KIWA INITIATIVE

Nature-based solutions for climate resilience

Kiwa Initiative
Communication guidelines
- Handbook -

THE KIWA INITIATIVE IS FUNDED BY:

EUROPEAN UNION · AFD · Canada · Australian Aid · NEW ZEALAND FOREIGN AFFAIRS & TRADE Aid Programme

IN PARTNERSHIP WITH:

Pacific Community · Communauté du Pacifique · SPREP · IUCN

PURPOSE OF THIS DOCUMENT

This document aims to offer, in a synthetic way, the main guidelines concerning the Kiwa Initiative's communication activities. It covers all the communication areas identified to date and may be updated during the Initiative.

This manual is a tool dedicated to partners, donors, Pacific Island Countries and Territories (PICTs) representatives, project leaders and grantees in order to offer them the required autonomy to implement communications activities in a coherent manner. All the rules of communication and validation circuit are given in this document.

This manual is also a tool to ensure the visibility of donors and partners of the Kiwa Initiative.

Please note that Agence Française de Développement (AFD), through the Kiwa Initiative Secretariat, reserves the right to control any communication action to ensure the visibility of all donors.

Any enquiry or question concerning this document has to be sent to:
Ms Bettina Lê – Logistic, Support and Communication officer – Kiwa Initiative Secretariat – leb.ext@afd.fr

SUMMARY

1. Use of the Kiwa Initiative logo
2. Use of Donor and Partner logos
3. Production of videos and photographs
4. Production of editorial content
5. Production of print materials
6. Audio materials
7. Banners and other display material
8. Goodies
9. Media Relations
10. Website
11. Social media
12. Events
13. Regional and local projects and call for projects

It is not possible to use KIWA in capital letters to mention the Kiwa Initiative because it is not an acronym.

Communication guidelines

1. USE OF THE KIWA INITIATIVE LOGO

The significance of the Kiwa Initiative logo.

The circular shape in the logo promotes the pooling of resources for an important impact. The elements that compose the circle, symbol of the Earth, evoke the protection (hands) of all the biodiversity of the Pacific Islands (the fauna represented by the green color and the flora by the blue color).

The preferred logo is the one including the signature "Nature-based Solutions for climate resilience". It must not be distorted and should not use colors other than those defined in the Kiwa Initiative graphic charter (provided in the toolkit). The Initiative logo may be used without the baseline when it is too small to be understood. The size of the logo should not be less than 3 mm wide.



The logo should be used in:

- COLORS: when the background is white.
- GREY: when used in black and white documents (letters, etc.).
- WHITE: when the background is dark or in colors (images, pictures, video), or solid-colors.



Communication guidelines

1. USE OF THE KIWA INITIATIVE LOGO

Logo positioning: The logo should be positioned on the right side and preferably at the top of the print corporate and event documents.

The logo should be positioned at the top left side of the digital images and other documents.

Source: These logos are available under .png and .ai formats and downloadable in the toolkit's "Graphic charter" folder.

Visibility on project sites:

- During the lifespan of the project, information panels will contain the usual information, i.e., the Kiwa Initiative logo, the donors logos, the logos of the partners (SPC, SPREP, IUCN), the name of the project leader and a brief explanation of the work in progress.

- Once the work is completed, these panels will be removed and replaced by permanent signage such as a plaque with the words: "This [include the exact title] was funded by the European Union (EU), Agence Française de Développement (AFD), Global Affairs Canada (GAC), Australian Government Department of Foreign Affairs and Trade (DFAT) and New Zealand Ministry of Foreign Affairs and Trade (MFAT) within the framework of the Kiwa Initiative, in [year]."

- The logos of donors and partners should appear in all materials produced.

Communication guidelines

2. USE OF DONOR AND PARTNER LOGOS

LOGOS AND ACKNOWLEDGMENTS

Acknowledgments for specific project

“This project is funded by: EU LOGO / AFD LOGO / CANADA LOGO / AUSTRALIA LOGO / NEW ZEALAND LOGO”

Acknowledgments for the Kiwa Initiative

“The Kiwa Initiative is funded by: EU LOGO / AFD LOGO / CANADA LOGO / AUSTRALIA LOGO / NEW ZEALAND LOGO”

"In partnership with:

SPC LOGO / SPREP LOGO / IUCN LOGO"

The logos will be used in compliance with each organisation’s graphic charter.

