Communication Workshop, Networking Event 25th of November 2022

Implemented by giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

and ENGAGEMENT GLOBAL Service für Entwicklungsinitiativen

with its SERVICE AGENCY COMMUNITIES IN ONE WORLD

On behalf of Federal Ministry for Economic Cooperation and Development

In cooperation with German Water Partnership

VKU VERBAND KOMMUNALER UNTERNEHMEN e.V.

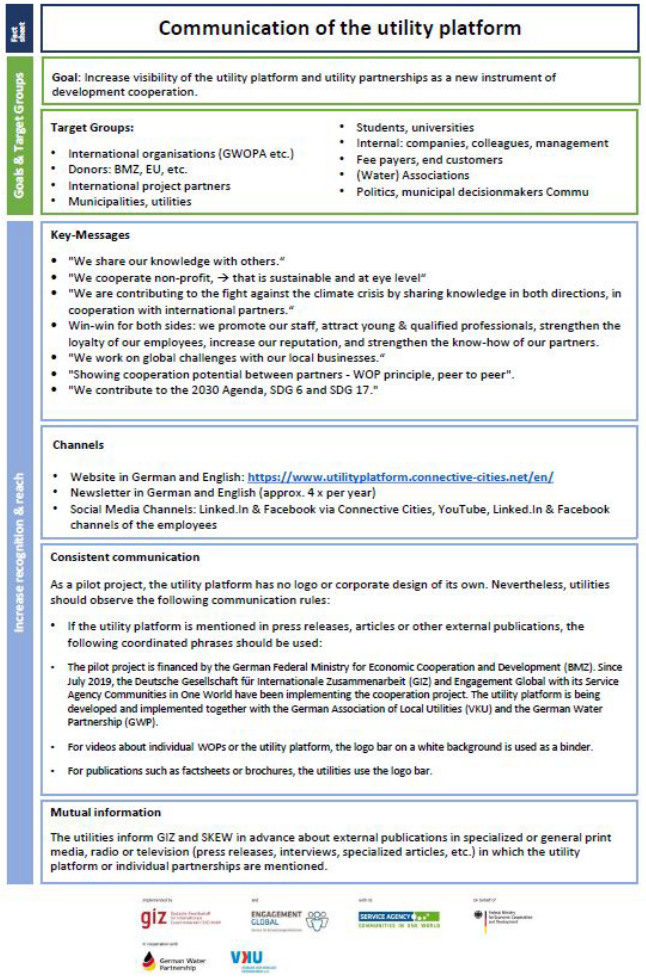
Why do we have a workshop on communication?

→Increase visibility of the utility platform

→Show donors & others that WOPs are a successful instrument to achieve Sustainable Development Goal 6 (Water and Sanitation for all by 2030) and Sustainable Development Goal 17 (Partnerships) of the 2030 Agenda of the United Nations

→Increase your own visibility as an expert

Communication of the Utility Platform



Communication of the utility platform

Goals & Target Groups

Goal: Increase visibility of the utility platform and utility partnerships as a new instrument of development cooperation.

Target Groups:

- International organisations (GWOPA etc.)
- Donors: BMZ, EU, etc.
- International project partners
- Municipalities, utilities
- Students, universities
- Internal: companies, colleagues, management
- Fee payers, end customers
- (Water) Associations
- Politics, municipal decisionmakers Commu

Increase recognition & reach

Key-Messages

- "We share our knowledge with others."
- "We cooperate non-profit, → that is sustainable and at eye level"
- "We are contributing to the fight against the climate crisis by sharing knowledge in both directions, in cooperation with international partners."
- Win-win for both sides: we promote our staff, attract young & qualified professionals, strengthen the loyalty of our employees, increase our reputation, and strengthen the know-how of our partners.
- "We work on global challenges with our local businesses."
- "Showing cooperation potential between partners - WOP principle, peer to peer".
- "We contribute to the 2030 Agenda, SDG 6 and SDG 17."

Channels

- Website in German and English: https://www.utilityplatform.connective-cities.net/en/
- Newsletter in German and English (approx. 4 x per year)
- Social Media Channels: Linked.In & Facebook via Connective Cities, YouTube, Linked.In & Facebook channels of the employees

Consistent communication

As a pilot project, the utility platform has no logo or corporate design of its own. Nevertheless, utilities should observe the following communication rules:

- If the utility platform is mentioned in press releases, articles or other external publications, the following coordinated phrases should be used:
- The pilot project is financed by the German Federal Ministry for Economic Cooperation and Development (BMZ). Since July 2019, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Engagement Global with its Service Agency Communities in One World have been implementing the cooperation project. The utility platform is being developed and implemented together with the German Association of Local Utilities (VKU) and the German Water Partnership (GWP).
- For videos about individual WOPs or the utility platform, the logo bar on a white background is used as a binder.
- For publications such as factsheets or brochures, the utilities use the logo bar.

Mutual information

The utilities inform GIZ and SKEW in advance about external publications in specialized or general print media, radio or television (press releases, interviews, specialized articles, etc.) in which the utility platform or individual partnerships are mentioned.

→After the last networking event, we worked on a short communication factsheet.

→Who is our target group?

→What are our key messages?

