCA+ logo are also the colours that must be used in other communications materials such as graphs, tables, infographics, invitation, social media posts, etc.

<http://storyborders.com/gcca/corporate-materials.php#corporate-materials>

					
BLUE	AQUAMARINE	LIGHT GREEN	LIGHT YELLOW	LIGHT GREY	FADED BLACK
CMYK 90 66 13 0	CMYK 63 0 36 0	CMYK 46 0 40 0	CMYK 6 12 58 0	CMYK 0 0 0 10	CMYK 70 60 55 60
RGB 43 88 152	RGB 91 189 179	RGB 152 206 174	RGB 245 220 131	RGB 237 237 237	RGB 56 56 58
#2a5898	#5bbdb3	#97cdae	#f5db82	#ececec	#373839

Where can I find examples of implementation?

The EU GCCA+ Stylebook online offers an array of examples for events (invitation, bags, roll-ups, banner, mugs, USB keys, badges) and communication materials (posters, notepads, social media materials, power point templates, technical reports).

<https://www.gcca.eu/styleguide/>



COMMUNICATING EU GCCA+

Yes, humans caused the climate change problem, but we have the power, knowledge and technology in our hands to solve it. Communicating EU GCCA+ should focus on solutions and on making information accessible.

Is communication obligatory?

Yes, Communication and Visibility are a legal obligation for all external actions funded by the EU. The obligation for implementing partners, to provide information about EU-financed external action and ensure its visibility has its legal basis in the documents governing the Union's international cooperation and aid.

→ See 5.1 of the Requirements for Communication and Visibility in EU-financed external actions.

What is the first step?

In line with contractual obligations, as implementing partner you should agree with your GCCA(+) project officer at the EU Delegation on a communication and visibility plan that includes: a clear communication objective, well-defined target audiences, key messages aligned with the EU's overall objectives, a timeline, a budget, context-appropriate communication channels, indicators, and a designated communication and visibility (C&V) focal point.

→ See 2.1 of the Requirements for Communication and Visibility in EU-financed external actions.

What is the difference between my project objective and my communication objective?

Your project objective is what you are trying to achieve through your activities – the end goal. Your communication objective refers to the process through which you will transmit specific messages related to the EU GCCA+ project to your target audience mobilising them in order to achieve the project's end goal.

What are some messages I can use?

Below are some examples of messages. Feel free to use them or to create messages that are more telling of your EU GCCA+ project.

GREEN ALLIANCES AND PARTNERSHIPS

The EU has been at the forefront of international efforts to fight climate change and we are supporting our partner countries' efforts to address climate change, to protect the environment and ecosystems worldwide.

EU GCCA+ GENERAL MESSAGES

- Helping vulnerable countries on the front line of climate change
- Small islands developing states are a priority for the EU climate action
- Climate is changing, change for the better
- Real/positive change in a changing climate
- Improving people's livelihoods while fighting climate change
- Adapting to climate change generates well-being for your family
- Responding to a global challenge with local projects
- A decade of addressing climate change
- Creating a better future in a changing climate
- Limiting global warming for People's and Planet's prosperity

EU GCCA+ THEMATIC MESSAGES

- Crop resilience can save lives
- Working with local knowledge to build climate resilience
- Improving people's livelihoods while protecting the environment
- Introducing aquaculture, soil conservation, new and more resilient crops
- Reforestation and solar panels create new skills and new sources of energy
- Water storage is key to resist against sea level rise, drought and floods
- Planting fences around the fields to reduce soil erosion
- Promoting village savings and loans initiatives
- Small scale irrigation for a longer crop season
- Promoting climate-resilient and sustainable agriculture for food security

EU INVOLVEMENT

- The EU recognises climate change as one of the main global challenges
- The EU is leading a process that made the case for climate change worldwide
- The EU and its Member States are 100% committed to climate action
- At least 20% of the EU 2014-2020 budget – as much as €180 billion – will be earmarked for climate change-related actions

CLIMATE AND HEALTH

- Rising temperatures increase the range of diseases-carrying insects such as mosquitoes, and affect the rates of cardiovascular, respiratory, and kidney diseases
- Severe weather events such as hurricanes can lead to devastating human loss within vulnerable communities with already high mortality rates
- Scarcity of water supply and strains on our food systems can increase food and water-borne infections
- Children (women/elderly/poor communities) are disproportionately affected by the health consequences from climate change (extreme weather events)
- On Climate and the Economy
- Severe weather events take a toll on communities such as the costs to protect and rebuild
- Local communities can suffer from weather-related expenditures, business interruption, and loss of employment
- The changing climate patterns can alter agricultural productivity, output and is threatening farmers' livelihoods

Is there a text describing EU GCCA+ that I can use?

About EU GCCA+

The Global Climate Change Alliance Plus (GCCA+) is a European Union flagship initiative which is helping the world's most vulnerable countries to address climate change. Having started with just four pilot projects in 2008, it has become a major climate initiative that has funded over 80 projects of national, regional and worldwide scope in Africa, Asia, the Caribbean and the Pacific.

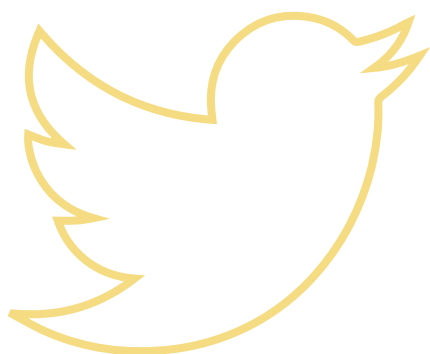
This EU initiative helps mainly Small Islands Developing States (SIDS) and Least Developed Countries (LDCs) increase their resilience to climate change.

The GCCA+ also supports these group of countries in implementing their commitments resulting from the 2015 Paris Agreement on Climate Change (COP21), in line with the 2030 Agenda for Sustainable Development and the new European Consensus on Development.

EU GCCA funding increased from EUR 317.5 million in the first phase (2007-2014) to EUR 420 million in the second phase (2014-2020).

www.gcca.eu #GCCAPlus

How to use Facebook, Twitter and Instagram?



