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PROGRESS REPORT ON THE IMPLEMENTATION OF THE GEF POLICY ON COMMUNICATION AND VISIBILITY

Background

1. This document provides an update on the implementation of the GEF Policy on Communication and Visibility¹ (attached as an Annex) which was adopted by the 64th GEF Council in June 2023. It supersedes the previous Communications and Visibility Policy that was adopted by the GEF Council in 2011².
2. The progress made in raising awareness about the GEF, and the role it plays to address environmental pressures on the planet, builds on previous efforts and actions to raise the visibility of the organization. It also benefits from strengthening the communication team in the recent restructuring of the GEF Secretariat and helps lay the foundation for more effective political communication to deliver on an ambitious GEF-9 replenishment.
3. In an increasingly complex and competitive financing landscape, it's important that donors see returns on their investment both in terms of impact and visibility, in all countries and across the institution's current and future network of partners.
4. Ensuring that the full breadth and impact of GEF-funded activity is visible and understood is critically important to maintaining and accelerating international momentum in support of goals related to biodiversity loss, climate change, pollution, and strains on land and ocean health. It is equally important that all GEF-funded activities are understood as responses to multiple international agreements on resource mobilization in the context of the implementation of Multilateral Environmental Agreements.
5. The GEF Communications team is putting greater emphasis on strategic communication across the GEF portfolio and leading implementation of the policy with GEF Agencies and Executing entities to help reach these goals.

Introduction

6. The 64th GEF Council, June 26-29, 2023, adopted a new Policy on Communication and Visibility (hereafter referred to as 'the policy') to raise awareness about the institution's leadership in financing environmental action in developing countries and ensure strong, clear, and consistent communication across, and beyond, the GEF Partnership.
7. The policy responds to the need to ensure that donors, recipient countries, and other stakeholders see the value and impacts of GEF-funded activities and initiatives. It outlines a set of guiding principles and requirements for how and when all recipients of GEF funding must describe the organization's role and contribution to project and program outcomes.
8. The implementation of the policy has been generating improved communications in many areas, including regarding logo use and branding, media relations, editorial content, and

¹ https://www.thegef.org/sites/default/files/documents/2023-11/GEF_Communication_Visibility_Policy_2023_10_0.pdf

² <https://www.thegef.org/council-meeting-documents/proposal-enhancing-visibility-gef>

more strategic political and digital communications. More regular reporting in the future will help to reinforce an assessment of the policy's implementation and impact.

9. Nevertheless, there is a need, and opportunity, to further strengthen implementation of the policy more consistently and broadly. The GEF is currently finalizing new policy Guidelines to support this process in GEF-9.

10. This information document will cover the following:

- Actions taken to disseminate the policy
- Application and areas of progress made to implement the policy
- Guidelines to support compliance with the policy
- Additional steps regarding the policy in GEF-9

Policy dissemination

11. The GEF secretariat has taken steps to disseminate and foster understanding of the policy to help ensure the GEF, its decisions, actions and impacts are widely known. These include:

- Publicizing the policy via the GEF website, GEF newsletter, GEF Corporate Scorecard, and in the GEF Communications Toolkit³ which has been shared with stakeholders in presentations, via email, and by printed QR code at meetings and events. The online toolkit provides a straightforward way to download and share communication materials in English, French and Spanish. In addition to the policy, the toolkit provides users with easy access to other resources, including key contacts, the GEF at a Glance factsheet, GEF branding guidelines, and a two-page guide summarizing GEF communication activities.
 - Distributing the policy to members of a new, informal, GEF Project Communicators Network, a growing community of communication specialists working on GEF-funded projects and programs at the country-level. The network (currently comprising over 150 people) is open to all national-level communicators⁴ and aims to support their outreach and media relations efforts to raise the profile of the GEF, its activities and impacts. Network participants benefit from opportunities to participate in messaging groups and online workshops (three held to date), and to promote stories and relevant outreach activities via the GEF website, newsletter, social media and other corporate platforms.
- Highlighting the policy at GEF workshops and other stakeholder events. These have included presentations and discussions at six Expanded Constituency Workshops with the participation of GEF Operational and Political Focal Points, Agency representatives, and civil society stakeholders from 37 countries, as well as five training seminars for Operational Focal Points

³ <https://thegef.mediavalet.com/portals/communicatorstoolkit>

⁴ from Agencies, projects, OFPs and PFPs

from 98 countries.

- Promoting GEF Agencies and other partners to share the policy widely among their internal and external networks.

