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STRATEGIC COMMUNICATIONS PLAN for EU4CLIMATERESILIENCE



Last updated in May 2025



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Introduction

A strategic communications plan is essential for achieving project objectives by ensuring stakeholders and the public are well-informed, engaged, and motivated to disclaim EU4ClimateResilience initiatives. This plan focuses on raising public awareness, enhancing the accessibility of project information, showcasing success stories, and promoting a unified project identity across the EaP region and beyond, while building transparency, amplifying visibility, and maintaining alignment with EU guidelines.

Narrative

Core Narrative:

The EU4ClimateResilience project is a strategic initiative aimed at supporting the green transition, enhancing decarbonisation and increasing climate resilience in the Eastern Partnership (EaP) countries: Armenia, Azerbaijan, Georgia, Moldova and Ukraine. The project promotes a low-carbon and climate-resilient development model by supporting the EaP countries in improving their climate change mitigation and adaptation policies. This is to meet the targets set by the Paris Agreement and bilateral EU agreements. Additionally, it focuses on strengthening regulatory frameworks for green financing and scaling up bond issuance to mobilise sustainable investments. (Please see the factsheet)

Narrative of synergy of EU4ClimateResilience and PROGRESS projects (Please see the document 'Synergy of EU4ClimateResilience and PROGRESS').

Please when referring to these projects together first mention EU4CR and only after, PROGRESS.

Key messages (needs attention)

To effectively communicate the goals and impacts of the EU4ClimateResilience project, country-specific key messages are essential and serve as a valuable resource for the project team to reference whenever needed. These messages ensure that the unique challenges, opportunities, and priorities of each Eastern Partnership (EaP) country are accurately represented, promoting engagement and resonance with local audiences. **The development of key messages is a collaborative effort: they are to be identified by the country advisors and subsequently refined and finalized by the project manager and the communication expert to ensure consistency and alignment with the project's overall narrative.**

Please see page 15.



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Communication Approach

The communication approach for the EU4ClimateResilience project is guided by principles of transparency, inclusivity, and cultural sensitivity to ensure effective engagement with diverse audiences across the Eastern Partnership (EaP) region.

Principles

Transparency is achieved by providing clear, factual, and regular updates on project activities and outcomes, building trust among stakeholders.

Inclusivity ensures that communication materials are accessible and relevant to all, including marginalized and vulnerable groups, by considering varying levels of literacy, digital access, and cultural contexts.

Cultural sensitivity is prioritized by tailoring messages to reflect the unique social and political dynamics of each country.

Sustainability is a key focus, with efforts to minimize environmental impact by prioritizing digital content and recyclable materials.

Consistency and alignment with EU visibility guidelines and partner requirements ensure a unified message and visual identity across all platforms. These principles collectively ensure that communication efforts resonate effectively, build trust, and drive meaningful action.

Channels

Website

The project website will feature essential resources and updates to engage stakeholders effectively. Key sections will include:

- **Project details**
- **Downloadable Materials:** Factsheets, reports, brochures, and other relevant documents.
- **Event Calendar:** A regularly updated calendar showcasing upcoming events, workshops, and key dates.
- **Multimedia Gallery:** Photos, videos, and infographics to visually represent project activities.
- **News and Updates:** Regular articles and announcements to keep stakeholders informed.
- **Knowledge Resources:** Guides, case studies, and tools for climate adaptation and resilience.



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- **Contact Information:** Details for connecting with project representatives.
- **Story section:** Dedicated section on the project website titled "Faces of Climate Resilience." Stories will be presented in multimedia formats: articles, short videos, photo essays, and interactive timelines.

Keeping the website dynamic and engaging requires the team to continuously identify potential stories, updates, and highlights from project activities and events. **Team members responsible for specific events or activities are tasked with preparing content ready for publication, ensuring it is filtered for confidential information and that partner consent is obtained before sharing. Finalized content will be submitted to the communications expert for polishing and uploading.**

The project website will be maintained in one language – English, to ensure clarity and consistency.