In line with rules on EC corporate identity EuropeAid prefers to avoid multiple accounts, and asks projects to supply posts for publication mainly on EuropeAid accounts and on the accounts of the EU Delegations in your country.

EuropeAid accounts are:

<https://twitter.com/europeaid>

www.facebook.com/europeaid

Posts can be submitted to the EU GCCA+ Support Facility:

Francesca.Predazzi@gcca.eu

Christophe.Legrand@gcca.eu

When you submit a post or when you Tweet use **#GCCAPlus**

What are the main audiences for Facebook, Twitter, Instagram, LinkedIn?



Twitter specialised audience – development experts, journalists. Make a list of influencers/climate champions Twitter accounts along with the posts to tag them in the Twitter posts.



Facebook non-specialised audience – non-development experts based outside the EU



Instagram non-specialised – mainly for posting beautiful visuals with key messages – no call for action or events.



LinkedIn specialised audience – a network of professionals working in your field of interest



Are changes to a communication plan template allowed?

A communication plan is not cast in stone. It should act as a road map and facilitate the organisation of the project's communication activities. It is important to evaluate your results (you need indicators).

If any of your communication activities are not working, then adapt them. Of course, all this should be done in close coordination with the EU Project officer.

There are many ways to raise awareness on the EU's contribution to development projects: field visits, regular work with the media, websites, printed material, outdoor visual material, audio-visual production, case studies, participating in or organising events, setting up visibility and/or awareness campaigns, photo exhibition or cultural events, etc.

→ [See the Requirements for Communication and Visibility in EU-financed external actions.](#)

Does the EU need to check EU GCCA+ press release, publication(s) or any planned event?

Yes, material and activities from projects funded by the EU need to go through a validation process, be it a press release, a publication or even a video. What you produce needs to be signed off by the person in charge of your project at EU Delegation level. As this may take some time, make sure to have everything ready well in advance.

Visibility: Don't forget, the EU flag should always appear on the invitation and be displayed during events/press conferences.

Does the EU have rules regarding what kind of events can be organised?

There are no rules, apart from those related to visibility, like displaying the EU flag.

So as your event is competing with many others, try to think out of the box and choose a venue that will attract interest and send out its own message. Or choose give-aways that make an impression or that are useful.

For example: a press conference doesn't need to be held at a hotel, but a an impressive natural site can also be chosen!

Are there any rules concerning language(s)?

The basic rule is that you should use the language understood by the targeted audiences. Communication must use the local language (s) when possible.

In the case of more than one language, a layout issue arises: it should be done in such a way that readers immediately see the language that interests them.

TELLING THE STORY

Our communication should focus on results and the long-term impact of EU funded projects. Above all, it is about how a project has changed people's daily lives and made a difference in the countries we work in.

How would you tell the story if you were meeting a friend after work?

Members of the third framework Coordinating Committee held their second JHFCT meeting at the headquarters of the Sub-regional joint action team and discussed on-going progress in implementation of the project's strategy.



Our actions to plant new crops have been a spectacular success, and local farmers are able to make a decent living again. We're going to recommend it to other villages as way to adapt to climate change!

What are the main elements of storytelling for projects?

A story is always centred around a person (a beneficiary, a project worker, a civil servant in the national government, farmers in a project for sustainable and climate resilient agriculture, a doctor in a health project, etc.) – in order to give it a personal angle by focusing on shared human values.

Detail, detail and more detail! People are brought to life by details. Be curious and ask questions about their job, life, problems, hopes... observe their surroundings, bring in colours and sounds.

Use a dynamic plot: a good story shows how obstacles and challenges arise and are overcome. What was life like before the project? How has it changed as a result?

Always showcase concrete results! First the results as experienced by the person featured. Then inform the reader about how many people have benefitted from a project or our work in a certain area.

Always have at least one good quote – ideally not a quote which is directly about EU aid but more about their own life and story and how they have benefitted from the project.

→ See an example of a story in the Annexes at the end of these guidelines.

What kind of language should be used?

"Annex 1 countries", "LDCs", "SIDS", "tipping point", are all words or acronyms that require specialised knowledge. So before using them ask yourself, does my audience have this knowledge?

Resources at the end of these guidelines such as the *BBC climate change glossary* or *Climate's Trackers Beginner's guide to writing about climate change*, will help you find the right words to write about climate change to a broader audience.

Avoid jargon that people don't understand and elements of the project that are not of wider interest. Use simple comprehensible words, create pictures with the text, adopt an active voice, engage your reader, etc.

Highlight your achievements, activities, interesting developments that affect others and especially the citizens, as the ultimate aim of each project funded by the EU is to bring about sustainable change to the benefit of people.

When writing, you have to focus on what it is you want to say, what is important for your target audience to know, what your priorities are and what you want to promote. But always be selective. Too much information will, in the end, 'kill' your story!

SOME WRITING TIPS

Less is more: length of texts – Don't try to say it all, there is only so much information that the reader will retain. So in most cases by saying more you say less because you lose your audience. "Tight writing" as it is called, is more difficult and needs skills, but comes with practice and a bit more effort.

Terms of Reference do not make good communications material – Very often projects use what is in their terms of reference to communicate. So they refer to overall objectives, specific objectives, outputs, official titles etc., which does not make a text interesting and catchy.

Be immediate: Say what you have to say from the beginning, focusing on new information you should be communicating on. Don't lead with details irrelevant to what you want to say. Also, if your project is a continuation, don't start by referring to the previous phases but start talking about what is new.

Numbers make interesting communication – If you have concrete figures related to what you're doing and which support the effectiveness of your project, for example how many people benefit, in which villages, for how many years, etc., use them in your communication. Numbers are convincing and can make an impression.

What kind of content is mostly demanded?

Mainly content that can be shared on social media and/or at events such as: social media posts, articles, stories from the field (with quality photos), info graphics, factsheets, videos, photos of professional quality. They should all Tell the EU GCCA+ story.

Should we produce high quality contents?