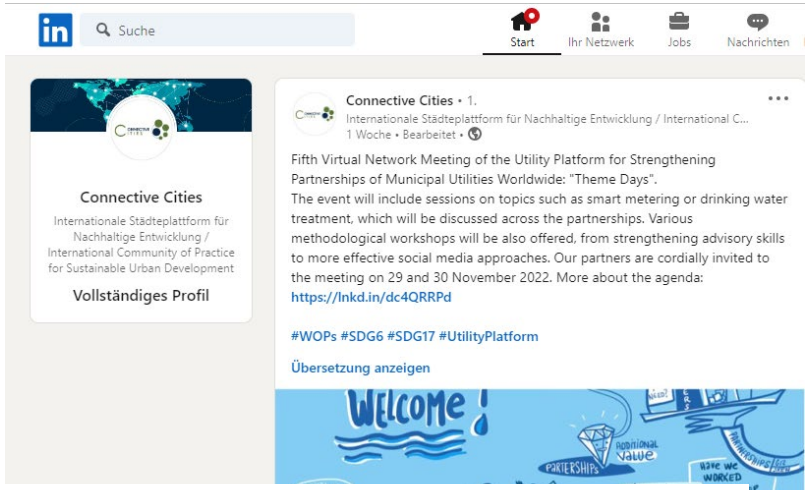
→Which channels do we use?

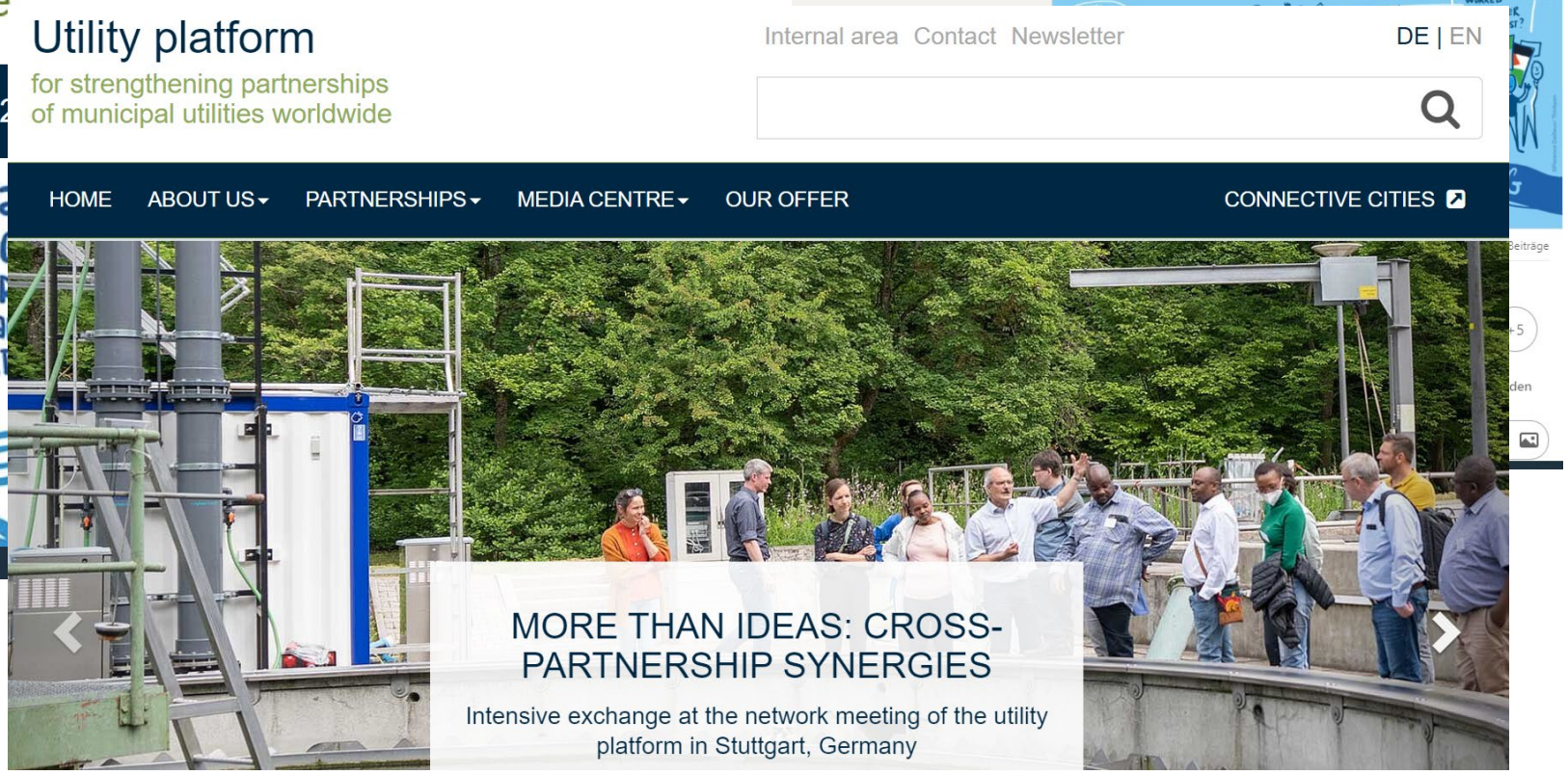
→What kind of Hashtags do we want to use on Social Media, etc.

Key messages

→ We share our knowledge
→ We cooperate non-profit
→ We are contributing to the fight against the climate crisis by sharing knowledge in both directions.
→ Win-win for both sides
→ We work on global challenges with our local businesses.
→ Showing cooperation potential between partners - WOP principle, peer to peer.
→ We contribute to the 2030 Agenda, SDG 6 and SDG 17.

What tools do already exist?





If you want to promote your WOP, there are a few rules..

Consistent communication

As a pilot project, the utility platform has no logo or corporate design of its own. Nevertheless, utilities should observe the following communication rules:

If the utility platform is mentioned in press releases, articles or other external publications, the following sentences should be used to present the project:

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Logos

Please use the logo bar on a white background for videos, factsheets, brochures, etc.

You can of course also put on top your own company logo.

In 2023 we will come up with a Corporate Design to simplify the process for you.

Implemented by

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