



GPE Protocol for Communications and Media Outreach Related to GPE Grants and Programs in Partner Countries

All communications and media outreach at country level by GPE partners (including the government), grant agent (GA), coordinating agency (CA), etc.) concerning GPE grants and their implementation should be done in consultation with the GPE Secretariat. In all cases, the GPE country lead should be the first point of contact. He/she will liaise with the communications team and/or others in the Secretariat.

This includes, but is not limited to press releases, grant signings and/or related ceremonies, press conferences, media interviews, publications, training programs, seminars, symposia, public information materials, etc.

Announcement of GPE grant allocations:

- GPE Board of Directors approves the grant
- At the global level:
 - GPE Secretariat issues a global press release (PR) highlighting each country grant with a short synopsis
- At the country level:
 - For each country receiving a grant, the GPE Secretariat drafts, in collaboration with the GA, a national PR in English – highlighting the grant's focus and response to key sector challenges
 - GPE country lead shares final draft PR with MoE and grant agent for final review; CA should be copied and can share with other partners
 - MoE and GA provide contact of local media point person to be added to the PR
 - GPE Secretariat finalizes PR adding country logo, GPE logo and logo of grant agent
 - MOE, GA and other partners disseminate the PR locally and regionally, if possible
 - GPE can translate the PR into French for francophone countries; translation into other national language(s) should be handled at the country level. The grant agent in consultation with the LEG will decide on the need for translation and the required languages.
 - GPE publishes the global PR and the local PR on GPE website

Grant signings:

- Grant agent keeps GPE Secretariat informed, through the country lead, about plans for grant signing
- GPE Secretariat should be invited to attend grant signing if a specific event is organized
- Any press release (PR) related to the grant signing should be issued jointly with the grant agent, MoE and GPE; grant agent drafts PR together with MoE; GPE will review the draft.
- Local media should be clearly informed that it is GPE funding for which the grant signing is taking place. If GPE funding goes into a pooled fund, GPE should be included in media outreach in the same way as other contributors.

Other media outreach:

- GPE Secretariat (country lead) should be consulted prior to any planned media outreach by any partner for a GPE funded program. If unexpected media interactions take place, the GA/CA should represent GPE and explain that it is GPE funding.
- Ideally, the GA should prepare a communications plan for the period of the grant identifying benchmarks where communications should occur. The GPE Secretariat should be consulted and will support GPE partners throughout the period.

Publications:

- GPE Secretariat should be informed about any planned publications (including studies, brochures, etc.) around a GPE-funded program.
- All publications around GPE programs, including flyers, factsheets, brochures, studies etc. should be branded with the GPE logo and other partners' logo as appropriate.

Branding of items purchased with GPE funds:

- The GPE Secretariat gives discretion to the GA to decide whether branding is appropriate. If GPE branding is agreed upon, the GPE Secretariat needs to be informed and has to provide written permission. This includes all items purchased or built with GPE funds, such as school buildings, vehicles, books, benches, school supplies, etc.
- However, if there is joint funding with other partners or if the grant agent brands with its logo, the GPE logo should also be added. In this case, the GPE Secretariat needs to be informed and has to provide written permission

All GPE branding guidelines can be found here: <http://www.globalpartnership.org/news-and-media/branding>