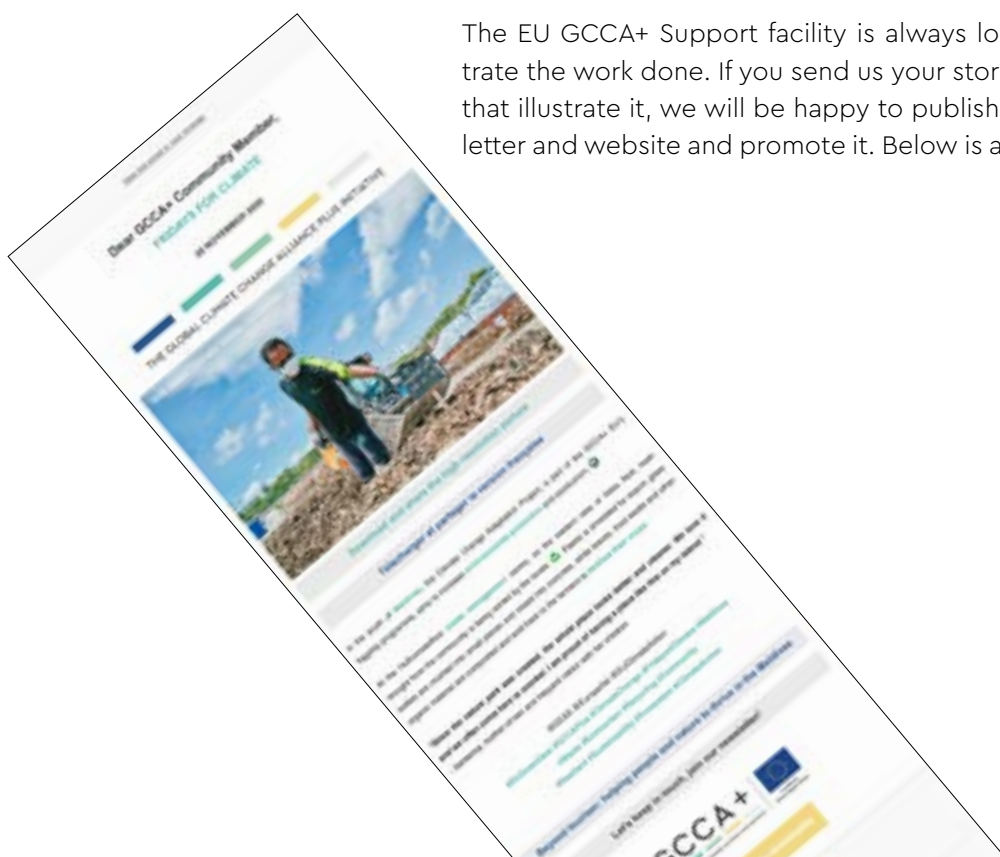
Yes! By supplying engaging and informative materials for the general public, policymakers and other stakeholders you contribute to achieving EuropeAid and EU GCCA+ communication objectives. This material be publicised through your own channels, through the EU Delegation or EuropeAid communication channels, and through the EU GCCA+ Support Facility. If by outsourcing you create more high standard and appealing communications material, then you should do so.

Some tips for social media posts...

- No posts without photos or other visuals
- Text content for Facebook should be 1-3 short sentences max and should mention EU involvement
- For Twitter, 140 characters is the maximum (including spaces and links)
- Always provide a web link for further information and make sure that information is uploaded and ready before the post is to go live. Further info can be anywhere on web
- Video clips are very welcome, but should keep to a 2-minute teaser with subtitles if posted on social media. Links to longer videos are also fine
- Modern images of development are encouraged

How can I contribute to the EU GCCA+ Newsletter?

The EU GCCA+ Support facility is always looking for stories that illustrate the work done. If you send us your story, accompanied by photos that illustrate it, we will be happy to publish it in the EU GCCA+ Newsletter and website and promote it. Below is a simple template to follow.



What is the use of a story from the field and is it obligatory?

'Stories from the field' (previously called case studies) have been developed by EuropeAid in order to show the activities funded by the EU and taking place on the ground, to the benefit of the citizens. They are not obligatory but are a good communication tool as they can be used by EuropeAid, uploaded on the EU Delegation website, and also used by you in whole or parts of it.

At the end of this guide in Annex 1 there is the template with clear instructions and even a character count. If you provide this information to the EU project officer in the EU Delegation, a brand new story from the field will be published about your project!

→ Stories from the field on EuropeAid website: [https://ec.europa.eu/europeaid/search/site/_en?solsort=ds_created%20desc&f\[0\]=bundle_name%3AStories](https://ec.europa.eu/europeaid/search/site/_en?solsort=ds_created%20desc&f[0]=bundle_name%3AStories)

European Commission

English EN

Search

European Commission > International Partnerships > Stories

International Partnerships

Home Our work Funding Our partners Our impact About us Newsroom Countries ▼

Filter by

Keywords

Keywords

Topics

☐ Ecosystems and biodiversity

☐ Empowering women and girls

☐ Fostering better nutrition

[SHOW MORE ▼](#)

Regions

☐ East Africa

☐ Latin America

☐ Southern Africa and Indian ocean

Countries

☐ Chad

☐ Madagascar

☐ Mauritius

[SHOW MORE ▼](#)

Programmes

☐ Békou Trust Fund

☐ ECOFAC6 - Preserving Biodiversity and Fragile Ecosystems in Central Africa

☒ The Global Climate Change Alliance Plus (GCCA+)

☐ The Great Green Wall (GGW)

[Refine results](#)

Stories (6)

Showing results 1 to 6

FILTER: The Global Climate Change Alliance Plus (GCCA+) [x](#)

Story 1:

18 NOV 2020

Les Serres du Sud in Mauritius

📍 Mauritius

Green Alliances and Partnerships

Empowering women and girls

Story 2:

13 NOV 2020

Harvest of hope: spirulina from Lake Chad

📍 Chad

Green Alliances and Partnerships

Empowering women and girls

Resilience to food crises

Fostering better nutrition

Story 3:

07 AUG 2020

GCCA+ in Suriname – Young forest rangers protect the Amazon forest

📍 Latin America | Suriname

Sustainable forestry

Green Alliances and Partnerships

Story 4:

05 AUG 2020

The GCCA+ programme in Madagascar: a worm's eye view of climate change

📍 Southern Africa and Indian ocean | Madagascar

Investing in sustainable agriculture and food systems

Green Alliances and Partnerships

Story 5:

04 AUG 2020

GCCA+ in the Maldives – Beyond tourism: helping people and nature to thrive

📍 Southern Africa and Indian ocean | Madagascar

Ecosystems and biodiversity

Green Alliances and Partnerships

Story 6:

23 JUN 2020

Eco-villages in Tanzania - A fight against climate change

📍 East Africa | Tanzania

Ecosystems and biodiversity

Investing in sustainable agriculture and food systems

Fostering better nutrition

Some tips for photos...

