COMMUNICATION AND KNOWLEDGE MANAGEMENT
GUIDELINES

www.gcca.eu

2018 edition

INDEX

INTRODUCTION

THE GUIDELINES ARE BASED ON:

• Communication and Visibility in EU-financed external actions – Requirements for implementing partners (projects)

• GCCA+ Styleguide

• GCCA + Communication and knowledge management strategy 2016-2020

• DEVCO C2 Communications guidelines for project and programme implementers and partner organisations

• European Year for Development storytelling guidelines

Contact: info@gcca.eu

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 (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 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 GCCA+ Team hopes you will find these useful.

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 GCCA+ logo: how to use it?

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, 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 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 GCCA+ logo from the EU flag.

10 years GCCA+

2018 is a special year for GCCA+. In 2007, the European Union proposed to launch a global alliance with the developing countries that were most vulnerable to climate change. It became operational the year after. To mark it's 10th anniversary the GCCA+ has a special banner to be used on communication material and email signatures:

What are the rules for using GCCA+ fonts?

The main font to be used for 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
! " £ $ % & / ( ) ? @ # + - ; , : .

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
! " £ $ % & / ( ) ? @ # + - ; , : .

GCCA+ patterns: how to use them?

The new graphics developed by GCCA+ includes patters of water and earth as recurrent elements that can be used to personalise all communication materials.
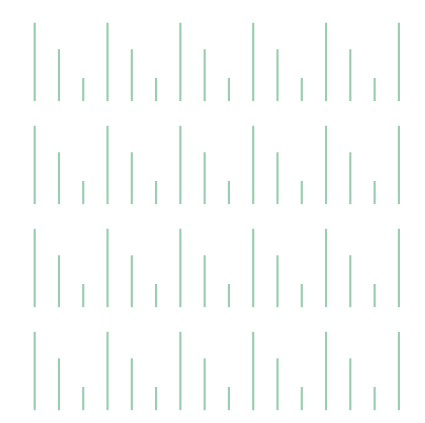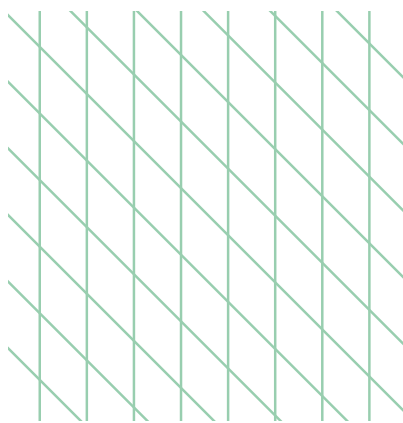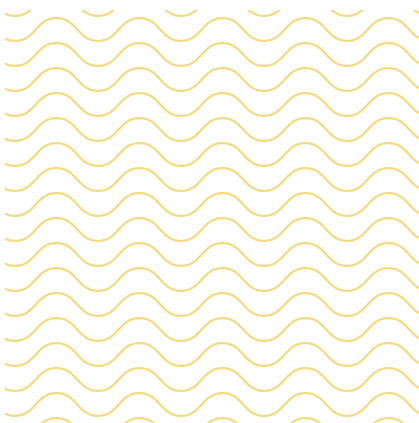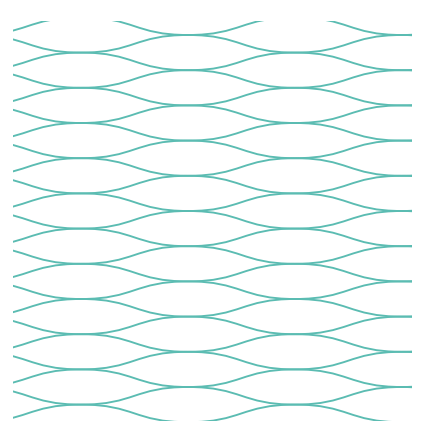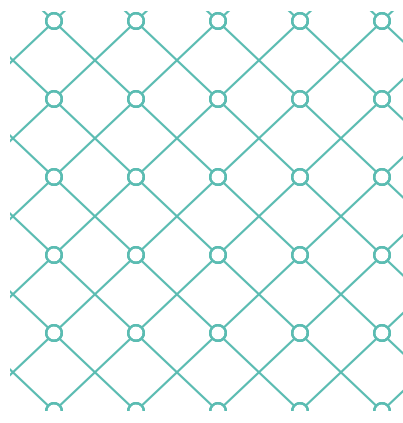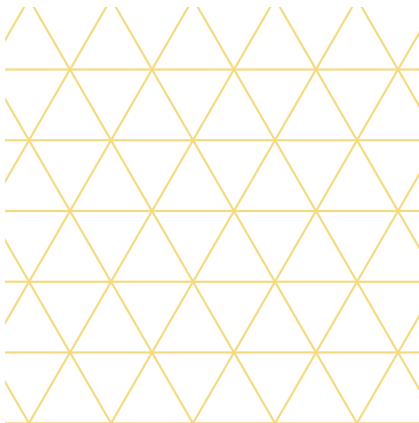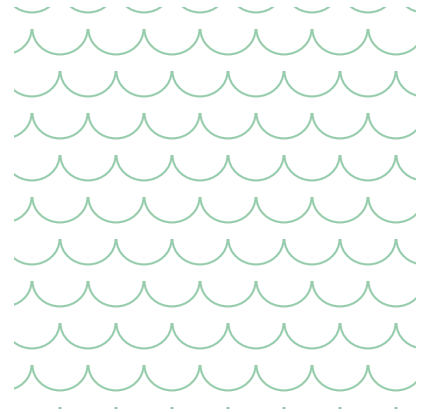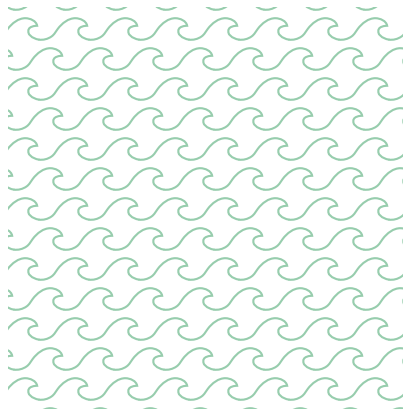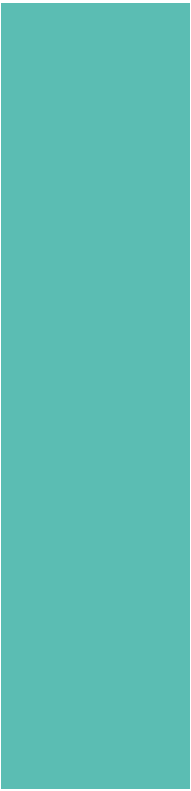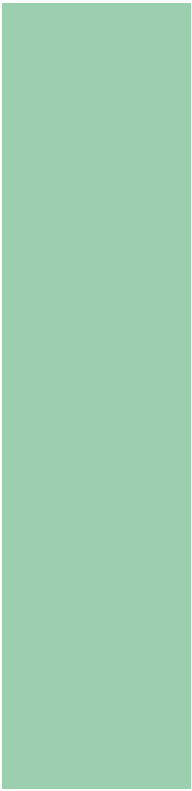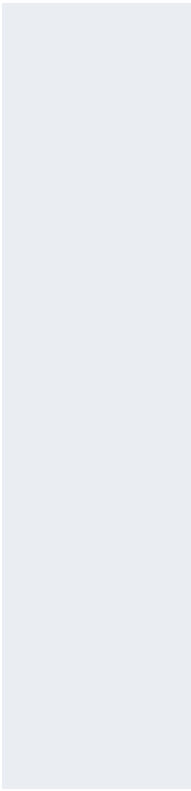
GCCA+ colours: references and conditions of their use

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

The colors present in GCCA+ logo are also the colours that must be used in other communications materials such as graphs, tables, info-graphics, 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	**CMYK**	**CMYK**	**CMYK**	**CMYK**	**CMYK**
90 66 13 0	63 0 36 0	46 0 40 0	6 12 58 0	0 0 0 10	70 60 55 60
RGB	**RGB**	**RGB**	**RGB**	**RGB**	**RGB**
43 88 152	91 189 179	152 206 174	245 220 131	237 237 237	56 56 58
#2a5898	#5bbdb3	#97cdae	#f5db82	#ececec	#373839

Where can I find examples of implementation?

The 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).

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

AGRICULTURE, FOOD SECURITY AND FISHERIES.

CHANGE

The GCCA+ provides a platform for dialogue between the EU and developing countries most vulnerable to climate change, in particular LDCs.

NAME SURNAME
Role

CHANGE

Presentation Title.

Presentation Subtitle.

