



**Food and Agriculture Organization
of the United Nations**

Communication and visibility guidelines for FAO's Green Climate Fund-financed projects



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Abbreviations and acronyms

AE	Accredited Entity
CFOs	climate finance officers
CSO	civil society organizations
FAO	Food and Agriculture Organization of the United Nations
GCF	Green Climate Fund
NDA s	National Designated Authorities
NDC s	Nationally Determined Contributions
NGO s	non-governmental organizations
OCB	Office of Climate Change, Biodiversity and Environment
OCC	Office for Corporate Communication
PWS	Publications Workflow System
SDG s	Sustainable Development Goals
UNFCCC	United Nations Framework Convention on Climate Change

Executive summary

Although every project has unique aims, milestones and successes to share, the communication channels and methods used to deliver key messages should be complementary and consistent with Organizational style. Communication activities are one of the cornerstones of FAO's Green Climate Fund (GCF)-financed funding proposals. Carefully planned communication strategies that are integrated into funding proposal activities will not only raise project visibility, but will also support the overarching goals of [FAO](#) and [GCF](#).

Effective communication with National Designated Authorities (NDAs), government counterparts, partner agencies and the private sector is critical to FAO-GCF project success. A strong communication plan integrated into the funding proposal can increase potential buy-in from key stakeholders, policymakers and decision-makers, thus ensuring the long-term sustainability and likely replicability of the project.

This document is meant to guide the formulation and delivery of FAO's GCF-financed project communication activities, from the inception workshop to project completion. The topics presented range from developing the communication and visibility plan to measuring impact and ensuring consistency with FAO style and GCF branding.

Elements from key FAO and GCF guidance documents are woven into the sections to provide an overview of general strategies to facilitate the communication planning process, FAO and GCF logo requirements, corporate communication channels, and more.

1 Introduction

Information sharing is key to collective climate action. For the Food and Agriculture Organization of the United Nations (FAO), communication activities are an integral part of Green Climate Fund (GCF)-financed funding proposals.

Climate investments are critical to both mitigating the effects of climate change as well as building the resilience of vulnerable people and communities to its impacts. Carefully planned communication strategies built into funding proposal activities will not only raise project visibility, but will also support the overarching goals of [FAO](#) and [GCF](#).

The communication and visibility plan is an integral component of the main project document; therefore, these guidelines should be used to help define the project's communication activities as well as corresponding budget allocations, which are to be presented at the inception workshop. In essence, these guidelines are intended to support the development and execution of communication plans throughout project stages, from the inception workshop to project completion, and from identifying key objectives to measuring impact.

Although every funding proposal is unique and driven by distinct country needs, these guidelines can help harmonize communication activities so that products and materials are complementary, reflect organizational standards, and achieve the desired objectives.

Key points from numerous FAO and GCF guidance documents have been pooled together to provide an overview of (a) general strategies to facilitate the communication planning process, (b) both organizations' corporate branding requirements, and (c) the use of corporate communication channels.

This guidance document is intended to be used in conjunction with the FAO and GCF resources mentioned herewith (*FAO Brand and Policy book*, [Communication at FAO](#), [Publishing at FAO](#), GCF's [Sustainability Guidance Note](#), etc.).

2 Developing the communication and visibility plan

This communication and visibility plan is an integral component of the main project document. It is intended to be used to help define the project's communication activities as well as corresponding budget allocations, which are to be presented at the inception workshop. These guidelines will also support the development and execution of communication plans, from identifying key objectives to measuring impact, throughout project stages. They can help harmonize communication activities so that products and materials reflect organizational standards, such as the use of corporate logos and social media requirements.

Project workplans are the foundations on which communication plans are built. When drafting the communication plan, consider how activities can complement the various stages of the project and contribute towards achieving results. Ultimately, the strength of a project's communication plan will depend on how much it builds on the project strategy and workplan early on.

These guidelines should be consulted prior to inception workshops for FAO-supported, GCF-financed funding proposals. Although each funding proposal is unique and driven by distinct country needs, communication strategies should reflect shared climate and sustainable development goals (SDGs), and include an action plan to accomplish the following:

- **ensure** effective design and delivery of communication products;
- **identify** roles and responsibilities as well as reporting lines (who is responsible for what?);
- **establish** a budget and timelines for the delivery of activities;
- **promote** media coverage (e.g. press conferences, interviews, press seminars and other special activities) for priority issues or major events;
- **monitor** and report on progress;
- **take** appropriate follow-up actions; and
- **analyse** outcomes.

2.1 Objectives

When planning your communication strategy, it is important to clearly define your objectives. What do you aim to achieve? At the same time, think about how you will measure whether you have achieved your objectives and how your communication activity contributes to FAO's¹ and GCF's² objectives.

Objectives that are **SMART** – specific, measurable, achievable, relevant, and time-bound – can deliver long-lasting impact. **Be specific** about what you expect to achieve and why it is important; **make your objectives measurable** by monitoring evidence of engagement; **ensure that objectives are realistic** and attainable; **create relevant material** that ties into wider organizational goals and strategy; and **include an element of time**, such as deadlines or regular timings, so that objectives are time-bound (see Figure 1).



Figure 1. Objectives need to be SMART.

¹ FAO Global Objectives: 1) Eradicating hunger and malnutrition; 2) Eliminating poverty; 3) Sustainably managing natural resources for food and agriculture (FAO, 2020a).

² GCF aims to catalyse a flow of climate finance to invest in low-emission and climate-resilient development, driving a paradigm shift in the global response to climate change. Set up by the [United Nations Framework Convention on Climate Change](#) (UNFCCC) in 2010, GCF has a crucial role in serving the [Paris Agreement](#), supporting the goal of keeping average global temperature rise well below 2 °C.

