

PARTNERS' VISIBILITY GUIDELINES



CLIMATE AND CLEAN AIR COALITION
TO REDUCE SHORT-LIVED CLIMATE POLLUTANTS

SEPTEMBER 2012

Introduction

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If you have any questions about these guidelines or using the Coalition logo, please contact the CCAC Secretariat:

ccac_secretariat@unep.org

The Climate and Clean Air Coalition to Reduce Short-Lived Climate Pollutants (CCAC) is a voluntary global partnership for accelerating efforts to reduce short-lived climate pollutants in ways that protect public health and the environment, promote food and energy security, and address near-term climate change.

As of 1 September 2012, the CCAC has 27 partners and is growing rapidly. Outreach has been identified as an important aspect of the Coalition's work, which will involve vigorous awareness raising activities by all partners.

It is important the communications activities of all partners are implemented in a coordinated way, to ensure consistency and achieve the maximum impact.

This document sets out the main principles for our cooperation, including checking processes, practical guidance and the support available from the CCAC Secretariat.

By following these guidelines, all CCAC partners are encouraged to contribute to the joint visibility and outreach effort. For example, partners are asked to use the CCAC logo on their websites to demonstrate their active involvement in the partnership, and to include verbal and written references to the CCAC in their outreach activities.

Partners are also invited to contribute reports, photos, case studies and other input for use on the CCAC website and in other outreach and promotional activities.

Note: These guidelines complement the *CCAC Outreach and Media Strategy 2012-13*.

Coordination

The overarching *CCAC Outreach and Media Strategy 2012-13* sets out the initial communication objectives, target groups, key messages, tactics and evaluation approach for the CCAC until December 2013.

Its main aim is to lay solid foundations for strong recognition, growth, partnerships and effective information dissemination to serve the CCAC during its formative period and beyond.

Partners may obtain a copy of the strategy from the CCAC Secretariat.

Roles and responsibilities

The Coalition views awareness raising of short-lived climate pollutants (SLCPs) as a major cross-cutting issue that should be an integral part of each initiative as well as being actively undertaken in a more centralised way by the CCAC Secretariat and all partners.

As part of its role, the UNEP-hosted CCAC secretariat manages communications and public outreach in coordination with the partners. This includes providing a central service to support outreach and visibility activities across the Coalition.

In connection with major events or outreach campaigns, the CCAC Secretariat should step in as the main organizer, in conjunction with the relevant partners. In addition, the secretariat also effectively serves as the clearing house for information regarding the CCAC.

A specific outreach and awareness raising focal area is led by Sweden and the USA, in conjunction with the secretariat. The Coalition's outreach contest is an early example of a major visibility activity initiated by the USA and Sweden.

In addition, the lead partners for other CCAC initiatives are encouraged to develop detailed outreach plans in conjunction with the secretariat to support their respective work. These outreach plans should be shared among the partners.

Network of communication focal points

A network of communications focal points from within all partner organizations will be an important means by which joint outreach activities will be developed and implemented.

All CCAC partners are asked to nominate a focal point who will be the first point of contact for requests and updates on strategic communications planning. Please send the contact details to the CCAC Secretariat: ccac_secretariat@unep.org.

CCAC Events and Opportunities Calendar

Partners are asked to contribute to an internal CCAC Events and Opportunities Calendar which will assist with coordination.

In addition to environment-focused events, the list should include health, agriculture and development-related forums.

Communications guiding principles

- ▶ CCAC communications and outreach should involve a shared effort among the partners, reflecting the overall implementation model and helping to multiply the impact.
- ▶ To demonstrate visually how diverse partners are uniting under one banner, the CCAC logo will have prominence on all CCAC ‘corporate’ materials.
- ▶ As many actors will be involved in the work of the CCAC, communications materials referring to the CCAC and carrying its logo should be checked by the secretariat prior to public release to ensure factual accuracy (in particular of scientific data) and consistent messaging and logo use.
- ▶ Stakeholder needs (i.e. languages, literacy, regionalization, access to the internet) should be incorporated into all communications planning and delivery. Outreach at the country-level will be supported by information resources in the relevant language.
- ▶ The selection of communications products and activities for the CCAC will take into account their “environmental footprint”, with effort made to follow best practice.

Terminology

How to refer to the Coalition

English

The full name is the '**Climate and Clean Air Coalition to Reduce Short-Lived Climate Pollutants**'. The abbreviation is '**CCAC**'.

