

Communication Guidelines for NAMA Support Projects

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NAMA Facility

On behalf of



Imprint

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1 About this Manual

1.1 Purpose of the NAMA Facility Communication Guidelines

The NAMA Facility is an international programme supporting the implementation of ambitious country-led Nationally Appropriate Mitigation Actions (NAMAs). The NAMA Facility was jointly established by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and the Department for Business, Energy and Industrial Strategy (BEIS) of the United Kingdom (UK). The Ministry of Climate, Energy and Utilities (KEFM) and the European Union joined the NAMA Facility as new Donors in 2015. NAMA Support Projects (NSPs) are supported all over the world and across many different sectors. The NAMA Facility therefore developed this guidance in order to help NSPs with their communications efforts.

This guide serves to ensure that NSPs have an understanding of how both Donor and NAMA Facility logos should be used across all NSP channels. It serves as a reminder for NSPs to follow the appropriate photo use and imprint requirements. It also seeks to set out how NSPs and the TSU work together on the topic of communication – as well as outline the detailed communication-related requirements that NSPs are required to follow.

This guide is aimed at all team members of NSPs and may be used as a reference for graphic designers, printers, journalists, and all other communication-related external service providers.

1.2 Objectives of the NSP Communications Guidelines

The NSP Communication Guidelines publication seeks to:

- Represent the NAMA Facility's nature as a global mitigation programme
- Increase the visibility of the NAMA Facility
- Increase the visibility of the Donors
- Provide a professional, consistent, and coherent appearance
- Guide and instruct NSPs on communication-related outputs

1.3 NAMA Facility Introductory Profile Text

The NAMA Facility aims to support emerging economies in tackling climate change through the implementation of transformational country-led NAMAs (Nationally Appropriate Mitigation Actions). The NAMA Facility funds projects – so called NAMA Support Projects (NSPs) – that support the implementation of a NAMA. It also aims to support transformational change towards carbon-neutral development.

The NAMA Facility has been the central instrument for financing the implementation of NAMAs since its inception in 2012. Established by the United Kingdom and Germany, who were later joined in 2015 by Denmark and the European Union as Donors, the NAMA Facility has gained important experience, not only with concrete NAMA support, but also with processes that support efficient programme implementation. In 2021, the NAMA Facility welcomed the Children's Investment Fund Foundation (CIFF) as a new Donor as part of the Ambition Initiative Call.

The NAMA Facility's Donors comprise the Board, which currently includes the German Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), the UK Department for Business, Energy and Industrial Strategy (BEIS), the Danish Ministry of Climate, Energy and Utilities (KEFM), the Danish Ministry of Foreign Affairs (MFA), the European Union, and the Children's investment Fund Foundation (CIFF).

The NAMA Facility portfolio is currently composed of 43 NSPs.

2 Logo Rules

2.1 General

This chapter is very important, as logo use is a sensitive issue for the Donors of the NAMA Facility. At the occasion of the Implementation Phase I kick-off call, the TSU will send each NSP all necessary logos. The following introduces rules for the use of the NAMA Facility logo as well as for the logos of the Donors. Please be aware that due to the accession of new donors, different rules apply to NSPs from different Calls. If you are unsure which rules apply to your project, please contact the responsible person at the Technical Support Unit (see contact Chapter 8).

Please ensure that:

- Logos are not altered or used for any other purpose
- The correct wording is used (“On behalf of” for NSPs, whereas ministries may use “Supported by”)
- Logos are not smaller in size than other additional logos from third parties

2.2 NAMA Facility Logo

The NAMA Facility Logo is a distinctive feature of the NAMA Facility and should be included on all internal and external communication tools, whether they are professional print publications or electronic media. The logo should also be placed prominently and appear larger than any other logo (e.g. donor logos).



At a 2019 workshop for NSPs held in Bonn, the issue arose on how NSPs could better brand themselves publicly in their respective countries. The NAMA Facility formally approved the protocol that permits NAMA Support Projects to modify the NAMA Facility logo to support NSP brand awareness through so-called project logos. Please inquire with the NAMA Facility communication team regarding the latest protocol around using modified project logos. An example NSP-branded logo is provided below for reference.



2.3 Donor Logos

In printed and online publications, as well as other PR media (banners, signs etc.), the logos of the Donors must always be used.