- Professional quality photos of people engaging in activities are best. The best is to supply a high quality photo that can be shrunk for web use. Tiny and poor quality photos are of no use. Make sure that:
- Photos contain an obvious link to the EU GCCA+ project. The photo needs to tell the story of the project. It needs to express the spirit of the project. The classic meeting room photo is boring and does not reflect what is happening on the ground. Go outdoors, and capture the daily outdoors activities and enthusiasm of the project.
- Prefer a picture in which there is action, to one that is static. Try to take images of people who are performing tasks.
- Always provide photos with a press release and/or press pack. The photos should be of high resolution so that they are fit to print, and lively. For EuropeAid website (for Stories from the Field, see below), pictures must be a minimum size of 640x480px. For print publications 21x15 cm and 300 dpi resolution are essential.
- Photos must be accompanied by IPTC metadata or a separate metadata file in English detailing (for each image) the photographer's name, date of production, place of production and a short description of the image including the names and functions of any identifiable individuals.

Please upload your best photos on the EU GCCA+ support facility Photo Gallery.

Photo information essentials

Photos must be accompanied by:

A **caption** explaining what the picture is meant to illustrate; The caption should be well written, give the story (who, what, when, where, why).

The name of the **EU GCCA+ project/programme** to which the picture relates, and the country in which it was taken (possibly the location).

The **copyright** mention.

A written **authorisation** to reproduce the picture without payment of royalties.

A statement from the persons concerned (or, in the case of minors, from the persons exercising parental authority) giving their **consent** for the specified use of their image.



Some tips for videos...

- EuropeAid always needs good quality video material for social media. This does not need to have been produced specifically for EC purposes, unless stipulated in the contract. However, videos produced by implementing partners about EU-funded projects must acknowledge EU contribution.
- Explainer videos and other professionally produced videos are always welcome.
- Videos can be sent to the EU GCCA+ Support Facility for further dissemination through EuropeAid and EU GCCA+ channels.
- Here below an example of video with the EU GCCA+ visual identity, don't forget the credits at the end of the video!

Example of video: EU GCCA+ Youth awareness on climate change

www.youtube.com/watch?v=APgKjQkKp2g

Video information essentials

Videos must be accompanied by: Descriptive metadata in English, including: title, summary, filming and production dates, production company, director and language version(s), plus script and subtitling files if available.



Does EU GCCA+ has its own YouTube channel?

Yes, the GCCA support facility has its own YouTube channel where your videos can be posted:

www.youtube.com/user/GCCACommunity

Important to note: The YouTube channel is a repository, videos then need further promotion via social media (Facebook and Twitter) channels. A quick look at numbers of views in the YouTube account will show the need for a dissemination plan.

EU VISIBILITY

The Requirements for **Communication and Visibility for EU-financed external actions** have been updated in January 2018 and set out the requirements for implementing partners (projects), including grant beneficiaries, contractors, organisations and agencies involved in the implementation of partly or wholly EU-funded actions.

Here below are some recurrent questions, although the main reference are always the Requirements.

https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en



What does the standard EU visibility imply?

Standard visibility for the EU as a donor entails:

- Prominent display of the EU emblem (flag) with accompanying text on project sites, relief items and equipment.
- Written and verbal recognition of the EU's role when referring to an EU-funded project in press releases, social media, webpages, blogs, media interviews or articles about the project, etc.

How to say that the EU funds my project?

The EU emblem is the default visual brand used to acknowledge and advertise the Union's financial support for an external action and no other visual brands may be used for this purpose. Immediately below or beside the EU emblem, the Union's financial contribution must be acknowledged with the words 'Funded (or 'Co-funded', as appropriate) by the European Union' (spelling out the words 'European Union' in full).

→ See 5.2 of the **Requirements for Communication and Visibility in EU-financed external actions**.

This should be clearly visible on all communication material (website, publications, social media channels, newsletter, blogs, event material, etc).

Where to find the EU flag?



The EU emblem is available on the EuropeAid website http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

The European flag consists of 12 golden stars in a circle on a blue background. It has a specific colour code. None of its elements can be altered in any way. If the flag is placed on a coloured background it should be surrounded by a white frame.

If the EU GCCA+ logo is used, is there need for the EU flag?



The new EU GCCA+ logo is already accompanied by the EU emblem with the sentence "Funded by the European Union", so as long as this logo is clearly visible and readable, you don't need to add another EU flag on the same support.

My EU GCCA+ project is co-funded by other international organisations. Which logos should be used?

As a general rule the visibility of the EU's support is afforded at least equal prominence to that of the other contributors in all communication materials, events, channels, etc.

For multi-donor set-ups led by an international partner with which the European Union has concluded a framework or delegation agreement, the communication and visibility provisions of that agreement apply.

There is a European Commission (EC) logo, should I use it?



The EC logo (see below) is only used by EU officials. Projects should not be using it. The only case in which you would use it is if you are a contractor producing on behalf of the European Commission, thus your product becomes an official EC product. In such a case adhere to the graphic chart for this logo. The same rule applies to other EU institutions or funding instruments.

Should I have EU visibility elements in my photos?

This is not an obligation. However, it is a good visibility practice to have at least some photos with EU visibility (images of the EU flag). EU presence does not always have to be in the forefront, even a person wearing a hat that has the EU flag on it will do.



*Nature-based solutions
for farmers in Mauritius
© EU GCCA+ 2020.
Photo Diksh Potter*

Should I refer to EC or EU, which is more correct?