In cases where there are space or wording limitations, the shortened term '**Climate and Clean Air Coalition**' may be used, followed by the abbreviation '**CCAC**'.

Please reference the '**Climate and Clean Air Coalition to Reduce Short-Lived Climate Pollutants**' in full in the first instance, followed by its abbreviation '**CCAC**' or the term '**the Coalition**'.

Français

Le nom complet est «**La Coalition pour le climat et l'air pur visant à réduire les polluants de courte durée de vie ayant un effet sur le climat**». L'abréviation est «**CCAC**».

Dans les cas où il y a des contraintes d'espace ou de formulation, le terme raccourci peut être utilisé «**La Coalition pour le climat et l'air pur**», suivi par l'abréviation «**CCAC**».

S'il vous plaît référencer «**La Coalition pour le climat et l'air pur visant à réduire les polluants de courte durée de vie ayant un effet sur le climat**» dans son intégralité dans le premier cas, suivi par son abréviation «**CCAC**» ou du terme «**la Coalition**».

Other languages

Please use the examples shown here as a guide for other languages.

Where to refer to the CCAC

To improve recognition and understanding of the CCAC, all partners are requested to mention the Coalition in the context of their membership and work conducted as an agreed action of the CCAC.

In the case of activities which are part of approved CCAC initiatives or components, please reference the CCAC in all written and verbal contexts to make it clear the work is being driven by the CCAC. (Please see the *CCAC Initiative Process* document for definitions).

This includes references during public statements and speeches by partner spokespeople. It also includes references in outreach and marketing materials where CCAC-related project work is being discussed – ranging from fact sheets to presentations – and in other contexts in the public domain, nationally or internationally, such as during media interviews, editorials and on social media platforms.

Examples of how to acknowledge the CCAC:

- 'This project is an action of the Climate and Clean Air Coalition to Reduce Short-Lived Climate Pollutants'
- 'This work is supported by the Climate and Clean Air Coalition'
- 'We are leading this initiative on behalf of the Climate and Clean Air Coalition to Reduce Short-Lived Climate Pollutants'.

Terminology continued

How to refer to short-lived climate pollutants

English

In the context of the CCAC, the term ‘**short-lived climate pollutants**’ refers to an initial group of harmful substances – black carbon, methane and many hydrofluorocarbons (HFCs) – which are the focus of the Coalition and are being treated as a collective and urgent challenge by the partners.

The abbreviation is ‘**SLCP**’ (singular) or ‘**SLCPs**’ (plural).

Examples of how to refer to short-lived climate pollutants:

- Short-lived climate pollutants (SLCPs) are agents that have relatively short lifetimes in the atmosphere, ranging from a few days to a few decades, and a warming influence on climate.
- Black carbon, methane and many hydrofluorocarbons are substances that are short-lived in the atmosphere and can have serious detrimental impacts on human health, agriculture, ecosystems and the climate. They are called short-lived climate pollutants (SLCPs).

Please see overleaf for further initial key messages related to the CCAC and SLCPs which partners are encouraged to help disseminate.

Français

Dans le cadre de la Coalition, le term «**les polluants de courte durée de vie ayant un effet sur le climat**» se réfère à un groupe initial de substances nocives – le noir de carbone, le méthane et les hydrofluorocarbures nombreux (HFCs) – qui font l'objet de la Coalition et sont traités comme un défi collectif et urgent.

L'abréviation est «**SLCP**» (singulier) ou «**SLCPs**» (pluriel).

Des exemples de la façon de se référer à des polluants climatiques de courte durée:

- Les polluants de courte durée de vie ayant un effet sur le climat «SLCPs» sont des agents qui ont la durée de vie relativement courte dans l'atmosphère, allant de quelques jours à quelques décennies, et une influence de réchauffement sur le climat.
- Le noir de carbone, le méthane et les hydrofluorocarbures nombreux sont des substances qui sont de courte durée dans l'atmosphère et peut avoir de graves effets préjudiciables sur la santé humaine, l'agriculture, les écosystèmes et le climat. Ils sont appelés les polluants de courte durée de vie ayant un effet sur le climat «SLCPs».

Key messages

The use of common key messages will help ensure consistency in CCAC outreach and that all CCAC partners speak “with one voice”.

The key messages for the CCAC will evolve and expand as the partnership matures and its work programme grows. Thus, the key messages will also change over time. Members of the Science Advisory Panel will have an ongoing role in developing the key messages, to ensure factual accuracy.

