

The CERF Advisory Group members play a crucial role in enhancing communications to effectively support peer-to-peer outreach and increase broader brand recognition of CERF.

As Chair, Germany strongly engaged with the Advisory Group communications options. Using multiple opportunities during the year to [endorse CERF and showcase its value and impact](#), Berlin also encouraged the Group to make use of first-use materials, amplify significant CERF announcements and engage with campaigns.



OCHA provides [dedicated channels](#), assets like key messages, sample posts, and photos, as well as suggesting engagement opportunities. Here are some examples of best practices and jointly-developed communications under the Advisory Group Communications Roadmap.

PROACTIVE ENDORSEMENT

Endorsing CERF through a range of individual accounts or government channels, AG members provide invaluable public support to fundraising and trust-building.

Publicly attributable quotes

We've worked with some 17 members in 2023/2024 to facilitate audiovisual recordings. These can be used to support peer-to-peer outreach or publicly promote CERF. These testimonies are important for OCHA's CERF promotion and campaigns. This year we also recorded video in other languages, including in German, Hausa, Somali, and Spanish.

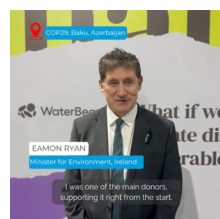


Online articles and media

We worked with Australia on their new OCHA and [CERF web pages](#), providing information and multimedia content. Ireland included [CERF links on its MFA web page](#) on humanitarian funding; has published articles promoting CERF's climate finance role, for example in [LinkedIn](#) and [UN Chronicle](#).

Champion CERF innovation

Anticipatory Action is a major priority for CERF and AG members have publicly expressed their support – for example Ireland's Minister for Environment, Eamon Ryan, spoke at COP29 about support for the CERF climate action account. When it was launched a year ago, donors including Luxembourg explained why they were among the first to support it. [USA](#) sponsored the Humanitarian Hub in Baku, excited to bring the voices of affected communities to the climate adaptation conversation.



Germany and Guatemala recorded a conversation explaining how the people of Guatemala, facing many climate hazards, have concretely benefited from the AA approach; and a top CERF donor appreciating that their financial commitment to Anticipatory Action really makes a difference.



AMPLIFY CERF SOCIAL MEDIA

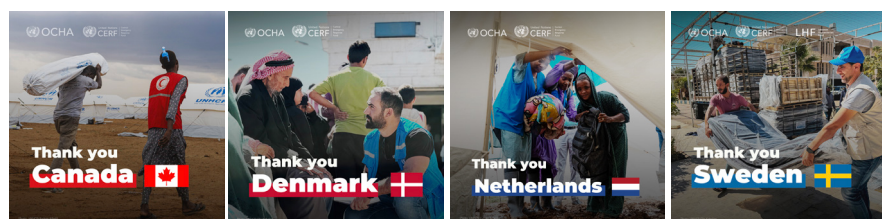
Many AG members follow @UNCERF, proactively post about CERF and tag CERF! It's great to see new members like [Luxembourg](#) and [Somalia](#) joining the Group and the virtual community. Increasingly we see members and donors supporting the new Financing & Partnerships LinkedIn account we launched this year – from 0 to nearly 3,000 followers since February. Thank you for growing the community!

Allocations

Members – capital and embassy – have posted on a variety of CERF allocations, for example [Italy; Norway](#); and [Sweden](#); and promoted the multi-country Underfunded Emergencies rounds, like [Switzerland](#) and [UK](#).

New emergencies

OCHA has worked with top CERF supporters like Netherlands, Sweden, Canada and Denmark to show audiences how flexible funding through CERF enables swift allocations in crises like Sudan & Lebanon: allowing partners on the ground to kick start and scale up emergency operations.



PARTICIPATE IN CAMPAIGNS

Two key campaigns are run every year, to engage donors, partners and champions in promoting CERF and the OCHA-managed pooled funds. Support for our campaigns and the use of CERF-branded content is highly appreciated – as well as feedback on how to make these more relevant and compelling for our audiences - in a crowded social media arena!

Annual Results

In the middle of the year we celebrate the results and achievements presented in the annual reports; also giving us the opportunity to look at how CERF and the Pooled Funds complement each other. [Belgium](#) and [Ireland](#) supported for example, and we promoted the OCHA-managed pooled funds.



High level Pledging Event

In December, we hold the annual pledging event for CERF, where the event and campaign links CERF climate action and its role in kickstarting and sustaining humanitarian operations, after the Global Humanitarian Overview is published. [Norway](#) and [USA](#) for example posted on their support for CERF; and OCHA thanked all CERF donors.



PROMOTE CERF BRAND

Germany ran a social media campaign for regional audiences, promoting CERF videos from projects in DRC, Nigeria, and Colombia. Regional centres in Mexico, Senegal and South Africa used [Instagram](#), [Facebook](#), and [X/Twitter](#) to explain how CERF works and highlight German commitment to the Fund.



Self-access resources

All year round CERF Advisory Group members can download materials from our self-access resources, developed to help donors share compelling impact stories with their own public and parliamentary audiences. OCHA is always looking to scale up the range of thematic stories and materials available in multiple languages.

- **StoryHub** hosts stories demonstrating the impact of flexible funding, through OCHA-managed Pooled Funds
- **YouTube** playlists help you find the latest video and animation content we've made with CERF partners
- **Trello boards** are developed for CERF flagship campaigns, offering new content to engage donors & champions

OCHA's dedicated Donor Visibility Unit, part of the Donor Relations Section, and based in The Hague, is available to collaborate closely on tailored content with CERF donors and Advisory Group members.

In 2025 we will celebrate CERF's 20th anniversary, a great opportunity to look back on the achievements of the Fund, to hear from people who have helped and been helped; and aim to reach the funding goal of a \$1Billion CERF. The CERF@20 project will include a range of opportunities to engage, promote and share – and we'll be ready to support you.

For more information, please contact us at: ocha-hfrmd-prmb-drs-dvu@un.org