

United Nations Trust Fund for Human Security Outreach Guidelines

I. Introduction

Compelling, effective and coordinated communication is integral to carrying out the work of the United Nations. It helps raise awareness of the critical issues being tackled across the globe. It provides valuable information to decision-makers, stakeholders and community members. It creates understanding and empathy through sharing people's perspectives and experiences. It promotes positive individual behavior and social change towards more peaceful, inclusive and prosperous societies.

As such, the United Nations Trust Fund for Human Security (UNTFHS) Guidelines require that all programmes include a component for dissemination, outreach, and communication, including on the added value of the human security approach, allowing up to 3% of the budget for such activities. This is meant to showcase the progress and outcomes of the programme, support achievement to key programme activities, broaden understanding of the value of the human security approach, generate greater engagement across stakeholders, and boost interest in human security and the UNTFHS.

II. What is expected from UNTFHS programmes?

Communication and outreach provide opportunities for creativity and innovation through capitalizing on the reach of new technologies and platforms as well as highlighting the diversity of people's perspectives and experiences. To maximize the power of communication to advance the goals and objectives of UNTFHS programmes, the Human Security Unit (HSU) will review proposals for the quality of the communications and outreach strategy. In addition, the HSU will monitor the development and dissemination of these materials throughout the programme period.

To this end, the HSU expects the following from UNTFHS programme teams:

- **At least once per quarter**, share compelling outreach and communications materials, including but not limited to videos, photos, human interest stories, press releases, bulletins and newsletters, infographics, lessons learned briefs, and social media posts.
- **Connect with HSU/UNTFHS social media accounts:** Please always tag the relevant HSU/UNTFHS account, use #humansecurity and/or #UNTFHS and actively engage with our accounts.
- **Inform the HSU of upcoming events in advance:** Please inform the HSU in advance of (preferably at least 3 months) launch, donor, community or other events that are being organized by the programme.
- **Ensure messaging is in line with the human security approach:** Human security advances comprehensive, people-centered, context-specific and prevention-oriented responses. Therefore, messaging on the programme should highlight the integrated nature of the programme and the value a holistic response brings in addressing complex challenges facing communities.

**III. Are there any specifications for outreach & communication materials?
(Please refer to Annex A for examples)**

VIDEOS

Videos are powerful means of communication and can be used in a variety of ways. Therefore, the HSU encourages all programmes to produce and share videos.

Required Specifications	Tips	Remarks
Resolution of 1280 x 720 (or close to it)	DO: Professionally produce interviews	When possible, hire professionals to create and edit compelling videos.
A 4:3 or 16:9 aspect ratio	BUT ALSO, please send short and informal videos too!	Short videos shot on phones or cameras can also be shared as these can be used for Twitter and Instagram posts. Videos shot by beneficiaries showing their perspectives are also highly recommended.
Saved as AVI, MOV or MP4 files	DO: Use interviews and highlight action	Use interviews of beneficiaries sharing personal stories as well as government officials/ UN staff sharing thoughts on the value of the human security approach and the outcomes of the program. Highlight the “action” on the ground to showcase the programme and human security approach.
Shared in final and editable forms (<u>raw footage, split track without audio</u>)	DO: Include English subtitles and a written script	If there are any other languages spoken in the video, please include subtitles in English and share a written script, if possible.

PHOTOS

The HSU/UNTFHS uses programme photos on our website, in outreach and donor-facing materials, and showcases them at major events. Therefore, please **regularly share photos with the HSU** that capture programme activities and results.

Required Specifications	Tips	Remarks
Minimum of 720x1080 pixels at 180-300 pixels per inch (ppi)	DO: Highlight people	Highlight people in the images where possible. Images of people in 'action' are also preferable as this helps to show the dynamic nature of UNTFHS programmes.
JPEG or PNG format	DO: Show the variety of your work and stakeholders	Include images that highlight the variety of activities being implemented through UNTFHS programmes and the range of stakeholders involved.
Accompanied with the photographer/entity credit and a caption	DO: Provide professional photos	Please submit high-quality, high-resolution images and when possible, hire a professional.

SOCIAL MEDIA

Share your accounts with us and follow HSU/UNTFHS accounts:

- Twitter: @UNhumansecurity
- Facebook: @UNTFHS
- Instagram: @UNhumansecurity
- YouTube: United Nations Trust Fund for Human Security

Please **use hashtags**, including #humansecurity and #UNTFHS.