2.2 Identify target audiences

Communication and outreach activities will be determined by the audience you would like to reach: decision-makers and policymakers in government; technical peers in fields related to FAO's work on climate change; non-governmental organizations (NGOs), civil society organizations (CSOs), and the private sector with interests in FAO's fields of concern; media representatives; and [other project partners](#) or international entities (including multilateral funds supporting climate action). Getting buy-in from policymakers is essential to project success, and effective communication with National Designated Authorities (NDAs) is crucial. The more project results are shared with key actors, such as Executing Entities, implementing partners, sectoral ministries, etc., the more synergies can be leveraged and partnerships built to ensure project success.

When you are planning your communication activities and identifying the best ways to reach your target audience, consider building up and maintaining a mailing list, such as special lists to reach out to technical experts, government representatives, CSOs, public information and media lists, etc. Mailing lists can also be defined according to whether the communications product is intended for internal communication purposes (among project team members and partners, between programmes or within FAO-GCF networks), or for external communication activities (primarily people outside the project team and partners – e.g. other UN entities, NGOs, government representatives, donors, the general public, etc.) Whether you have one target audience or many, it is essential to tailor messages to their needs and values.

Tailor key messages to address the concerns and needs of different target groups (see Figure 2) and make the content as useful and relevant as possible, considering audience needs/preferences and the communication environment. What approaches will reach audiences and accomplish communication objectives? How will you reach the target audience involved in FAO's GCF work as well as those groups external to the project but potentially interested in project results – e.g. resource partners, policymakers, and local communities? How will you tailor communication activities to the audiences' literacy levels, age and media access? Overall, knowing and understanding your target audience will not only make your communication activities more effective across ministries and communities, but will also contribute towards achieving projects results.



Figure 2. Know your target audience

2.3 Outline of communication plan

When planning communication products for FAO's GCF-funded projects, think about how they fit within the wider context of FAO's and GCF's mandates. Also, consider how social objectives can be integrated into your communication strategy, such as laying emphasis on how improved livelihoods, increased food security, and greater social empowerment improve the well-being of vulnerable communities.

Table 1 outlines some key factors to take into consideration when planning your communications plan, such as objectives, communication channels, and budget allocation. Figure 3 provides some examples of key communication objectives that can be identified in each funding proposal.

Table 1. Communication and visibility plan: Outline

Reason for communications: objective	Communication activity	Audience	Channel	Timing	Budget
<p>Disseminate results:</p> <ul style="list-style-type: none"> • project performance • achievements • outcomes 	<ul style="list-style-type: none"> • brochures* • fact sheets • flyers • infographics • presentations (conferences, meetings, etc.) • publications • social media/influencer marketing • videos, etc. <p>*Prioritize the digital format of communications material, where appropriate.</p>	<p>Primarily external:</p> <ul style="list-style-type: none"> • NDAs • GCF • UN entities • policymakers, etc. 	<p><u>Digital format:</u> through corporate channels – e.g. flyers & brochures in electronic format available on websites/web pages; videos uploaded to FAO’s YouTube channel; Tweets/ @FAOclimate, etc.</p> <p><u>Printed materials:</u> mailed or distributed at events, meetings, conferences, etc.</p>	<p>Time according to related events:</p> <ul style="list-style-type: none"> • conferences • meetings • councils • international days • FAO/OCC video and photo missions • GCF missions 	<p>Estimate: USD 20 000</p>
<p>Raise awareness of how FAO/GCF projects increase climate resilience of communities and ecosystems:</p> <ul style="list-style-type: none"> • improved land and water management • improved livelihoods • restored ecosystems, etc. 	<ul style="list-style-type: none"> • Press release connected to project milestones, events, conferences, etc. • Interviews with journalists specialised in science communication 	<p>External audience:</p> <ul style="list-style-type: none"> • other UN entities • NGOs • government reps • donors • the general public, etc. 	<ul style="list-style-type: none"> • Local media networks • Corporate social media channels • FAO websites, news channels and feature written stories 	<ul style="list-style-type: none"> • Time according to related events, conferences, international days, etc. • Establish the release date in advance, if possible 	<p>Estimate: USD 20 000</p>
<p>Produce qualitative coverage of project milestones/results</p>	<p>Field visits:</p> <ul style="list-style-type: none"> • visit to the field with a group of journalists to generate qualitative coverage of project milestones and results 	<p>External audience:</p> <ul style="list-style-type: none"> • other UN entities • NGOs • government representatives • donors • the general public, etc. 	<p>Across all media channels</p>	<ul style="list-style-type: none"> • Time according to related events, conferences, international days, etc. • Establish the release date in advance, if possible 	<p>Estimate: USD 10 000</p>

Increase local/community awareness of project's climate change adaptation and mitigation activities	Radio can be a good medium to reach communities in remote areas or people with lower literacy levels	Local community members or stakeholders that may have lower literacy levels	Radio	Time according to related events: <ul style="list-style-type: none"> • training • demonstrations • workshops • meetings • field visits, etc. 	Estimate: USD 5 000
Increase project visibility and communicate key messages (and key deliverables) with display panels, posters, banners, printed materials, etc.	Create panels/posters/banners etc. to increase visibility and communicate key messages for workshops, conferences, and exhibits, etc.	External audience: <ul style="list-style-type: none"> • other UN entities • NGOs • government representatives • donors • the private sector, etc. 	Events: <ul style="list-style-type: none"> • workshops, conferences, councils, exhibits, etc. • include hashtags on event posters to encourage further dissemination through social media 	Time according to related events, conferences, Meetings, etc.	Estimate: USD 10 000