Social Media

- Key platforms include regional and country-specific websites such as euneighbourseast.eu, eu4armenia.eu, eu4azerbaijan.eu, eu4georgia.eu, eu4moldova.eu, and eu4ukraine.eu. Additionally, content will be disseminated through the project website, IKI website, IKI Twitter account, the country office Facebook pages and country websites.
- As the project does not maintain a separate social media account, it will leverage the digital presence of country offices and partner organizations. This approach ensures broad reach and effective dissemination of project information, aligning with the communication strategies of our partners and maximizing visibility.

Every communication material intended for publication or distribution during events (e.g., branded products, press releases, articles, videos, roll-ups) must be approved by the EU. The approval process typically takes approximately two weeks. If a product is not approved, it cannot be used. Team members responsible for specific products must provide them to the communication expert, who will upload them to the EUdigitool for approval.

It would be ideal, if OECD, as the implementing partner, could approve the material through EUdigitool to expedite the process.

Traditional media

Radio, TV, and newspapers to engage audiences who rely on conventional information sources, especially in the regions.

In-person engagement

Workshops, community events, and face-to-face interactions to build meaningful connections.

Internal platforms

GIZ newspaper, GIZ IDA.



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Activities

The activities outlined in this section aim to enhance visibility, stakeholder engagement, and build public awareness of the EU4ClimateResilience project. These efforts are designed to amplify the project's impact by connecting with diverse audiences, from local communities to policymakers, and ensuring alignment with the broader strategic objectives.

Capacity Building Activities

Capacity building activities are fundamental to enhancing the ability of stakeholders and partners to implement resilient climate change solutions and sustainable agricultural practices. These initiatives include study tours, training sessions, and workshops targeting local communities, government officials, public sector representatives, and business leaders. To amplify their impact, visual storytelling methods such as behind-the-scenes videos and photo stories will document key moments, showcasing the significance of these activities. Customized content will be developed for each stakeholder group, focusing on their unique roles in achieving climate resilience.

Knowledge Sharing

Knowledge sharing activities are essential to fostering cross-regional collaboration and equipping stakeholders with the tools and strategies necessary to address climate challenges effectively. These efforts include webinars and forums that promote interactive learning and discussion, enabling participants to share experiences and best practices. Additionally, online portal on EU4ClimateResilience website will host a comprehensive library of case studies, reports, and resources, offering stakeholders easy access to valuable knowledge. By providing these platforms, the project ensures the continuous exchange of innovative ideas and approaches to climate resilience.

Participation in External Events

Participation in external events provides an opportunity to showcase the project's achievements and outcomes while engaging with a wide range of professionals and stakeholders. By attending exhibitions, conferences, and similar events, the project can establish its presence and promote its objectives. Creating visually appealing booths (info corner) and exhibits helps capture attention, while distributing tailored materials ensures that key messages are effectively communicated. These events also provide invaluable networking opportunities, enabling collaboration with policymakers, industry professionals, and community leaders to further the project's impact and reach.



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Event Calendar

A designated event calendar will be maintained and regularly updated to include planned activities and events. The individual responsible for updating the calendar must specify whether a particular activity or event is suitable for sharing on the website or social media platforms. Additionally, they should identify opportunities to create content, such as posts, articles, photo stories, or media involvement, to ensure consistent visibility and engagement for the project. Every activity should be viewed as an opportunity to enhance the project's presence and keep the website dynamic and active.

Shareable on Website/Social Media: Specify if the event or activity is appropriate for sharing.

Content Opportunities: Identify potential content that can be created, such as:

- Success stories
- Radio announcement
- Media involvement

Responsible Person for Content: Name the individual who will handle creating the content.

Deadline for Content Creation/Publishing: Set timelines for ensuring the content is ready for EU Approval.

Communication with the German Embassy

Ensuring clear communication and collaboration with the German Embassy is essential for the smooth execution of project activities. Any visits, meetings, trainings, or workshops involving high-ranking officials such as a Deputy Minister, Vice Minister, Deputy Mayor, or higher must be reported to the German Embassy ahead of time. This notification should be routed through the respective GIZ Country Office (Portfolio Manager) to maintain adherence to diplomatic protocols and facilitate effective coordination.

Monitoring and Evaluation

The monitoring of communication activities will be carried out in accordance with and as an integral part of the Monitoring and Evaluation (M&E) Action Plan.

