



GEF/C.40/08
April 26, 2011

GEF Council Meeting
May 24-26, 2011
Washington, D.C.

Agenda Item 14

PROPOSAL FOR ENHANCING THE VISIBILITY OF THE GEF

Recommended Council Decision

The Council, having reviewed document, GEF/C.40/08, *Proposal for Enhancing the Visibility of the GEF*, adopts the GEF Communication and Visibility Policy and decides that, unless otherwise specified, all GEF Agencies shall comply with the Policy, including the GEF Communication and Visibility Guidelines, where applicable to any GEF-funded activity.

The Council requests the GEF Agencies to report to the GEF Secretariat, within one month from the end of the Council meeting, any changes to their model form agreements with recipients of GEF grant funds or executing agencies of GEF projects aimed at reflecting both the role that the GEF is playing in the financing of the projects and the requirement that the executing entities adhere to the GEF Communication and Visibility Guidelines.

The Council further requests the GEF Secretariat to report any significant failures of an Agency to conform to the Policy requirements. The GEF CEO may recommend to the Council an appropriate response, including weighing this consideration when deciding on future allocations of GEF resources.

EXECUTIVE SUMMARY

1. This document outlines a Communication and Visibility Policy for the Global Environment Facility (GEF) for consideration and adoption by the GEF Council.
2. In order to promote the GEF as a leading financial mechanism assisting in the protection of the global environmental and promoting environmental sustainable development, there is a strong need to improve how GEF Agencies and others in the network communicate and present GEF-funded activities to donors and other stakeholders.
3. The GEF Communication and Visibility Policy, which is applied in conjunction with the 2009-disseminated corporate identity guidelines, as amended (the Guidelines), provides clear guidance as to how or when the GEF's contribution, including its logo, should be used in public documents and in outreach materials, including contractual arrangements between GEF Agencies and the recipients of GEF funds. Consistent application of the Policy will keep the brand identity of GEF strong, support a consistent visual identity and image and enhance GEF visibility in recipient countries and around the world.

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BACKGROUND AND PURPOSE

4. As directed by the GEF Council, a key component of the GEF reforms over the past four years has been to promote the GEF as a global leader on financing environmental projects in the developing world. While the GEF's visibility and reputation with the media have been enhanced considerably, one area that still needs improvement is changing how GEF Agencies and others in the network communicate and present GEF-funded activities to donors and other stakeholders.¹

5. Implementing and executing agencies, recipient governments, civil society and private sector partners, as well as other international organizations working with the GEF, are responsible for adequately publicizing their work, including support from the GEF.

6. Different activities may be appropriate at different stages of the project cycle. However, communication activities should focus on achievements and impacts, not on administrative and procedural milestones. For instance, writing a press release on the signing of a document, even if it relates to a large amount of money, is not particularly media-worthy, particularly in donor countries. Demonstrating how the help of GEF financing provided for the electrification of a whole village would be more compelling.

7. In spite of the GEF Secretariat's best efforts to increase communication within and among projects, the GEF too often is not recognized or cited enough in partners' documents and activities. In 2009, the GEF disseminated corporate identity guidelines (the Guidelines);² however, there appears to be a need for clearer guidance as to how or when the GEF's contribution, including its logo, should be used in public documents and in outreach materials. The aim to provide donors and other opinion shapers a full picture of the impact the GEF has and will continue to have on meeting global environmental challenges.

THE NEED TO DEVELOP A GEF COMMUNICATION AND VISIBILITY POLICY

8. Visibility is a key concern for any institution. Having received a record replenishment in 2010, there is an even more urgent need for the GEF to demonstrate results to its shareholders and clients alike in an open and transparent manner. Failure to do so could potentially jeopardize the GEF's reputation and diminish its ability to leverage funds from partners.

9. Through the Guidelines, the GEF has made an effort to keep a strong brand identity and support a consistent visual identity and image.

10. In addition to the Guidelines, it is proposed that the GEF follow the footsteps of other institutions, such as the European Union and the US Agency for International Development, which have institutional policies on visibility and branding obligations. One of the common obligations specifies how a partner agency is to identify and integrate the funder's image in a range of activities and products. These may include but are not limited to conferences, meetings, press releases, press conferences, press visits, visits by government officials, publications, web sites, display panels, commemorative plaques, banners, vehicles, supplies

¹ See information note to Council (GEF/C.36/Inf.5)

² https://www.thegef.org/gef/brand_guidelines

and equipment, promotional items, photographs, audiovisual productions, public events and visits, and information campaigns.

