Visibility Guidelines

(14 January 2020)

Key points

- These guidelines have been designed to ensure that response funded by the Somalia Humanitarian Fund (SHF) incorporates information and communication activities aimed to raise awareness to donor, international community and general audience about the humanitarian situation in Somalia, as well as the results and the impact of their support;
- This document contains mandatory requirements for all implementing partners under contracts with the SHF, as per the SHF Operational Manual, paragraph 42(d);
- The SHF encourages all partners to promote their work and assistance, including the use of social and traditional media, contributing to the transparency and accountability of the Fund, while protecting the dignity of the affected individuals and communities;
- The SHF requires partners to actively promote the SHF feedback and complaint mechanism at their project sites and at their organizational premises; and in their communication with the affected population, staff and external stakeholders;
- Partners are encouraged to be in touch with OCHA Somalia Humanitarian Financing Unit (HFU) to maximise the impact of their communication efforts around the SHF.

1. Minimum visibility requirements: Implementing Partners

Before implementation

- At the time of the allocation announcement, implementing partners are encouraged to **[highly recommended]**:
  - Tweet and tag **@shf_somalia,** use the hashtag **#SHFAllocations** and possibly link to the SHF website - www.unocha.org/somalia/shf (or specific link to the Allocation Strategy);
  - Post on Facebook and link to the SHF website;
  - Refer to the SHF support in external materials at the country, regional and HQ levels (if issued);
  - Refer to the SHF support in press releases at the country, regional and HQ levels (if issued).

During implementation

- During the project implementation or immediately after, partners are asked to **[mandatory]**:
  - Collect **audio-visual material** throughout the project cycle for partner's internal usage and to be shared with the SHF/HFU. The audio-visual materials should focus on:
    - specific assistance and relief materials and activities funded by the SHF;
    - affected population assisted through the SHF-funded activities;
    - SHF visual branding (if used).
  - Mention the SHF as the source of funding in public external materials (i.e. situation reports, monthly and weekly reports, press releases, annual reports) that refer to the funded projects, as well as during the interviews, events etc. by:
    - Ensuring that the SHF is mentioned in text;
    - Using, where applicable, SHF visual branding (see point 2, below).

> **Photos and success stories**
>
> Every partner **must** submit at least one human story and 4 pictures for each project funded by the SHF. Please refer to Annexes 1 and 2 for more information and guidelines.

- o Indicate at the implementation site that the project is supported by the SHF, by using the appropriate tags and visuals (see below), and refer to the SHF feedback and complaint mechanism;
- o Standard text and lines to be used by partners when promoting the SHF:
  - ▪ "Funded by the Somalia Humanitarian Fund (SHF)"
  - ▪ "Supported by the Somalia Humanitarian Fund (SHF)"
  - ▪ "Funded by the SHF"
  - ▪ "Supported by the SHF"
- During the project implementation, partners are encouraged to **[highly recommended]**:
  - o Use social media (mainly Twitter and Facebook) to communicate the results of the projects and enhance transparency and accountability:
    - ▪ Tag / link SHF (**@SHF_Somalia**) on twitter and **OCHA Somalia** on Facebook; you are also encouraged to tag the global Twitter handle for country-based pooled funds (**@CBPFs**).
    - ▪ Post stories, pictures and collaborate in coordinated activities on social media promoted by the SHF, OCHA Somalia or any other partner working on Somalia humanitarian response.
  - o Organise press conferences or press visits – if the context/security in the area allows so – to inform about the project (i.e. start date, results etc.). Alternatively, use press releases.
  - o Issue newsletters periodically to communicate results of specific actions. This can be done via email, providing brief information about the project and achievements.
  - o Publish stories on the organisation's website (if available), mentioning the SHF contribution.

After implementation / during final reporting stage

- At the final reporting stage, the implementing partners are encouraged to collect and submit the audio-visual material with the final report on the use of SHF grants.