Key Performance Indicators (KPIs):

1. **Media Coverage:**
 - Number of articles, TV and radio mentions.
 - Reach and engagement metrics for online content.
2. **Event Participation:**
 - Number of attendees at workshops, webinars, and conferences.



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- Gender balance and representation in activities.

3. Stakeholder Feedback:

- Surveys and feedback forms post-events (if decided).

Each responsible person from the respective country office should regularly update the 'Media Monitoring Document' available in Teams, ensuring comprehensive records of events or activities published, along with the names and links of the platforms where they were featured.

Guidelines

Font

For documents intended for sharing, printing or electronic distribution adhere to the following specifications. Use Arial font. Ensure the spell checker is set to English (UK).

PowerPoint Templates

PowerPoint Presentations should be prepared according to the template provided by the GIZ. The template can be found in Teams – EU4ClimateResilience – Communication and Visibility – Products – Templates. **Please use the updated PowerPoint Template available in the channel.**

Reports/ Publications

Any report must always contain the disclaimer in full length. In the imprint it should be made clear who financed the report/publication and who published it.

This <publication/film/website> has been produced with the support of the European Union and the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). Its contents are the sole responsibility of <contractor> and do not necessarily reflect the views of the European Union and the BMUKN.

Consent Form for Image Rights and Sound Recordings

In accordance with EU guidelines, the project requires a consent form to publish photos or videos of participants in activities and events. For large-scale events, a dedicated person or registration table will be responsible for collecting signed consent forms from participants upon their arrival. For smaller workshops or field trips, GIZ representative present at the location will collect consent forms individually. In cases where high-level officials are attending, the consent form will be sent to the officials' administration along with the invitation and must be completed and returned as a scanned document upon confirmation of attendance. The form can also be signed by the officials' administration to ensure compliance with these guidelines.

The Assignment of Rights Form is to be signed by all individuals appearing on video footage (in case of interviews, voice, statements). It Transfers ownership of the recorded material to the organization.



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Consent forms (group and individual) and the Assignment of Rights form are available in Teams channel, in English and all the EaP languages.

Copyright Notice

Where applicable, the granting authority will insert the following information: “© – [year] – [name of the copyright owner]. All rights reserved. Licensed to the [name of granting authority] under conditions.”

Example: In case the photos are taken from project team we write © 2025 GIZ Tbilisi or Photo Source: GIZ.

Disclaimers

As the EU is not responsible for the contents of communication materials related to EU co-funded actions prepared by implementing partners, all of which must include a standard disclaimer, translated into (the) local language(s) where appropriate.

This <publication/film/website> has been produced with the assistance of the European Union and the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). Its contents are the sole responsibility of <contractor> and do not necessarily reflect the views of the European Union and BMUKN.

For Social Media:

EU4ClimateResilience is co-financed by the European Union and the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). This post and its content are the sole responsibility of <contractor> and do not necessarily reflect the views of the European Union and BMUKN.

Logos

All communication materials, whether internal or external, must include four logos: the EU logo with the funding statement ("co-funded by the European Union"), BMUKN + IKI, GIZ (Implemented by), and OECD. Internal communication between country offices is exempt from this requirement. Ideally, the co-funders' logos.

(EU and BMUKN + IKI) should be placed in the left corner, while GIZ and OECD logos (with GIZ preceding OECD) should be positioned on the right corner or at the bottom of the material. However, due to varying sizes and designs of communication materials, strict adherence to logo sizes, margins, and placements may not always be feasible.

Logos

To ensure consistency, the following instructions should be observed:

- The EU logo must be the most prominent, with the largest size relative to the other logos.
- For the EU logo, the statement ‘Co-funded by the European Union’ must always be spelled out in full and placed next to the emblem. (It can be translated into local languages, where appropriate.)
- For the EU logo, sufficient contrast should be ensured between the EU emblem and the background. If there is no alternative to a coloured background, a white border must be placed around the flag, with the width of this being equal to one 25th of the height of the rectangle.



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OECD

- Keep the EU logo and BMUKN + IKI logo paired together as co-funders.
- Always position GIZ before OECD.
- Ensure all logos are of high quality, avoiding any blurring or distortion.

These guidelines maintain the visual integrity and visibility of all partners while allowing flexibility for diverse communication formats.

THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027

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Colours



EU corporate blue

C: 100 | M: 80 | Y: 0 | K: 0
R: 0 | G: 51 | B: 153
#003399



Yellow 100%

C: 0 | M: 0 | Y: 100 | K: 0
R: 255 | G: 204 | B: 0
#FFCC00

Font

The font used here to create the funding statement is Arial (bold). It offers a simple and neutral style and is available for all EU languages. Arial is one of the pre-installed fonts by Microsoft and Adobe software, so it is easily accessible for everyone. The other recommended fonts are Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.

ARIAL



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Vertical option



Positive version

(CMYK or digital impression process)

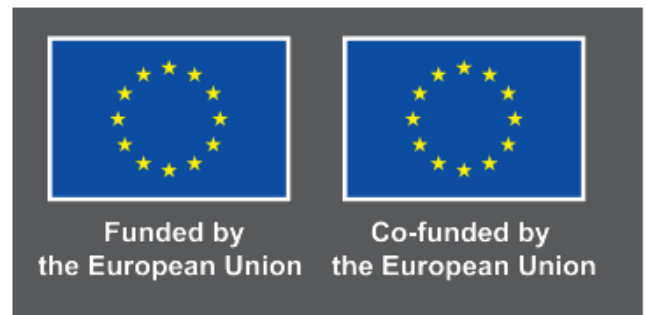


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Negative version



Printed materials/branded products

Aligned with the essence of the project, branded products should emphasize sustainability, reflecting the project's commitment to environmental consciousness. Whenever possible, products should highlight their sustainable attributes, such as being reusable, recyclable, or made from eco-friendly materials. Examples include reusable tote bags, water bottles, and notebooks crafted from recycled cork or paper.

Branded materials may include, but are not limited to, brochures, leaflets, reusable water bottles, reusable tote bags, notebooks crafted from recycled cork or paper (if available), pens made from biodegradable or recycled materials, seed paper cards, eco-friendly lanyards, and USB drives made from sustainable materials. All branded products should carry the project's visual identity and have logos.

For branded products negative version can be used. (Downloadable formats are available in the Communication folder)

Press Releases

A press release is a widely used communication tool designed to inform the media about news related to your project. However, since journalists receive numerous press releases daily, it's essential to make yours stand out. Before drafting a press release, ask yourself if you truly have something newsworthy to share.

Key Considerations



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Headline and Lead:

- The **headline** (title) and **lead** (first paragraph) are the most critical parts of a press release.
- Ensure the headline is concise, active, and captures the essence of the release.

Length:

- The ideal length is about one A4 page (approximately 500 words or shorter), consisting of four paragraphs and a couple of quotes.

Content Placement:

- Avoid placing background information about your organization or event in the opening paragraph.
- Background details can be included in a “background” section at the end, which may extend to a second page.

Quotes:

- Include quotes to provide insight, not just information. Quotes should:
 - Sound natural, as if spoken by a real person.
 - Avoid jargon or technical language.
 - Be brief and impactful.

Photos:

- Insert high-quality photo in the press release.

Structure of the Press Release

Headline:

- Keep it brief and to the point, using active verbs to convey the essence of the release.

Date and Place:

- Clearly indicate the date and place at the start of the release. If the release is being published a little bit later then omit the date if possible.

Lead:

- Address the 5 Ws: Who, What, Where, When, and Why.

Second Paragraph:

- Include a quote, starting with an indirect quote followed by a direct quote.

Third Paragraph:

- Provide additional details about the event or news.

Fourth (and/or Fifth) Paragraph:

- Optionally, include a second quote for further insight.
- Add more context, background information, or any supplementary details.

Contact Details:

- Include the following:
 - Name and position.
 - Phone and mobile number.
 - Email address.
 - Website or social media account links.

By following these guidelines, your press release will be concise, engaging, and more likely to catch the attention.



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The press release must be approved via EU digitool and should therefore be submitted to the communications expert at least 10-14 working days before the event. The version of the press release sent for EU approval should contain only the main details of the event and approximate information about the planned activities. After receiving approval, the responsible person will update the press release with precise details and either publish it or send it to the relevant publisher. Photos for the press release will be added at a later stage.