Please ensure that:

- You use the Donor logos from your respective Call (see Chapter 3.3.1 and 3.3.2)
- The correct wording is used (“on behalf of” when used by NAMA Support Organisations and “supported by” when used by grant recipients, e.g. ministries)
- The logos of all Donors are given equal prominence, and are presented side-by-side and next to each other
- The logos are not smaller in size than other additional logos from third parties

Some NSPs also receive funding from donors other than the NAMA Facility Donors, in which case a combination with other donor logos could be required. If so, the NAMA Facility Donor logos must be given at least equal prominence and size. If unsure about combining with other visual manuals, feel free to contact TSU for support. The same applies if communication tools/publications need to be used that have not been defined in this manual.

2.3.1 Logos for NSPs from the 1st and 2nd Calls

NSPs from the 1st and the 2nd Calls are funded by BMU and BEIS. NSPs funded via these two calls must therefore use the NAMA Facility logo plus the logos of BMU and BEIS. Depending on the space on your publication, there are different options to include the Donor logos.

You may use the combined logo banner (NAMA Facility and Donors):



Or you can use the NAMA Facility logo and the logos of the donors as a logo block:



2.3.2. Logos for NSPs from the 3rd Call to the 7th Call

NSPs from the 3rd Call and beyond use the Donor logos of all four NAMA Facility Donors: BMU, BEIS, KEFM and the European Union. Depending on the space on your publication, there are different options to include the Donor logos.

You may use the combined logo banner (NAMA Facility and Donors):



NAMA Facility



Or you may use the below block-style logos:

NAMA Facility



NAMA Facility



2.3.3 Logos for NSPs from the Ambition Initiative Call

All logos and logo banners are available in English, French, Spanish and Portuguese and may be requested from the TSU at any time.

You may use the combined logo banner (NAMA Facility and Donors) with Children's Investment Fund Foundation (CIFF) as the newest Donor, as of September 2021.

NAMA Facility



Or you may use the below block-style logos:

NAMA Facility



NAMA Facility



3 Imprint and Photo Rights

The NAMA Facility invites NSPs to submit photos as part of any submission of communications products, such as news pieces and event updates. Please include a caption for photos submitted and follow the below guidance.

3.1 Imprint

Please be aware that some countries do have an imprint obligation for print and online publications and websites. The imprint contains information such as the publisher and the editors. We advise you to review the imprint rules of your country and adhere to them in all publications.

3.2 Photo Rights

Please note that the copyright or license for any photo (or any other property) must be held in order to use the media across any type of publication, including PowerPoint presentation. The copyright or license should always be attributed in media used by NSPs.

There are also different internet platforms where you have the possibility to search for pictures that are free to use. One option is the advanced Google Image search. Scroll down to the “usage rights” drop down menu and select *free to use or share, even commercially*.

4 TSU-NSP Communication Work

The TSU communicates information through the website, publications, and events not only about the NAMA Facility, but also about each NSP.

The TSU supports NSPs by including a subpage on the NAMA Facility Website, supporting factsheet development and new announcements on the NAMA Facility website. The TSU may also be able to offer additional copyediting, journalistic, graphic design or other support and guidance.

4.1 Sub-page for each NAMA Support Project

Upon the NAMA Facility Board’s approval of an NSP’s entry into the DPP, the TSU will publish an NSP subpage on its website with basic information about the project, along with a photo. The subpages for all NSPs follow the same format. Information is typically gathered from the project Outline. You can find examples [here](#).

NSPs should promptly review the details for correctness and contact the TSU Communication Officer for any necessary changes.

4.2 NSP Publications

Within the first six months of Implementation Phase 1, NSPs are required to develop two publications (NSP Document and NSP Brief) about the project.

NSPs are asked to fill out a template (provided by the TSU in **Annex A**) with all relevant project information and return to the TSU for finalisation and graphic design work. The publications should be distributed at conferences or events and to local NSP stakeholders and Donor representatives. Electronic versions will be provided to the project. Examples may be found under the NSP subpages on the NAMA Facility website. The TSU does track publication submissions and will follow up with those who fall behind.

4.3 NSP News on the NAMA Facility Website

The NAMA Facility website has a news section where we post updates on NAMA Facility Calls, events, and processes. This news section can also be used to publish news on the NSPs, including milestones, interesting events, noteworthy activities, etc.