The order of the logos must be respected by using the provided banners in the toolkit (see hereafter).

Communication guidelines

2. USE OF DONOR AND PARTNER LOGOS

Logo use within the Kiwa Initiative graphic charter:

Flyers:



Type of logo banners



Communication guidelines

2. USE OF DONOR AND PARTNER LOGOS





In partnership with

Pacific Community
Communauté du Pacifique

SPREP

IUCN

Communication guidelines

3. PRODUCTION OF VIDEOS AND PHOTOGRAPHS

All videos produced to promote the Kiwa Initiative will be available for use by all the Kiwa Initiative community (donors, PICTs representatives, partners, grantees, project leaders, Secretariat). The Kiwa Initiative, donor and partner logos must appear in any video produced by and for the Kiwa Initiative. Such video material will be made available to donors and partners free of royalties.

The videos will be produced in English or French with subtitles in the second (not spoken) language.

The donors are the joint owners of all photographs and video rushes produced under the Kiwa Initiative. In the framework of a project, the project beneficiary will be co-owner of the produced material. The Secretariat compiles and holds all materials. No modification of a completed video will be permitted.

The people featured in the videos must have previously signed an authorization for the use of their image. For the children featured in the videos, a signature of the legal guardian authorizing the use of image must be signed. These documents can be requested at any time by the Secretariat.

- The following words should appear:

“This video/production was made with the financial support of the European Union, Agence Française de Développement, Global Affairs Canada, Australian Department of Foreign Affair and Trade and New Zealand Ministry of Foreign Affairs and Trade within the framework of the Kiwa Initiative.”

"Its content is the sole responsibility of [XXXX] and does not reflect the views of the donors."

Communication guidelines

3. PRODUCTION OF VIDEOS AND PHOTOGRAPHS

For the local projects managed by IUCN, the following responsibility clause will be included at the end of all videos produced by IUCN:
"The content of this video is the sole responsibility of IUCN and does not necessarily reflect the views of the donors."

Use of the Kiwa Initiative logo when the video is produced by a donor or a partner:

- The Kiwa Initiative logo must be used on the first image of the video and on the end shots ;
- It should appear in its white version if positioned directly on the images or in color if included on a headband (see paragraph 2).

On the end shots, should appear:

- The logos of the donors and partners;
- The link to the Kiwa Initiative website (www.kiwainitiative.org) and Kiwa Initiative social networks (Facebook, Twitter and LinkedIn, ...).

Any video produced as part of the Kiwa Initiative's communication can be used by the Initiative without financial consideration in its own communication channels (website, social networks, events).



Communication guidelines

3. PRODUCTION OF VIDEOS AND PHOTOGRAPHS

Photographic material produced by the Kiwa Initiative will be available to donors and partners free of royalties.

Kiwa Initiative visibility

- Photos produced as part of the Kiwa Initiative should give credit to the photographer as well as to the Initiative (Photographer's name © Kiwa Initiative, date).
- Any photo produced by partners or donors as part of the Kiwa Initiative actions should be negotiated with the photographers in order to be used by the Initiative without financial consideration in its own communication channels (website, social networks, events).
- Apart from the Kiwa Initiative's own communication channels, all photos used should mention the Kiwa Initiative credit (see above).

The Kiwa communication storytelling

The choice of the Kiwa Initiative is to focus on the human benefits of Nature-based Solutions (NbS) in order to facilitate their appropriation. Thus, the photos should focus more on the balance between human and nature, especially by highlighting the use of NbS by a human. For example, the image of a coastal fisherman will be preferred to that of a healthy reef, the image of reforestation efforts will be preferred to the image of a forest.