Copies of speaking points and Q&As, based on the key messages as they evolve, are available from the secretariat for use by partners. Suggestions for new key messages and amendments to existing messages are welcome and should be sent to the secretariat: ccac_secretariat@unep.org.

All partners are encouraged to incorporate the following initial, overarching key messages into their communications:

- The Climate and Clean Air Coalition to Reduce Short-Lived Climate Pollutants is a voluntary, collaborative global partnership uniting governments, intergovernmental organizations, the private sector, and civil society to urgently reduce emissions of short-lived climate pollutants.
- Short-lived climate pollutants, such as black carbon, methane and some hydrofluorocarbons, can have harmful impacts on public health, agriculture and ecosystems and are responsible for a substantial fraction of near-term climate change.
- Controlling short-lived climate pollutants will have immediate, multiple benefits for us all.
- The Coalition is working to accelerate and catalyze major reductions in short-lived climate pollutants to protect human health and the environment now and slow the rate of climate change within the first half of this century.
- Aggressive action on these pollutants, especially methane and black carbon, could head off 0.5 degrees C of warming by 2050, prevent over two million premature deaths each year, and avoid over 30 million tonnes of annual crop losses.
- The CCAC partners are committed to mitigating short-lived climate pollutants and to helping others take similar actions.
- Fast action on SLCPs is a quick win which can be achieved through existing, cost-effective technologies.

- While mitigating short-lived climate pollutants will help to reduce the rate of global warming and avoid exceeding the 2°C target in the near term, long-term climate protection will only be possible if sustained cuts in carbon dioxide emissions are realized.
- The Coalition’s work complements global action to reduce carbon dioxide, in particular efforts under the United Nations Framework Convention on Climate Change (UNFCCC).
- The Coalition also seeks to build-on and scale-up existing efforts focused on short-lived pollutants such as by the Arctic Council, the Global Methane Initiative and the Montreal Protocol.

Call for input

Given the large scale and wide-ranging activities being catalyzed by the CCAC, all partners are asked to contribute information and input about their areas of involvement.

This will ensure broad coverage of CCAC activities and outcomes.

Contributions are welcome at any time by emailing the CCAC Secretariat. Requests for content for specific purposes will be made by the secretariat directly to each partner's nominated communications focal point. Examples include requests for content for the annual report and other CCAC 'corporate' products.

The type of input partners are encouraged to contribute includes:

- A partner profile
- Updates for the CCAC website
- Photos: i.e. initiatives in action and your staff with beneficiaries
- Content for the CCAC Facebook page and Twitter presence, in due course.

Partner profile

All partners are asked to provide a profile and a web address so that a hotlink may be added from the CCAC site. A partner profile should be a maximum of 200 words and provide background about your state or non-state entity and its main areas of interest within the Coalition.

Events and Opportunities Calendar

Contributions for the CCAC Events and Opportunities Calendar, which contains a pipeline of forthcoming activities, should be sent to: ccac_secretariat@unep.org

Website

The CCAC website is: www.unep.org/ccac. The site is intended to become a central repository for information on short-lived climate pollutants, as well as highlighting the Coalition's actions and related news. The site will be updated regularly.

Partners are urged to contribute publications, articles and other content

relevant to the SLCP agenda. These may be contributed in any language, either as pdfs or by providing a hotlink.

Contributions for the CCAC website should be sent to: ccac_secretariat@unep.org.

Partners are also asked to feature CCAC information on their respective websites and to add a hotlink to the CCAC site.

Case studies

The secretariat will also ask partners to gather case studies, testimonials and photos that can be co-branded and used to increase awareness and understanding of work being actioned by the CCAC.

Media coverage

Partners are also asked to share CCAC media coverage and copies of outreach materials with the secretariat for monitoring and evaluation purposes.

Media relations

Media outreach is an important aspect of the Coalition's communications effort. Press releases and other media support materials will be prepared by the CCAC Secretariat and by partners to announce key milestones and achievements at the CCAC-wide, initiative and component levels, and for other areas, such as the Science Advisory Panel.

Media announcements should be tailored for local, national and global media audiences as required. A CCAC Events and Opportunities Calendar will provide a pipeline of forthcoming media and outreach opportunities. Media announcements to be generated by partners should be included on the main calendar to reduce potential clashes.

In addition, the Secretariat will stage media briefings and workshops in conjunction with partners and Science Advisory Panel members.