If you have any news or events that you believe to be of interest for the NAMA Facility and the broader community, please send a draft of the news piece to the TSU.

All NSPs in Implementation Phase 1 or 2 must submit at least two news pieces per year to the TSU. Kindly note that the TSU maintains a news piece submission dashboard to track NSP submissions and will follow up with those who run behind.

In order to support NSPs in developing news pieces, the TSU has developed a guide for writing NSP news pieces. See **Annex B** below for more details.

4.4 NAMA Facility Events

The NAMA Facility participates in conferences and events throughout the year. Information on NSPs is often presented during these events. NSPs may be requested to participate, contribute, or provide input content to any number of events. This includes both physical and virtual events.

For larger events, the NAMA Facility might not only ask for NSP participation, but for NSPs to engage representatives from partner ministries or other stakeholders to contribute. For instance, such an occasion could be the announcement of the start of the Implementation Phase during a side event at the COP. In this case, the TSU would ask the NSP to support the NAMA Facility by identifying the relevant representative in the ministry and by facilitating the invitation process.

5 NSP Communication Work

5.1 Publications

In all communication work (e.g. publications, reports, websites, audio-visual productions, events, contact with the media), logos of the NAMA Facility and of the Donors must be used.

The support provided for the NSP through the NAMA Facility on behalf of its Donors must be clearly mentioned – for example:

This project is supported by the NAMA Facility on behalf of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), the UK Department for Business, Energy and Industrial Strategy (BEIS), the Danish Ministry of Climate, Energy and Utilities (KEFM), the European Union and the Children's Investment Fund Foundation (CIFF).

Disclaimer Paragraph:

Please note that the results and lessons learnt included in the report represent the opinions of XX and do not necessarily represent the position of the NAMA Facility.

For a more detailed description of the NAMA Facility, you may use the following example or the profile text (see Chapter 2).

The NAMA Facility is a joint initiative of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), UK's Department for Business, Energy and Industrial Strategy (BEIS), the Danish Ministry of Climate, Energy and Utilities (KEFM), the Danish Ministry of Foreign Affairs (MFA), the European Union and the Children's Investment Fund Foundation (CIFF).

NSPs should notify the TSU of any press releases, publications, newsletters, film/TV, and radio pieces regarding the NSP. Please also send copies, where possible. The NAMA Facility will seek opportunities to assist in dissemination, for example via the NAMA Facility website.

5.2 NSP In-Country Events

The Donors of the NAMA Facility take a strong interest in the development of NSPs, including integration with local Donor representatives and other stakeholders. NSPs are therefore requested to inform the TSU about relevant events related to your project so that the NAMA Facility may include this information on the news section of the NAMA Facility website, the NAMA Facility website calendar and, where appropriate, notify Donors of upcoming activities. For instance, such events could be an opening workshop, a stakeholder consultation, or a conference.

Prior to commencing with activities in the partner country, you should also check whether there are occasions to publicly present the project together with, or even just invite to attend, the relevant German, UK and Danish embassies, the European Union delegation or representatives of the Children's Investment Fund Foundation (CIFF). Please contact the TSU for contacts of the respective missions.

5.3 NSP Websites and Social Media

NSPs are highly encouraged to create a standalone NSP website, going beyond a simple Facebook page. When creating a project website please adhere to the logo rules as described in Chapter 3. NSPs should inform the TSU of the website details so that the NSP page can be linked on the NAMA Facility's. The website should also contain a clear link to the NAMA Facility's website.

NSPs are also highly encouraged to create its own social media profile across a variety of channels (e.g. Facebook, Twitter, LinkedIn, etc.). NSPs should connect all platforms with the NAMA Facility's (Twitter, LinkedIn) so that each can support the other in message dissemination. The NAMA Facility has in-house capacity to create social media graphics to help promote upcoming events. Alternatively, NSPs can read about branding guidance in section 7, which NSP communications staff are requested to apply to communications products.

Follow our Twitter account: [@NAMAFacility](https://twitter.com/NAMAFacility) to stay updated. You can also join our [LinkedIn group](#) (or manually search The NAMA Facility and request to join). Subscribe to our [newsletter](#) from our website and you can send us updates of any events, publications or milestones for us to share. We use this newsletter to share updates, including information on Current Calls, upcoming events and featured NSPs.