PROVIDING CLEAN WATER

Long term goal of the GCCA+ Programme

SLOWING DOWN MELTING OF GLACIERS

Long term goal of the GCCA+ Programme

COMMUNICATING GCCA+

Yes, humans caused the climate change problem, but we have the power, knowledge and technology in our hands to solve it. Communicating 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 GCCA project to your target audience mobilising them in order to achieve the project's end goal.

EUROPEAID COMMUNICATION OBJECTIVES

- Inform local population about EU activities in their country and the benefits of European Union development cooperation

- Enable Europe's taxpayers better to gauge the impact of European development cooperation, so that they continue to support EU development policy

- Strengthen the EU's position in political and policy dialogue with partner countries

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 GCCA project.

EUROPEAID MESSAGES

- EU development aid works and is transparent

- EU aid delivers results and helps bring about long-term change

- European cooperation is a win-win solution – it benefits people in the EU and in partner countries.

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

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 GCCA+ that I can use?

About GCCA+

The Global Climate Change Alliance Plus (GCCA+) is a flagship initiative of the European Union helping the world's most vulnerable countries to respond to climate change. It started in just four countries with pilot projects in 2008, and has become a major global climate initiative that up to today has funded over 70 projects of national, regional and worldwide scope in Africa, Asia, the Caribbean and the Pacific.

GCCA+ commitments amount to 737 million euros for the period 2007-2020.

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

The EU GCCA+ also supports these countries with the implementation of commitments (the Nationally Determined Contributions/ NDCs) resulting from the Paris Climate Agreement, the 2030 Agenda for Sustainable Development and the new European consensus on sustainable development.

www.gcca.eu   #GCCAPlus

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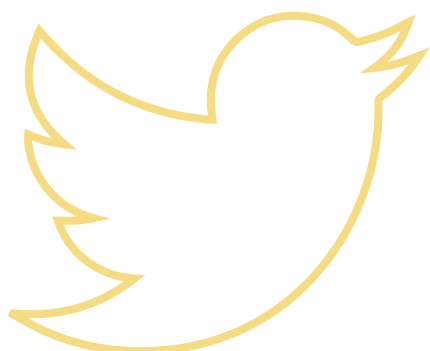
In line with rules on EC corporate identity EuropeAid prefers to avoid multiple accounts, and asks projects to supply posts for publication mainly on EuropeAid accounts and on the accounts of the EU Delegations in your country.

EuropeaAid accounts are:
https://twitter.com/**europeaid**
www.facebook.com/**europeaid**

Posts can be submitted to the 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 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 loose 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 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 GCCA+ communication objectives. This material be publicised through your own channels, through the EU Delegation or EuropeAid communication channels, and through the 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 GCCA+ Newsletter?

The 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 GCCA+ Newsletter and website and promote it. Below is a simple template to follow.

PUBLICATION	SUBJECT	LENGTH
GCCA+ newsletter		152
photos	name of image	
	caption	
headline	title of the article	
intro	teaser text	50 words
body text	article	500 words

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?solrsort=ds_created%20desc&f[0]=bundle_name%3AStories

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 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 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 **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.

Low resolution

High resolution

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 GCCA+ Support Facility for further dissemination through EuropeAid and GCCA+ channels.

- Here below an example of video with the GCCA+ visual identity, don't forget the credits at the end of the video!
  Example of video: Comoros farming for the future
  www.youtube.com/watch?v=-t12QKTj-Wg

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.
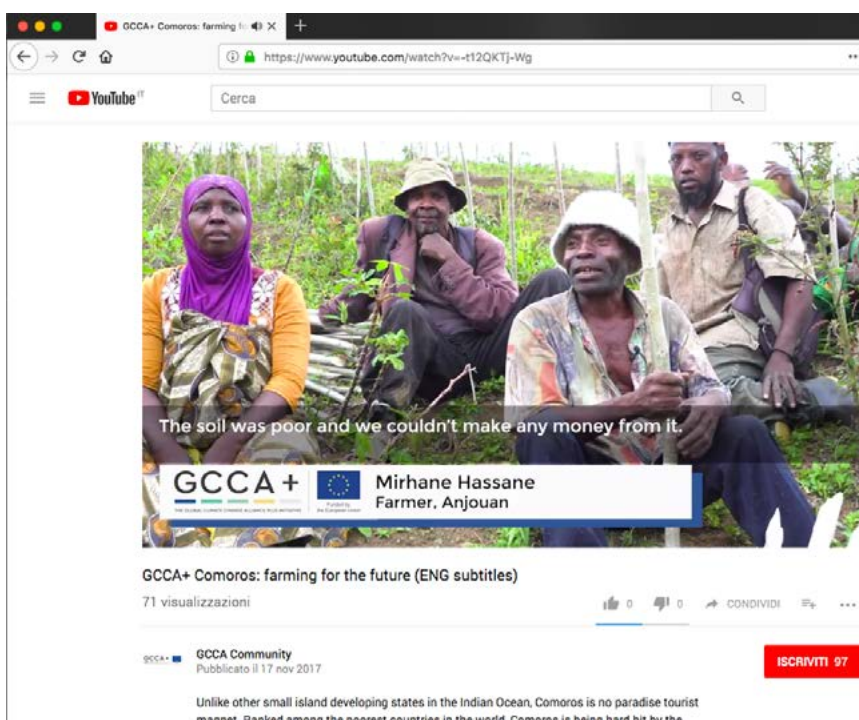
Does GCCA+ has its own YouTube channel?