12. All GEF Agencies have distributed the policy within their own organizations, and some have taken innovative approaches to disseminate it to their Executing partners, alongside other supporting materials. Overall, however, feedback from Agencies indicates that the steps they have taken to disseminate the policy have been ad-hoc.

13. Strategic, aligned, collaborative and increasingly, political communication across the GEF Partnership is critical to implementing the policy and raising the profile of the organization and its activities. GEF Agencies play a vital role in this regard.

14. The policy states that “each GEF Agency shall have a global communications focal point(s) who can liaise with regional or country offices and project or program communication focal points as appropriate, as well as the GEF Communications team.”

15. At the time of reporting, all GEF Agencies have designated a communication focal point. Some agencies have created dedicated positions, while in other cases focal points are not communication staff or perform multiple functions. With the growing emphasis on investing in communication across the GEF Partnership, this role will become increasingly important in GEF-9.

16. To foster greater cooperation and understanding of the policy among GEF focal points, the GEF is developing guidelines and has established a range of regular collaboration mechanisms, including messaging groups, informal briefings, and an annual communication retreat. The first retreat following the adoption of the policy was hosted by UNEP in Nairobi in February 2024. The second retreat, with in-person and virtual participation of all agencies, was hosted by UNIDO in Vienna in May 2025.

17. At the recent retreat in Vienna, participants focused on current and future actions to implement the new policy, and the importance of communications to influence public opinion and political processes⁵. There was an agreement on the need for more political communication, to continue collaborating on the dissemination, reporting and guidelines for the new policy, as well as a communication strategy, work-plan, and messaging for GEF-9.

Areas of progress

18. The policy mandated communication requirements, products, and activities include:

⁵ <https://www.unido.org/news/gef-agencies-hold-communications-retreat>

Logo and Branding

19. The policy requires that the GEF logo be applied to all outreach materials related to GEF-funded projects and programs, in adherence with GEF Brand Guidelines⁶ issued alongside the updated GEF visual identity⁷ in April 2023.

20. GEF Agencies, Executing entities, and other relevant partners, have widely complied with the branding guidelines. Guidance materials are available on the GEF website and specific queries are routinely answered by the GEF Secretariat and Agency focal points.

21. In support of the GEF Country Engagement Strategy⁸, guidance on appropriate use of the GEF logo and related brand assets is now included in relevant workshops, seminars, Operational Focal Point training, and other stakeholder engagements.

22. The updated GEF visual identity has also been successfully applied to a range of events, including exhibitions and COP pavilions, as well as promotional items like pens, notebooks, caps, and T-shirts. Over 8,000 sustainably sourced products have been distributed to GEF stakeholders, helping to raise the profile of the organization across a wide range of audiences.

23. In instances when non-adherence to the policy has been identified, the GEF Communications team has contacted the relevant Agency or partner to provide guidance and request corrections. However, there is a clear need for improved monitoring and greater understanding of the policy's requirements across the GEF Partnership.

GEF publications

24. In most cases, publications shared with the GEF Secretariat have adhered to the brand guidelines and incorporated the latest boilerplate text describing the GEF. However, scope remains for partners to share more of their digital publications for awareness and amplification on the GEF website and social media platforms.

25. Since the policy was adopted, the GEF has produced 26 new digital and printed publications. All content can be found in the Newsroom on the GEF website⁹, along with a growing selection of publications produced by GEF Agencies and programs.

26. One of the most successful new publications is *The GEF at a Glance*¹⁰, which was produced to provide a snapshot of the organization's mandate, structure and funding. Translated into Spanish, French, and Portuguese, it has been downloaded over 1,400 times and given as a printed handout to thousands of participants at GEF events, conferences and meetings. Other

⁶ <https://www.thegef.org/newsroom/publications/brand-guidelines>

⁷ <https://www.thegef.org/newsroom/news/new-logo-reflects-global-environment-facilitys-wider-remit>

⁸ <https://www.thegef.org/what-we-do/topics/country-engagement-strategy>

⁹ <https://www.thegef.org/newsroom>

¹⁰ <https://www.thegef.org/newsroom/publications/gef-glance>

popular publications include *The GEF in Africa*¹¹, and *SIDS and the GEF*¹², both of which use project examples to illustrate the accomplishments of the wider partnership.

Media relations

27. The GEF typically distributes one to two press releases per month, alongside organizing regular interviews for staff with international and national media outlets in donor and recipient countries.