5.4 NSP Communication Strategies and Stakeholder Engagement

Each NSP must develop their own communication strategy. The communication strategy should be based on the OASIS framework and contain the following:

- Clear objectives
- Target audience
 - Stakeholder engagement strategy*
- Communication approach/methods
- Discrete activities
- Timeline
- Approach to evaluation

This communication strategy should then serve to guide its respective NSP's communication activities throughout the NSP implementation. For more information check out [this](#) guide or feel free to contact the TSU Communication Officer.

*Please note that in addition to defining the target audience, NSPs should specifically include a stakeholder engagement plan, illustrating how the NSP intends to network and engage with relevant stakeholders, such as partner country government officials, staff from the Donors' embassies, relevant civil society or community actors and private sector entities. As part of this, each NSP should outline a plan for how it intends to engage in or contribute to the policymaking process in the respective partner country. Aspects of knowledge sharing, replication and up-scaling should also be taken into consideration.

6 NAMA Facility Visual Branding Guidance

Please see Annex C for guidance on how to align communications products with the NAMA Facility brand.

7 Contact

For general questions regarding the visual identity or more detailed enquiries on the public relations work of the NAMA Facility and the NSPs please contact:

TSU Communication Officer:

Halina Rachelson

Halina.rachelson@nama-facility.org

NAMA Facility

Technical Support Unit

Köthener Straße 2

10963 Berlin

Germany

E-Mail: contact@nama-facility.org

Annex A - NSP Document and NSP Brief Template

Facts

| <i>Please add information</i> |
|--|
| NSP full title: |
| Country/Region: |
| Sector: |
| NAMA Support Organisation: |
| Implementing partners: |
| Beneficiaries (please quantify): |
| NAMA Facility funding volume (in EUR): |
| Technical Component (in EUR): |
| Financial Component (in EUR): |
| Project duration: |

Input for NSP Brief

NSP in one to two sentences (*ca. 250 characters*):

...
...
...

Main challenges/barriers (*ca. 200 characters*):

...
...
...

Main TC activities (*ca. 100 characters*):

...
...
...

Main FC activities (demand vs. supply) (*ca. 100 characters*):

...
...
...

List expected outcomes (*ca. 200 characters*):

...
...
...

Detailed Information for NSP Document

Towards a New Paradigm

- Describe the context, focusing on the problematic (including significance for national CO₂ emissions).
- Introduce relevant country sector strategy; set the scene for the project including NDC commitment, emissions from the sector, problematic caused by it.
- What is the current policy framework and national NDC pledge in response to the problematic?
- What are the general aims of the NSP? Please provide a brief summary (max. 200 characters).

Change in the Face of Challenges

- What are the barriers to the achievement of the mitigation action, in terms of policy, finance, social and technical hurdles?
- Introduce contextual problems: growing emissions, growing sector that leads to increased emissions and provide more insight about the policy background – Are there any additional policy instruments facilitating the NDC pledge?
- Introduce specific barriers including financial hurdles (for both the supply and demand sides), policy and technical barriers.

Achieving Transformational Change

- Directly connect how the NSP intends to support country sector strategy for emission reductions by referring to the aforementioned barriers.
- How will the NSP tackle the aforementioned barriers (breakdown in supply and demand)? Please provide an overview of the main activities to be undertaken.
- Introduce activities of the TC and FC by providing an overview of the main interventions. Please describe the financial mechanism and how it tackles the barriers (both for the supply and demand side).

Expected NSP Achievements

- What are the expected results after the NSP's implementation?
- How will transformational change be achieved in terms of sustainability, catalytic effect?
- Briefly list and elaborate on the specific outcomes and outputs that will be realised, e.g. CO₂ emissions to be hindered, number of beneficiaries, awareness raising, co-benefits (environmental, social, economic), etc.?
- How will the NSP prevent reversion and ensure replication and up-scaling?

Further Information

- Insert relevant related links (e.g. NAMA website, NSP website)

NSP Photos

- Please insert 3-5 photos including a caption and copyright information.

Annex B - Guidance on Writing a News Piece for the NAMA Facility Website

The NAMA Facility website has a [news section](#) where we post updates on NAMA Facility Calls, events, and processes. The news section can also be used to publish news on the NSPs.