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

➡

Communication and Visibility
in EU-financed external actions

Requirements for implementing partners
(Projects)

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

The new 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 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.

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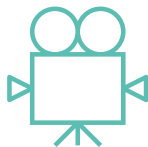
Audiovisual material – have the text either at the beginning or at the end of the transmission.

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 GCCA+ efforts on mitigation and adaptation in vulnerable countries around the world. It allows 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 GCCA+ Collaborative platform and the GCCA+ website www.gcca.eu

Cap4dev

knowledge sharing platform

GCCA+

website

collaborative platform
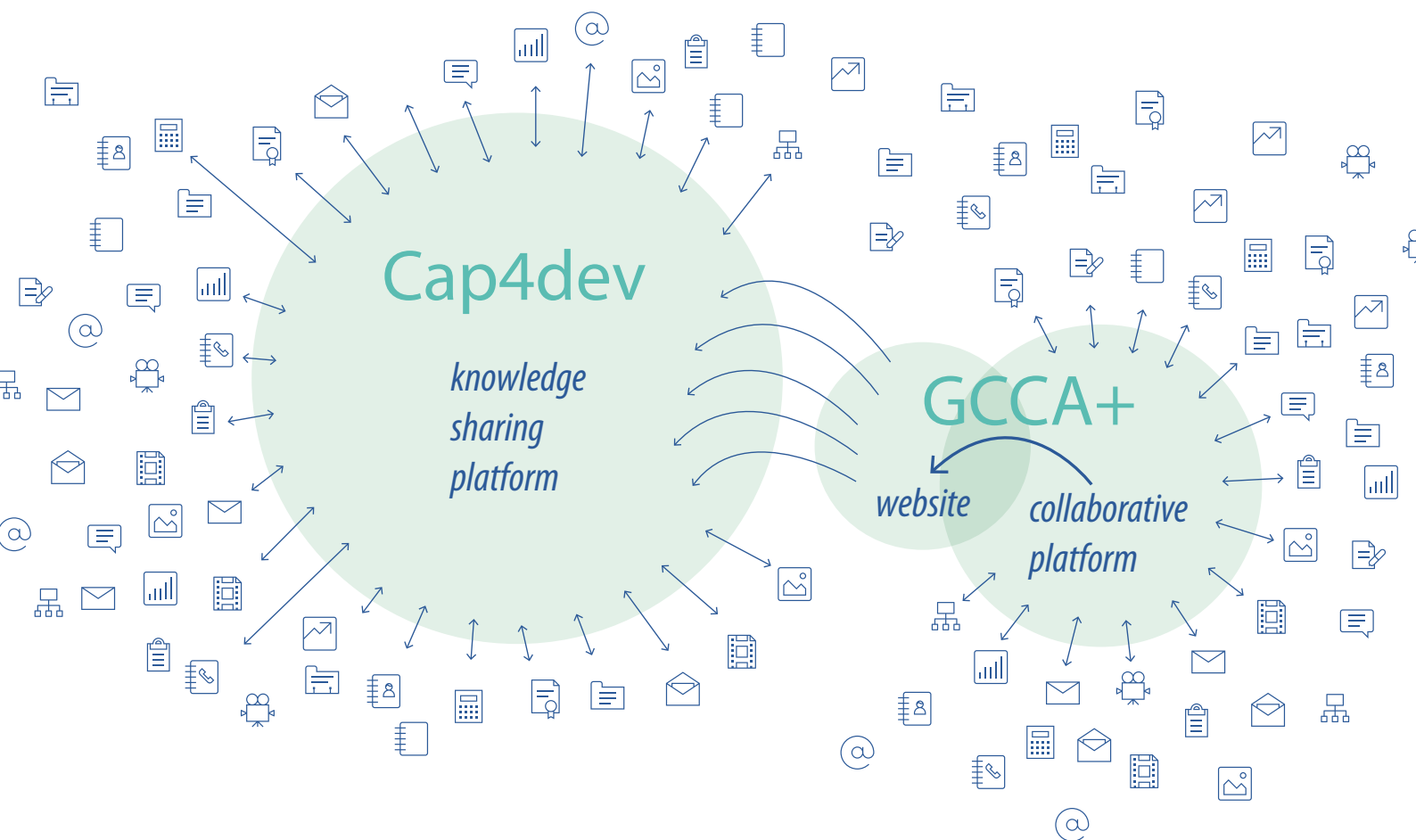
What is Capacity for Dev?