You should refer to the EU and not the EC.
The European Union (EU) represents all the European institutions. EC refers specifically to the European Commission. Delegations in third countries are called EU Delegations (not EC Delegations).

Who has the intellectual property of the material produced?

Implementing partners retain full ownership of, and industrial and intellectual property rights to, all communication and visibility materials and products developed in support of EU-financed external actions. Implementing partners grant the European Union a royalty-free, non-exclusive and irrevocable licence to use all communication and visibility materials.

→ See 5.2 of the [Requirements for Communication and Visibility in EU-financed external actions](#).

Should the EU be mentioned on material produced?

Yes. The support of the EU should be clearly stated, and material produced should be approved by the EU task officer.

This [film/video/audiovisual programme/publication...] was produced with the financial support of the European Union.

How should the copyright notice read?



Information about copyright ownership must be included as follows:

Caption - country © EU EU GCCA+ Photo - Name of photographer - Year.
All photos produced in the framework of a project are licensed to the European Union under conditions.

→ See 3.6 of the Requirements for Communication and Visibility in EU-financed external actions.

What is the disclaimer and how to use it?

The disclaimer is a fixed text that should be used on everything a project produces, from a publication to a website and audio-visual material. This text makes it clear that the EU does not have any responsibility for what a project is producing. The wording is the same for all, but you need to adapt for each product:

This publication (this website/this video, etc.) has been produced (created and maintained) with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/implementing partner> and do not necessarily reflect the views of the European Union.

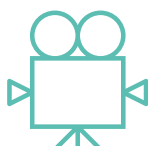


Where to put the disclaimer:

Print publication – it does not have to be on the front page. However, it should be displayed prominently on the inside cover or back cover as appropriate, according to the layout.



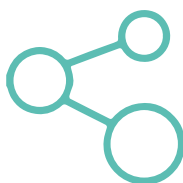
Website – the text can be displayed on one page (for example with the title "Legal" or "Disclaimer"), with the link to that page visible throughout the site. Or sometimes you find it at the bottom of the homepage, in a place that doesn't change.



Audiovisual material – have the text either at the beginning or at the end of the transmission.

Is there a text explaining the EU that can be used?

Yes. Here below is the text proposed in the Requirements for implementing partners.



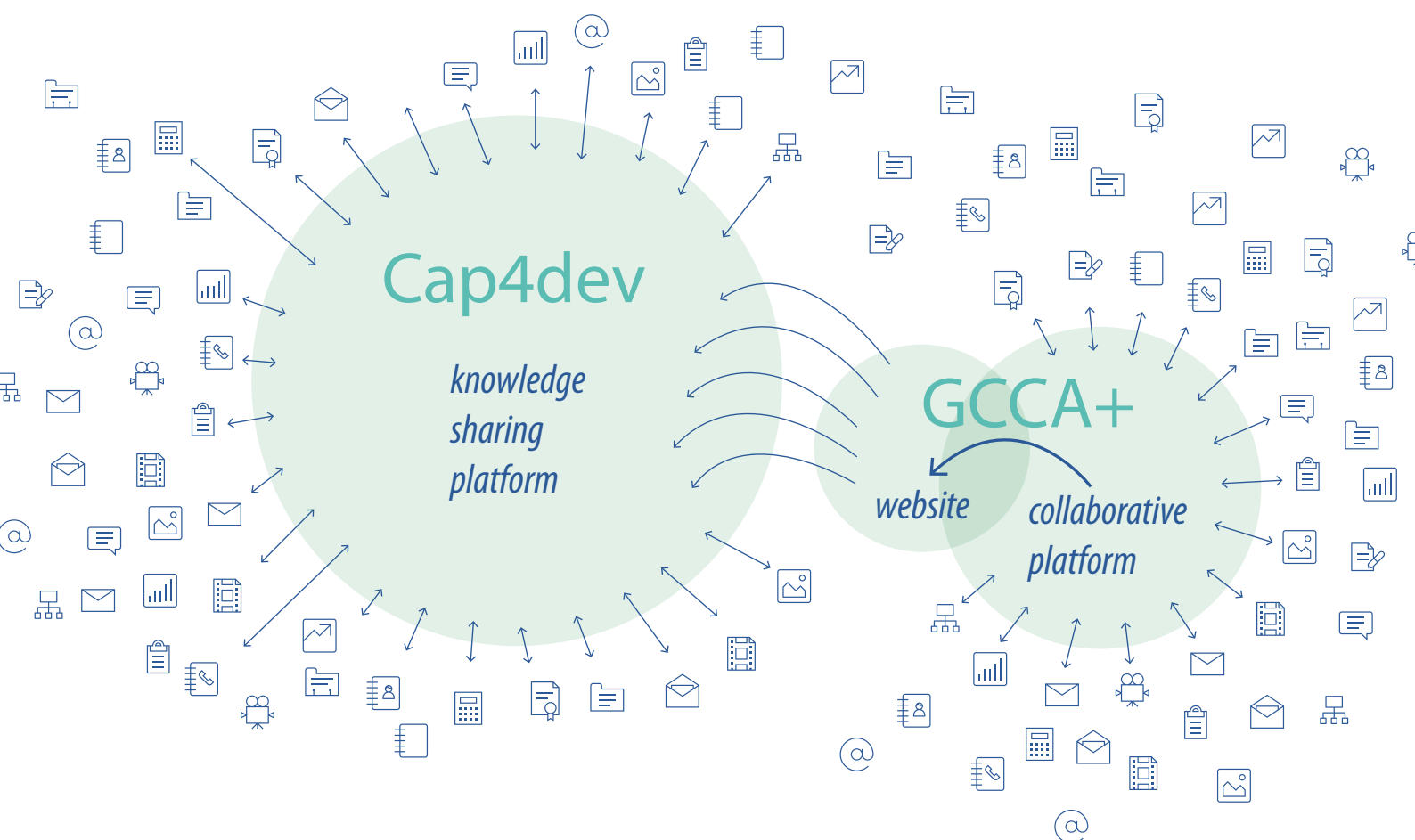
General statement about the EU

The Member States of the European Union have decided to link together their know-how, resources and destinies. Together, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

→ See 3.6 of the Requirements for Communication and Visibility in EU-financed external actions.