All partners are urged to contribute to the media effort by initiating media opportunities. Issuing media announcements, briefing the media and placing feature articles are examples of ways the partners can contribute to the CCAC communications effort. This should be done with prior consultation with the secretariat to ensure central coordination and that there is a clear picture of media outreach at any point in time.

Media support materials

The website will be a central source of information for the media. In addition, tailored media fact sheets and other support materials will promote informed media coverage and help to support reactive and proactive media relations.

The lead partners for initiatives should assist in preparing media support materials, in conjunction with the secretariat. The CCAC visual identity should be applied to all media information being issued on behalf of the CCAC.

The secretariat will assist in preparing media kits for major announcements, and support materials for media workshops.

Checking of media statements

By housing the secretariat, UNEP also effectively serves as the clearing house for information regarding the CCAC, including checking the factual accuracy of media statements and other CCAC-related materials destined for the public domain.

Partners are asked to only issue media statements concerning the CCAC with prior consultation with the CCAC Secretariat. Please notify the CCAC Secretariat in advance.

Media relations continued

Media contacts

The secretariat will build a media distribution list to allow for public statements to be distributed to a targeted global list, as well as regionally. This will be done in tandem with UNEP's Division of Communications and Public Information which has an extensive global distribution network for environment and science correspondents. Partners will be called upon to assist with distributing CCAC statements at the national level.

Assisting partners with the distribution of CCAC-related media announcements is a service provided by the secretariat.

Media enquiries

In addition, the secretariat is the central referral point for any media enquiries regarding the CCAC. Media enquiries related to the involvement of a particular partner will be referred to the communications focal point for the partner concerned.

Spokespeople

The CCAC Secretariat maintains a list of spokespeople which includes senior partner representatives.

The Head of the CCAC Secretariat is considered to be the central spokesperson for the CCAC. He or she should confine his or her comments to factual information and key messages and positions agreed to by the partners.

When faced with inquiries to which a common position cannot be obtained, the Head should make it clear that he/she is responding on behalf of the secretariat only, not expressing a collective view of CCAC partners.

Speaking points and Q&As for the use of partner spokespeople during media interviews may be obtained from the secretariat.

Issues management

As it evolves, the CCAC can expect increased scrutiny from interest groups, the media and the public. Inaccurate or critical media coverage of the CCAC and its actions could potentially damage the reputation of the CCAC and its partners.

It is therefore important that the CCAC, led by the secretariat, is well prepared to respond in a coordinated way to issues as they arise. Having an agreed internal process for responding to media issues, developing positive working relationships with journalists, monitoring media coverage and pursuing carefully planned, proactive media opportunities will underpin the Coalition's reactive media relations effort.

Partners are asked to anticipate the sorts of issues which may arise so that responses may be prepared in advance (i.e. as part of Q&As and speaking points). Partners may be called upon to assist with issues management, particularly at the national and regional level.

Given the breadth of issues and actions the CCAC is catalyzing, while unlikely, it is possible that a major incident may occur to which the partnership would need to respond.

Issue response process

1. Alert the CCAC Secretariat as soon as an issue or incident becomes apparent
2. The secretariat will liaise with the relevant partner/s who are likely to be affected to discuss an appropriate response
3. In the case of a major issue or incident, the secretariat and affected partners will form a response team that will collectively decide upon, and implement, the response effort
4. In addition to any operational response, options for issues in relation to public comment may include:
 - a. the Coalition or one of its partners issuing a public statement
 - b. staging a press conference, or
 - c. a CCAC spokesperson conducting targeted media interviews
5. All partners will be notified of major issues and incidents by the secretariat in a timely manner

Disputes

In the case of disagreement over public statements concerning the CCAC, the secretariat will attempt to find a solution and may, in exceptional cases and in consultation with the steering committee, circulate the matter to all partners to seek a consensus. When faced with media inquiries to which a common position cannot be obtained, the Head of the Secretariat should make it clear that he/she is responding on behalf of the secretariat only, not expressing a collective view of CCAC partners.

Logo use

The CCAC logo is designed to prompt instant recognition of the Climate and Clean Air Coalition to Reduce Short-Lived Climate Pollutants. There are two versions of the logo – one with the full text (A) and one with the abbreviation (B) – as shown on page 14.

As the official visual identifier of the CCAC, the logo should be present on all print and electronic communications and signage produced as official outputs of the CCAC.

