PROTOCOL FOR COMMUNICATIONS RELATED TO GPE GRANTS

All communications and media outreach concerning GPE grants and their implementation by GPE partners (including grant agents, coordinating agencies, and other GPE partners) must be done in consultation with the GPE Secretariat.

This requirement for GPE visibility is embedded in the grant agreements signed between GPE and the grant agents as follows:

> **Protocol for GPE visibility**
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> To encourage understanding and support of programs, the grant agent and GPE will jointly develop and distribute communications materials appropriate for broad, nontechnical audiences. These include press releases, photo and video packages, and stories highlighting progress or program beneficiaries. These should clearly reference GPE funding and comply with GPE branding guidelines.
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> The grant agent should strive to identify progress or impact stories and facilitate coordination between GPE's communications team and their counterparts associated with the program to jointly promote the visibility of the grant. GPE will feature these materials on its communications platforms and attribute all contributions as appropriate and in line with its branding and style guidelines.

The **country team (country engagement lead, country program officer)** in the GPE Secretariat should be the first point of contact. They will liaise with the GPE communications team and others as needed.

- You can find the name of country engagement leads on the respective country page
- GPE branding guidelines
- GPE logo files (logos in English, French, Spanish, Portuguese)

Communications may include:

- press releases and announcements
- grant signings and related events
- press conferences
- media interviews
- public information materials (brochures, factsheets, posters, banners, etc.)
- videos
- stories
- publications
- seminars, symposia, training programs, workshops and other types of events.

Announcement of new grants

Partners may wish to issue a national press release when a new grant is approved by the GPE Board of Directors. If they decide to do so, the grant agent is responsible for drafting the press release and sending it to the GPE Secretariat and the government counterparts for review. The Secretariat will provide a quote from GPE leadership. The grant agent and/or national government communications team are responsible for disseminating the press release in the local markets and regionally, if appropriate. The press release should be in English and in the national language. The Secretariat will also translate it into French and post it on the GPE website.

Grant signings

If the grant agent or partner country government is planning a public grant signing ceremony, the GPE Secretariat should be informed, through the country team, and invited to attend. If GPE participation is not possible, the Secretariat may still provide a written statement or quote to be disseminated to the media at the ceremony.

Media / Press

The GPE Secretariat should be consulted on plans for any media outreach about a GPE-funded program. If unexpected media interactions take place, the grant agent (or other GPE partner) should inform the Secretariat, which can provide support by preparing talking points.

If the grant agent prepares a communications plan for the period of the grant, with benchmarks, events, products, etc., the plan should be shared with the GPE Secretariat, which will provide input and strive to support the agreed activities.

Publications

The grant agent should inform the GPE Secretariat about any planned publications, such as studies, brochures, factsheets, flyers, around a GPE-funded program. These should be branded with the GPE logo and other partners' logos as appropriate. The proofs of the publications should be shared with the Secretariat prior to being finalized.

Videos

If the grant agent produces a video to showcase a GPE-funded program, they should inform the GPE Secretariat as early as possible and in any case before the video is finalized. If the grant agent uses branding in the video, then the GPE branding should be included. The draft videos should be shared with the Secretariat prior to being finalized. The Secretariat will support the dissemination of the videos among its networks.

Items procured with GPE funds

The production of branded items procured under a GPE-funded program is at the discretion of the grant agent and the government counterparts. They should decide whether any branding is appropriate for these items, which may include school buildings, school equipment/furniture, vehicles, books, school supplies, etc. If branding is agreed upon, the GPE logo should be used alongside other partners' logos and the Secretariat informed. Upon review of the proofs for the items to be produced, the Secretariat will send a written permission.