Example: illustration of a project focusing on resilience of coastal communities:







Communication guidelines

4. PRODUCTION OF EDITORIAL CONTENT

Any editorial material about the Kiwa Initiative, such as articles or publications:

- Must include a short description of the Initiative (see talking points pages 16/17);
- Must quote donors and partners where needed or appropriate;
- Should include the Kiwa Initiative logo, donor and partner logos in the document when necessary;
- Should mention the Kiwa Initiative website;
- The following words should appear: "The content of this publication is the sole responsibility of [XXXX] and does not reflect the views of the donors."

In all cases, editorial content concerning the Kiwa Initiative must be communicated prior to publication/dissemination to the Secretariat and then sent to the Secretariat after publication.

Any content produced by a partner or entity of the Kiwa Initiative should follow these guidelines. Please note that AFD, through the Kiwa Initiative Secretariat, reserves the right to control any communication activities and materials to ensure the visibility of all the donors.

5. PRODUCTION OF PRINT MATERIAL

Any printed document about the Kiwa Initiative should comply with the graphic charter of the Initiative and must include:

- The Kiwa Initiative logo with its signature;
- The logos of donors and partners;
- The Kiwa Initiative communication channels (website address, Facebook, Twitter and LinkedIn icons);

Depending on the type of print material, a disclaimer may be included.

Any content produced by a partner or entity of the Kiwa Initiative should follow these guidelines. Please note that AFD, through the Kiwa Initiative Secretariat, reserves the right to control any communication activities and materials to ensure the visibility of all the donors.

Communication guidelines

6. AUDIO MATERIAL

The following statement will be included at the end of the product: "This podcast or XXX was made with the financial support of the European Union, Agence Française de Développement, Global Affairs Canada, Australian Department of Foreign Affair and Trade and New Zealand Ministry of Foreign Affairs and Trade, within the framework of the Kiwa Initiative. Its content is the sole responsibility of [XXX] and does not necessarily reflect the views of the donors."

Audio material will be made available as soon as they are produced to the Secretariat, donors and partners free of royalties.

Promotional visuals of potential podcasts or other audio materials must include the Kiwa Initiative logo with its signature. A short oral presentation and a short written description should be added at the end of these and mention of the donors, the partners and the website address (www.kiwainitiative.org).

7. BANNERS AND OTHER DISPLAYS

A standard Kiwa Initiative banner is available for production in the graphic charter. Two versions are proposed: one in colour with a photographic background and one with a white background.

All the displays produced must comply with the graphic charter, the order of the logos of the donors and partners. Please note that AFD, through the Kiwa Initiative Secretariat, reserves the right to control any communication action to ensure the visibility of all the donors.

Communication guidelines

In all formats, the displays should:

- Include the Kiwa Initiative logo appropriately;
- Apply the Kiwa Initiative charter colors;
- Include the donor and partner logos with the mention "Funded by"…. and "In partnership with …";
- The Kiwa Initiative website address www.kiwainitiative.org.

8. GOODIES

Goodies are not mandatory at all events; and they must be produced in an ecologically responsible manner and avoid plastic products.
If appropriate, the goodies must include:

- The Kiwa Initiative logo with its signature when the material allows it (if the material is too small, the logo without the signature can be used);
- The Kiwa Initiative website address www.kiwainitiative.org;
- The logos of donors and partners.

9. MEDIA RELATIONS

Media relations are a powerful mean for the visibility of the Kiwa Initiative. It is obviously a tool that will be used by its partners and entities to promote the Initiative.
As for the other editorial contents, press releases must be communicated prior to publication/dissemination to the Secretariat and then sent to the Secretariat after publication.
Hereafter are the main guidelines when conducting media relations actions on the Kiwa Initiative:

- Press releases or press kits must include the Kiwa Initiative logo with its signature in colour and presented jointly with the logo of the sending organization.