The logo must be used consistently as outlined in this document and the *CCAC Logo Use Guidelines*. Only one logo version should be used per document or product.

The CCAC logo should have prominence on all CCAC materials, while the logos and acknowledgement of project partners should generally be secondary. Please see pages 17-18 for guidance on how to co-brand using your own organization's logo and the CCAC logo.

About the logo design

The CCAC logo features bold lettering and a 'wave' on the letter 'A'. Placed on the 'A' for 'Air', the wave represents air and wind, and its upward movement suggests the dynamic and action-oriented focus of the Coalition.

The logo colours are a toned sky blue (Pantone 279 C) and a sterling grey (Pantone DS 332-5 C).

The logo was developed by Gregory Mwaura and Amina Darani from UNEP's Communications Division in Nairobi, Kenya.

Who may use the logo

Formal partners of the CCAC are able to use the logo to highlight their role in the CCAC. In relation to major events or campaigns which partners wish to present as 'sanctioned' or official CCAC events, the logo should only be used with prior consent from the steering committee or secretariat.

Organizations and individuals who are not formal CCAC consortium partners may not use the logo without prior written approval from the CCAC Secretariat.

If you are unsure if you should be using the CCAC logo on your activity, please contact the CCAC Secretariat.

How to obtain the logo

The CCAC logo must only be used in the format supplied by the CCAC Secretariat. Do not attempt to reproduce the logo. To obtain the logo files, please email: ccac_secretariat@unep.org

Logo use continued

The CCAC logo may be used for example:

- On partners' communications and outreach materials concerning agreed actions as part of CCAC initiatives and components, such as:
 - leaflets
 - posters
 - newsletters
 - presentations
 - videos
 - webcasts
 - email updates
 - publications about the CCAC
 - audio visual products
 - project banners
 - project t-shirts for staff and volunteers

See also pages 17 and 18 for examples of how to co-brand your partner materials with the CCAC logo.

- At CCAC official events or where the CCAC is an approved supporter or is being featured, such as lecturn signage, banners
- On partners' corporate materials, such as on your website, annual report, or other materials where partnerships are recognised

Partners should **not** use the CCAC logo or any funding partner logos on their own presence such as:

- office buildings
- stationery
- business cards
- contracts
- office equipment
- vehicles and staff clothing
(unless by prior agreement for project specific materials).

Any unauthorized use of the CCAC logo by partners will be subject to review.

Websites

On partner websites the CCAC logo should be a link back to the CCAC website at: www.unep.org/ccac.

Approval of designs using the logo

For anything other than routine use of the CCAC logo, or if you are unsure, please contact the CCAC Secretariat.

Logo formats

All CCAC logo formats are available to partners for print and online use.
Wherever possible, the CCAC logo should be used against a white background.

A. Full text version



B. Short version



C. Black



D. Greyscale



E. White



The black or greyscale logo formats should be used only when colour production is not possible.

If your product has a plain dark background, you may reverse the logo out in white.

Logo exclusion zone

A minimum area of clear space – called the exclusion zone – should always be kept around the logo to ensure that it stands out clearly.

The exclusion zone applies to both versions and all sizes of the CCAC logo.

Minimum size

The minimum size that the CCAC logo with the name written in full (version A) should be used is 35mm wide. This is to ensure that the text is legible (see adjacent figure).

The short logo (version B) may be reproduced at a minimum size of 10mm.

If the CCAC logo is being featured alongside a number of other logos, the CCAC logo should be of equal prominence and at least at the minimum size, depending on the version of the logo being used (i.e. 35mm or 10mm).



CCAC EXCLUSION ZONE



CCAC logo: what not to do

Please do not alter either version of the CCAC logo.



Examples of co-branding

(Note that all examples are concepts only, produced for the purposes of the Partners' Visibility Guidelines).



Poster example



Event brochure example

Examples of co-branding continued



Display banner example



website example

How to credit our funding partners

The actions of the CCAC would not be possible without the generous funding of numerous partners. Our main funding partners to date (to August 2012) are the governments of Canada, Germany, Norway, Sweden, the United States and the European Union.

Verbal and written acknowledgment

It is important that our existing and new funding partners are publicly acknowledged.

The CCAC Secretariat will acknowledge the funding partners in 'corporate' products and other major visibility activities overseen by the secretariat. This will apply to written and verbal contexts.