11. The GEF Secretariat has already taken steps to ensure the integrity of its brand by establishing the following requirement for the United Nations Development Programme (UNDP) in its Small Grants Program (SGP):

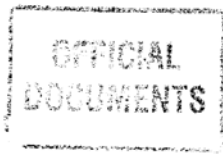
“The program will take all necessary measures to ensure the visibility of GEF financing. Such measures will be in accordance with the need to give adequate publicity to the action being implemented as well as to the support from the GEF. Therefore, a budgeted communication and visibility plan will be outlined in the project document. This will include, inter alia, the compulsory use of the GEF logo on all material, publications, leaflets, brochures and newsletters, websites, business cards, signage, vehicles, supplies and equipment, display panels, commemorative plaques, banners, promotional items, photographs, audiovisual productions, public events and visits and information campaigns. Press releases, press conferences and press visits will follow the rules currently in place.”

12. Extending a similar requirement to the agencies that are implementing or executing GEF-financed projects would enhance the visibility of the GEF without detracting from the agencies’ own role in GEF-funded activities.

GEF VISIBILITY IN AGENCIES’ CONTRACTUAL AGREEMENTS

13. Contractual arrangements between GEF Agencies and the recipients of GEF funds or the executing entities of GEF-financed projects, in addition to providing the reciprocal rights and obligations between the parties, are a primary vehicle for communicating to GEF recipients and executing entities, as well as other interested parties, that a source of funding is the GEF. Accordingly, it is critical that these contractual arrangements reflect both the role that the GEF plays in providing the funds and the requirement that the recipients of such funds or the executing entities of GEF-financed projects adhere to the GEF Communication and Visibility Guidelines.

14. For example, as shown below, the contractual arrangements into which the World Bank enters into as a GEF Implementing Agency highlight the involvement of the GEF as the provider of funds:



GEF TF Grant Number xxxxxx

Global Environment Facility Grant Agreement

(Sustainable Land and Water Management Project)

between

XXX

and

**INTERNATIONAL BANK FOR RECONSTRUCTION
AND DEVELOPMENT
acting as an Implementing Agency of the Global Environment Facility**

Dated

15. A similarly clear reference to the GEF on the cover page of the contractual arrangements of all GEF Agencies would enhance GEF visibility in recipient countries and around the world.

16. Likewise, provisions in the United Nations Environment Programme's (UNEP) model form of GEF-related Project Cooperation Agreement alert the executing agency of its responsibility to recognize the GEF in outreach materials:

Publications, acknowledgements, logos and emblems

The Executing Agency shall submit to UNEP for review and prior clearance of any manuscripts for publication. It shall also inform UNEP of plans for its publication and discuss and agree on the publishing arrangements.

To accord proper acknowledgement to the GEF for providing funding to the project, any publications prepared or produced pursuant to this Agreement will give appropriate credit to GEF in addition to UNEP and shall include the logo of GEF in addition to that of UNEP as stipulated under paragraph 46 of this Agreement. Any citation on project publications of projects funded by GEF resources shall also accord proper acknowledgement to GEF.

The GEF logo shall appear on, amongst others, project hardware and vehicles purchased with GEF funds.

In no event will authorization of the name or emblem, or any abbreviation thereof, of GEF or UNEP, be granted for commercial purposes.

17. UNDP is also using similar language in its contractual documents with entities executing GEF projects:

Project Acknowledgements: In order to accord proper acknowledgement to GEF for providing funding, a GEF logo would appear on all relevant GEF project publications, including among others, project hardware and vehicles purchased with GEF funds. Any citation on publications regarding projects funded by GEF would also accord proper acknowledgment to GEF.

18. An express reference to the Guidelines would strengthen these provisions.

THE GEF COMMUNICATION AND VISIBILITY POLICY

19. The GEF proposes the following Communication and Visibility Policy to develop name recognition and promote a widespread understanding of the GEF's mission and accomplishments and to enable the GEF Secretariat to better ensure implementation of the GEF's visibility requirements:

Unless, otherwise requested or agreed by the GEF, implementing and executing agencies, civil society and private sector partners as well as other international organizations and partners working with the GEF, shall comply with the GEF

Communication and Visibility Guidelines as articulated in the following section to ensure the visibility of the GEF.