2. SHF "branding" and visuals

2.1. SHF logo

- The SHF branding introduces a consistent and recognisable SHF colour-scheme, which builds on Pantone 279C Blue and the SHF wordmark, which is used in combination with the UN emblem, forming the SHF logo:

CMYK: C:69 | M:35 | Y:0 | K:0
RGB: R:72 | G:145 | B:220
Web colour: #4891dc
Pantone colour: Pantone 279C

SHF | Somalia Humanitarian Fund

- The latest SHF logo has been introduced in May 2018 and should be used in all materials. The logo spells out the acronym ("SHF") and the Fund's full name ("Somalia Humanitarian Fund");
- It can be downloaded here. **IT SHOULD NOT BE MODIFIED.**

2.2. SHF logo uses

- The logo should not be scaled to less than 5 centimetres (width).
- Negative logo (white) should be used on materials with dark colour background (i.e blue, black, red, etc) or pictures with dark background
- Positive logo (blue) should be use on materials with light colour background (i.e white, beige, light grey or any light colour.

2.3. Example of materials that can be branded

- While it is important to ensure the visibility of the SHF-funded projects, the use of the SHF logo on specific materials should not significantly increase the cost of the operation. In many cases, it is better to have one sign/tag on-site of the project rather than brand all materials distributed. Below is a non-exhaustive list with examples of materials that can be branded:
  - o All sensitisation/education materials, such as leaflets, banners, brochures, etc should be branded with the full SHF logo.
  - o Uniforms, like doctor's, midwives' or nurses' coats used, for example, in health mobile teams, can be branded.
  - o Water points, latrines, learning spaces, or any other stable infrastructure should be branded and should contain reference to the SHF feedback and complaint mechanism;
  - o Shelter kits can be branded, but not at the expense of significant increase in costs.

3. Practices and messages that need to be avoided

- SHF allocations should **not be referred to as "funding from OCHA"**. While OCHA manages the SHF, the allocation decisions are approved by the Humanitarian Coordinator based on jointly identified priorities by humanitarian partners in Somalia.
- Do **not use the old CHF logo** and **do not reproduce the OCHA logo** at the project implementation sites or on printed materials; and **do not modify SHF wordmark**.
- While ensuring SHF visibility, partners should not refer to or use branding materials from individual SHF donors. If you wish to further highlight SHF donors, please get in touch with OCHA Somalia HFU.
- SHF is not a donor and should not be referred to as one.
- SHF does not implement projects.

4. Accountability to affected population and SHF feedback and complaint mechanism

- The SHF requires partners to actively promote the SHF feedback and complaint mechanism at their project sites and at their organizational premises;
- The partner staff have a paramount role in ensuring that beneficiaries and stakeholders know how to provide feedback, complaints or concerns regarding the implementation of the SHF-funded projects to the partner, SHF accountability team and SHF management.
- The partners are required to regularly refer to the feedback and complaint mechanism in their communication with the affected population, their staff and external stakeholders (authorities etc). Concretely, this should be done through the periodic promotion of the SHF feedback and complaint mechanism in place by widely disseminating and publicizing the text below and share, on a regular basis, with all interested stakeholders the SHF governance materials accessible at www.unocha.org/somalia/governance-policy-and-guidance .

SHF feedback and complaint mechanism standardized text

The SHF beneficiaries and other stakeholders are encouraged to provide feedback, complaints or concerns regarding the implementation of SHF-funded projects to the SHF accountability team through phone number **+252 613661199** by way of direct call, voice recording, SMS or WhatsApp.	Ka-faa'iideystayaasha iyo daneeyayaasha kale waxaa lagu dhiirigelinayaa in ay ka fal ciliyaan ama kabixiyaan jawab, cabashooyin ama walaac arimaha la xiriira fulinta mashruuca u maalgeliyo Santuuqa Baniadinimada ee Soomaaliya uuna gudbiyaan kooxda isla xisaabtanka ee Santuuqa Baniadanimada ee Soomaaliya kuuna gudbiyaan telefoon nambarka **+252 613661199**, qaab wacitaan toos ah, fariin cod ah, farin qoraal gaaban ama adeega watsapka.
Complaints regarding the SHF process or decisions can also be brought to the attention of the SHF Manager (**shfsomalia@un.org**) or to the attention of OCHA Somalia senior management through the confidential feedback email **shf-feedback@ochasomalia.org**. **Your feedback will be treated confidentially.**	Cabashooyinka quseeya habka ama go'aamada Santuuqa Baniadinanamda ee Soomaaliya kusoo wargeli madaxa santuuqa (**shfsomalia@un.org**) ama maamulka saare ee OCHA Somaliya **shf-feedback@ochasomalia.org**. **War bixintaadu waa mid daahsoon, cidna lalawadaagi maayo.**

For more information and context-specific communications, visibility any accountability guidelines, please contact OCHA Somalia Humanitarian Financing Unit:

Communications
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- Mr. Matija Kovač, SHF Manager, M: +254(0)732391043 / +252 612922133, kovacm@un.org, Skype: kovac_matija
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Annex 1: Success 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. Thus, all implementing partners **are requested to submit at least one human story for each project funded by the SHF** before the end of the implementation cycle. The format can include a video interview and written or photos stories showing the impact of the project on individuals, families, communities.