:

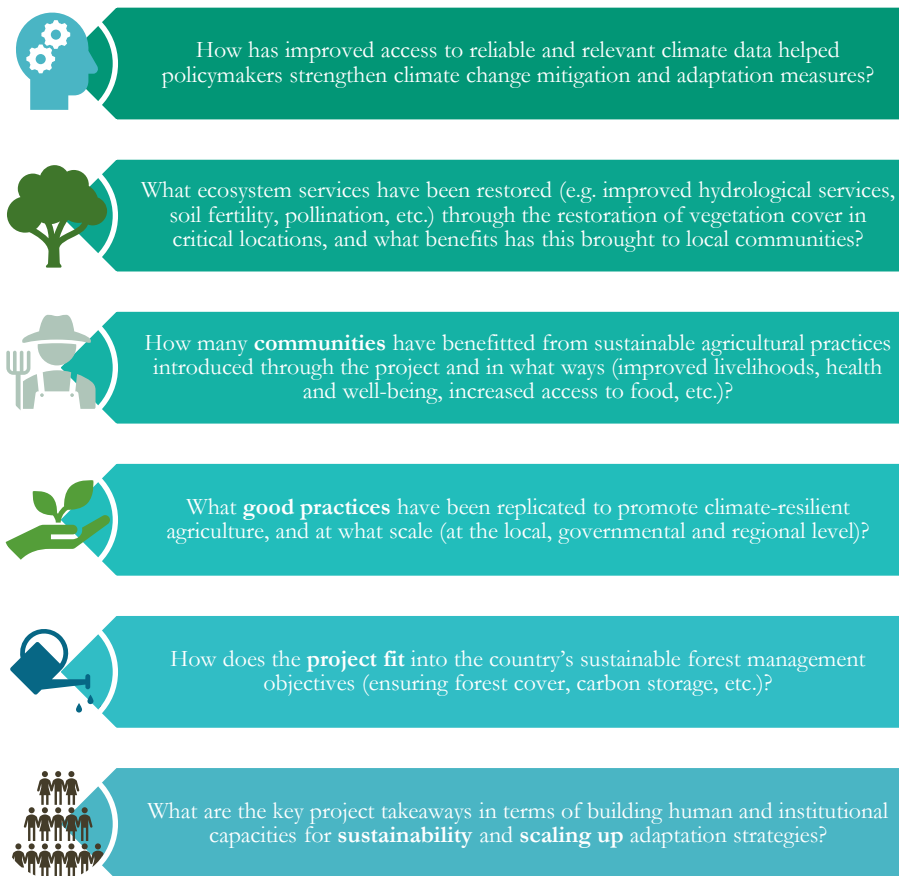


Figure 3. Guiding questions extracted from funding proposals.

When planning communication activities, think about how your material can help bridge the climate-science knowledge and data gap at local and regional levels and inform policy. Figure 4 highlights some guiding questions:

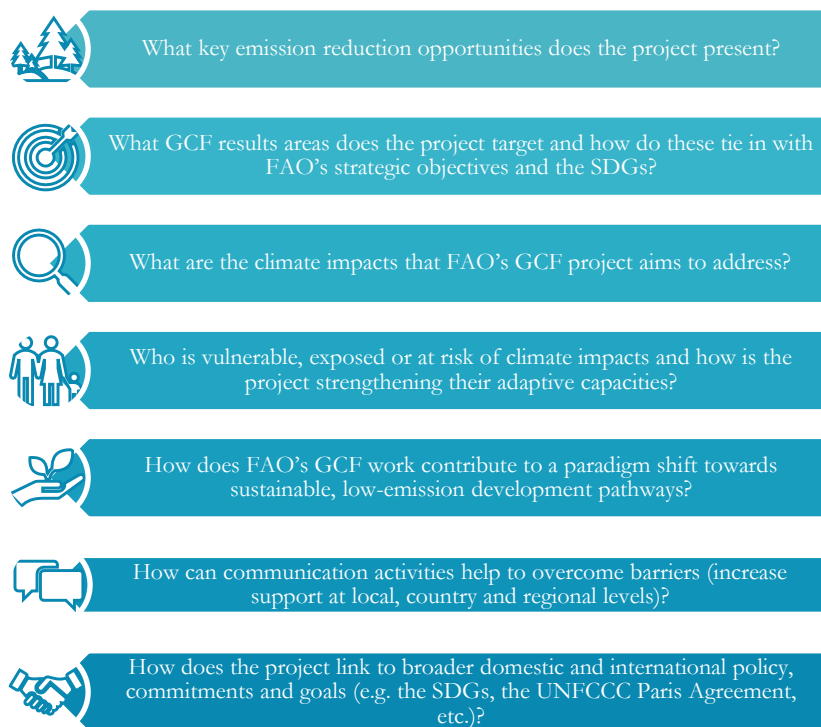


Figure 4. Guiding questions to plan communication activities.

2.4 Presenting the communication and visibility plan at the inception workshop

The next step in the process, once the communication and visibility plan has been developed, is to present the plan at the inception workshop. Timing is crucial, as the communication and visibility plan must be ready within six months of project approval by the GCF Board.

The inception workshop is an important milestone that marks the beginning of the project's implementation phase. Therefore, it is essential that the communication and visibility plan be developed in conjunction with the communication focal points in FAO's country offices and/or regional offices and FAO headquarters prior to presenting it during the workshop. Please refer to Appendix A: Example work plan with priority activities of this document (Example work plan with priority activities).