Contractual arrangements between GEF Agencies and the recipients of GEF funds or the executing entities of GEF-financed projects shall: (i) require adherence to the GEF Communication and Visibility Guidelines; and (ii) provide adequate visibility to the GEF, at a minimum by identifying the project, in the cover page and title of the contractual arrangement, as a GEF-financed project.

20. The GEF Secretariat will report to the GEF Council where it finds any significant failures of agencies in conforming to these policy requirements and may recommend to the Council appropriate responses, including weighing this consideration when deciding on future allocation of GEF resources.

COMMUNICATION AND VISIBILITY GUIDELINES FOR EXTERNAL ACTIONS FUNDED BY THE GEF

21. External activities such as full-size projects (FSPs), medium-size projects (MSPs), Enabling Activities, but also any kind of GEF-funded activities undertaken by GEF Agencies should be credited to the GEF in an appropriate manner.

22. At a minimum, and wherever possible, the GEF logo should be applied to all outreach materials. It can be downloaded from the GEF website in the following languages English, French, Spanish, French, Russian, Chinese, and Arabic in various resolutions and shapes (http://www.thegef.org/gef/GEF_logo). Where space allows, the full version with the tagline should be used (horizontal version, with “Investing in our Planet”).



23. Alternatively, the shorter, cropped version can be used where appropriate.



24. The technical and design aspects of its use, are set forth in the GEF Branding Guidelines:

https://www.thegef.org/gef/brand_guidelines

25. The following 14 points cover the key areas in which the Guidelines apply:

Basic Rules

26. The GEF strongly encourages its partners to publicize GEF-funded projects. GEF Agencies, governments, civil society and private sector partners, as well as other international organizations working with the GEF, should follow the guidelines below for all communication activity related to GEF-funded projects:

- At an early stage in the preparation process for communication activities, contact the Communication Officer in the External Relations Team at the GEF Secretariat who has a coordinating function. The Project Manager at the GEF Secretariat should always be included in contacts with the Communication Officer.
- Documents and publications should contain the GEF logo, as well as this phrase on the cover page: *“This project/program is funded by the Global Environment Facility”*. During 2011 the special 20 year anniversary logo can be used as well or instead. The graphic (corporate visual) identity of the GEF must enjoy an equally prominent place and size as that of the GEF Agency.
- All material produced in paper form should also be made available in electronic form, so that it can be sent by e-mail and posted on a web site.
- Implementing and executing agencies should always have a link to the GEF website on the page of their website relevant to a GEF-funded project/activity.
- Digital photography is preferred in order to facilitate reproduction on web sites.

Press Releases

27. The GEF Secretariat appreciates initiatives to issue joint press releases with its partners. A standard joint press release should be issued at the start and completion of all GEF-funded projects.

- When the GEF Agency launches the press release, they are required to liaise with a GEF Communication Officer, receive a quote from the GEF CEO, as appropriate, and get approval from the designated manager of the GEF External Affairs Team before finalizing the press release. The GEF should be included in the title and/or first paragraph of the press release, as appropriate.
- When the GEF Secretariat launches the press release, the GEF Agency must provide all necessary technical information to the GEF External Affairs Team.
- The press release should incorporate the GEF logo, mention that funding was provided by the GEF, and mention the amount of GEF funding in US dollars. If a press conference is planned, the press release should include the name of a GEF senior representative who will be present at the press conference, when possible.
- All press releases must bear the name of a GEF Communication Officer along with the communication/media representative from the GEF Agency.
- The GEF boilerplate text (“About the GEF”) must be added to the text, including the GEF web site address.

Press Conferences

28. Press conferences on projects funded by the GEF should always be organized in cooperation with the GEF Secretariat.

- The invitations should bear a GEF logo.
- A GEF logo flag should be displayed if other flags or symbols are being displayed at the site of the conference.
- Press kits need to include a press release with the GEF logo and boilerplate language on it.
- Whenever possible a GEF Banner will be on hand and set up to serve as a backdrop for TV and photo purposes.