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/r1ImnniXDiI

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 GCCA+ Community?

By joining the GCCA+ Community https://europa.eu/capacity4dev/gcca-community you are getting one step closer to an improved knowledge sharing between 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 GCCA+ project
■ Participate to online trainings (also with EuropeAid academy)

DEVCO ACADEMY
DEVCO 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 GGCA+ collaborative platform?

The GCCA+ collaborative platform is a way to:

- Improve access to information and knowledge for GCCA+ stakeholders;
- Improve collaboration and networking between stakeholders;
- Improve learning and innovation between GCCA+ stakeholders, and
- Improve GCCA+ programme management.

What will I find on the GGCA+ 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

How is information organised?

Information on the platform is organised in a way that makes it easy to retrieve: by Sector, by Rio Marker, by GCCA+ priority area, by Location and by Project.

What Are Rio Markers?

Development cooperation projects and programmes financed by the EU are assessed for their climate and environment relevance. The indicators used for this purpose are called Rio markers. There are four markers:

Biodiversity

Desertification

Climate change mitigation
(i.e. reductions in or absorption of greenhouse gas emissions)

Climate change adaptation
(including climate risk mitigation and vulnerability reduction)

Guidelines: https://ec.europa.eu/euro-peaid/integrating-environment-and-cli-mate-change-eu-international-coopera-tion-and-development-towards_en

Tools and Methods Series
Guidelines N° 6

Integrating the environment and climate change into EU international cooperation and development
Towards sustainable development
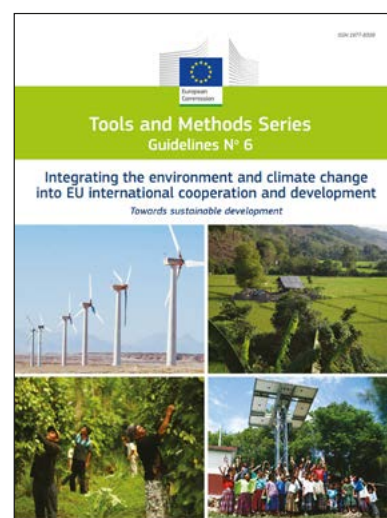
How do I submit my Project Information Form?

GCCA+ members will be able to create their Project Information Form on the platform:

- For existing GCCA Project Information Forms ('fiches') a smooth transition from the actual system to the use of the collaborative platform is ensured.
- Project implementing partners are requested to update the Project Information Form (PIF) prepared for them.
- New projects have the possibility to create a new Project Information Form in the collaborative platform by filling it on-line when given access and logged in.

- **Project Information 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'.

- **Project information form publication**

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

What is my workspace on the collaborative platform?

Workspace is the online working area within the collaborative Platform, where:

- The GCCA+ or registered users 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).
- The GCCA+ or registered users can prepare specific GCCA+ related events (COP side event, regional conferences, etc.)
- Registered users can send messages to each other
- It increases capacity of users to require GCCA+ SF services as Helpdesk services for projects identification/formulation/implementation
- Registered users can share knowledge and information, collaborate and interact, and discuss with each other about project work, workshop, committee work etc. This can facilitate synergies and collaborations at regional level for example and neighbouring countries where GCCA+ projects are taking place (e.g. landscape and ecosystems approach) when it implies any form of collaboration (e.g., multi-country programmes), in an environment that remains close to the GCCA.