3 Implementing the communication and visibility plan

Once the objectives and target audience(s) have been defined for the communication plan, the right communication channels must be chosen to achieve maximum impact. Different kinds of communication and visibility products may be needed during the project's lifespan, but the narrative should be strategic, compelling and consistent.

During this phase, it is important to work closely with the project coordinator and technical officers to create a combined calendar so that communication activities support project implementation activities, such as inception workshops and stakeholder consultations.

3.1 Approach and choosing the right communication channels

When possible, prefer a people-centred approach, using storytelling to emphasize the impact of FAO's GCF work on individual lives and the environment. Understanding which communication channels your target audience tends to use (newspapers, websites, radio, social media, etc.) will also determine which channel is best to share knowledge and information – turning effective communication into concrete action.

Depending on the local context, use the most appropriate communication channels and the local language(s), to the extent possible. Planned communication activities will have a specific approach, be issue-oriented and country-driven. Where possible, leverage ongoing campaigns as well as partnerships with individuals and [organizations](#) to amplify the messaging (see Table 2) and increase the potential multiplier effect. This also applies to FAO and GCF missions to the field: Liaise with FAO country representatives to know when FAO's Office for Corporate Communications (OCC) has planned video/photo missions to the country, and if possible, arrange for the mission to be extended to include coverage of the project.

Table 2. Key FAO and GCF messages

"A world without hunger can be achieved by pursuing more productive, sustainable and climate-resilient agricultural development"

"Responding to climate change is not only vital to eradicating hunger, but to achieving the entire 2030 Agenda for Sustainable Development"

"Agriculture and food systems are a huge part of the climate solution. But they must transform through inclusive, multisectoral approaches that reduce emissions, draw down carbon, and boost climate resilience and adaptation"

"Biodiversity and communities are key pillars for restoring agriculture sectors and resilient landscapes and livelihoods"

"Leveraging investments in climate-smart agriculture, including from the private sector, is also crucial to lifting millions of people out of hunger and poverty"

"With FAO's technical support, countries can use REDD+ actions as catalysts to deliver on their Nationally Determined Contributions (NDCs) towards climate change mitigation and adaptation"

“Many NDCs have made specific reference to REDD+ plans, offering an opportunity to mainstream REDD+ and climate efforts into countries’ national planning processes and ultimately, actions on the ground”

“The Green Climate Fund aims to finance replicable and scalable mitigation and adaptation projects that help deliver systemic change in support of the Paris Agreement”

“GCF investments support developing countries’ own aspirations for low-emission, climate-resilient development, in order to help attain their NDC objectives”

“GCF helps developing countries limit or reduce their greenhouse gas (GHG) emissions and adapt to climate change. It seeks to promote a paradigm shift to low-emission and climate-resilient development, taking into account the needs of developing countries that are particularly vulnerable to climate change impacts”

“GCF makes critical investments in climate-resilient water resources management, health care facilities, sustainable agriculture and livelihoods – all of which are essential to preventing, responding to and fostering a green recovery [in the context of the COVID-19 pandemic]”

Sources: FAO (2019a, 2019b, 2020b); GCF (2018, 2020a).

Use digital outreach to engage communities and decision-makers, with a focus on raising awareness of FAO’s GCF work and inspiring measurable climate action. Also, identify key [international days/events](#) that serve as a powerful advocacy tool for FAO’s GCF work. These days/events, many of which are listed in Appendix B: Key international days and events for greater visibility, act as a springboard for awareness-raising actions, driven by Organizations and offices of the United Nations system, governments, CSOs, the public and private sectors, schools, universities, communities, etc.

For communication products to reach a wider audience, consider how photos, videos, social media content, news articles and feature stories, etc. can be disseminated across FAO’s communication channels, from country office websites and Twitter accounts, to FAO’s Corporate social media channels. To ensure timely dissemination of content, country offices are requested to share their communication products with FAO’s country office communication focal point, the regional communication focal points and FAO’s Office of Climate Change, Biodiversity and Environment (OCB) climate finance officers (CFOs) as soon as the material is ready and cleared by the FAO representative. This will not only strengthen communication flows between headquarters and Decentralized Offices, but will also amplify key messages about climate action, and elevate the voices of the people at the forefront of the climate crisis.

3.2 Digital Media

In recent years, FAO has developed a “digital-first approach”, creating [compelling content](#) and harnessing the power of images and video while leveraging new technologies. FAO (2019d) reports that “in 2018 alone, FAO campaign videos reached 20 million views.” Content on FAO’s media channels is tailored (See Figure 5 and Figure 6) in ways that make it engaging and compelling as well as available in audience-friendly formats – e.g. high-quality digital storytelling designed for different channels featuring first-person narratives that give audiences down-to-earth insights into people’s lives and challenges.



Figure 5. Prior to creating digital media content.



Figure 6. Creating digital media content

Digital content – e.g. FAO stories, interactive stories, and infographics – can be promoted more widely across FAO's communication channels provided that they comply with FAO rules/regulations.