28. Following the approval of the policy, there has been a more coordinated effort on media relations activities in partnership with GEF Agencies and other partners both globally and at the country level. The number of media mentions of the GEF increased by 17 percent (from 8,100 to 9,500) in the 12 months to June 2024 in comparison with the previous period.

29. Enhanced coordination on communication with the GEF Agencies has included efforts to increase the number of new GEF projects publicized via agency press releases. This has also involved active efforts to more effectively promote the full scope of the GEF's role in environmental programming, beyond simply providing project finance, in press releases and related outreach materials. Alongside increased inclusion of quotes from the GEF CEO or another GEF spokesperson in project communication materials, this collaboration has resulted in a range of joint interviews and opinion-editorials.

Project Communicators Network

30. As described above (see para. 11) the GEF Project Communicators Network was established as an innovative and important new initiative to support GEF's efforts to leverage media relations and outreach at the country-level. One of its goals is to make the GEF better known in recipient countries, and generate news about GEF activities and decisions, particularly Council approval of projects and programs in the countries concerned. The network, which comprises a growing list of Agency, Executing entity, and government contacts has successfully secured national level media coverage for GEF projects in Brazil, Costa Rica, Madagascar, Panama, and Rwanda, among other countries.

Editorial content

31. The GEF editorial approach has been to emphasize collaborative storytelling and content creation, and to offer GEF Agencies, Executing entities, and other stakeholders an opportunity to connect their initiatives with the breadth of work across the partnership. This has included both 'in-house' content creation in the form of feature stories, interviews, blogs, videos, publications, infographics, and announcements, and the amplification of materials produced by partners. From July 2023 to April 2025, there were 279 content pieces from the GEF, and partners posted in the

¹¹ <https://www.thegef.org/newsroom/publications/gef-africa>

¹² <https://www.thegef.org/newsroom/publications/sids-and-gef-three-decades-environmental-leadership-and-innovation>

newsroom on the GEF website, with increased output around major events including COPs and Council meetings.

32. Since the policy was adopted, the GEF Secretariat has put even greater emphasis on using COPs and other events as strategic opportunities to raise the organization's visibility and engagements. At the recent climate and biodiversity COPs, the GEF invested in high-profile joint pavilions to showcase its work and share stories from across the GEF Partnership. Working with the other multilateral climate funds at UNFCCC COP28 and COP29, and the conservation trust funds at CBD COP15 close to 100 events were organized and supported by social media outreach.

33. A content stream that has continued to grow in scope and effect has been the GEF Voices series, which profiles individuals working across the partnership in various capacities, with a focus on their personal backgrounds and motivations. The series has included interviews with young people, as well as profiles of people of all ages and professional levels working across environmental issues – including multiple GEF Council members, Operational Focal Points, and civil society representatives, including Indigenous Peoples and representatives of women's groups.

34. Youth engagement is a priority for the organization that has translated directly into the GEF's communications approach, particularly around COPs and other large events where the GEF has sponsored youth delegates. The GEF has also supported visibility for the GEF's support for academic programs, including the Tufts University course on environmental negotiations, and for Fonseca Program fellows, who have been profiled through both videos and written interviews, with more planned over the coming year.

35. To support implementation of the policy, the GEF has created the opportunity for partners to publish material and publicize it to the GEF's audiences via the corporate website and social media channels throughout the year, with a focus on events and thematic international days. Partner collaboration around the GEF CEO's missions to GEF donor and recipient countries has proven particularly successful, opening up a wide range of opportunities to work together with communicators for joint effect.

Digital communications

36. There has been a steady increase in digital communications related to GEF-funded work. This is reflected in growth in traffic to the GEF website and subscribers to the organization's corporate newsletter and social media channels. From July 2023 to June 2024, traffic to the GEF website (reflected by the number of times visitors viewed pages) increased by 3% when compared to the previous 12-month reporting period.

37. One of the main vehicles for the dissemination of editorial content published on the GEF website is the GEF's email newsletter, distributed monthly to over 20,000 subscribers. In addition to featuring editorial content produced by the GEF Secretariat, the newsletter showcases events, publications, videos, stories, news, and other highlights from across the wider partnership.

38. In a positive sign, content contributions from the GEF Partnership have increased, with the newsletter seeing an 8.5 percent increase in subscribers. Average subscriber engagement (open rate) from July 2023 to June 2024 increased 22% when compared to the previous reporting period. Additionally, a LinkedIn version of the monthly newsletter launched in January 2024 has seen rapid growth in interest, with over 54,000 subscribers as of May 1, 2025.