HUMAN INTEREST STORIES

Stories and experiences of local people engaged in and benefitting from the programme are powerful. **Please share these with the HSU as often as possible.**

Tips	Remarks
DO: Contextualize the story from a human security perspective	It is important that human interest stories provide background information on the context. In addition, please frame the story from the perspective of human security, highlighting how the principles of human security translate into concrete and tangible improvements in people's lives.
DO: Share stories from different stakeholders	Stories can highlight perspectives of different stakeholders from community members, to community leaders, local and national government, civil society and others.
DO: Share moments in time and transformations	Stories can highlight specific moments in time throughout the programme as well as show the transformation that took place through the course of the programme.
DO: Include high quality photographs with each story	Share multiple photographs that capture the person, the context, the programme activities and the outcomes of the programme. Please share these separately per the photo specifications above.

OTHER MATERIALS

Please also produce and share bulletins, newsletters, press releases, infographics and any other materials that will advance the goals and objectives of the UNTFHS programmes.

Reach out to the Programme Management Officer if you have questions or wish to have examples beyond those in the annex.

IV. What are the UNTFHS branding elements that should be used?

Please include the **UNTFHS logo** on all materials produced with programme funds. The logo can be used in three colors as shared below:



**United Nations Trust Fund
for Human Security**

RGB: 0 0 0



**United Nations Trust Fund
for Human Security**

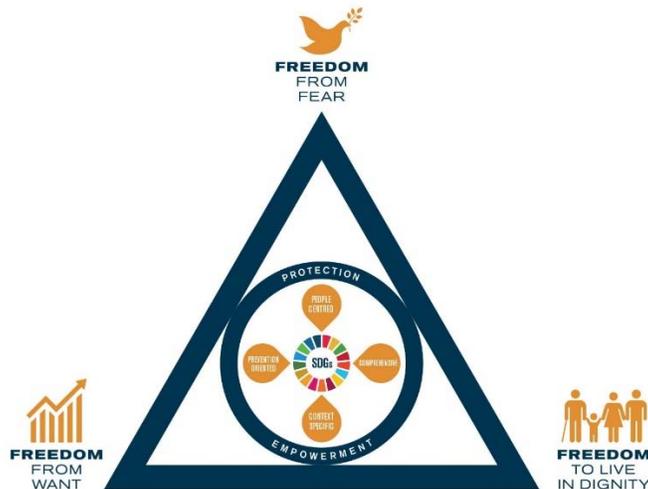
RGB: 0 173 239



**United Nations Trust Fund
for Human Security**

RGB: 0 53 82

The human security concept can also be visualized and explained with the following graphic. It depicts the three freedoms as a triangle and within it the hybrid protection and empowerment approach. Set within this circle are the four human security principles.



ANNEX A: EXAMPLES

PHOTOS



VIDEOS

- **UNTFHS programme in Republic of Congo:**
<https://www.youtube.com/watch?v=XATzaXPma9g>
- **Human Security Approach to Disaster Risk Reduction:**
<https://www.youtube.com/watch?v=OL3INgbvkTA>
- **This is my batey: Stories of accomplishments through education:**
<https://www.youtube.com/watch?v=0Bhk8DnyNCM>



HUMAN SECURITY IN ACTION

www.un.org/humansecurity



15 October 2018

Bringing Disaster Risk Reduction Strategies to Local Communities in Haiti

Déréal, Haiti - The town of Déréal in Northern Haiti is at risk of increasing social, economic and environmental insecurities due to recurring disaster losses, excessive deforestation, and poor land management. With support from the UN Trust Fund for Human Security (UNTFHS), the programme employs a comprehensive and people-centred approach to assess the interlinkages between these and other human insecurities.

Based on an integrated response by UNDP, UNESCO, and UN Women, the programme is empowering local communities to prepare and respond to disasters in partnership with Haitian authorities. Activities include training workshops for women-headed households and civil society, engaging youth volunteers and schools to design and implement community disaster risk reduction plans, and enhancing the capacities of national authorities to coordinate across sectors and devise gender-sensitive plans that leave no one behind.

Clérilia Michel and her six children are residents of Déréal and lost most of their possessions during hurricane Irma. Through the UNTFHS programme, Clérilia actively works to support the construction of gabions to prevent landslides. These mitigation efforts fortify the safety of her community, which is dependent on agriculture and animal husbandry. It also highlights the role of individuals in addressing the interlinked multi-dimensional impacts of natural disasters.

Clérilia is also delighted with the contributions of the programme on her life and her community. "The programme immediately allowed us to earn money to meet some of our basic needs. We received assistance in cultivating gardens and implementing soil protection and conservation measures to reduce our risk to flooding and landslides." Clérilia firmly believes in her ability to contribute in the fight against environmental degradation and climate change. "It's my

duty to work to look after us. My gender nor my age can be an obstacle," she adds.