Press Visits

29. Group visits by journalists to project sites may offer additional visibility opportunities. Such visits should be well-timed and focus on tangible achievements. Where appropriate, groups of visiting journalists should be accompanied by representatives of the GEF Secretariat or the GEF Focal Point in the respective authority / government and the GEF contact in the GEF Agency.

Visits by Government Officials

30. Similar to visits by journalists, visits by government officials to project areas should be well-timed and prepared in coordination with the respective Country Relations Officer of the GEF Secretariat and the GEF Focal Points of the host government. In countries with SGP programs, one component of the agenda should be to visit one of these SGP projects, including meeting with local beneficiaries.

Leaflets, Brochures and Newsletters

31. Publications such as leaflets, brochures and newsletters can be useful in communicating the results of an action to specific audiences. All leaflets and brochures should incorporate the basic elements of the GEF visual identity, i.e. the GEF logo (with or without tagline). Leaflets and brochures produced by a GEF partner must also incorporate a definition of the GEF (boilerplate text). Furthermore, in these cases, the cover page must clearly identify the activity as being part of a GEF-funded activity. Copies, including electronic copies of the publications, should be made available to the GEF Secretariat.

Electronic Communication

32. All electronic communication disseminating information on GEF-funded projects (websites, newsletter, and social media) should link to the GEF web site. GEF Agencies' webmasters should liaise with the GEF's webmaster to ensure that all materials are properly linked.

Display Panels

33. GEF partners should also produce a display panel with which to promote their GEF-funded activities at an exhibition or event, or at the entrance of a training center or office reception when specified in the communication strategy.

Commemorative Plaques

34. Permanent commemorative plaques are an effective way of acknowledging the involvement of the GEF in the construction or planning of permanent structures, such as houses, factories, institutions, training centers, etc. As part of the opening ceremony of permanent structures erected with GEF co-funding, implementing and/or executing agencies should place a permanent plaque in the most visible part of the building, such as the main entrance or in front of the building. When appropriate, the plaque could contain the following sentence: *“This [name of the structure] was funded by the Global Environment Facility”* with the GEF logo placed underneath it.

Banners

35. Plastic or textile banners should be produced when specified in the communication strategy of an activity. They are intended to serve as a backdrop for special events, such as inaugurations and conferences.

Vehicles, Supplies and Equipment

36. Any vehicles used in a GEF-funded activity should be clearly identified, and visibly carry the GEF logo and the phrase *“Provided with the support of the GEF”* in the operational language of the GEF program and in the local language.

Promotional Items

37. Promotional items should be distributed when specified in the communication strategy of an activity. All kinds of promotional items (such as T-shirts, caps, pens, notebooks, etc) can be produced by implementing partners, contractors or international organizations as supporting material for their information and communication activities in the framework of their action. Before taking any decision on the production of such items, the Communication Officer at the GEF should be consulted.

38. The promotional items produced should be clearly identified with the GEF logo, and if possible carry the words *“Global Environment Facility”* and key messages or key phrases (such as “Investing in Our Planet”). The GEF Communication Officer can provide samples of such items. On certain promotional items (e.g. pens and banners), where it is not possible to include key messages in their entirety, at least the GEF logo should appear.

Photographs and Audiovisual Productions

39. Photographs showing the progress of all activities should be taken where appropriate to document the progress of actions and events related to these (their launch, visits by GEF officials, and so on) so that they can be used in communication material.

40. The GEF recommends that a professional photographer be used on a regular basis to illustrate GEF projects/programs. All photos should be of high resolution (300dpi) and be submitted to the GEF Secretariat with full caption and credit information. The GEF will be entitled to use or reproduce photos submitted to it without payment of royalties.

41. Audiovisual materials should acknowledge GEF support, by featuring the GEF logo at the beginning and/or end. This material should also be copied to the GEF Secretariat so that it may be posted on the website.

Special Provision for 2011, the Year of the 20th Anniversary Celebration of the GEF

42. During the calendar year 2011, the GEF is celebrating its 20th Anniversary. Therefore, agencies and other partners should use the special anniversary logo for all outreach material that will not be used after the end of 2011 and inform the GEF Secretariat of its use for the record. The logo can be provided in several languages upon request

