



GEF/C.64/11
May 31, 2023

64th GEF Council Meeting
June 26 – June 29, 2023
Brasilia, Brazil

Agenda Item 16

**IMPROVING THE VISIBILITY OF THE GEF:
NEW COMMUNICATION AND VISIBILITY POLICY**

Recommended Decision

The Council, having considered document GEF/C.64/11, *Improving the Visibility of the GEF: New Communication and Visibility Policy*, approves the GEF Communication and Visibility Policy attached as Annex I and requests that all GEF Agencies and others in the GEF Partnership observe the Policy, including the GEF Brand Guidelines developed by the Secretariat as necessary, where applicable to any GEF-funded activity.

OVERVIEW OF A NEW COMMUNICATION AND VISIBILITY POLICY

1. This document outlines an updated Communication and Visibility Policy for the Global Environment Facility for consideration and adoption by the GEF Council.
2. In order to raise awareness about the GEF and the unique and important role it plays at the heart of international efforts to address pressures on the planet, there is a need to clarify and strengthen policy and guidance about how GEF-funded activities shall be described and promoted across the entire GEF Partnership.
3. The GEF Communication and Visibility Policy, to be applied in conjunction with the updated [Brand Guidelines](#)¹ accompanying the GEF's new logo, covers how and when all recipients of GEF funding shall describe the GEF's role and contribution to project and program outcomes. This includes how the GEF logo shall be used in publications, documents, web pages, in social media, or in other public-facing media.
4. Consistent and appropriate application of the Communication and Visibility Policy is important to strengthen the brand identity of the GEF in this period when its mandate is expanding. It is also important to ensure that the results of GEF-funded activities are recognized, as part of donor community commitments, in all countries and across the institution's current and future network of partners.
5. Ensuring that the full breadth and impact of GEF-funded activity is visible and understood is critically important to maintaining and accelerating international momentum in support of goals related to biodiversity loss, climate change, pollution, and strains on land and ocean health. It is equally important that all GEF-funded activities are understood as responses to multiple international agreements on resource mobilization in the context of the implementation of Multilateral Environmental Agreements.
6. Effective communication on GEF priority areas and initiatives has an important role in both focusing attention on these issues and publicizing effective approaches for further development, replication and scaling up.
7. The GEF Partnership includes organizations and agencies (GEF Agencies and Executing entities) of varying sizes, approaches, and specialties, whose collective impact is much larger than that of any individual project or program. Communicating both the individual and cumulative impact of the GEF's work should be a priority of every initiative.
8. GEF Agencies and other partners with questions or items to share as stipulated by this Policy should send a message to the GEF Communications team at communications@thegef.org.

¹ <https://www.thegef.org/newsroom/publications/brand-guidelines>

ANNEX 1: COMMUNICATION AND VISIBILITY POLICY

Definitions:

Executing Entity: An organization that executes a Global Environment Facility (GEF) Project or Program, or portions of it, under the supervision of a GEF Agency, including national or sub-national government agencies, civil society organizations, private sector entities, or academic institutions, among others.

GEF Agencies: Those agencies eligible to request and receive GEF resources directly for the design, implementation, and supervision of GEF Projects.

GEF Communications Team: GEF Secretariat staff or consultants engaged in communications activities.

GEF Project: An activity or set of activities that promote the achievement of the purposes of the GEF for which resources from any of the Trust Funds operated by the GEF has been requested by a GEF Agency on behalf of an eligible recipient and/or approved by the GEF Council or the CEO.

Implementation Activities and Functions: Implementation generally involves project identification, preparation of project concept, appraisal, preparation of detailed project documents, project approval and start-up, project supervision, and project completion and evaluation.

Program: A longer-term and strategic arrangement of individual yet interlinked projects that aim at achieving large-scale impacts on the global environment.

Outreach materials: Public facing information including, but not limited to publications, editorial content, videos and other multimedia assets, exhibitions, and web pages.

Applicability: This Policy applies to the GEF Secretariat, GEF Agencies, and other entities receiving GEF financing.

Effectiveness: This policy is effective as of July 1, 2023.

CONTEXT

1. As directed by the GEF Council, a key objective of the Global Environment Facility is to raise awareness about the institution's leadership in financing environmental action in developing countries. In 2011, the GEF Council adopted a [Communications and Visibility Policy](#),² which is superseded by this policy.
2. While the GEF's visibility has grown in recent years, particularly regarding its role as a financier of nature protection, there is a need to further raise awareness about its role and reach, especially in developing countries where its funding and policy support is powering action towards international goals to confront biodiversity loss, climate change, pollution, and strains on land and ocean health.
3. Ensuring strong, clear, and consistent communications strategies across the GEF Partnership is vital to ensure that donors, recipient countries, and other stakeholders see the value of GEF-funded activities and initiatives. Creating a more coordinated, appropriately funded approach at the global, Agency, program and project level will help to better communicate the GEF's impacts and results.
4. With the growth of the GEF Partnership, the emergence of new communications platforms and tools, and an evolving media landscape since 2011, there is a need for updated policy and guidance about how and when the GEF should be cited and visually represented in public documents and other outreach materials. Agencies and other partners communicating about GEF-funded projects, enabling activities, and initiatives shall credit the GEF following the requirements outlined in the Policy.

APPLICATION

5. Communications shall be planned and budgeted for in the design phase and prioritized throughout the life cycle of projects and programs. Activities and products, including relevant, aligned, knowledge management and learning, shall be coordinated with the GEF Communications team to ensure impact and safeguarding of the GEF brand.
6. Each GEF Agency shall have a global communications focal point(s) who can liaise with regional or country offices and project or program communication focal points as appropriate, as well as the GEF Communications team.
7. Projects and programs will benefit from strategic planning regarding external communications and outreach, and a designated communications focal point (who can also liaise with the GEF Communications team, as appropriate). Each GEF-funded initiative should include outreach plans that relate to communication objectives, target audience(s),

² <https://www.thegef.org/council-meeting-documents/proposal-enhancing-visibility-gef>

channel(s), messaging, and measurement (which could include analytics or survey data).