Upon receiving the press release, the communications expert will draft a corresponding tweet (if applicable) and submit it to IKI Germany for approval at least three working days in advance. Once the photo for the press release is available, it will also be shared with IKI Germany to accompany the tweet for publication on the official IKI Germany X (Twitter) platform.

Press releases must be stored in the Teams channel.

Press release template is available in the Teams channel.

Factsheet

The factsheet should include:

1. Project title
2. Project description/goals
3. Beneficiary(ies)
4. Amount of EU funding
5. Project partners/Implementing organisations
6. Project team
7. Contact details

Project Factsheet is translated in EaP local languages by GIZ local offices and available in the communication folder.

Project Results Information Sheet

Information sheet is a new communication material which will summarise the project activities and describe the planned/achieved results and the outreach of the project.

1. Project title
2. Description of the project results, impact and outreach
3. Testimonial of the beneficiary(ies)
4. Amount of EU funding
5. Project partners/Implementing organisations

Will be developed once we have results worth sharing.



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Roll-ups

All roll-up designs must be approved by the OECD and EU, with the design uploaded to EUdigitool no less than 14 working days prior to the printing date to ensure timely approval.

The project name, **EU4ClimateResilience**, should be prominently displayed in larger letters, with the subtitle, **Decarbonisation and Climate Resilience in the Eastern Partnership**, in relatively smaller text below it. (Do not use brackets)

After the launch of the project website, a QR code linking to the site will be included on the roll-up with the readable link under the code and call of action.

Logos must be placed on a white background, with the EU logo positioned at the top, followed by BMUKN/IKI, only after comes the Ministry or co-host's logo, if applicable, as well as GIZ and OECD logos.

For local use, the GIZ office is responsible for creating the design in compliance with these guidelines. Once the designer develops the roll-up please store it in the Teams channel in the editable format used by graphic designers, preferably Adobe Illustrator.

The current roll up is available in the Teams Channel.

Photos

As part of the strategic communication, it is encouraged to plan and budget the production and dissemination of high-quality photos. Especially for the website.

Make sure that your photos are not blurred, static or too dark. They should be sharp, active, colourful and correctly contrasted.

Make sure you obtain the relevant consent forms from the people in the photos (for the close-ups this is a strict requirement). For minors the forms are to be signed by the parents or guardians. The forms are to be uploaded in the EUDIGITOOL.

The photographer and film makers are to sign the assignment of rights form and this signed form is to be uploaded in the EUDIGITOOL.

Videos

Video plays an important role in communicating both intention and impact. Whether human-centered or information-driven, videos should lead with values and emotion to capture the attention of the viewer.

Videos must be approved by the EU before they are screened, broadcast or distributed. Ensure the EU is fully involved in the conception, production and dissemination of the video.

This means:

- Before production: submit a concept note that includes a draft script and storyboard together with the proposed dissemination strategy, including target audience and estimates of potential outreach.
- During production: submit a draft of the video at a point where it is still possible to make changes based on the EU's comments.



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- Upon completion: The EU must be informed of the actual distribution of the video and provided all necessary legal information and documentation (consent form and assignment of rights).

Videos must feature the EU emblem at the beginning and/or end of the production, accompanied by the relevant funding statement ('Co-funded by the European Union'). Disclaimers must be included. Implementing partners must ensure that all such video productions comply with all legal requirements.

Goals:

- Create 4-6 videos over the course of the project, including short clips highlighting success stories. Publish on the website and GIZ YouTube channel (ideally).
- Produce one animated video for the website by 2026.
- EU4CR Demo Projects Film will be develop.
 - One common video for up to 10 demo projects will be produced by the end of the project.
 - One midterm video per country about ongoing demo projects.
 - One video per country upon the end of demo projects.

Be aware of intellectual property rights that can apply to buildings, artworks, etc.

If there are children in the video/photograph, the parents/guardian must sign the model release form.

