VISIBILITY GUIDELINES

For implementing partners

The Ethiopia Humanitarian Fund (EHF) encourages all partners to promote their work and assistance to contribute to the transparency and accountability of the Fund. This document presents the guidelines that partners should consider when publishing visibility content, to ensure that humanitarian actions funded by the EHF incorporate information and communication activities aimed at raising awareness of donors, the international community and general audience about the humanitarian situation in Ethiopia as well as the results and the impact of their support. This also enables OCHA and the pooled funds to meet contractual obligations on donor visibility requirements. Partners are encouraged to coordinate with OCHA Ethiopia (Humanitarian Financing Unit – HFU) to maximize the impact of their communication efforts around the Ethiopia Humanitarian Fund.

MINIMUM REQUIREMENTS FOR EHF IMPLEMENTING PARTNERS

1. Visibility material

During project implementation or immediately after, partners are expected to (MANDATORY):

▪ Collect audio-visual material such as photos, videos, and human-interest/impact stories from beneficiaries (see Annex 1 for guidance).

▪ Ensure the focus of the material is on the affected population assisted and on the specific project funded by the EHF.

▪ Mention EHF as the source of funding in public external materials including interviews, events, press releases, reports, social posts and digital stories etc.

▪ Share any visibility materials such as social media posts, videos, and visual content with the EHF. Partners are expected to share any visibility content produced that is/has been fully or partially funded by the EHF. Twitter posts should tag @CBPFs, the global account amplifying humanitarian fund content.

▪ All materials must be submitted in a timely manner via: ehf-eth@un.org and subsequently uploaded as annexes of the interim and final narrative reports.

▪ Please also specify the project title and duration as per the signed Grant Agreement and use, where applicable, the EHF visual branding.

Before printing or publishing, always be in touch with HFU, to avoid any incorrect use of the EHF branding.

2. How to refer to the EHF

Since the EHF is not a donor, it should not be described as one. Instead, the following phrases should be used:

▪ “Funded by the Ethiopia Humanitarian Fund (EHF)” or “Funded by the EHF”.

▪ “Supported by the Ethiopia Humanitarian Fund (EHF)” or “Supported by the EHF”.

Ethiopia Humanitarian Fund (EHF) | https://www.unocha.org/ethiopia/about-ehf| ehf-eth@un.org
3. EHF visual branding
The EHF Logo is blue (CMYK=68, 34, 0, 0; RGB=65, 143, 222) but the white version could also be used against a dark background (they can be downloaded, for logo in Blue and white). It contains the acronym, and the full title, and is either blue or white. The wordmark may not be altered, changed, modified, or added to in any way. Please make every effort to place it over a solid background. For more detail, please refer to the official branding guidelines.

4. Avoid incorrect practices
- EHF allocations should never be referred to as “funding from OCHA”. While OCHA manages EHF, the allocation decisions are approved by the Humanitarian Coordinator based on jointly identified priorities by humanitarian partners in Ethiopia, through the Fund’s governance mechanism.
- EHF does not implement projects.
- Partners should not refer to or use branding materials from individual donors to EHF.

IMPORTANT - Prior approval must be obtained for the use of the EHF logos for any purpose, including but not limited to, on press releases, banners, leaflets, stickers (vehicle), brochures, reports, and websites. The OCHA logo must not be used under any circumstances.

For more information and for more detailed and context-specific guidelines on EHF messaging, all stakeholders are strongly encouraged to get in touch with OCHA Ethiopia (Humanitarian Financing Unit):

Fund Manager: Laksmita Noviera; noviera@un.org
Deputy Fund Manager: Senait Arefaine: arefaines@un.org
Annex A – Human Stories

One of the most powerful ways of communicating the impact of projects to the wider public, donors and international audience is through success/human stories. Therefore, all partners are requested to submit at least one human impact story for each project funded by the EHF before the end of the implementation cycle. The story may be provided in the form of video interviews, written stories or photo series showing the impact of the project on individuals, families or communities.