This programme presents the first effort in Haiti to tackle the root causes of insecurities related to natural disasters through the human security approach. It provides technical support to Government stakeholders to improve and localize disaster reduction plans and reinforce protection mechanisms. At the same time, it works with local women's organizations, youth, and volunteers like Clérilia to allow her and fellow Haitians to effectively prepare for recurring natural disasters, and build long-term resilience to safeguard their development gains.



Clérilia Michel is one of 30,000 beneficiaries that were empowered by the UNTFHS programme through the implementation of local disaster risk reduction plans. (Credit: UNDP)

OTHER MATERIALS



UN JOINT PROGRAMME

Building the resilience of communities affected by the Aral Sea disaster through the Multi-Partner Human Security Fund for the Aral Sea



The Aral Sea's drying up has caused a whole range of socio-economic and environmental consequences, including land degradation, a loss of biodiversity, climate change, and health deterioration among the region's population. Capitalizing on the successes and lessons learned from the previous UN Joint Programme on Sustaining Livelihoods Affected by the Aral Sea Disaster, a new phase was launched. Programme with joint efforts of four UN Agencies in Uzbekistan (UNDP, UNESCO, UNFPA and UNV) aims to mitigate inter-connected risks to human security as well as facilitate sustainable financial support through the establishment of a Multi-Partner Human Security Fund for the Aral Sea. The Programme objectives is in line with the Government priorities as defined in the State Programme on development of the Aral Sea region for 2017-2021. It also articulates the focus of four UN Agencies regarding the implementation of SDGs in line with national SDGs priorities. The Human Security concept implies establishing adequate governance systems and sound policies, as well as enhancing economic opportunity, education, health care and environmental security.

Programme Duration:
September 2016 - May 2019

Programme Location:
Tashkent city, Uzbekistan;
Karakalpakstan

Total Budget: \$ 4,774,000

\$ 2,000,000 – UNTFHS
\$ 900,000 – UN agencies
\$ 500,000 – Gov't of Uzbekistan
\$ 1,254,000 – parallel funding
(UNDP & Adaptation Fund)
\$ 120,000 – Swiss Development
and Cooperation (SDC)

National partners: Cabinet of Ministers of the R.U., Council of Ministers of the R.K., Ministry of Economy of the R.U., Ministry of Health of the R.U., Ministry of Finance of the R.U., Ministry of Health of the R.K., The International Fund for Saving the Aral Sea, Charity Fund for Aral Gene Pool Protection, Local NGOs and Community-based Organizations in the target districts.

PROGRAMME OBJECTIVES

Address the human security needs of populations affected by the Aral Sea disaster at the local and national levels:



Expand employment and improve income generation of rural communities through innovative projects to promote economic, environmental and social security as well as development of the sustainable tourism;



Improve local ownership through implementation of community development plans, including access to basic social services, such as drinking water, electricity and renewable energy;



Enhance the capacity of the healthcare providers to deliver quality services on family planning, mother and child health, and antenatal care as well as awareness raising of local population to prevent different diseases.



Establish a well-coordinated financial mechanism as a way to promote and mainstream the human security approach in the region:

-  Integrate Human Security concept at the national level in formulation of socio-economic policy, development and strategy planning of the Government;
-  Provide support to national and regional authorities to design policy and strategy in human security and identify the multi-dimensional human security risks and their consequences for communities affected by the Aral Sea disaster;
-  Establish a Multi-Partner Human Security Fund for the Aral Sea region.

CURRENT ACHIEVEMENTS

- The needs assessment aimed at conducting in-depth analysis of the root-causes of different human insecurities in the region was completed which will be used to develop the evidence-based regional strategy to promote effective mobilization of technical and financial resources to the Aral Sea region;
- The visit of representatives of the multi and bilateral donor organizations to Karakalpakstan conducted to foster joint efforts in establishing MPHSTF;
- International conference on development of sustainable tourism in Uzbekistan (the case of Karakalpakstan) was held in Nukus city;
- Interagency Working Groups comprised by the specialists of the relevant ministries and agencies endorsed by the Cabinet of Ministers to intensive the work on the establishment of the MPHSTF;
- Resource Mobilization: \$120,000 mobilized from the SDC, and \$100,000 from the "Coca-Cola" Foundation to promote effective and rational use of irrigation water resources as well as provide access to drinking water for the rural communities;
- By mobilizing communities, social infrastructure project on electrification completed, projects on school building construction and 2 water supply projects are in process (overall number of expected beneficiaries is 24,900). 6 projects have been funded to create 20 job places in the areas of food processing and service delivery;
- 48 government authorities enhanced their skills on HS concept, regional development strategy, budget management and gender mainstreaming;
- 690 rural women were trained on CEDAW, reproductive health and entrepreneurship. 170 healthcare providers trained on quality family planning services and antenatal care;
- 50 ha demo plot on sand stabilization, 30 ha on pasture territories created (AF-parallel funding).