Necessary Documents in Teams

In the Teams channel – Communications and Visibility - Guidelines you can find a folder dedicated to per country that includes:

- 'Consent forms' and 'assignment of rights forms' in English and all EaP languages are available in the Teams channel;
- Disclaimer text.
- EU communication and visibility guidelines for each country;
- EU logotype for specific country with co-funding statement translated in the local language.
- Media monitoring document:
- Approved designs for different projects. (Feel free to take examples from them)

Essential Requirements for Effective Communication

To be successful in using the communication tool, the project must ensure that:

- The project background (generic) information is correct and up to date the information about the project activities and beneficiaries is updated on a regular basis;
- Logos are positioned according to guidelines and of high quality;
- All communication materials are shared with the EU Delegation through EUdigitool is due time for the approval;
- All events (with communication potential) are planned through the event calendar;
- All information about the event is shared through EUdigitool;
- All photo/video material has 'consent forms' are attached in EUdigitool;
- 'Assignment of rights forms' are uploaded in the system;



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- 'Media and Monitoring' document is regularly updated;
- The content is quality assured.

Key Messages

Explanation of Columns:

Target Audience: Clearly define who the message is for (e.g., policymakers, local communities).

Key Message: Craft a concise and impactful message tailored to the audience.

Channels: Identify where and how the message will be shared.

Armenia

Target Audience	Key Messages	Channels
Policymakers on national & regional levels		Policy briefings, high-level meetings, and government newsletters.
Local Communities		Community workshops, local radio/TV, and info leaflets.
Civil Society Organizations	Collaboration with EU4ClimateResilience strengthens community-driven solutions to adapt to climate challenges	Webinars, project events, and partnerships.
Academia and Researchers	Armenia's climate resilience efforts need innovative research and evidence-based solutions to address emerging challenge	Academic journals, conferences, and collaborative research projects.
Private Sector	Investing in climate-resilient infrastructure is a profitable strategy that protects businesses and sustains Armenia's economy	Business forums, industry newsletters and newspapers.
General Public	A climate-resilient Armenia means a safer, healthier, and more prosperous future for all citizens.	Social media, national TV campaigns, and public events.



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Target Audience	Key Messages	Channels
Policymakers on national & regional levels		
Local Communities		
Civil Society Organizations		
Academia and Researchers		
Private Sector		
General Public		

Georgia

Target Audience	Key Messages	Channels
Policymakers on national & regional levels		
Local Communities		
Civil Society Organizations		
Academia and Researchers		
Private Sector		
General Public		

Moldova

Target Audience	Key Messages	Channels
Policymakers on national & regional levels		
Local Communities		
Civil Society Organizations		
Academia and Researchers		
Private Sector		
General Public		



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Target Audience	Key Messages	Channels
Policymakers on national & regional levels		
Local Communities		
Civil Society Organizations		
Academia and Researchers		
Private Sector		
General Public		

Click the form twice



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Federal Ministry
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based on a decision of
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CONSENT FORM – Photography and Filming

Consent to appearing in film/photography for the **enter the name of the project/programme.**
I understand that the video/photos may be used to promote the European Union through the EU institutions, the 'NEIGHBOURS east' Programme and **enter the name of the project/programme** on web pages, social media, newsletters, leaflets, press releases, publications and many other communication products and content.

PLEASE WRITE YOUR NAME CLEARLY IN CAPITAL LETTERS

Name		Occupation	
Country		Organisation (and job title)	
Signature		Date	

Your contact details (If you are happy to share with us for specific quotations)

e-mail: _____

mobile: _____

To authorise in a group/organisational setting/ For under 16-year-olds ONLY

I (name)

.....

as the representative of organisation/institution/group*

as the parent / guardian / loco parentis of *

.....

give the above consent to the **enter the name of the project/programme.**

*Delete as applicable

The **enter the name of the project/programme** values your support and promises to respect your privacy. The copyright of any material which is generated as a result of this photographic/video session shall be assigned to the European Commission. You have the right to access data relating to you, to be informed about the existence and the extent of data processing, and to rectify incorrect personal data as the case may be and to oppose further processing on serious and legitimate grounds. To exercise these rights, please contact us at: **indicate contact information.**



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Click the form twice

GROUP CONSENT FORM – Photography and Filming

I consent to appearing in film/photography for the **enter the name of the project/programme**. I understand that video/photos may be used to promote the European Union through the EU institutions, the 'EU NEIGHBOURHOODS' Programme and **enter the name of the project/programme** on web pages, social media, newsletters, leaflets, press releases, publications and many other communication products and content.

Details of event	
Date	

I give the above consent for filming and photography on this day.

No.	Name	Organisation	Signature

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