What it the difference between the collaborative platform and the 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 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

EUROPEAID

Communication Strategy in 10 actions

1   Develop a culture of communication

2   Focus on results and impact

3   Focus on digital and social media

4   Strengthen relations with the media

5   Focus on key events

6   Strengthen our image towards stakeholders as a centre of expertise

7   Work in partnership

8   Increase information transparency

9   Improve communications and project visibility outside the EU

10   Better plan and evaluate our communication work

RESOURCES

Communication and Visibility Manual for EU External Actions
https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en

GCCA+ Styleguide
http://storyborders.com/gcca/index.php

What is Capacity for Dev (explanatory video)
https://youtu.be/r1ImnniXDiI

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
http://ec.europa.eu/europeaid/multimedia/photos/library/index.cfm?lang=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

ANNEXES
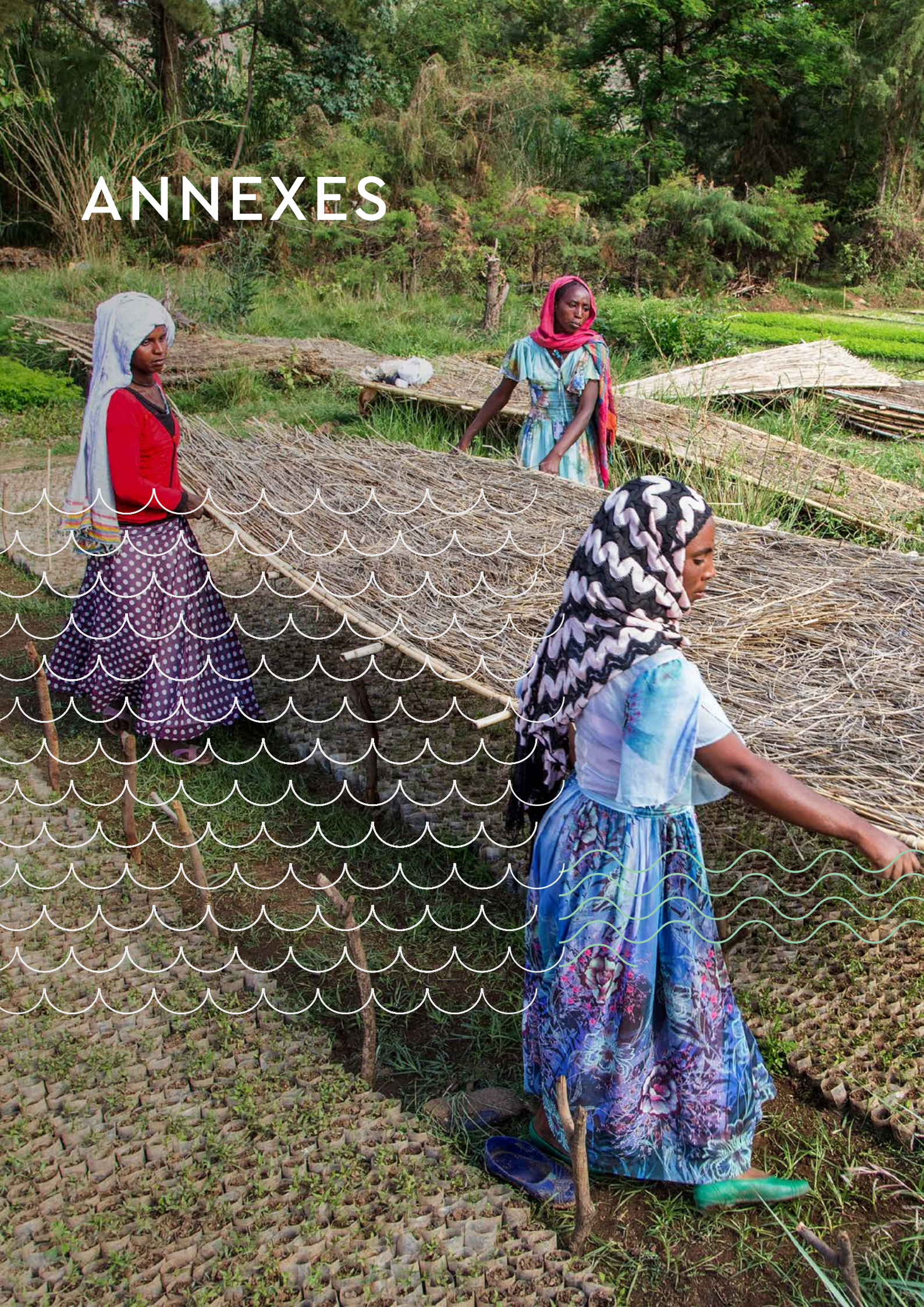
STORIES FROM THE FIELD

Template for EuropeAid website

https://ec.europa.eu/europeaid/search/site/_en?solrsort=ds_created%20desc&f[0]=bundle_name%3AStories

