

Communication and Visibility Plan - Summary

Promoting Employment in the Digital and Green Economy in Iraq (ProDIGI)

Part of the Team Europe Initiative “Sustainable and Inclusive Socio-Economic Perspectives for Iraq” (TAEUFIQ)

About the Project

ProDIGI is co-financed by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by GIZ. The Action contributes to the Team Europe Initiative TAEUFIQ, and aims to address the root causes of irregular migration among Iraqi youth by expanding decent work and entrepreneurship opportunities in the green and digital economy.

The project supports young Iraqis, including entrepreneurs, start-ups, MSMEs, the unemployed, and freelancers, across both Federal Iraq and the Kurdistan Region of Iraq (KRI), through four areas of work: business development services, skills-building, financial inclusion, and evidence-based policy support.

Communication Objectives

Communication and visibility activities run throughout the project and are designed to inform target groups on the reasons for the Action, the support provided by the EU and BMZ, and its outcomes and impact, emphasising tangible results over administrative milestones, and coordinated with the wider EU communication strategy.

Target Groups

- Direct beneficiaries: MSMEs, start-ups, freelancers, job seekers, university students, self-employed individuals, and vulnerable population groups (women, youth, IDPs, returnees, refugees)
- Indirect beneficiaries: the wider Iraqi population benefiting from a stronger, more inclusive digital and green economy
- Intermediary partners: ecosystem stakeholders and companies co-designing training or offering employment
- International partners: the EU Delegation in Iraq, the German Embassy and BMZ, and key political partners in Iraq

Branding and Visibility Requirements

All communication materials must give equal prominence to the EU emblem and the German Cooperation logo, generally placed top-left and top-right respectively, with the GIZ logo displayed below or alongside, no larger than the EU logo, accompanied by “Implemented by.” The words “Co-funded by the European Union” accompany the EU logo.

General logo order



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Logo order for communication in/on the Kurdistan Region of Iraq (KRI)



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Reports and official correspondence are in British English; public-facing communication and visibility measures are in Modern Standard Arabic and/or Kurdish Sorani depending on the intervention region, and German where required by context.

Standard Disclaimer

All materials must include a standard disclaimer, for example for publications:

“This publication was produced with financial support of the European Union and the Federal Republic of Germany. Its contents are the sole responsibility of [implementing partner]/GIZ and do not necessarily reflect the views of the EU or the Federal Republic of Germany.”

Equivalent disclaimers apply for websites/social media accounts and for audio-visual materials.