What: News on the NSP, including milestones, interesting events such as an opening workshop, a stakeholder consultation or a conference, or anything that could be relevant to the NSP development and interesting for the broader public.

Process: Draft a news article using the general guidelines outlined below and send it to your responsible NSP Desk Officer.

Expectation: In the course of a calendar year, NSPs are expected to submit a minimum of two news pieces.

General guidelines:

- Title
- Several paragraphs describing the “news”
- At least one photo in jpg/pdf or similar format with the source/copyright
 - Include a caption for each submitted photo
- Quotes are very welcome
- Link(s) to project or partner websites or events are welcome
- All abbreviations are properly explained

Suggested features:

- Attention-grabbing introductory paragraph
- Photos to enhance content accessibility for readers with limited background or expert knowledge. Be sure to attach brief photo descriptions and copyright attributions. Please also only include photos that add value to the reader’s understanding of the matter at hand
- Quotes from related stakeholders to highlight impact or level of importance
- Co-publication in specialist industry magazines or other publications/mediums
- Prioritise the role of NAMA Facility and the NSP and their impact before outlining others’ contributions
- Explicit mention of the NAMA Facility (a brief description of what it is) and the support provided, including how this has enabled the project’s success and how this has impacted the country context
- In some cases, a paragraph outlining key insights/learnings gained as part of the NSP or particular NSP operations, given the NAMA Facility’s aim to function as a knowledge hub and through the lens of potential benefits for other NSPs

Annex C - Guidance on NAMA Facility Branding Style

Colour Scheme

These are the primary colours to be used on our website, digital and print materials, social media, and other communications products.

| | | | | |
|--|--|--|--|--|
| <p>Deep Cerulian Hex Code #0088a7</p> <p>RGB 0-136-167</p> <p>Use: headings, hyperlinks</p> | <p>Fountain Blue Hex Code #4dacc1</p> <p>RGB 77-172-193</p> <p>Use: accent font for icons</p> | <p>La Rioja Hex Code #Adbc18</p> <p>RGB 173-188-24</p> <p>Use: accent font for icons, additional text, boxes, menu drop down background</p> | <p>Half-Baked Hex Code #80c3d3</p> <p>RGB 128-195-211</p> <p>Use: icons, hyperlink in hover mode, boxes</p> | <p>Tacha Hex Code #c6d05d</p> <p>RGB 198-208-93</p> <p>Use: accent font for icons</p> |
|--|--|--|--|--|

These are secondary colours used for print and digital materials, typically for text.

| | | |
|---|--|---|
| <p>Black Hex Code #000000</p> <p>RGB 0-0-0</p> <p>Use: text, icons</p> | <p>Light Grey Hex Code #e1e1e1</p> <p>RGB 225-225-225</p> <p>Use: text, icons, text boxes</p> | <p>White Hex Code #ffffff</p> <p>RGB 255-255-255</p> <p>Use: text, icons</p> |
|---|--|---|

Typography

For headers and sub headers, use Roboto Slab Bold. The font family can be downloaded free-of-charge from [Google Fonts](#).

For body text (presentations, social media graphics), use Muli Light. The font family can be downloaded free-of-charge [here](#).

For body text (documents), use Calibri (body).

Branding Elements

Please consult with us prior to using or manipulating any NAMA Facility graphic elements, such as the below banner.



File Formats

Print/ Large Formats: Use vector EPS files whenever possible. Files need to have a resolution of 300 dpi at actual size for the best printed reproduction quality.

Digital/Online: Use JPEG, GIF, or PNG files. PNG is the best format for web applications. For the best visual appearance online, files should have a 72 dpi resolution at actual size. Incorrectly used wordmark files could result in a blurry or pixelated appearance.

Presentation: Use EPS files whenever possible. Otherwise, use JPG or PNG files with a minimum resolution of 72 dpi at actual size to avoid a blurry or pixelated appearance. PNG and EPS will retain background transparency.

Iconography

We have an existing library of pre-set icons. We would be happy to share these in case you would like to use icons to refer to sectors, types of achievements, etc.

Social Media Templates

See here how we have designed our social media posts in the past, based on the aforementioned colour scheme, typography, and brand elements.