Below is the information to provide to your EU project officer:

FIELD	INFO
Project name	
CRIS number	FOR THE EU PROJECT OFFICER TO FILL IN
Metadata (a short descriptive title to appear in search engine)	
Tags (4 descriptive terms for search engines. Comma separated)	
Title (max 255 characters). Avoid technical terms	
Subtitle (max 150 characters), make it journalistic	
Short description (max 200 characters). Quick summary of the story/project	
Country(ies)	
Region(s)	
Sector(s) – select one or more. This determines which webpage the story shows on, e.g. biodiversity, climate change…	
EC Funding Instrument (if known)	
Background: insert quote (max 400 characters) from the project coordinator or someone who has been involved in the project, along with their name and organisation.	

A photo to illustrate this quote/ the project (including details of copyright holder and photographer credit, if needed). Min size 480x640 pixels. Max 8 MB. Detailed caption essential. Landscape format is best.	
Context: description of the situation before project implementation and the related needs (max 600 characters):	
CONTENT SECTION List of bullet points with main objectives of the project (max 500 characters including spaces for each bullet point):	
List of bullet points with main results of the project (max 500 characters including spaces in each bullet point).	
Facts and figures related to the project, e.g. statistics, numbers of people trained, studies conducted… etc. In Bullet points, each max 255 characters, including spaces. NB this is a required field; cannot be left empty.	
List of main partners (implementing organisation, other partners involved in project); must include a web address / URL link for each. Partner name each max 128 characters.	
Footer: project website address, if available.	
TESTIMONY SECTION: Title of testimony (255 characters maximum), e.g. name and role of the person cited below.	
Testimonial from a project beneficiary (first person quote) describing how they and others experienced and benefited from the project (2 500 characters maximum, including spaces). No quote marks needed, these are inserted automatically	
Photo of this person (again with photographer credit, model release, etc.). Min size 480x640 pixels. Max 8 MB. Detailed caption essential. Landscape format again, please, for optimal rendering on the website + story PDF	

FEATURE STORY EXAMPLE

MAURITIUS
THE RISING TIDE OF SALT

Rodrigues, a self-governing territory 500 kilometres from the main island of Mauritius, face one of the less-well-known impacts of climate change – seawater contamination.

Farmer Jacques Ravena casts a gloomy eye over his fields, where scanty patches of vegetables struggle to grow between large expanses of dry, cracked soil.

"The fields are getting more and more salty," says Jacques, president of the local planters' association. "I pump water from the boreholes, but the water is salty. And when I use this water to irrigate my crops it affects my agricultural production."

Jacques is one of a growing number of farmers on Rodrigues, a self-governing territory 500 km from the main island of Mauritius, who face one of the less-well-known impacts of climate change – seawater contamination. As oceans get warmer, sea levels rise and seep into low-lying coastal regions, including fields.

In previous years, rainwater would flood down from the hills and wash away the salt water. But for the past two years, there has not been enough rain to clean the fields of salt.

Fellow planter Loisotto Upedon agrees: "Some seasons there is work, some seasons no work. But work is getting scarcer because there is no rain," she says. "We have had very little rain during the winter period and the borehole water is getting saltier and saltier. I have problems growing crops with this salt water."

Climate change is making life harder for farmers, especially those in small island developing states (SIDS). Together with sea-level rise, farmers face drought, floods and extreme weather events such as hurricanes. That is why the EU is investing around 20 % of the EU co-operation budget – EUR 2 billion a year – to help developing countries tackle climate change, and to pay special attention to small island states.

In Mauritius, an ambitious EUR 3-million project supported by the EU GCCA+ initiative is providing practical help for farmers like Jacques and Loisotto. Some of the funds are being used to build water reservoirs where rainwater can be stored and used instead of the salty boreholes.

"There are a lot of dykes that were built in the past but are very silted up now and can't hold any water, so we want to clean them, to rehabilitate them, so they can hold water again," says Atma Beeharry-Panray, a farming consultant to the Rodrigues regional assembly. "The solution is to provide these farmers with the right infrastructure to store water during the rainy season. Funding from the European Commission will be used to build a water reservoir so that all that run-off water may be channelled there and stored until it is needed by the growers to irrigate their fields."