Success stories target a broad audience with varying degrees of understanding of humanitarian assistance, from humanitarian decision-makers and relief workers to the general media, donor representatives and wider public. The goal is to show the human side of the SHF-funded projects, the impact of the SHF funds on the life of Somali people and the importance to sustain the life-saving efforts for the most vulnerable. The stories must have an emotional aspect that makes the audience reflect upon and understand the added value and crucial role of humanitarian response in Somalia. The objective is to demonstrate that the funds are spent accountably, to engage new donors and maintain the support of existing donors.

Main components of the story:

- **Human face:** Stories aimed to show the human impact of projects, supporting all the economic/social information collected. Emotions are thus the core of the text/video. Each story will have one or more beneficiaries telling 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 was not before?" or "How did it change my life?" or "How has my community benefited from the project?" should be answered.

- Written stories can start with the life story of people – how was his/her life before and how is it now? –, complemented with the general information about the project. Stories must be written in a style that is compelling and accessible to everyone.

- Explain the context and background: What were the main challenges faced by the community, by the beneficiary, and how did the project contribute to address the situation?

- Perspective is important to the story you are trying to tell. Most readers will not be familiar with the details that are relevant to your subject. You need to set the scene and provide context by adding background information, such as examples, quotes and references.

- These are the parts that lend meaning to the event or person you are writing about.
    - o **Explain the SHF and <u>implementing organisation's</u> added value:** Why the funds received were crucial for the community and how did the SHF and the implementing partner work together to implement the project? What did the project achieve? Why is it important to sustain humanitarian response in this region/area?
    - o Complement with some **key numbers**: highlight the main numbers of the project: funds received, how many people reached, the real necessity and lack of resources etc.
    - o **Keep it short and simple:** Long texts <u>are rarely read by audience</u>. The secret is to keep it simple and direct, as well as emotional. Avoid jargons and or difficult language that is difficult to be understood by people outside of <u>humanitarian</u> organisations. <u>500 to 600 words is the expected length of the written stories</u>. <u>Spell out the acronyms in the text. 30 seconds to 1 min is the expected duration of video stories.</u>
    - o **Photography:** see annex 2, below.
    - o **Project number:** the project code should be included in the document for internal references.

o   Use active voice instead of passive voice. For example, "FAO distributed farm inputs to 1000 HH" instead of "Farm inputs were delivered to 1000 HH by FAO".

Annex 2: Photography

Good pictures are essential for showing the impact of the projects, humanitarian needs and enhance accountability. Furthermore, good images are key to create a connection between the audience and the Somali people. Therefore, all implementing partners have to upload on the SHF FlickR profile at least four high resolution pictures for each project funded by the SHF before the end of the implementation cycle – two for the success stories (annex 1) and two others to be use in communication materials. If possible, ask a professional photographer to help with the images.

Basic photography guidelines:

- **Choose your main subject:** Rather than having general pictures, with several information in one image, is better to choose one main subject: one person or small group, couple, mother and son, one single building or infrastructure. It can complement it with groups of people or general pictures. But is crucial to have close caption pictures, portraits, that can be more impactful and catch the attention instantaneously. Even if the picture is showing aid distributions, is better to have one single person receiving the goods than a large group. The photos chosen should be those that best illustrate the results and impact of the action and should match any written information submitted.

- **Dignifying images:** The image is aimed to tell a success story. Thus, all pictures must be dignifying and transmit hope, self-resilience and wellbeing. Try to show people who are fighting for a better life instead of "victims".

- **Out of focus images will not be used.** So please, check the quality of the image immediately after taking the picture, and if it is out of focus, repeat it.

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

- **Credit** should **always** accompany a photograph (photographer name, organization).

- **Each image should have a brief caption**: location, names of people who appear on the image.

- Ask and keep a copy of image use authorisation from people photographed.

- Photos should ideally be uploaded in **high quality image files** on FlickR. The credit and caption should be added below each image, in the space dedicated for this. The SHF/HFU communications team you provide the organisations with the username and password for the platform.