Communication guidelines

9. MEDIA RELATIONS

- Press releases and press kits shall include the logos of all donors and partners, as well as their descriptions (boilerplates) and links to their official website.
- Press releases must include the Kiwa Initiative's boilerplate as follows (note that the boilerplate includes the logos of all partners and donors) and the Kiwa Initiative website address www.kiwainitiative.org.
- Press releases must include the Kiwa Initiative media contacts:

  Bettina Lê, Logistic, Support and Communication officer, Kiwa Initiative Secretariat | E: leb.ext@afd.fr; +(687) 24.24.33

  Virginie Dabout, Media support for the Kiwa Initiative Secretariat | E: virginie@strategic.nc; +(687) 75.64.79

The following disclaimer should appear in press releases: "The content of this press release is the sole responsibility of [XXX] and does not reflect the views of the donors."

In the case of press releases containing a quote from a donor, this disclaimer will not be inserted and the document will have to be validated by AFD and the donor quoted three days before publication.

Communication guidelines

9. MEDIA RELATIONS

Boilerplates to use

FRENCH VERSION

L'Initiative Kiwa – Des Solutions Fondées sur la Nature (SFN) pour la résilience climatique vise à renforcer la résilience au changement climatique des écosystèmes, des communautés et des économies des îles du Pacifique grâce aux Solutions Fondées sur la Nature (SFN) en protégeant, en gérant durablement et en restaurant la biodiversité. Elle est basée sur un accès simplifié aux financements de l'adaptation au changement climatique et la conservation de la biodiversité pour les autorités locales, nationales, la société civile et les organisations régionales des Etats et territoires insulaires du Pacifique dont les trois territoires français. L'Initiative est financée par l'Union européenne (UE), l'Agence Française de Développement (AFD), Affaires mondiales Canada (GAC), le ministère des Affaires étrangères et du Commerce de l'Australie (DFAT) et le ministère des Affaires étrangères et du Commerce de la Nouvelle-Zélande (MFAT). Elle a établi des partenariats avec la Communauté du Pacifique (CPS), le Programme Régional Océanien de l'Environnement (PROE) et le bureau régional pour l'Océanie de l'Union Internationale pour la Conservation de la Nature (UICN). Pour plus d'informations : www.kiwainitiative.org ;

@InitiativeKiwa **@KiwaInitiative** **Kiwa Initiative**

ENGLISH VERSION

The Kiwa Initiative – Nature-based Solutions (NbS) for Climate Resilience aims at strengthening the climate change resilience of Pacific Islands ecosystems, communities and economies through Nature-based Solutions (NbS), by protecting, sustainably managing and restoring biodiversity. It is based on an easier access to funding for climate change adaptation and NbS for local, national authorities, civil society and regional organisations of Pacific Island Countries and Territories including the three French overseas territories. The Initiative is funded by the European Union, Agence Française de Développement, Global Affairs Canada, Australian Government Department of Foreign Affairs and Trade (DFAT) and New Zealand Ministry of Foreign Affairs and Trade (MFAT). The Kiwa Initiative has established partnerships with the Pacific Community (SPC), the Secretariat of the Pacific Regional Environment Programme (SPREP) and the regional office of the International Union for Conservation of Nature. More information on www.kiwainitiative.org;

@InitiativeKiwa **@KiwaInitiative** **Kiwa Initiative**

Communication guidelines

9. MEDIA RELATIONS

The Secretariat must be notified of any press releases, press kits and press conferences at least 7 days prior to any release or event.

Press conferences:
In all media events, the donors logos should also be visible on official materials such as exhibition banners.

Interviews:

Concerning interviews, the organization interviewed will make sure to mention the donors and partners.
In all cases, requests for interviews or expected media coverage concerning the Kiwa Initiative must be communicated previously to the Secretariat and then sent to the Secretariat after publication.
Verbatim from donors and partners are included in the communication toolkit for free use with the media.

10. WEBSITE

The Kiwa Initiative has its own website at www.kiwainitiative.org.
As regards the presentation of the Initiative by donors and implementing partners on their respective websites, the following guidelines should be observed:

- Propose a visible link to the Kiwa Initiative website www.kiwainitiative.org;
- Display the donor and partner logos in accordance with the graphic charter.