8. External communication about GEF-funded initiatives should include information about results, impact, and contributions to return on investment, where possible, and human-centered storytelling is encouraged to show the impact of GEF-funded activities at the individual level.

9. GEF Agencies and Executing entities, civil society and private sector partners, and other organizations working with the GEF are responsible for publicizing their work and must include reference to support received from the GEF.

10. GEF Agencies and Executing entities, civil society and private sector partners, and other organizations working with the GEF are responsible for allocating sufficient communication resources³ to adequately meet the visibility and branding expectations as laid out in this Policy and the associated Brand Guidelines and to effectively communicate their work with reference to support received from the GEF.

Contractual Agreements

11. Agencies and other recipients of GEF funding shall: (i) require adherence to this Communication and Visibility Policy; and (ii) provide adequate visibility to the GEF by identifying the project, in the cover page and title of contractual arrangements, as a GEF-financed project.

12. Contractual Arrangements between GEF Agencies and Executing entities shall require adherence to this Communication and Visibility Policy and make clear its requirements.

Logo and Branding

13. The GEF logo must be applied to all outreach materials related to GEF-funded projects and programs, following the GEF [Brand Guidelines](#)⁴, which can be downloaded from the [GEF website](#).

14. All GEF Agencies and other partners must use the latest GEF branding on all goods purchased under GEF-financed projects and programs, including physical assets such as signs, vehicles, and other equipment.

15. Where individual project or program brands are created, these shall be designed in consultation with the relevant GEF Agency and communicated to the GEF Communications team to ensure coherence.

Publications

³ Funded from Project Management Costs and/or from Agency fee

⁴ <https://www.thegef.org/newsroom/publications/brand-guidelines>

16. Publications such as brochures, magazines, and books shall incorporate the latest boilerplate text describing the GEF. The boilerplate language can be found in the Brand Guidelines and on the GEF website's [About Us section](#). Digital publications should be shared with the GEF Communications team for awareness and amplification on the GEF website and social media platforms as appropriate.

Digital Communication and Editorial Content

17. Digital communication related to GEF-funded work, including websites, newsletters, and social media feeds shall include links to the GEF website and social media channels or handles as appropriate.

18. Projects and programs receiving GEF funding shall be referred to as 'GEF-funded' or 'supported by the Global Environment Facility' at least once in articles, video scripts, and social media posts.

19. GEF Agency representatives, partners, project, and program communications officers shall consult with the GEF Communications team about upcoming outreach plans and campaigns and any change to digital strategies or platforms to ensure connectivity and amplification of communications products.

20. The GEF Secretariat will share, as appropriate, GEF Agency and other partners' editorial content, including written stories, photographs, and videos, on its website and digital channels to raise awareness about the projects, programs, events, and other activities it supports.

21. Websites and social media channels created as an output of a GEF-funded project or program shall be maintained throughout the project or program lifespan, with regular reviews to ensure compliance with branding and other guidance. At project or program closure, websites and social media channels that will no longer be maintained must be taken offline and appropriately archived.

Media Relations

22. GEF Agency representatives, partners, project, and program communications officers shall consult with the GEF Communications team in advance about press conferences, press releases, and media interviews related to GEF-financed activities to maximize visibility and impact.

23. Press releases shall be produced at the launch of new projects and programs, targeting national and local audiences, and at the project's end.⁵ Press releases, and other

⁵ Date may be determined by the Agency, but generally should coincide with termination of GEF-funded activities, Terminal Evaluation, or other, appropriate milestone.

media outreach, should also be strongly considered when projects and programs reach key milestones or achieve notable results during implementation. Communications staff shall contact the GEF Communications team ahead of planned publication for inclusion of a GEF quote where appropriate and share the final product for promotion on GEF channels.

24. Press releases, news stories, social media, videos, and photographs related to prominent project visits shall be coordinated by project communications officers with the relevant GEF Agency and the GEF Communications team for inclusion of a GEF quote and awareness and joint promotion.

Audiovisual Productions

25. Audiovisual materials shall acknowledge GEF support by featuring the GEF logo at the beginning and/or end⁶. This material should also be shared with the GEF Communications team so that it may be posted and promoted, as appropriate, on the GEF website and social media channels.

Promotional Items

26. The production of promotional items with the GEF logo (such as hats, t-shirts, and notebooks) must be coordinated with the GEF Communications team and follow the latest Brand Guidelines.

Disclaimers

27. The GEF Secretariat, Council, Agencies, Trustee, or other entity in the GEF Partnership is not responsible for the content of communication materials related to GEF-funded or co-funded actions prepared by partners, all of which shall include a standard disclaimer translated into (the) local language(s) where appropriate and practical.

- a) For publications in print or electronic format: 'This publication was funded/co-funded by the Global Environment Facility. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the GEF Secretariat.'
- b) For websites and social media accounts: 'This <website/account> is funded/co-funded by the Global Environment Facility. Its contents are the sole responsibility of <name of the author/ partner> and do not necessarily reflect the views of the GEF Secretariat.'
- c) For videos and other audio-visual material: 'This <video/film/recording> was

⁶ For multi-donor initiatives, the logo should be presented at an appropriate point, e.g., during the segment featuring the GEF-financed activity.

funded/co-funded by the Global Environment Facility. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the GEF Secretariat.'

Reviewing and Monitoring adherence

28. The GEF Communications team will contact Agencies or other partners to request a remedy when non-adherence to this Policy is identified.