The goal is to demonstrate the human side of EHF-funded projects, the real-life impact of EHF funds on the lives of vulnerable people in Ethiopia and the importance of sustaining life-saving assistance. The stories should present an emotional or practical narrative that helps the audience understand the situation of the people we are helping and the added value and crucial role of humanitarian response in Ethiopia.

The ultimate objective of sharing these stories is to demonstrate that the funds are used accountably, engaging new donors and maintaining the support of existing donors. Success stories will be used in official OCHA and EHF public information products and platforms.

When interviewing/photographing children and youth there are special considerations regarding consent. UNICEF’s guidance can be helpful.

Main components of the story

• **Focusing on the individual:** Stories showing the human impact of projects. Each story will have one or more people telling us how the project had a positive impact on their lives and on the community. Questions such as: “What I am able to do now that I wasn’t before?”, or “How did it change my daily life?”, or “How has my community benefitted from the project?” could be answered. Written stories can start with the life story of people in brief – how was his/her life before and how is it now? Complemented with the general information about the project.

Ensure the person interviewed understands how their story will be used (in UN communications, online, etc) and gives consent for such use. For protection-related stories, specifically those related to SGBV survivors, ensure pseudonyms are used and that visual components obscure the individual’s identity.

• **Brief context and background:** To familiarize the wider public, it is helpful to set the scene and provide context by adding background information, such as examples, quotes and references. What were the main challenges faced by the community, by the person in the story, and how did the project contribute to address the situation?

• **Explain the EHF and implementing organization’s added value:** present how the EHF funds and the implementing partner work together to implement the project, and how the funds were crucial to the work on the ground? What did the project achieve? Why is it important to sustain humanitarian response in this region/area?

• **Complement with some key numbers:** Where possible, highlight the main numbers of the project. This can include funds received, how many people reached, the requirements and lack of resources etc.

• **Keep it short and simple:** Long texts are rarely read by audience. Keep it simple and direct. Avoid jargon and/or difficult language that is difficult to understand by people outside of humanitarian
organizations. 500 to 600 words is the expected length of the written stories. 30 seconds to 1 min is the expected duration of video stories.

Annex B – Photography guidelines

Good pictures are essential to show the impact of the projects, humanitarian needs and enhance accountability. Furthermore, good images are key to create a connection between the audience and the beneficiaries. Therefore, all partners should submit at least four good pictures for each project funded by EHF before the end of the implementation cycle – two for the success stories (annex A) and two others to be use in communication materials.

Basic photography guidelines

Choose your main subject: Rather than having general pictures, with several information in one image, it is better to choose one main subject: one person or small group, a couple, mother and son, one single building or infrastructure. It can be complemented by groups of people or general pictures. It is crucial to have close caption pictures or portraits that can be more impactful and immediately catch someone’s attention. Even if the picture is showing aid distributions, it is better to have one single person receiving the goods than a large group. Consider photography that can tell the story without faces – this is a must for many protection-related stories. The photos chosen should be those which will best illustrate the results and impact of the action and should match any written information submitted.

Acquire permission: Before taking photographs, explain your intention ask the individual’s permission, and ensure they sign an image use authorization (or a similar permission form). Where children may be photographed, parental consent must be sought and documented. Keep a copy of image use authorization from the people photographed.

Dignifying images: The image is aimed to tell a success story. Thus, all pictures must be dignifying and transmit a message of hope, self-resilience and wellbeing. Try to show people who are fighting for a better life instead of “victims”. Including the persons’ full name (or, if needed, a pseudonym) lends dignity to the photograph as well.

Out of focus images will not be used. Please check the quality of the image immediately after taking the picture, and if it is out of focus, take it again.

Portrait and landscape options: Whenever possible, send horizontal and vertical options. It facilitates the designing process.

Make sure the photographs are in color, in high-resolution and not distorted.

Credits should always accompany a photograph (photographer name, organization).

Each image should have a brief caption: location, name of people who appears in the image, etc.

Ask for and keep a copy of Image Use Authorization from the people photographed.

Photos should ideally be uploaded as high-quality image files via an accessible sharing platform.