The Iraq Humanitarian Fund (IHF) encourages all partners to promote their IHF-funded projects and activities, including through the use of social and traditional media, to contribute to the transparency and accountability of the Fund, while protecting the dignity of crisis-affected individuals and communities. This document presents guidelines for use by IHF partners when producing and publishing visibility content related to their projects. To maximize the impact of individual and cross-promotions of IHF-supported humanitarian programming, and to avoid incorrect reference to the Fund, partners are encouraged to maintain communications with OCHA Iraq’s Humanitarian Financing Unit (HFU) regarding the materials being published.

1. Field stories and visual materials

During project implementation, partners are expected to collect various narrative and (audio-)visual materials such as photos, videos and personal stories to highlight the beneficiary or field project staff experience showcasing the impact/achievements/added value of the IHF-funded project. The focus of the collected materials should be on the specific project funded by the IHF and on the crisis-affected population assisted through IHF-funded activities. Each partner should submit at least one human story and four pictures for each IHF-funded project (please see the annexes for details).

These materials can be shared with the IHF team during the project implementation or attached to the final narrative report of the project. Please ensure that all personal narratives and (audio-)visual materials to be shared with the HFU have been consented to by the individuals featured, as they may be used by the Fund and the wider OCHA for public reporting and broader promotion with donors. Photos should be accompanied by captions including date and location information, a short description, and credit. Videos should include visual and audio credits and be accompanied by a short description.

Mention the IHF as the source of funding in public printed and visual materials, using the correct verbal and visual branding (see points 4 and 5 below). This includes interviews, events, press releases, reports, etc. Please specify the IHF-funded project title and duration as per the signed Grant Agreement where relevant.

⇒ Before printing or publishing, please get in touch with the HFU to avoid any incorrect use of the IHF branding.
⇒ Partners are encouraged to collaborate with OCHA to develop visibility content (e.g., photo galleries, videos, joint social media campaign, etc.) to highlight the value and impact of the IHF-funded projects – a great opportunity for cross advocacy!

2. Social Media

When promoting their IHF-funded projects on social media and referring to the IHF, partners should tag OCHA Iraq’s social media accounts. If possible, partners should also include a link to the IHF website (please refer to the box to the right).

⇒ Partners are welcome to follow @OCHAIraq and re-post/re-tweet or create their own social media posts to promote IHF allocations upon their launch and IHF information products (e.g., annual reports, infographics, etc.).

3. Physical visibility

While physical visibility is not mandatory for the IHF, partners are encouraged to promote the Fund at their project site where possible, after conducting a sensitivity analysis to avoid any negative consequence or perception. At the project implementation site, indicate that the project is supported by the IHF, by using the correct verbal and visual branding (see points 4 and 5 below). Refer to the IHF feedback and complaint mechanism (feedback-ihpf@un.org) where relevant.

4. How to refer to the IHF

Since the IHF is not a donor, it should not be described as one. Instead, the following phrases should be used when promoting the Fund:

Facebook and Twitter: @OCHAIraq
Website: www.unocha.org/iraq/about-ihf
Use: #InvestInHumanity
• “Funded by the Iraq Humanitarian Fund (IHF)” or “Funded by the IHF."
• “Supported by the Iraq Humanitarian Fund (IHF)” or “Supported by the IHF."

5. IHF visual branding

The updated IHF logo, released in 2020, contains the acronym and the full title of the Fund, and no UN emblem. The primary colour is UN blue (CMYK=68, 34, 0, 0; RGB=65, 143, 222) but the white version can also be used against a dark background (they can be downloaded here). The wordmark may not be modified in any way. Make every effort to place it over a solid background. The below examples show the correct and incorrect use.

The use of the IHF logo should be limited to highlight the Fund’s contribution to partner activities and specific projects funded by the IHF.

6. Practices and messages to avoid

• IHF allocations should never be referred to as “funding from OCHA.” While OCHA manages the IHF, the allocation decisions are approved by the Humanitarian Coordinator based on jointly identified priorities of humanitarian partners in Iraq through the Fund’s governance mechanism.

• Do not use the old IHF logo (which contains the UN emblem) or the OCHA logo at the project implementation sites or on digital or printed materials. Instead, use the updated IHF logo specified in this document.

• The IHF does not implement projects and should not be referenced as such. Rather, the IHF funds and supports partners to implement projects.

• Partners should not refer to or use branding materials from individual donors to the IHF when promoting IHF-funded projects.

For further information and more detailed and context-specific guidance on IHF messaging, please contact:

• Ms. Patricia Nyimbae Agwaro, IHF Fund Manager: +964(0)7511354245, agwaro@un.org
• Ms. Madoka Koide, IHF Deputy Fund Manager and communications focal point: +964(0)7517403856, koide@un.org
Annex A – Human Stories

One of the most compelling ways of communicating the impact of IHF-funded partner projects to donors and international audience is through field human stories. All partners are requested to submit at least one human story for each project funded by the IHF, either during the project implementation or at the time of final reporting. It can be either a written story accompanied by photos or a video story, highlighting the impact of the project and IHF-supported partner activities on crisis-affected individuals, families, or communities.