FUTURE INTERVENTIONS

-  Formulate the Development Strategy for the Aral Sea region to be used as a Programmatic Framework for the Multi-partner Human Security Trust Fund for the Aral Sea Region;
-  Enhance the partnership with the development partners aimed at restoring the ecological balance and socio-economic development of the Aral Sea region, through cooperation in establishing the MPHSTF and implementation of the practical joint projects;
-  Establish a Multi-Partner Human Security Fund for the Aral Sea region that would provide social and economic development, preserve ecological balance, and recover the flora and fauna in the region.



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APPLYING THE HUMAN SECURITY CONCEPT TO STABILIZE COMMUNITIES IN CANTON 10



United Nations Trust Fund for Human Security

CONTEXT

Canton 10 is the most underdeveloped region in BiH. The population includes **12,137** returnees and **1,450** displaced persons, who continue to face different challenges and hardships in the process of reintegration, primarily in the context of economic and social security. A consequence of the long-standing political, economic and social cleavages in Canton 10 is that this region was included in only a few national and international assistance programs, irrespective of the needs on the ground.



In order to contribute to improvement of living conditions, reduction of inequalities and enabling of sustainable development in Canton 10, the United Nations (UN) agencies initiated a Joint UN project called "Applying the Human Security Concept to Stabilize Communities in Canton 10". The project focused on returnees and displaced persons, and also other socially vulnerable population groups.

ABOUT THE PROJECT

- The project lasted for **3 YEARS** (September 2013 - December 2016)
- With the budget of **2,5 million USD** provided by the UN Trust Fund for Human Security (UN TFHS).
- Implemented jointly by 4 UN agencies: **UNDP, UNHCR, UNICEF and IOM**

The project was based on partnerships with local municipal and cantonal authorities, aimed at ensuring local participation and support as well as long-term sustainability of the project results.

GOALS

Project aimed to contribute to solutions of social and economic inequalities and other problems faced by marginalized population, as well as enhancement of capacities of local authorities to provide improved quality services. Project activities were meant to contribute to enhanced perception of community, solidarity and equality, aiming to reduce insecurities in local community.

PARTNERS

- Government of Canton 10
- Municipalities of Canton 10
- Red Cross FBiH
- Health centers
- Municipal social welfare centers
- Civil society organizations

Project worked on improvement of public services in several domains:

- Enhancing capacities of local authorities through trainings, strategic planning processes and other models of close collaboration
- Developing integrated services in communities (security, social protection, health care, early childhood development)
- Promoting peace and prevention of violence in schools and communities
- Sustainable economic development, employment and income generation

WHAT DID WE DO?

Project included broad range of activities, such as:

- Distribution of equipment and materials for development of agriculture, cattle breeding and small businesses
- Enabling access to communal services
- Providing free legal aid to socially vulnerable groups
- Red Cross mobile services, aid and care for elderly, disabled and children
- Early Childhood Development services, prevention of violence in schools, preschool education
- Various trainings for local authorities and civil society

SUSTAINABILITY OF RESULTS



The project supported establishment and capacity building of key institutions and support mechanisms for local development:

- Agricultural/Food-processing curriculum in Secondary vocational school in Livno
- Food and Veterinary Institute
- Cantonal Development Agency
- Technical capacities of Employment Breau
- Law on Free Legal Aid
- Inclusive kindergarten
- Early Childhood Development Centers



In collaboration with municipal development teams, the project facilitated preparation and adoption of integrated strategies of local development.



Implemented activities and empowerment of capacities of local authorities enabled linking of local communities with new projects and potential donors.

WHAT WE ACHIEVED?



- **10,654** persons in **3,030** households gained access to clean water
- **385** households of **1,487** persons increased their average monthly income by about **50%**
- **1,413** queries by **671** beneficiaries were answered through free legal aid with **1,051** legal actions taken
- Red Cross mobile teams provided **5,500** various services of aid and care to over **5,000** beneficiaries from **1,623** households
- More than **3,000** children benefited from services of the Early Childhood Development program

AND THESE ARE JUST SOME OF THE RESULTS...

Implemented project activities also represent a substantial contribution toward achievement of global goals that make the Program of sustainable development by 2030, adopted by Member States of the United Nations.



Project "Applying the Human Security Concept to Stabilize Communities in Canton 10" was supported by the UN Trust Fund for Human Security (UN TFHS), and implemented by UNDP, UNHCR, UNICEF | IOM, in partnership with the Government and the municipalities of Canton 10, Red Cross, municipal centers for social welfare, and local civil society organizations. Project duration: September 2013 – December 2016. Budget: about 2.5 million USD.