KNOWLEDGE MANAGEMENT

Knowledge Management enhances EU GCCA+ efforts on mitigation and adaptation in vulnerable countries around the world. It allows EU GCCA+ to operate and act as an important source of knowledge, a forum to exchange best practices, and a channel to keep updated on the latest news and developments in the climate change community at large. Its main tools are: Capacity for Dev (cap4dev), the EU GCCA+ Collaborative platform and the EU GCCA+ website www.gcca.eu



What is Capacity for Dev?

Capacity4dev.eu is the European Commission's knowledge sharing platform for development cooperation where you can share, learn and collaborate with over 20,000 members. Members are welcome to join or create open, closed or restricted communities targeted to specific audiences, and over 2,000 members have indicated Climate Change as their area of interest!

What is Capacity for Dev is explained clearly in a short video online

<https://youtu.be/r1lmnniXDil>

Its main features are:

Groups, a useful tool for communities of practice to interact online, share documents, ask questions, comment on content, promote events, and share the content of important workshops. Most of the content in the groups is crowd sourced.

The public group on Environment, Climate change and green economy is

<https://europa.eu/capacity4dev/public-environment-climate>

The GCCA community already has about 300 members (see below).

Voices & Views, knowledge pieces on the external cooperation are promoted to the front page in "Voices & Views". There are hundreds of articles available, created by journalists, working for the platform, in close collaboration with members of the site and EuropeAid staff.

People, by becoming a member of the platform you can comment on content and stay up to date with key developments relating to your professional field or areas of interest. In the People section you can search through members to find and contact colleagues.

What happens when I join the EU GCCA+ Community?

By joining the EU GCCA+ Community <https://europa.eu/capacity4dev/gcca-community> you are getting one step closer to an improved knowledge sharing between EU GCCA+ stakeholders, as well as creating opportunities for learning and innovation.

You can for example:

- Share relevant documents and best practices within the community
- Initiate or participate to thematic discussions
- Publicise your events
- Promote the achievements of the EU GCCA+ project
- Participate to online trainings (also with EuropeAid academy)



DG INTERNATIONAL PARTNERSHIPS (DG-INTPA) ACADEMY

DG International Partnerships (DG-INTPA) Academy integrates four learning methods with learning resources, content, courses, background information, documents and useful links. The aim of this learning material is to provide expertise through training and dialogue on key areas of international development, including Climate Change, Disaster Risk Reduction (DRR) & Desertification.

<https://webgate.ec.europa.eu/devco-academy/>

What is the EU GCCA+ collaborative platform?

The EU GCCA+ collaborative platform is a way to Improve:

- access to information and knowledge for EU GCCA+ stakeholders
- collaboration and networking between stakeholders
- learning and innovation between EU GCCA+ stakeholders
- EU GCCA+ programme management



Who can access the EU GCCA+ collaborative platform?

The EU GCCA+ collaborative platform can be accessed at the link www.gcca.eu/platform

It is a knowledge management platform built to suit the needs of the EU GCCA+ family (EU Delegations EU GCCA+ focal points, EU GCCA+ Geo coordinators, EU GCCA+ project focal points, etc.).

It is managed by the EU GCCA+ Support Facility.

The platform will provide all the information you need in one place:

- The data that matters
 - The people that matter
 - The context, markers, indicators
 - Sectors, priority areas, practices
- and a wealth of resources

How do I submit my Programme Form?

The screenshot displays the GCCA+ Collaborative Platform interface. At the top, there's a header with the GCCA+ logo and navigation tabs. Below the header, a sidebar on the left contains various menu items. The main content area shows a form titled 'GCCA+ creating an agriculture adaptation to climate change in Uganda'. The form includes sections for 'Project Information', 'Project Description', 'Project Objectives', 'Project Results', and 'Project Impact'. Each section contains text input fields and checkboxes. On the right side of the form, there's a vertical strip of small images showing people working in a field. At the bottom of the form, there's a table with columns for 'Project Name', 'Project ID', 'Project Status', and 'Project Date'. The table lists several projects with their respective details.

- Create your Programme Form on the platform
- Submit for validation to your EU Officer
- Add your resources (photos, videos, documents, etc.)

And... click, the GCCA Support Facility can publish your info

Programme Form validation

Once the Project Information Form is created and/or fully updated it can be set as 'send for validation'. The EU Project Officer (in EU Delegation or at EuropeAid) will be able to revise/modify and then provide validation of the project fiche by changing its status in 'Validated by EU Officer – sent for publication'.

Programme form publication

The EU GCCA+ Support Facility will first check the form before any part is published on the EU GCCA+ website, whereas some elements will remain/be accessible by registered users only on the platform. EU GCCA+ members will still be able to revise the fiches content at this stage.

How do I contribute to the platform resources?

Platform members can add resources related to their programme or their workspace and share them with other users.

They can view resources uploaded by colleagues. This will allow to:

- Search the best photos from EU GCCA+ programmes
- Find the most relevant programme documents
- Take advantage of lessons learned
- View conference documents

... a powerful search engine does the trick



What will I find on the EU GCCA+ collaborative platform?

The platform is designed to host a variety of items:

Communication and Media brochures, leaflets, news articles, newsletters, press releases, stories, photos, videos

Lessons learned

case studies, posters, presentations, training material, good practices

Methodological support

guidelines, toolkit, manual, educational material, tool, form, template, methodology

Conferences

memo, meeting documents, conference records, speeches, public announcements, quotes

Project level documents

studies, implementation reports, datasets, project related strategy, contractual documents, partnership agreements, MoU, budget, statistics, reports, etc.

Policy level documents

policy, strategy, action plan, treaty, convention

Project Information Forms

What is my workspace on the collaborative platform?