39. GEF Agencies publish information about the GEF or mention the organization on their own digital platforms, but the lack of an effective system for reporting on partner communication metrics continues to hinder efforts to develop a comprehensive understanding of engagement across the partnership.

40. GEF programs with dedicated communications staff, strategies, and budgets, have embraced the policy and routinely produce attractive, engaging materials, while also sharing GEF content on their own digital platforms.

41. In the GEF Secretariat, messages around events, stories and other newsroom content are amplified through GEF social media channels. The GEF CEO missions and engagements are routinely covered in social media, including via the CEO's own accounts, GEF corporate and partner channels.

42. To reflect the changing social media landscape, new corporate channels have been opened on Instagram and BlueSky (in addition to Facebook, YouTube, LinkedIn and X), with a growing use of LinkedIn to reach GEF's various audiences. At the time of reporting, the total number of followers across all six GEF social media accounts is close to 400,000, representing a growth of around 10 percent over the last two years.

43. Video production and distribution is a growing part of digital communications, particularly for use on social media platforms. The GEF Secretariat in collaboration with partners, has produced over 40 videos highlighting investments and programs in various regions, as well as summaries from Council meetings and COPs.

44. All GEF-produced videos, including recordings of GEF CEO speeches, Council meetings, and public events can be found on the GEF YouTube channel¹³. The first phase of a GEF digital asset management platform has been launched in March 2025, allowing for improved organization and sharing of photos, videos, and documents with partners.

Policy and Guidelines

45. As noted above, there is still a need to further strengthen policy implementation, both in terms of consistency and breadth of compliance. For this reason, the GEF is currently finalizing a Guidelines document to support this process.

46. The Guidelines are being developed in alignment with the current effort to streamline

¹³ <https://www.youtube.com/channel/UCD2sRGXkNWZOsPE90k3VWfg>

the project cycle. This document will provide guidance to GEF Agencies at separate phases of the project cycle, similar to other GEF policies.

47. The Guidelines will provide guidance on the practical steps and actions to implement the principles and requirements specified in the policy, with a focus on designing, implementing, and reporting on strategic communications to support GEF programs and projects.

48. This will include the need for Agencies to designate and provide the GEF Secretariat with contact information for Agency focal points and project-level communicators. These staff will be responsible for coordinating communications activities with the GEF Secretariat throughout project implementation. The Agencies will also be requested to submit a Strategic Communications Plan for all projects, including a budget, and to report on its implementation.

49. The goal is to have the requirements fully incorporated into the project cycle by the beginning of GEF-9.

Next steps toward GEF-9

Increasing synergies with other GEF funds

50. The GEF family of funds approach has gained prominence as a key competitive advantage for the organization as it focuses its strategy towards the GEF-9 period. The GEF role as host of multiple, complementary funds provides flexibility for donors and targeted action for recipients, enabling the organization to deliver coordinated, impactful results, and strategic communications.

51. Since adoption of the policy, GEF communications has benefited from two dedicated senior external relations officers covering the LDCF/SCCF and GBFF. While recognizing the specific constituencies and operational modalities of these funds, they will play a role in implementing the GEF's Communication and Visibility Policy across the partnership.

Coordination with Knowledge Management & Learning

52. The policy notes that "activities and products, including relevant, aligned, knowledge management and learning, shall be coordinated with the GEF Communications team to ensure impact and safeguarding of the GEF brand."

53. The Knowledge Management & Learning Strategy¹⁴ that was approved by the GEF Council in October 2023 (strategic direction 4) aims to align knowledge management efforts with communications and outreach initiatives to foster a more coordinated and appropriately funded approach at the global, agency, program, and project level to improve communication of GEF impacts and results.

¹⁴ <https://www.thegef.org/newsroom/publications/strategy-knowledge-management-and-learning#:~:text=The%20KM%26L%20strategy%20is%20intended,facilitate%20learning%20across%20the%20partnership.>

Measuring impact and results

54. In addition to the aforementioned efforts to promote dissemination, understanding and compliance, participants at the 2025 GEF Agency Communications Retreat in Vienna agreed to work collaboratively on the design of a monitoring and self-reporting system to help track implementation of the policy for application in GEF-9.

Investing in strategic communication

55. To further raise awareness of its role and reach, the GEF will continue to collaborate closely with Agencies and other partners at the global and regional level, while investing more in support for strategic political communications at the country level.

56. This will include working with communicators in the GEF Agencies and Executing entities, Operational Focal Point teams, and staff on programs and projects to better communicate the GEF's effectiveness and results.