- **YouTube:** To upload videos to [FAO's YouTube](#) channel, follow the guidelines [here](#). Note: FAO videos **must** include the full Logo-block cover or animated bumper at the end for a duration of at least 3 seconds. The following logo-block slates are available: [\[AR\]](#) [\[EN\]](#) [\[ES\]](#) [\[FR\]](#) [\[IT\]](#) [\[PT\]](#) [\[RU\]](#) [\[ZH\]](#) [\[Rome-based Agencies\]](#). The FAO animated bumper is available for download in the following languages: [\[AR\]](#) [\[EN\]](#) [\[ES\]](#) [\[FR\]](#) [\[IT\]](#) [\[RU\]](#) [\[ZH\]](#).
- **Facebook:** To propose content for FAO's Corporate Facebook "[fan page](#)", contact the [Digital Team](#).
- **Twitter:** To cross-post, retweet and share content on [FAO's company-sponsored Twitter accounts](#), such as [@FAO](#) or [@FAOclimate](#), contact the [Digital Team](#). Note that FAO event hashtags are encouraged, but should be agreed in advance with the Digital Team in [OCCI](#).

- [Flickr](#): FAO maintains two corporate Flickr accounts and a Flickr group. These are “[FAO News](#)” (subject to published terms and conditions regarding credit and copyright); and “[FAO of the UN](#)”. For guidelines on using these images or uploading photos, see [FAO and Flickr](#). Note that FAO images are all rights reserved (see [FAO copyright policy](#)); all FAO photos should have credit information, if possible (e.g. Photo credit: © FAO/First Name Last Name of photographer).



Figure 7. Women in agriculture in Pakistan
Photo credit: © FAO/Virginija Morgan

- [LinkedIn](#): FAO’s corporate [LinkedIn page](#) is used for professional interaction. See [FAO and LinkedIn](#) to learn more about sharing information, posting vacancy announcements, or creating groups.
- [FAO and Wikipedia](#): Before contributing to Wikipedia pages, FAO employees in all categories are asked to (1) learn about the Wikipedia editorial policy and guidelines and be tactical before posting (adding reputable references and sources will increase the chance of your contribution remaining unedited for longer periods of time); and (2) try to use content from published and/or authorised documents for external communication. When adding content from FAO publications, contact publications@fao.org to coordinate the appropriate Open Access licensing, which will also allow you to monitor visits to the Wikipedia page where that content appears. A tutorial on how to edit Wikipedia pages can be found [here](#).

For all the above, consider the employee [ground rules](#) for use of social media at FAO, and the related [Terms and Conditions](#). To access FAO’s official online digital photo archive – [FAO mediabase](#) – contact the [Photo Library](#) to establish an FAO mediabase account.

3.3 Ensuring cost-effectiveness

Using resources effectively and staying within the predetermined budget ensures that communications activities are realistic and deliverable for the duration of the project. As costs vary for communication activities, it is good practice to compare the cost-effectiveness of different communication channels. One way to do this is by listing the channels you are considering for specific audiences – e.g. radio, TV, newspaper, social media – then, for each channel, estimate its cost effectiveness.

Once the most cost-effective communication channel has been chosen, it is advisable to ensure that a portion of the budget has been allocated to monitoring and evaluating the effectiveness of the activity or product. Communication activities on different channels should also be complementary, reinforcing the main messages while reaching the widest possible audience.

Drawing up a detailed work plan per year of the project will ensure the timely delivery of communications products and activities, while staying within the budget (See Appendix A: Example work plan with priority activities). Although funding proposals vary in size, budget allocations for communications activities range between 1 and 2 percent of the overall budget for the project.

3.4 Reflecting GCF policies in all communications and outreach activities

The principles of transparency, accountability, inclusiveness, non-discrimination, and “do no harm” must be reflected in all activities financed by GCF, including those related to communications and outreach. Accredited Entities (AEs) are required to provide clarity and direction to internal working teams, and communicate to the broader public that AEs recognise and respect the values, beliefs, perceptions and ideas of people and communities impacted by their activities (GCF, 2019). The GCF policies to bear in mind when carrying out communications and outreach activities include the [Gender Policy](#), [Indigenous Peoples Policy](#), [Environmental and Social Policy](#) and [Information Disclosure Policy](#).

3.5 Notes on ways to engage your target audience

The ways you engage your target audiences will depend on the local context in which communication activities for FAO’s GCF projects will be carried out. Box 1 highlights some general guidelines:

Box 1. Ways to engage

Encourage public and national media to highlight the complementary between FAO’s GCF project objectives and the government’s climate change commitments, such as their Nationally Determined Contributions (NDCs).

Inspire community members to build their resilience to climate change by adopting and replicating tested measures introduced in the FAO-GCF project.

Use social media to drive engagement and reach a wider audience through FAO’s corporate channels by contacting FAO’s digital media team to post tweets, videos, Facebook messages, etc. (see Section 2.6).

Give community members/stakeholders a voice and create opportunities for meaningful exchanges that can inform policy and decision-making processes.

Empower major groups and stakeholders to drive the climate agenda and engage with the private sector.

Identify communication opportunities (e.g. media field trips on the sidelines of regional ministerial fora, press briefings at multilateral conferences, etc.).

Encourage state broadcasters to raise awareness on climate change impacts at local/regional/country level, and to highlight opportunities to act.

Leverage the knowledge, capacities and influence of civil society organizations to reach a wider audience.

Support media field trips to areas where the project is being implemented, and arrange interviews and briefings to create buzz around project milestones or future events.

4 Measuring impact

Ensure that you have a way to quantifiably measure the impact of the communication activity. Consider how you intend to gauge impact and conclude whether or not you have achieved the objective. Identify indicators for monitoring and evaluating the success and reach of the communication activities and mark key milestones.

It is important to keep a detailed account of the implementation of the communication and visibility plan. Evaluating the outcomes and reach of the communication measures carried out will allow you to review and adapt your goals. By tracking performance against objectives and strategic priorities, you will be able to learn from the experience gained and identify areas for improvement (better ways to design your content, more effective communications channels, etc.). Examples include documenting the volume and distribution of communication products, assessing the accuracy and appropriateness of media coverage, monitoring and moderating web and social media posts and comments about the project, etc.

