

MEMORANDUM

To: All Staff

Reference:

From: Maimunah Mohd Sharif
Executive Director

Date: 19 March 2019

Subject: **Donor visibility guidelines**

1. The attached "Donor Visibility Guidelines" are applicable to all projects receiving earmarked funding from donors. The Guidelines set out how to ensure donor visibility when producing materials, press and media, at project sites and on equipment.
2. Some key elements, as follows:
 - a. **Funding for donor visibility:** Project budgets should include allocations for donor visibility under communications and reporting. Logical frameworks should include donor visibility outputs. The inclusion of donor visibility activities will be confirmed by the External Relations Division at Project Advisory Group meetings.
 - b. **Reporting on donor visibility:** At the end of each calendar year, all branches, regions and offices should report on their donor visibility products and outputs to the Donor Relations and Income Management units through their donor focal point.
 - c. **Communication and visibility in print:**
 - i. All publications of earmarked programmes which are prepared for external dissemination must have the donor logo displayed on the title or cover sheet and/or in an otherwise clearly visible position. Equal prominence should be given each donor, where there is more than one donor.
 - ii. To the extent possible, materials should be translated into the six official UN languages.
 - iii. Promotional materials may include: press releases, letterheads, presentations, billboards, banners, roll-ups, brochures, fliers, leaflets, calendars, key holders, pens, USB sticks, stickers, notebooks, and clothing such as caps, shirts and t-shirts.
 - iv. All equipment purchased for an earmarked programme, including vehicles, should indicate: Funded by <Donor Name> below the donor logo or flag.
 - d. **Online communication and visibility:** On-line information (websites and social media accounts) on donor-financed activities must feature the donor symbol or logo, accompanied by text acknowledging the donor, and include links to the relevant donor websites and social media accounts, as appropriate. On social media, posts about donor support must show the appropriate donor symbol, as outlined in the donor visibility guideline, accompanied by text

acknowledging the support of the donor and links to the relevant donor social media accounts and website.

- e. ***Audio-visual material, photography and other productions:*** Videos containing donor-financed actions must feature the donor logo or flag at the beginning and end of the production. Descriptions of photographs on websites, publications, reports and newsletters should mention the donor and project, where possible.
- f. ***Donor Reports:*** The donor symbol should appear on the front cover of donor reports. Where multiple donors are involved, all donor symbols must have equal prominence. Reports should include donor visibility products and outputs, including links to relevant web and social media sites.
- g. ***On-site project donor visibility:*** All donor financed project site must include signage clearly showing the donor symbol and project title. Where multiple donors are involved, all donor symbols must have equal prominence.
- h. ***Field visits:*** When donors and Member States visit a country where UN-Habitat has projects, site visits should be arranged to demonstrate the results and impact of the work of the organization. Communication material used to capture and disseminate the visit should feature partners, beneficiaries, testimonies and photographs and short stories, shared with the External Relations Division for publishing.
- i. ***Visibility in high-level meetings:*** Briefings to Member States such as the Committee of Permanent Representatives and other high-level meetings should acknowledge donor contributions when presenting funding reports or donor funded programmes.

Detailed guidelines can be found on UN-Habitat's Intranet:

<https://habnet.unhabitat.org/sites/default/files/documents/Donor%20Visibility%20Guideline.pdf>

and on the Donor Information System:

http://dis.unhabitat.org/DIS/resources1.aspx?page_id=3004 .