57. Ensuring that the full breadth and impact of GEF-funded activity is visible and understood is critically important to delivering the Partnership's ambitious agenda.

ANNEX 1: [GEF Policy on Communication and Visibility](#)

Definitions:

Executing Entity: An organization that executes a Global Environment Facility (GEF) Project or Program, or portions of it, under the supervision of a GEF Agency, including national or sub-national government agencies, civil society organizations, private sector entities, or academic institutions, among others.

GEF Agencies: Those agencies eligible to request and receive GEF resources directly for the design, implementation, and supervision of GEF Projects.

GEF Communications Team: GEF Secretariat staff or consultants engaged in communications activities.

GEF Project: An activity or set of activities that promote the achievement of the purposes of the GEF for which resources from any of the Trust Funds operated by the GEF has been requested by a GEF Agency on behalf of an eligible recipient and/or approved by the GEF Council or the CEO.

Implementation Activities and Functions: Implementation generally involves project identification, preparation of project concept, appraisal, preparation of detailed project documents, project approval and start-up, project supervision, and project completion and evaluation.

Program: A longer-term and strategic arrangement of individual yet interlinked projects that aim at achieving large-scale impacts on the global environment.

Outreach materials: Public facing information including, but not limited to publications, editorial content, videos and other multimedia assets, exhibitions, and web pages.

Applicability: This Policy applies to the GEF Secretariat, GEF Agencies, and other entities receiving GEF financing.

Effectiveness: This policy is effective as of July 1, 2023.

CONTEXT

1. As directed by the GEF Council, a key objective of the Global Environment Facility is to raise awareness about the institution's leadership in financing environmental action in developing countries. In 2011, the GEF Council adopted a [Communications and Visibility Policy](#),¹⁵ which is superseded by this policy.

¹⁵ <https://www.thegef.org/council-meeting-documents/proposal-enhancing-visibility-gef>

2. While the GEF's visibility has grown in recent years, particularly regarding its role as a financier of nature protection, there is a need to further raise awareness about its role and reach, especially in developing countries where its funding and policy support is powering action towards international goals to confront biodiversity loss, climate change, pollution, and strains on land and ocean health.

3. Ensuring strong, clear, and consistent communications strategies across the GEF Partnership is vital to ensure that donors, recipient countries, and other stakeholders see the value of GEF-funded activities and initiatives. Creating a more coordinated, appropriately funded approach at the global, Agency, program and project level will help to better communicate the GEF's impacts and results.

4. With the growth of the GEF Partnership, the emergence of new communications platforms and tools, and an evolving media landscape since 2011, there is a need for updated policy and guidance about how and when the GEF should be cited and visually represented in public documents and other outreach materials. Agencies and other partners communicating about GEF-funded projects, enabling activities, and initiatives shall credit the GEF following the requirements outlined in the Policy.

APPLICATION

5. Communications shall be planned and budgeted for in the design phase and prioritized throughout the life cycle of projects and programs. Activities and products, including relevant, aligned, knowledge management and learning, shall be coordinated with the GEF Communications team to ensure impact and safeguarding of the GEF brand.

6. Each GEF Agency shall have a global communications focal point(s) who can liaise with regional or country offices and project or program communication focal points as appropriate, as well as the GEF Communications team.

7. Projects and programs will benefit from strategic planning regarding external communications and outreach, and a designated communications focal point (who can also liaise with the GEF Communications team, as appropriate). Each GEF-funded initiative should include outreach plans that relate to communication objectives, target audience(s), channel(s), messaging, and measurement (which could include analytics or survey data).

8. External communication about GEF-funded initiatives should include information about results, impact, and contributions to return on investment, where possible, and human-centered storytelling is encouraged to show the impact of GEF-funded activities at the individual level.

9. GEF Agencies and Executing entities, civil society and private sector partners, and other organizations working with the GEF are responsible for publicizing their work and must include reference to support received from the GEF.

10. GEF Agencies and Executing entities, civil society and private sector partners, and other

organizations working with the GEF are responsible for allocating sufficient communication resources¹⁶ to adequately meet the visibility and branding expectations as laid out in this Policy and the associated Brand Guidelines and to effectively communicate their work with reference to support received from the GEF.

Contractual Agreements

11. Agencies and other recipients of GEF funding shall: (i) require adherence to this Communication and Visibility Policy; and (ii) provide adequate visibility to the GEF by identifying the project, in the cover page and title of contractual arrangements, as a GEF-financed project.

12. Contractual Arrangements between GEF Agencies and Executing entities shall require adherence to this Communication and Visibility Policy and make clear its requirements.