When presenting projects or activities related to the Initiative, the following sentence should appear:
"[Activities or project name] was produced with the support of the European Union, Agence Française de Développement (AFD), Global Affairs Canada (GAC), Australian Government Department of Foreign Affairs and Trade (DFAT) and New Zealand Ministry of Foreign Affairs and Trade (MFAT) within the framework of the Kiwa Initiative. Its content is the sole responsibility of [XXX] and does not necessarily reflect the views of the donors."

Communication guidelines

11. SOCIAL MEDIA

The Kiwa Initiative visibility will be powered in the social media by the Initiative's own channels and the ones of its partners and donors. Donors and partners are invited to share the Kiwa Initiative's posts and vice versa.

When presenting the Initiative or its projects on their social media, the partners, project leaders and grantees should follow the following instructions:

- Always use #KiwaInitiative or tag the official Twitter account @InitiativeKiwa;
- Communicate in two languages: English and/or French when relevant or in vernacular languages if necessary for local campaigns;
- Donor flag emojis and partner hashtags or tags should be posted on all communication posts;
- Tag to the page of the Kiwa Initiative on the same channel (LinkedIn, Facebook, Twitter).

The number of characters being limited on Twitter, only the mention of the Kiwa Initiative page (@KiwaInitiative), the donor's flag and the identification on your visual of @AFD_France, @EUPasifika, @CanadaDev, @dfat, @MFATNZ and the hashtag #KiwaInitiative are mandatory.

Note that the productions of partners, project leaders and grantees will be also used and shared on the Kiwa Initiative pages and social networks.

Communication guidelines

11. SOCIAL MEDIA

The Kiwa Initiative posts will follow a specific graphic guidelines:

- Posts – Key figures

(Credit included in the body of the publication)



- Post – Pictures

(Credit included in the body of the publication)



Communication guidelines

11. SOCIAL MEDIA

- Post - Quotes

(Credit included in the body of the publication)





- Facebook profile decor



Communication guidelines

12. EVENTS

The logos and acknowledgments of donors and partners will be affixed to the materials of the communication campaigns.

Logos, emblems (UE flag) and acknowledgments will be used on web or physical locations of national or regional events, to ensure their visibility. Presentations during events shall be made on the Kiwa Initiative PowerPoint template specifically designed for that purpose and available in the toolkit. The template includes the logos of the donors and partners.

Some specific tools have been developed to be used during events, on a physical and/or virtual exhibition booth in order to promote the Initiative:

- Presentation brochure;
- Banners;
- Video "Let's build the Kiwa Initiative community together" (see the video teaser user guide provided in the toolkit).

The Kiwa Initiative messages and talking points to present the Initiative will be available in the community space on the Kiwa Initiative website.

Communication guidelines

13. REGIONAL AND LOCAL PROJECTS AND CALLS FOR PROJECTS

- During the implementation of regional and local projects, information panels will contain the usual information, i.e., Kiwa Initiative with signature, the EU, AFD, Global Affairs Canada, Australian Government Department of Foreign Affair and Trade and New Zealand Ministry of Foreign Affairs and Trade logos along, the name of the project leaders / grantees and implementing partner(s) and a brief explanation of the work in progress.
- Once projects are implemented, these panels will be removed and replaced by permanent signage with the sentence: "This [include the exact title] was realized within the Kiwa Initiative and funded by the European Union, Agence Française de Développement (AFD), Global Affairs Canada (GAC), Australian Government Department of Foreign Affairs and Trade (DFAT), New Zealand Ministry of Foreign Affairs and Trade (MFAT) in [dates of project duration].".
- Any material purchased or used with the financing of the Kiwa Initiative will have to be marked with the Kiwa Initiative and donor logos: with a sticker for equipment (computers, equipment such as car or boat...) or an information panel for built structures or spaces.
    - The Kiwa Initiative stickers should be resistant to fading, water and printed on vinyl. They must include the official Kiwa Initiative logo with its signature in color on a white background, or with white font on a green background;
    - Minimum dimensions: 75mm x 40mm.



www.kiwainitiative.org



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Kiwa Initiative Secretariat – leb.ext@afd.fr