FAO (2020c) offers the following guidance: “Document a good practice by explaining how and why the activities were successful so that others will understand the key success factors and how to replicate the good practice in their own context.” By monitoring and evaluating the impact of your communication activities and knowledge products, good practices can be **adopted, adapted and scaled-up** as well as **generate change**.

5 Visual identity

Both FAO and GCF have clear guidelines on the use of their corporate logos. This section outlines the correct usage of the FAO and GCF logos in communication products.

5.1 FAO's visual identity

FAO's corporate identity must be well managed through its information products. All information products produced by FAO must be in line with the Organization's *Logo Policy and Guidelines*.³ Similarly, partners' logos, such as the GCF logo, may be displayed on FAO copyright material according to FAO's *Recognition Guidelines – For Public Sector Resource Partners*.⁴ Table 3 outlines the preferred placement of FAO and GCF (or other partner) logos according to the type of information product being produced.

Table 3. Placement of FAO and GCF logos according to type of information product

Product	FAO logo placement	GCF/partner logo placement	For clearance
<i>Publications: brochures, fact sheets, newsletters, documents, etc.</i>	<ul style="list-style-type: none"> Top left corner of the front cover Top left corner of first page, when no cover is present 	<ul style="list-style-type: none"> Bottom of back cover Bottom of last page when no cover is present 	Submit to the Publications Workflow System (PWS)
<i>One page publications</i>	<ul style="list-style-type: none"> Top left corner of the page 	<ul style="list-style-type: none"> Bottom of the page 	Submit to PWS
<i>Banners, rollups, posters,</i>	<ul style="list-style-type: none"> At the top of the item 	<ul style="list-style-type: none"> At the bottom of the item 	Submit to PWS
<i>Event materials, backdrops, booth panels, etc.</i>	<ul style="list-style-type: none"> At the top of the item 	<ul style="list-style-type: none"> Eye-level or on the top portion of the communication (same size in height as the FAO logo and/or other logos that are part of the same communication material) 	Contact: copyright@fao.org
<i>Promotional materials such as hats, bags, pens, etc.</i>	<ul style="list-style-type: none"> FAO logo should be most prominent (precise location depends on product) 	<ul style="list-style-type: none"> GCF logo may not be more prominent than the FAO logo (precise location depends on product) 	Contact: copyright@fao.org
<i>PowerPoint presentations</i>	<ul style="list-style-type: none"> At the top of first slide 	<ul style="list-style-type: none"> At the bottom of the first slide or on the last slide 	Contact: manuella.sfeir@fao.org
<i>Websites</i>	<ul style="list-style-type: none"> Preferred FAO logo placement is on the top left-hand side 	<ul style="list-style-type: none"> Preferred GCF logo placement is on the right-hand side (logo must be visible on the homepage without the need to scroll down to the end) 	Contact: logo@fao.org
<i>Videos</i>	<ul style="list-style-type: none"> All FAO videos must include the full logo-block cover or animated bumper at the end for a duration of at least 3 seconds. Logo-block slates: 	<ul style="list-style-type: none"> GCF/partner logo block appears at the end of the video (before the final FAO full logo-block slate or animated bumper). See example here. 	Contact: Tszmei.Ho@fao.org

³ See: http://intranet.fao.org/departments/occ/fao_logo/.

⁴ Access the "Recognition Guidelines for Public Sector Resource Partners" internal FAO document at https://home.fao.org/fileadmin/user_upload/occ/DanaInfo=intranet.fao.org+FAO_Recognition_guidelines.pdf.

	<p>[AR] [EN] [ES] [FR] [IT] [PT] [RU] [ZH] [Rome-based Agencies]</p> <ul style="list-style-type: none"> • Animated bumper: [AR] [EN] [ES] [FR] [IT] [RU] [ZH] • FAO word-mark should be placed on the top right-hand corner of the video. The word-mark template is available for download here and can be directly added to your video. 		
<i>Social media</i>	<ul style="list-style-type: none"> • FAO logo block is on the bottom, left-hand side 	GCF approval needed first	Contact: Social-media@fao.org

With regard to the FAO logo on FAO websites, it should appear on the top left-hand corner as shown in the [homepage of FAO.org](#). FAO’s Brand and Policy book (2019c) states the following:

For websites in FAO.org where FAO is in partnership with another entity or entities, the FAO logo should appear on the left-hand corner. For non-FAO websites where FAO is a partner, the FAO logo should appear on the left-hand corner if FAO is the main partner, in another position if FAO is a participating member. For questions, please contact web@fao.org (FAO, 2019c, p. 43).

It is important that you do not commit to including partners’ logos on information products before receiving the appropriate clearance(s). For copyright, rights, licensing, and FAO logo clearance, contact copyright@fao.org prior to publishing communication material with the FAO and GCF logos.

All FAO publications – including leaflets, brochures, posters, and banners – should be submitted through the [Publications Workflow System](#) (PWS). FAO retains all rights and responsibilities for its publications, irrespective of the source of funding and location, including publications produced in the context of projects financed with extra-budgetary funds at headquarters and in decentralized offices (FAO, 2019c).

Similarly, use of the FAO logo on promotional materials prepared by FAO follows the same rules set out in [Publishing at FAO](#) (2017), except where internal communications may be concerned. For posters printed on large paper sizes (for example, A1), the distance of the FAO logo from the top and left margin may be increased (contact logo@fao.org for more details). Use of the FAO logo on leaflets, brochures, posters, banners, flyers and other promotional materials prepared by external organizations need to be approved in advance by OCC.