The stories should include personal accounts that make the audience reflect and relate, and understand the impact of the IHF-funded project on the lives of crisis-affected people in Iraq, as well as the importance of life-saving and life-sustaining assistance provided by humanitarian partners. The ultimate objective is to raise the profile and accountability of the IHF and its partners, and to engage existing and potential new donors of the Fund to solicit predictable and sustained funding.

In line with the global CBPF priorities and the IHF’s strategic objectives, partners are encouraged to highlight the following themes in their stories:

- **Localization**: Stories featuring the assistance provided by national organisations (in partnership with international organisations), capacity building of local actors, community-based programming promoting the local ownership of the assistance provided, etc.
- **Inclusive programming**: Stories highlighting how the project takes into consideration unique needs of different gender and age groups (especially women and girls), as well as vulnerable groups such as persons with disability, elderly, and minorities.

Human stories submitted by partners may be used in official IHF and other OCHA public information products.

**Main components of the story**

- **Human face**: The story should illustrate the human impact of the project, making a representative case for the humanitarian situation and socio-economic context in which it is implemented. Personal accounts and emotions are the core of the text/video. Each story should include one or more beneficiaries describing how the project had a positive impact on their lives and the community. Their accounts should answer questions such as “What am I able to do now that I wasn’t before?” or “How did the assistance provided change my life?” or “How has my community benefitted from the project?”

- In addition to beneficiaries, the story may feature field-based project staff interacting directly with the project’s beneficiaries, describing their experience of the project implementation and any operational challenges overcome. Accompany the story with a brief background on the individuals featured, including i.e., who they are and how they were affected by and have coped with the emergency.

- **Contextualize**: Briefly explain the context in which the project and individuals featured are situated. What were the main challenges faced by the beneficiaries of the project and the community, and how did the project contribute to addressing the situation? Please remember to provide the project code.

- **Explain the IHF and implementing partner’s added value**: Why were the funds received crucial for the community and how did the IHF and the partner work together to implement the project? What did the project achieve? Why is it important to sustain humanitarian response in this location?

- **Complement with key numbers**: Highlight the story with some key numbers of the project e.g., funds received, how many people are targeted/reached, how many interventions were performed, how many kits were distributed, etc.

- **Keep it short and simple**: Audiences rarely read long texts. The secret is to keep it simple and direct. Avoid jargon and/or language that is difficult to understand for people outside of the humanitarian sector. The expected length of written stories is 500 to 600 words. Video stories should be of 30 seconds to 1 minute duration.

- **Do no harm**: Ensure that individuals to be featured in the story are fully aware of its potential use in OCHA’s public reporting. In the process of developing and framing the story, analyse and avert or mitigate risks of potential negative implications of the published story, including for the individuals featured and the community. If the individual prefers not to be identified, consider using pseudonyms or keeping the location reference less specific.

- **Photography**: See Annex B (below)
Annex B – Photography guidelines

Good pictures are essential for showcasing the impact and achievements of IHF-funded projects and enhancing the accountability of partner response. Furthermore, good images help to create a connection between the viewers and project beneficiaries. All partners should submit at least four good pictures for each project funded by the IHF, either during the project implementation or at the time of final reporting: two to accompany human stories (see Annex A) and two others to be used in the IHF or OCHA’s other communication materials.

Basic photography guidelines

- **Choose your main subject**: Rather than taking general pictures with several pieces of information in one image, choose one main subject e.g., one person or a small group, a couple, a mother and her child, one single building or infrastructure, etc. It is crucial to have close caption pictures or portraits that are impactful and immediately catch the viewer’s attention, while these photos can be complemented by additional pictures providing contextual information (e.g., groups of people surrounding the main subject, a wider scene capturing the action in focus, etc.). Even for a picture showing aid distribution targeting a large group, it is better to capture or focus on one single person receiving the goods. The photos chosen should be those which best illustrate the impact of humanitarian action and should match the accompanying written information submitted.

- **Dignifying images**: The photos should tell a positive or success story. All pictures should be dignifying and convey a message of hope, resilience, and well-being. Try to show people who are fighting for a better life instead of “victims.”

- **Out of focus images will not be used**. Please check the quality of the image immediately after taking the photo. If it is out of focus, take another.

- **Portrait and landscape options**: Whenever possible, provide horizontal and vertical options, for this facilitates the designing process.

- **Captions**: Each photo should be accompanied by captions including date and location information, a short description of what is captured, and the corresponding IHF project (please provide the project code).

- **Credits**: Each photo should be accompanied by due credit i.e., the name of the photographer and/or organization.

- **Consent**: Request and keep a copy of the image-use authorization from the people photographed. Obtain consent from parents/caregivers of children under the age of 18 before taking their photographs.

- Photos should ideally be submitted in a document (with captions), and as high-quality image files via file-sharing platforms such as www.wetransfer.com, Dropbox or similar.