



Kingdom of the Netherlands

Annex 20

Visibility & Communication for EU co-funded projects

Corporate Design:

The Project will use Global Gateway (GG) templates or, if GG templates do not exist, templates developed by GIZ with the agreement of the German Government and individual EU delegation for communication and visibility products for the projects. This includes but is not limited to publications, flyers, factsheets, roll-ups, PowerPoint presentations and social media posts.

Logo placement:

The logos will be placed in the following order and sizes. In accordance with the Global Gateway Guidelines donor logos are usually placed at the top of a page, while the GIZ logo will be placed at the bottom of a page. Additional logos by implementing Partners (e.g., SNV) can be placed to the right of the GIZ logo.



Kingdom of the Netherlands

Implemented by



Mention of the EU in the copy text:

The following statement will be used to mention the EU in the copy text of publications.

The project Community Driven Rural Development (CDRD) is commissioned by the German Federal Ministry for Economic Cooperation and Development and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The *[action/component]* is co-funded by the European Union.

Disclaimer in publication details:

The following statement will be used in printed or electronic publications with the publishing details:

This publication was produced with the financial support of the European Union, the German Federal Ministry for Economic Cooperation and Development and the Embassy of the Kingdom of the Netherlands. Its contents are the sole responsibility of GIZ [*and other partners if applicable*] and do not necessarily reflect the views of the European Union, the German Federal Ministry for Economic Cooperation and Development or the Embassy of the Kingdom of the Netherlands.

Project names used for external communication:

In order to ensure uniform communication and recognition value, the following name and acronym will be used to refer to the projects in external communication. This name will be used for the entire project, co-funded components will be marked.

Project name	Acronym
Community Driven Rural Development in South Sudan	CDRD

Products & processes:

Product	Design/Process	Approval
Roll-up banners	Standard GG template with EU, BMZ and EKN logos	Only roll-ups developed by GIZ to be approved by EU. Roll-ups produced by partners will be checked by GIZ before production.
Factsheets	Standard GG template with EU, BMZ and EKN logos	First version & updates to be approved by EU
PowerPoint template	Standard GG template with BMZ and EKN logos	No approval for individual presentations required
Press release	No GG template existing. Template developed by GIZ South Sudan	Template to be approved by EU Only strategic/ sensitive press releases to be approved by EU. No approval for press releases on operational topics
Success stories	No GG template existing. Template developed by GIZ South Sudan	First version & updates to be approved by EU
Merchandise	Depends on product, logo placements according to GG guidelines	No approval for individual items required. Items produced by partners will be checked by GIZ before production.
Equipment & material	Logos will be placed on <ul style="list-style-type: none"> • Cars • Office furniture and purchased equipment and/or handed over to partners 	n.a.
Social media	GIZ will regularly post about project activities on LinkedIn. Standard GG templates will be used. The EU will be mentioned/tagged in the posts. Social media posts by subcontractors or grant recipients will follow the GG design too. Donors and GIZ will be	No approval for individual posts required

	mentioned where appropriate. In case of campaigns, it should be avoided that main messages and visuals are overshadowed by the mentioning of funding parties and partners.	
Videos	Standard GG Guidelines and templates will be used.	Drafts to be approved by EU
Radio	In radio shows and campaigns, the EU support will be mentioned at the end together with other funding parties, partners and implementers.	No approval for individual radio shows required

Media relations

Press releases will include the following boiler plate:

The project Community-Driven Rural Development (CDRD) is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Netherlands Development Organisation (SNV). In South Sudan, GIZ works on behalf of the German Federal Ministry for Economic Cooperation and Development. The CDRD project is co-funded by the European Union and the Embassy of the Kingdom of the Netherlands.

Germany provides humanitarian assistance and supports the long-term development of South Sudan, above all in the fields of local governance, rural development, sustainable agri-food systems, water and sanitation supply, peace and reconciliation, gender equality and SGBV prevention.

The European Union is an economic and political union of 27 European countries. It is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. It acts globally to promote sustainable development of societies, environment and economies, so that everyone can benefit.

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise with worldwide operations. It supports the German Government in the field of international cooperation for sustainable development. It is also engaged in education activities around the globe. GIZ assists people and societies in shaping their own future and improving their living conditions.

- Strategic/ sensitive press releases must be approved by the EU prior to publication.
- Media engagements will be managed by GIZ in consultation with the EU, if appropriate.
- Media visits to project sites will be discussed with the EU in advance.

Subcontractors and grant recipients:

Subcontractor or grant recipients will use the GG design and guidelines too and include the following:

- Incorporate the necessary logos (donor logos, and, if applicable, GIZ logo)
- Mention the EU in writing, e.g. through the following statement:
This activity/project is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development as part of the [name of project].
- Imprints need to include the EU disclaimer and mention BMZ as well as GIZ support.

Grant recipients only use the cooperation logo and the EU emblem and funding suffix. They do not use the GIZ logo. The support by GIZ can be expressed in writing using the following statement:

This measure/project (...) is co-funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union and supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Describing the EU:

The following statement will be used to describe the EU, e.g. in publications, if necessary:

The European Union is an economic and political union of 27 European countries. It is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. It acts globally to promote sustainable development of societies, environment and economies, so that everyone can benefit.

Describing the Global Gateway:

The following statement will be used to describe the Global Gateway strategy, e.g. in publications, if necessary:

The Global Gateway is the EU's contribution to narrowing the global investment gap worldwide. Global Gateway is building sustainable and trusted connections that work for people and the planet. It helps to tackle the most pressing global challenges, from fighting climate change, to improving health systems, and boosting competitiveness and security of global supply chains. Global Gateway aims to mobilise up investments through a Team Europe approach, bringing together the EU, its Member States and their financial and development institutions. It seeks a transformational impact in the digital, climate and energy, transport, health, and education and research sectors.

It is in line with the commitment of the G7 leaders from June 2021 to launch a values-driven, high-standard and transparent infrastructure partnership to meet global infrastructure development needs. The Global Gateway is also fully aligned with the UN's Agenda 2030 and its Sustainable Development Goals, as well as the Paris Agreement.