5.2 GCF Branding

As outlined in FAO’s Donor Recognition Guidelines, knowledge management and outreach material developed under FAO’s GCF-funded projects may include the GCF logo, provided that it is displayed in line with FAO’s *Recognition Guidelines – For Public Sector Resource Partners*. There are, however, conditions to using the GCF logo, which are laid out in the [GCF Branding guidelines](#).

According to GCF Branding guidelines, partners may use the GCF Name and/or GCF Logo provided that the “Conditions” laid out in the [guidelines](#) are met. Please observe the principles and criteria presented in Section III as well as the visual and graphic standards in Section IV before using the GCF name and/or logo in any

material (whether in print or electronic format), including any documents, reports, photos, designs, drawings, panels, labels, assets, equipment, and websites.

When the conditions laid out in the GCF Branding Guidelines cannot be met, the first textual reference to the project should describe it as “GCF-funded,” “funded by GCF,” or alternatively “supported by the GCF.”

Partners **can use the GCF Name and/or GCF Logo, provided** that such use:

- conforms with the GCF mandate, its objectives and guiding principles, as set out in the Governing Instrument for GCF and relevant UNFCCC decisions;
- is directly related to activities to which GCF has provided its financial and/or technical support – projects, programmes, readiness and preparatory activities, or other types of technical assistance; and
- is directly related to events organized in collaboration with GCF (GCF, 2020b).

The **GCF Name** and/or **GCF Logo** **cannot** be used:

- on Materials that are intended to present, describe or provide information on the Partners (office/door signs, presentation brochures, business/visitor cards, letterheads, etc.);
- on Materials on which the Partners have no control or when content may be modified by third parties (e.g. PowerPoint presentations not directly presented by the Partners, web platforms with online fora, social network pages);
- on Materials that breach, or may potentially breach, ethics, public order, legal or social norms, or human rights;
- if it may jeopardise the safety and/or security of any person, property, facility or asset associated with the GCF Name and/or Logo;
- for commercial purposes or, in any other manner which could potentially be viewed by the general public as, the GCF’s advertisement or endorsement of specific products, services or events;
- on vehicles, or any other means of conveyance or transport; or
- in any other manner that may jeopardize the GCF’s international status, independence, impartiality or privileges and immunities or may imply any risk of diplomatic or other embarrassment to the GCF (GCF, 2020b).

GCF Visual and graphic standards:

- When referring to the Green Climate Fund, Partners must use either its full official name (Green Climate Fund), or its official acronym (GCF).
- English is the only official language of GCF and the official, English version of the full name or acronym should be used first, before being translated into other languages.
- If the GCF Name and/or GCF Logo are displayed on any printed or electronic information Material (e.g. publications, studies, reports, newsletters, brochures, books, and similar product), and **unless otherwise agreed upon by the GCF and the Partner, the following disclaimer shall also be added to the inner pages of Material:**

“The views expressed in this information product are those of the author(s) and the GCF cannot be held responsible for any use which may be made of the information contained therein (GCF, 2020b).”

- The GCF Logo can be downloaded from the following locations: <http://g.cf/logo-black> and <http://g.cf/logo-white> (note: use an “esp” viewer to open these Encapsulated Postscript Vector graphics).
- The size, prominence and placement of the GCF Logo should clearly reflect the nature and scope of the GCF’s support to activities or events, in a manner that will not create any confusion regarding the

ownership, property of, or responsibility for, the Materials on which they are displayed or for the related activities and events.

- As a general rule, when ownership is equal (e.g. a jointly published report), the size of the GCF Logo should be equal to that of the Partners.

With regard to social media posts, GCF can be credited in relation to its work with FAO, and specifically, FAO's GCF-financed funding proposals/projects. GCF is present on the following social media platforms:

- Twitter: [@theGCF](https://twitter.com/theGCF);
- LinkedIn: [@green-climate-fund](https://www.linkedin.com/company/green-climate-fund);
- Facebook: [@GCFOfficial](https://www.facebook.com/GCFOfficial); and
- Instagram: [@greenclimatefund](https://www.instagram.com/greenclimatefund).

Bear in mind, however, that if the knowledge product or communications material has not been co-developed by GCF, this should be reflected in the social media content so that it is clear that the product is of the delivery partner and not the GCF Secretariat. In addition, all partners should inform GCF when and how they plan to use the GCF logo, and should share a copy of their final products with the Secretariat.

5.3 FAO and GCF visibility after completion of the GCF-financed project

The FAO logo and GCF logo may only be used for the duration of the project and up to six months following project completion, after which they may no longer be included in any new communication activities accompanying the action. For related communication materials issued six months after project completion, please prominently display the following sentence:

“An earlier phase of this project/programme (include dates) was supported by the Food and Agriculture Organization of the United Nations (FAO) and the Green Climate Fund (GCF).”

5.4 Notes on use of the FAO logo in different variants/languages

The FAO logo block can be used in two different variants: (1) text on two lines, or (2) text on three lines (see Box 2). Note that the size (diameter) of the logo should be 10 mm; the FAO emblem with the 3-line text can be used in publications and in those cases where the FAO logo is accompanied by a partner logo or where space is limited, respecting a predefined clear space (FAO, 2019c). The FAO emblem with the 2-line text can be used in publications, and in cases where the logo stands alone, preferably on letterhead, banners, email signatures, and websites (FAO, 2019c). For information on when **NOT** to use the FAO logo, refer to Section 3 in the *FAO Brand and Policy book* (2019c), or contact OCC at logo@fao.org.

