

CERF AND DONOR VISIBILITY

Sweden



Visibility of donors is a priority for CERF's overall advocacy and public engagement. CERF seeks to provide a platform for its donors to express their support to CERF while also creating specific opportunities and tools for donors to reference their own contributions. This includes addressing donor visibility as a core element of CERF advocacy and communications, leveraging a combination of events, publications and social media engagement to the extent possible.

In order to acknowledge Sweden's additional contribution, CERF will make effort to ensure that communications material and overall messaging gives recognition to Sweden. CERF will leverage publicity opportunities and acknowledge Sweden's role as a key donor and its contribution across CERF's digital platforms as well as in print publications. In particular, CERF will ensure the following:

Social media engagement and announcement of allocation

CERF's digital platforms are a key tool for CERF to engage with its partners, share latest updates on allocations and demonstrate the success of CERF-funded activities. With more than 70,000 followers, CERF's Twitter account has a global reach that includes a wide range of UN organisations and partners, member states, donors and permanent missions, as well as private partners and high-ranking individuals.



CERF will announce Sweden's contribution and ensure maximum reach on its social media channels by creating a targeted *thank you*- visual acknowledging Sweden's commitment. The visual will feature Sweden's national flag as well as a photograph of a beneficiary reached with CERF-funded activities. The visual will be tweeted from CERF's account and from the corporate Twitter accounts of UNOCHA and the Emergency Relief Coordinator Mark Lowcock. This will ensure maximum reach with a total audience of over 350,000.

Official recognition by Emergency Relief Coordinator Mark Lowcock

The Emergency Relief Coordinator and Under Secretary- General for Humanitarian Affairs Mark Lowcock, on an exceptional basis, lends his voice to express appreciation to CERF's key donors and strengthen high-level advocacy for a specific donor.

CERF will draft and obtain clearance for a quote from the ERC/USG expressing appreciation of Sweden's support to CERF. The quote will accompany relevant messaging and ensure high-level visibility of Sweden as a key donor to CERF. Sweden may opt to amplify this quote in its public communications.

Video statement in support of CERF

CERF uses compelling videos and short films to demonstrate its success and tell the story of the fund throughout the year. One of the key video productions is the annual film which is typically launched at the annual High-level pledging event in December. CERF reserves spots for key donors to be featured in this film and provide a short statement in support of CERF. Previous features included the Foreign Minister of Germany, Sweden's Minister of international Development Cooperation and Climate, as well as the President of Niger.

As done in previous years, CERF welcomes a video statement by Sweden highlighting its support to CERF. The video statement may be shared via social media and can be part of CERF's annual video. The video may feature a specific attribute of CERF that Sweden values or focus on CERF's support in a specific region and/or crises.

Quote in key flagship publications

Throughout the course of the year, CERF publishes a range of key flagship publications in print and digital form, including annual reports, results reports and thematic booklets. All of CERF's publications are distributed to a variety of partners, including permanent missions of member states, UN organisations and other partners. In particular, most flagship publications are a key advocacy tool for CERF and UNOCHA. Each publication typically features a limited number of quotes from CERF's key donors.

As in previous years, CERF welcomes a quote from Sweden which can be featured in CERF's key flagship publications. The quote can express Sweden's support to CERF and highlight one of CERF's features or geographic regions that are of specific interest to Sweden.

All of the above opportunities may be created jointly with Sweden and/or adapted as needed.

For more information, please contact:

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