



## PRIMER FOR GEF PARTNERSHIP COMMUNICATORS

*Version 2 – June 2024*

The Global Environment Facility is working to build awareness about the range of initiatives that it funds. A coordinated approach is central to this effort. This primer is meant for those working on GEF projects and programs, as a guide to support compliance with the [GEF Communications and Visibility Policy \(2023\)](#).

### **BRANDING**

The latest GEF logo and brand guidelines are available [here](#). Please use only the most recent versions in communications material (printed and digital) and merchandise.

### **CEO COMMUNICATIONS**

Official photos and bios of GEF CEO Carlos Manuel Rodríguez are available [here](#).

### **EDITORIAL CONTENT**

Articles, stories, press releases, and publications about GEF-funded projects and programs should refer to our support and explain what the Global Environment Facility is and does, as required by the [GEF Communications and Visibility Policy](#). These key messages can be adapted and used for this purpose:

- **The GEF is a global family of funds for the environment.** It is a unique source of financing that was set up over 30 years ago to pool international aid and enable developing countries to address their most urgent environmental challenges in a way that generates global benefits. Most GEF funding is distributed as grants.
- **GEF funding enables countries to address complex challenges in their entirety**, tackling the drivers of biodiversity loss, climate change, pollution, land degradation, and desertification, and supporting increased climate resilience. To date, the GEF has supported protected areas larger than the size of Brazil.
- **GEF-funded projects are managed by designated agencies in partnership with governments and local organizations.** This model supports efficiency and knowledge sharing. The GEF also plays an important role uniting and convening donor and recipient countries, international organizations, and civil society around priority issues.
- **The GEF prioritizes inclusive conservation** by working with civil society, Indigenous Peoples, women, and youth to ensure the projects and programs it supports are effective, transparent, and sustainable. It also collaborates with other environmental funds to increase efficiency and achieve greater impact.

### **MEDIA RELATIONS**

Please contact the GEF communications team to arrange for cleared CEO quotes in press releases and to coordinate media activities and responses to media inquiries related to GEF projects and programs. GEF experts can also be available for interview requests across a range of environmental topics. Press releases should include the latest GEF boilerplate, available [here](#).

### **NEWSLETTER**

The GEF's monthly newsletter highlights activity across the partnership, including material produced by agencies, civil society partners, and environmental conventions. It is disseminated by email to 18k+ people

and on LinkedIn to 32k+ people. To see previous issues and sign up [here](#). We welcome your items for inclusion including stories, videos, publications, press releases, and event notices.

### **PHOTOS AND VIDEOS**

GEF photos can be accessed on [Flickr](#). Please use credits as listed. Videos should include the GEF logo at the beginning or end, as per the Communications and Visibility Policy. Please share audiovisual materials for cross-promotion and potential posting on the GEF [YouTube channel](#).

### **PROJECT COMMUNICATORS' NETWORK**

We invite you to join our network of GEF project and program communicators showcasing the positive impacts of collaboration for the environment. If you are new to this community, please submit [this form](#).

### **SOCIAL MEDIA**

Please use these tags in posts related to GEF-funded projects, programs, or activities.

- X/Twitter: [@thegef](#)
- Instagram: [@gef\\_global\\_environment](#)
- Facebook: [@Global Environment Facility](#)
- LinkedIn: [@Global Environment Facility](#)

### **WEBSITE**

The GEF website includes a blog and a [newsroom](#) section, which can be filtered by agency, country, or topic. Agency information is also accessible via regularly updated [public factsheets](#).

### **QUESTIONS? PLEASE CONTACT US**

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**June 2024 boilerplate:** The Global Environment Facility (GEF) is a multilateral family of funds dedicated to confronting biodiversity loss, climate change, and pollution, and supporting land and ocean health. Its financing enables developing countries to address complex challenges and work towards international environmental goals. The partnership includes 186 member governments as well as civil society, Indigenous Peoples, women, and youth, with a focus on integration and inclusivity. Over the past three decades, the GEF has provided more than \$25 billion in financing and mobilized \$145 billion for country-driven priority projects. The family of funds includes the Global Environment Facility Trust Fund, [Global Biodiversity Framework Fund \(GBFF\)](#), [Least Developed Countries Fund \(LDCF\)](#), [Special Climate Change Fund \(SCCF\)](#), [Nagoya Protocol Implementation Fund \(NPIF\)](#), and [Capacity-building Initiative for Transparency Trust Fund \(CBIT\)](#).