Logo and Branding

13. The GEF logo must be applied to all outreach materials related to GEF-funded projects and programs, following the GEF [Brand Guidelines](#)¹⁷, which can be downloaded from the [GEF website](#).

14. All GEF Agencies and other partners must use the latest GEF branding on all goods purchased under GEF-financed projects and programs, including physical assets such as signs, vehicles, and other equipment.

15. Where individual project or program brands are created, these shall be designed in consultation with the relevant GEF Agency and communicated to the GEF Communications team to ensure coherence.

Publications

16. Publications such as brochures, magazines, and books shall incorporate the latest boilerplate text describing the GEF. The boilerplate language can be found in the Brand Guidelines and on the GEF website's [About Us section](#). Digital publications should be shared with the GEF Communications team for awareness and amplification on the GEF website and social media platforms as appropriate.

Digital Communication and Editorial Content

17. Digital communication related to GEF-funded work, including websites, newsletters, and social media feeds shall include links to the GEF website and social media channels or handles as appropriate.

18. Projects and programs receiving GEF funding shall be referred to as 'GEF-funded' or 'supported by the Global Environment Facility' at least once in articles, video scripts, and social

¹⁶ Funded from Project Management Costs and/or from Agency fee

¹⁷ <https://www.thegef.org/newsroom/publications/brand-guidelines>

media posts.

19. GEF Agency representatives, partners, project, and program communications officers shall consult with the GEF Communications team about upcoming outreach plans and campaigns and any change to digital strategies or platforms to ensure connectivity and amplification of communications products.

20. The GEF Secretariat will share, as appropriate, GEF Agency and other partners' editorial content, including written stories, photographs, and videos, on its website and digital channels to raise awareness about the projects, programs, events, and other activities it supports.

21. Websites and social media channels created as an output of a GEF-funded project or program shall be maintained throughout the project or program lifespan, with regular reviews to ensure compliance with branding and other guidance. At project or program closure, websites and social media channels that will no longer be maintained must be taken offline and appropriately archived.

Media Relations

22. GEF Agency representatives, partners, project, and program communications officers shall consult with the GEF Communications team in advance about press conferences, press releases, and media interviews related to GEF-financed activities to maximize visibility and impact.

23. Press releases shall be produced at the launch of new projects and programs, targeting national and local audiences, and at the project's end.¹⁸ Press releases, and other media outreach, should also be strongly considered when projects and programs reach key milestones or achieve notable results during implementation. Communications staff shall contact the GEF Communications team ahead of planned publication for inclusion of a GEF quote where appropriate and share the final product for promotion on GEF channels.

24. Press releases, news stories, social media, videos, and photographs related to prominent project visits shall be coordinated by project communications officers with the relevant GEF Agency and the GEF Communications team for inclusion of a GEF quote and awareness and joint promotion.

Audiovisual Productions

25. Audiovisual materials shall acknowledge GEF support by featuring the GEF logo at the beginning and/or end¹⁹. This material should also be shared with the GEF Communications team so that it may be posted and promoted, as appropriate, on the GEF website and social media

¹⁸ Date may be determined by the Agency, but generally should coincide with termination of GEF-funded activities, Terminal Evaluation, or other, appropriate milestone.

¹⁹ For multi-donor initiatives, the logo should be presented at an appropriate point, e.g., during the segment featuring the GEF-financed activity.

channels.

Promotional Items

26. The production of promotional items with the GEF logo (such as hats, t-shirts, and notebooks) must be coordinated with the GEF Communications team and follow the latest Brand Guidelines.

Disclaimers

27. The GEF Secretariat, Council, Agencies, Trustee, or other entity in the GEF Partnership is not responsible for the content of communication materials related to GEF-funded or co-funded actions prepared by partners, all of which shall include a standard disclaimer translated into (the) local language(s) where appropriate and practical.

- a) For publications in print or electronic format: 'This publication was funded/co-funded by the Global Environment Facility. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the GEF Secretariat.'
- b) For websites and social media accounts: 'This <website/account> is funded/co-funded by the Global Environment Facility. Its contents are the sole responsibility of <name of the author/ partner> and do not necessarily reflect the views of the GEF Secretariat.'
- c) For videos and other audio-visual material: 'This <video/film/recording> was funded/co-funded by the Global Environment Facility. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the GEF Secretariat.'

Reviewing and Monitoring adherence

28. The GEF Communications team will contact Agencies or other partners to request a remedy when non-adherence to this Policy is identified.