A workspace is a space to help you organize your events:

- Present your event
- Invite colleagues to join
- Share presentations and documents
- Link the workspace to your programme

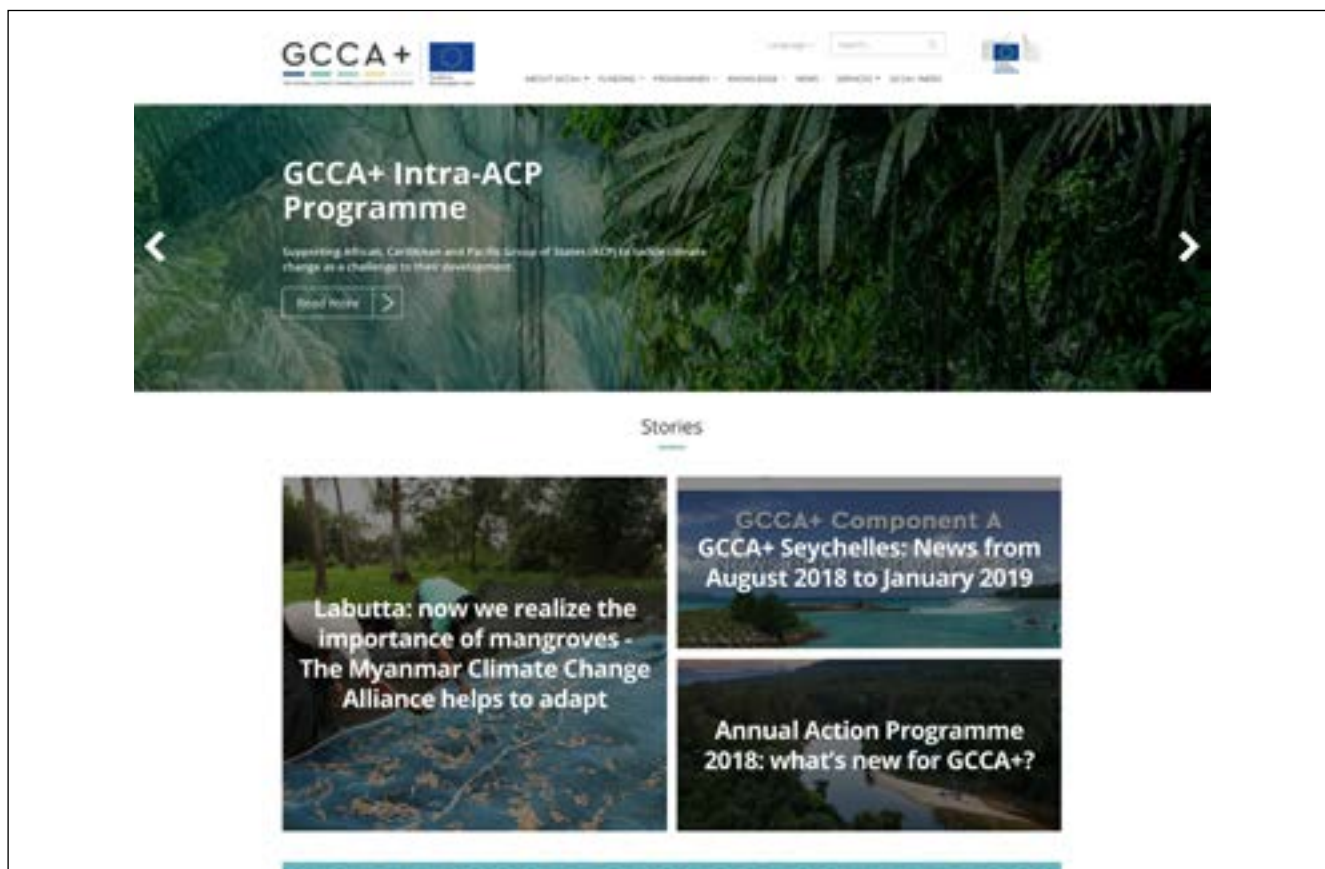
Organize a workspace for your events with colleagues

- Platform members can ask the contribution of other users in creating a new range of knowledge items such as lessons learned, good practices and case studies (notably, useful for reports and publications).
- Platform members can prepare specific EU GCCA+ related events (COP side event, regional conferences, etc.)
- Platform members can send messages to each other

What is the difference between the collaborative platform and the EU GCCA+ website?

The website www.gcca.eu is the public face of the EU Global Climate Change Alliance initiative, it is accessible to the general public and provides information of interest to a wider audience.

The collaborative platform is a working tool for EU GCCA+ stakeholders and a repository of all the programmes documents. The two are interrelated so that elements stored on the platform that are of interest to a wider audience can be directly published on the website (photos, videos, etc.).



CLIMATE CHANGE

Tips for communication

- Always use a simple language
- Don't be afraid to be repetitive, as long as the key message is simple
- Use trusted sources for info
- Keep away from doom and gloom messaging
- Focus on climate solutions
- Refer to future generations, people and families
- Tell the facts to make science understandable



RESOURCES

Communication and Visibility Manual for EU External Actions

https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en

EU GCCA+ Styleguide

<http://storyborders.com/gcca/index.php>

What is Capacity for Dev (explanatory video)

<https://youtu.be/r1lmnniXDil>

EuropeAid online Communications FAQ

https://ec.europa.eu/europeaid/funding/faqs-toolkit-glossary_en

The European Flag

https://europa.eu/european-union/about-eu/symbols/flag_en

DG Comm – Visual identity of the European Commission

http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm

EuropeAid photo library

https://ec.europa.eu/europeaid/search/media/_en

'EuropeAid EU in the World' YouTube channel

www.youtube.com/user/EUintheWorld

European Commission Audiovisual services copyright rules

<http://ec.europa.eu/avservices/copyright/index.cfm?&sitelang=en>

EuropeAid Academy – Environment and green economy

<https://webgate.ec.europa.eu/devco-academy/>

Climate Trackers – Beginner's guide to writing about climate change

<https://drive.google.com/file/d/0B5G-Vv1r5CBcWW1nb3NITGZHcGc/view>

Climate Trackers Toolkits in 10 languages

<http://climatetracker.org>

BBC climate change glossary

www.bbc.com/news/science-environment-11833685

Writing to Grab Attention, a handbook for EU-funded projects

www.euneighbours.eu/en/east-south/stay-informed/publications/writing-grab-attention-handbook-eu-funded-projects

