

Global Environment Facility Introduction Seminar



Communications &
Visibility Policy
Wednesday January 21st
14:45 – 15:15

Andrew Velthaus - Sr. Policy Officer

January 20 - 22, 2015



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www.theGEF.org

Communications & Visibility Policy

GEF Introduction Seminar
Washington, DC
January 20-21, 2015

GEF Communication and Visibility Policy

- Policy: *Proposal for Enhancing Visibility of the GEF*, Council Document GEF/C.40/08. http://www.thegef.org/gef/policy/communication_visibility
- Objectives
 - Ensure that GEF and its funding is visible & recognized.
 - Promote GEF as global leader on financing environmental projects in the developing world
 - Improve how GEF Agencies and partners communicate and present GEF-funded activities to donors and other stakeholders
 - GEF often not recognized or cited enough in partners' documents and activities
 - Keep a strong brand identity
 - Support a consistent visual identity and image



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Communication and Visibility Guidelines

- Policy includes *GEF Communication and Visibility Guidelines*, which all GEF Partner Agencies must follow. (Included in GEFSEC-Agency MOUs).
- Guidelines include basic rules and specific requirements on: GEF logo and ensuring GEF visibility in press releases, conferences; site visits; publications; electronic communications; display panels & commemorative plaques; banners; vehicles, supplies, equipment, promotional materials, hand photographs and audiovisual productions.
- **Contractual agreements between Agencies and executing entities must reflect the role of GEF funding & require adherence with *GEF Communication and Visibility Guidelines*.**



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Guidelines for External Actions funded by the GEF

The GEF strongly encourages Partner Agencies to publicize their GEF-financed Projects as such.

1. In preparation of outreach material, contact a Communications Officer at the GEF Secretariat; include Project Manager at GEF Secretariat in all communications
2. Documents and publications should contain the GEF logo and phrase on cover page: ***“This project/program is funded by the Global Environment Facility”***
3. All communication material produced, including high resolution pictures and video, should also be made available to the GEF Secretariat in electronic form
4. GEF Partner Agencies (e.g. implementation level) and executing agencies should link to GEF website from their pages



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Guidelines for External Actions funded by the GEF

- Additional specific guidelines available for:
 - Press releases
 - Press conferences
 - Press visits
 - Visits by government officials
 - Leaflets, brochures, newsletters
 - Electronic communication
 - Display panels
 - Commemorative plaques
 - Vehicles, supplies and equipment
 - Promotional items
 - Photographs and audiovisual productions



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Thank you for your attention.

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The Global Environment Facility
Policy and Operations Unit



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