Given the growing number of funding partners, a combined acknowledgement will be used in most instances, while all funding partners will be named wherever practical:

- 'This product/activity is supported by the Trust Fund of the Climate and Clean Air Coalition with generous contributions from many of its partners.'
- 'This product/activity is supported by the Trust Fund of the Climate and Clean Air Coalition with generous contributions from the governments of Canada, Germany, Norway, Sweden, the United States of America and the European Union.'

In relation to specific initiatives funded by a particular partner, where appropriate or specifically requested by the funding partner, the secretariat and/or other partners who are directly involved should use a descriptor, such as:

- 'Funded by PARTNER X as part of the Climate and Clean Air Coalition'
- 'Supported by PARTNER Y as part of the Climate and Clean Air Coalition'
- 'In partnership with PARTNERS X, Y AND Z as part of the Climate and Clean Air Coalition'

Disclaimer

In CCAC-generated publications which acknowledge the support of funding partners, the following disclaimer will be used as needed:

‘This material has been funded by PARTNERS A, B, C AND D as part of the Climate and Clean Air Coalition to Reduce Short-Lived Climate Pollutants’, however the views expressed in this publication do not necessarily reflect these organizations’ policies.’

Please check with the CCAC Secretariat if you are uncertain which funding partners to credit and in which contexts.

Outreach events

Events are another important aspect of our outreach effort, ranging from side events at major global meetings to staging roundtables and public outreach events. Forthcoming key meetings and events will be listed on the CCAC Events and Opportunities Calendar.

Events which are conducted by partners as part of approved CCAC initiatives and components are automatically considered to be official CCAC events and may be branded as such. Any partner wishing to stage a major CCAC-branded event or outreach activity which is not part of an agreed initiative or component is requested to check with the Secretariat to confirm if approval by the Working Group or Steering Committee is required.

Wherever possible, the CCAC should be represented at key forums with an agenda relevant to the SLCP issue, in particular at high level forums. Secretariat staff and partners should attend such events and inform about the CCAC. Coalition countries should take special responsibility for their own regions.

Support materials available from the secretariat

A growing range of support materials may be obtained from the secretariat. In cases where it is not possible to provide hard copy materials, the secretariat will provide the artwork for partners to produce materials locally.

The existing support materials available for the partners are: artwork for display materials (i.e. lecturn sign, roll-up banner, information booth signage); CCAC brochure; CCAC introductory powerpoint presentation; fact sheets; speaking points and several videos on SLCPs

Ideas for outreach events

An outreach event staged in Stockholm in June 2012 by the Governments of Swedish and the USA serves as a useful model. (See <http://www.unep.org/ccac/Media/CoalitionKicks-offGlobalEffort/tabid/102203/Default.aspx>).

Young people and representatives of private sector and industry groups were invited to discuss SLCPs and solutions with senior government figures. The CCAC website was displayed on a large screen at the venue to introduce participants to the topic. An interactive discussion followed, during which the participants were asked for their ideas on how to raise awareness of SLCPs and prompt action to reduce emissions. A media opportunity was incorporated.

A CCAC roadshow concept is being developed which is likely to comprise one or more outreach events and a media workshop, with an initial focus on developing country partners.

In addition, consider involving multiple partners and Science Advisory Panel members in your outreach events.

Checklist for partners

Partners are welcome to seek advice and request copies of support materials from the CCAC Secretariat.

As a partner organization involved in the CCAC you should:

- ▶ Have a formal arrangement with the CCAC Secretariat which makes your organization eligible to associate its activities with the CCAC and use the CCAC logo
- ▶ Nominate a communications focal point
- ▶ Please reference the CCAC in all written or verbal contexts, to make it clear a given project or activity is, or was, part of the actions of the CCAC
- ▶ Submit contributions for the CCAC Events and Opportunities Calendar so that an accurate pipeline of activities can be maintained by the CCAC Secretariat and shared with all partners
- ▶ Only issue media statements or conduct media interviews concerning the CCAC with prior consultation with the CCAC Secretariat
- ▶ Initiate and stage outreach events to raise awareness of SLCs, in consultation with the secretariat
- ▶ Comply with the artwork guidelines for the CCAC, pages X-X
- ▶ Use only original artwork/logos from the CCAC Secretariat
- ▶ Have your final artwork agreed by the CCAC Secretariat

Contacts

If you have any questions about these guidelines or using the Coalition logo, please contact the CCAC Secretariat:

ccac_secretariat@unep.org