For growers like Loisotto, the work funded by GCCA+ cannot come soon enough. "Because of climate change everything is off track," she says. "The seasons have changed. When we are supposed to have water, we have none, and then we have too much. Day by day we are facing climate change problems, and in the future, I think it will be more difficult for us. Just a few years ago I used to grow three times as many vegetables as I do now."

Video on Facebook: Mauritius www.youtube.com/watch?v=vvMpFbHmpe4
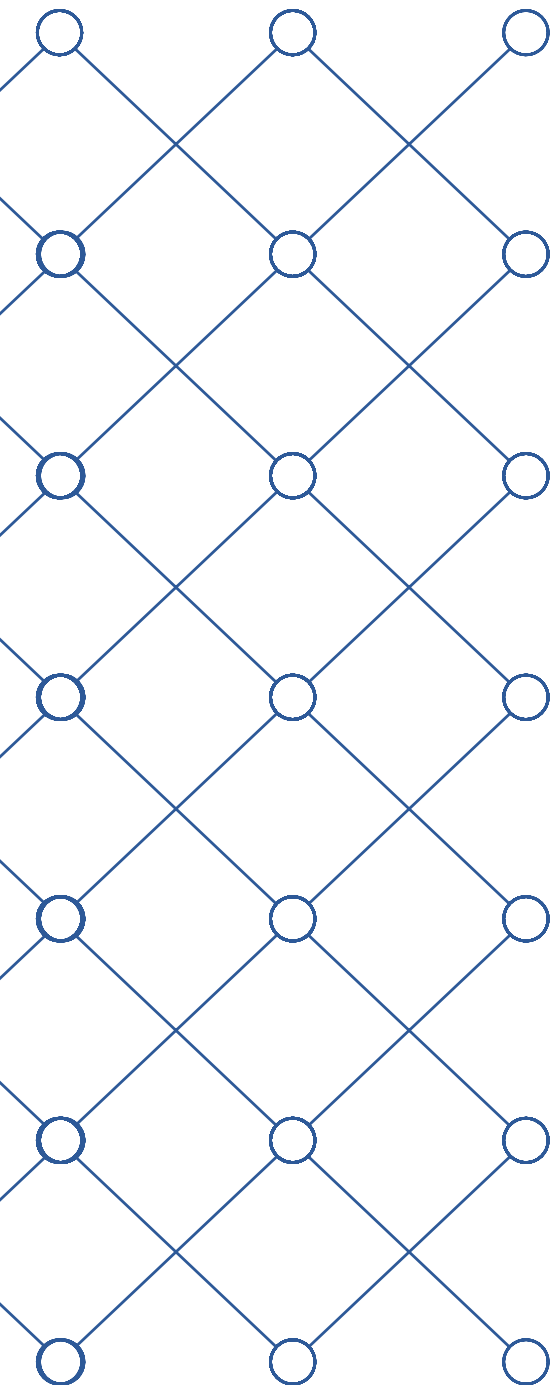
The Global Climate Change Alliance Plus (GCCA+) is a flagship initiative of the European Union helping most vulnerable countries respond to climate change. It started in 2007 and has become a major climate initiative over 70 programmes in Africa, Asia, the Caribbean and Pacific region.

Join our community
https://europa.eu/capacity4dev/gcca-community

Photos

Front cover
Crossing a bridge built against unpredictable floods in Kouarfa-Tampobré, Benin.
© EU GCCA+ LoCal-UNDCF N. Alqatami 2016

p. 2
Riding an elevated road against river flooding in Borei Chulsa, Cambodia
© EU GCCA+ LoCAL-UNCDF CJancloes 2013

p. 3
Training her community in using energy efficient cook stoves, Niger
© EU GCCA+ LoCAL-UNCDF Photo Idrissa Moussa 2017

p. 29
Planting crops resilient to the new climate conditions in Ethiopia
© EU GCCA+ Photo Gonzalo Guajardo, Epic Media

p. 30
Irrigation project
© EU GCCA+ Mauritania

p. 32
Nursery for climate resilient plants in Ethiopia
© EU GCCA+ Photo Gonzalo Guajardo, Epic Media

Back cover
Nukufetau coastal damages cyclone – Tuvalu
© EU GCCA+ LoCAL-UNCDF
Photo Hendrik Visser 2016

Every effort has been made to trace copyright holders. However, if there have been unintentional omissions or failure to trace copyright holders, we apologize, and will, if informed, endeavour to make corrections in any future editions.