A Photographer's Handbook:

How to take pictures of an EU funded project

www.euneighbours.eu/en/east/stay-informed/publications/photographers-handbook-how-take-pictures-eu-funded-project

Stories from a changing world – 2020

The Global Climate Change Alliance Plus (EU GCCA+)

1



Protecting paradise in the Dominican Republic

2



Building climate resilience in the shadow of the Himalayas in Nepal

3



In Madagascar schools are teaching students to teach their parents

4



Ethiopia: the long lasting benefits for Gonji Kololah hillsides

5



Chad: solar energy brings water to people and herds

6



Les Serres du Sud in Mauritius

7



Rainwater harvesting in Bangladesh: Building resilience, saving lives

8



Harvest of hope: spirulina from Lake Chad

9



Women are decision makers in the East Usambara project in Tanzania

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Madagascar: A worm's eye view of climate change

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Young forest rangers protecting the Amazon forest in Suriname

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Beyond tourism: helping people and nature to thrive in the Maldives

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Congo: Protecting the forest from an early age

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Rwanda: the long-term impact of land registration for climate action

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Rehabilitating the cattle corridor of Uganda

16



Sounding the alarm against climate change in Mozambique



Photos

Front cover

Mangrove Biodiversity Monitoring System in Suriname (Nickerie)

© EU GCCA+ photo Harvey Lisse

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Passing on a bridge built against unforeseeable floods in Kouarfa-Tampobré, Benin

© EU GCCA+ LoCal-UNDCF N. Alqatami 2016

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Nature-based solutions for farmers in Mauritius

© EU GCCA+ 2020. Photo Diksh Potter

p. 31

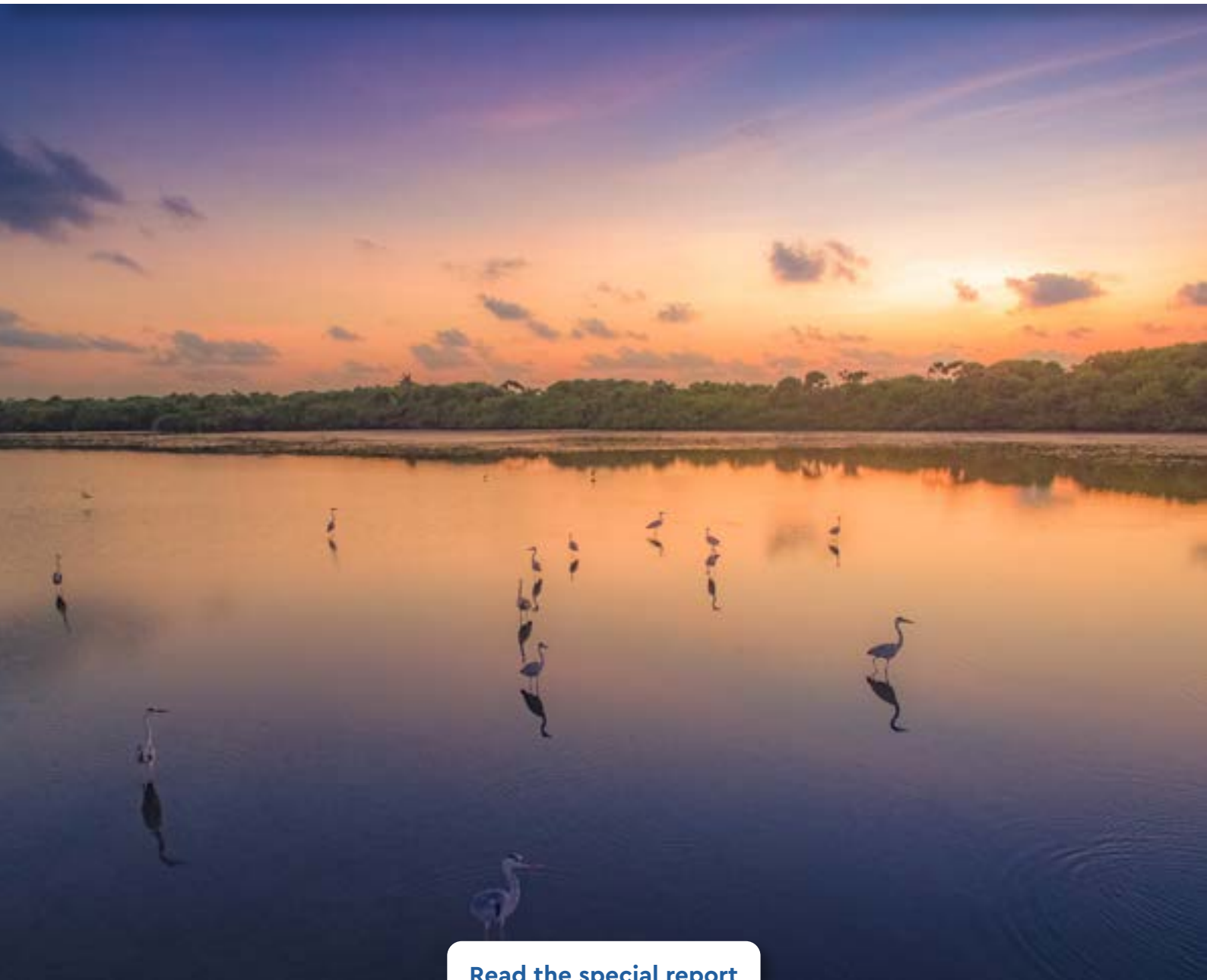
Irrigation project © EU GCCA+ Mauritania

Back cover

Mangrove landscape

©Ibrahim Shabil

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[Read the special report](#)

ABOUT EU GCCA+

The Global Climate Change Alliance Plus (EU GCCA+) is a flagship initiative of the European Union helping most vulnerable countries respond to climate change. It started in 2007 and has become a major climate initiative with over 80 programmes in Africa, Asia, the Caribbean and Pacific region.

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www.gcca.eu

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www.gcca.eu/stories