Box 2. FAO logo in various languages on two or three lines, in predefined order

English



Food and Agriculture
Organization of the
United Nations



Food and Agriculture Organization
of the United Nations

French



Organisation des Nations Unies
pour l'alimentation
et l'agriculture



Organisation des Nations Unies
pour l'alimentation et l'agriculture

Chinese



联合国
粮食及
农业组织



联合国粮食及
农业组织

Spanish



Organización de las Naciones
Unidas para la Alimentación
y la Agricultura



Organización de las Naciones Unidas
para la Alimentación y la Agricultura

Russian



Продовольственная и
сельскохозяйственная организация
Объединенных Наций



Продовольственная и сельскохозяйственная организация
Объединенных Наций

Arabic



منظمة
الاغذية والزراعة
للأمم المتحدة



منظمة الاغذية والزراعة
للأمم المتحدة

Source: FAO (2019c).

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- Green Climate Fund (GCF).** 2020a. *Responding to the impacts of the COVID-19 global pandemic: Interlinkages between people, planet and prosperity*. Songdo, Republic of Korea. https://www.greenclimate.fund/sites/default/files/document/gcf-notif-2020-4_0.pdf
- Green Climate Fund (GCF).** 2020b. *GCF Branding Guidelines*. Songdo, Republic of Korea. 7 pp. (also available at <https://www.greenclimate.fund/sites/default/files/page/gcf-branding-guidelines.pdf>).

Appendix A: Example work plan with priority activities

Activity	Timeline												Budget (year 1)	Person(s) responsible	
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec			
Hire Communication specialist														12 months x USD 1 000 Total = USD 12 000	<ul style="list-style-type: none"> • Project manager
Create supplementary learning materials and information on climate change, ecosystem function and services, etc.														Total = USD 10 000	<ul style="list-style-type: none"> • Communication expert • Knowledge management specialist
Plan tours and field events (logistics, equipment, short-term translation and simultaneous interpretation, printing, communication material etc.)														3 x USD 900 Total = USD 2 700 *Logistics: 3 x USD 2 000 Total = USD 6 000	<ul style="list-style-type: none"> • Communication expert • Project manager
Oversee the technical review of documentation (translation, proof reading, printing, multimedia, etc.)														Total = USD 2 000	<ul style="list-style-type: none"> • Communication expert • Project manager
													Total: USD 32 700		

Note: Consult the funding proposal and corresponding budget allocations prior to drawing up a work plan for communication activities. For more examples of priority activities in a work plan, see: <https://community.abs-sustainabledevelopment.net/wp-content/uploads/2020/04/UNDP-GEF-Global-ABS-Project-Communication-Strategy-FINAL-1.pdf> and <http://www.fao.org/3/i2195e/i2195e.pdf>.

Appendix B: Key international days and events for greater visibility

- United Nations Framework Convention on Climate Change (UNFCCC) events, such as [Conference of the Parties](#) (COP) sessions and [Global Climate Action Events](#)
- GCF meetings ([Meetings of the Board](#), [events](#), etc.)
- FAO [events, conferences and meetings](#): [Committee on Agriculture](#) (COAG); [Committee on Fisheries](#) (COFI); [Committee on Forestry](#) (COFO); meetings of the [FAO Governing Bodies](#)
- International Day of Forests (21 March)
- World Water Day (22 March)
- World Meteorological Day (23 March)
- World Health Day (7 April)
- International Mother Earth Day (22 April)
- International Day for Biological Diversity (22 May)
- World Environment Day (5 June)
- World Oceans Day (8 June)
- World Day to Combat Desertification and Drought (17 June)
- International Day of the Tropics (29 June)
- [International Day of the World's Indigenous Peoples](#) (9 August)
- International Day of Clean Air for Blue Skies (7 September)
- International Mountain Day (11 September)
- International Day for the Preservation of the Ozone Layer (16 September)
- International Day for Disaster Risk Reduction (October 13)
- [World Food Day](#) (16 October)
- World Soil Day (5 December)

Appendix C: Press releases for approved funding proposals and readiness news

Multimillion-dollar funding proposals for climate change mitigation and adaptation projects can generate significant media interest. When funding proposals are to be presented to the GCF Board for approval, a chain of communication actions are set into motion.

Communication Officers in FAO's Decentralized Offices draft press releases and acquire the necessary clearances for the content and quotes before Board meetings take place. If the funding proposals are approved, press releases (and associated Tweets) are published immediately on relevant FAO communication channels – e.g. [country](#) and [regional](#) office websites – as well as shared with larger networks. It is important to note that quotes in press releases drafted by FAO's Decentralized Offices should be attributed to (1) the FAO Representative, and (2) the National Designated Authority. Ideally, the press release should be around 800 words long and not exceed 1000 words.

FAO's Office for Corporate Communications is responsible for the [global press release](#), which is published on [FAO's news page](#). Decentralized Offices can play an important role in supplying FAO's Media Relations Office with relevant information and high-quality photos connected to the funding proposals. This kind of collaboration not only speeds up the process, but also generates highly relevant content, which can then be reposted by country offices.

For readiness projects, collaboration between Decentralized Offices and headquarters is key to ensuring wider dissemination of press releases and feature stories. Press releases, FAO stories and Tweets on approved readiness projects – or other readiness news – can be posted on FAO's Corporate social media channels (see Section 3.2), such as [@FAOclimate](#). By increasing communication flows between Decentralized Offices and FAO's GCF team at headquarters, we can maximize the potential of FAO's communication channels to reach a wider audience, on a global scale.



Figure 8. @FAOclimate Tweet on readiness Approval