Joint Visibility Strategy for U.S. Humanitarian Assistance

U.S. Department of State’s Bureau of Population, Refugees, and Migration (PRM) and the United Nations High Commissioner for Refugees (UNHCR)

2023-2025

A. Objective:

To increase the visibility of U.S. humanitarian assistance provided through the U.S. Department of State’s Bureau of Population, Refugees, and Migration (PRM) to UNHCR (hereafter “U.S. funding”), in line with the 2023-2025 Framework:

- UNHCR will highlight U.S. leadership and the impact of generous funding towards assisting people forced to flee and stateless people overseas through the robust use of social media and widespread display of the U.S. flag logo. UNHCR will provide detailed public information on where and how U.S. and other UNHCR donor funding is spent.

B. Duration and Monitoring:

- January 2023 – December 2025

- This joint visibility strategy is agreed between PRM and UNHCR and is not legally binding.

- PRM and UNHCR will assess progress in meeting the strategy’s objectives prior to, and then discuss findings during, the June 2023 PRM-UNHCR Framework Talks and make adjustments as needed.
• UNHCR will continue to provide a biannual brief report of visibility activities, to include number of digital media content (i.e., social media posts and videos).

C. Target Audiences:

• **Local audiences** at the field operation level, including people forced to flee and stateless people and civil society organizations assisting them, host communities, and host governments.

• **U.S. domestic audiences across the country**, to generate awareness for the general American public; and to demonstrate the importance of U.S. funding on behalf of the American people to UNHCR operations around the world.

• **International audiences**, including other donor or potential donor countries, to demonstrate continued U.S. commitment to and leadership in assisting people forced to flee and stateless people and the importance of broad and expanded donor support, including non-governmental sources, for humanitarian assistance efforts.

D. Priority Themes to Showcase U.S. Institutional Support:

• **Global Refugee Forum (GRF)**

  o Support PRM’s GRF engagement strategy focused on three pillars (promoting solutions and inclusion; fostering innovative new partnerships; and leading by example on pledges) in three focus countries (Bangladesh, Colombia, and Kenya).

  o Conduct joint travel where feasible to GRF focus countries to encourage progress towards concrete GRF deliverables on relief and development coherence, partnering with private sector actors, innovative financing, and pledge implementation.

  o Highlight U.S. deliverables at key Geneva and international events in the lead up to the GRF.
• Protection

  o Support the Global Protection Cluster (GPC).

  o Address the needs of vulnerable women and girls in emergencies.

  o Provide robust protection services to internally displaced persons (IDPs).

  o Maintain protection space and seek durable solutions for LGBTQI+ people forced to flee and stateless people.

  o Prevent and reduce statelessness and protecting stateless persons.

  o Promote the role of country-based partnerships with local and national actors in strengthening the accountability and effectiveness of protection programming.

  o Elevate mental health and psychosocial support for displaced and stateless people as well as for staff and volunteers in humanitarian settings.

  o Highlight joint commitment to disability inclusion, including through innovative solutions and access to assistive technologies and services for persons with disabilities.

• Evidence-based Analysis

  o Incorporate UNHCR’s robust use of data collection and analysis to demonstrate the impact of its work and the transformational effect of U.S. funding.

  o Demonstrate the impact of the Business Transformation Programme on UNHCR’s overall efficiency and effectiveness.

  o Highlight UNHCR’s continued strong oversight and risk mitigation against fraud, corruption, aid diversion, sexual exploitation and abuse, sexual harassment, and other misconduct.
• Expanded donor base (i.e., private sector, new donors)
  o Maintain and expand outreach to the private sector and non-traditional donors to diversify UNHCR’s funding base. Highlight U.S. leadership as an example.

• Impact of U.S. Government Humanitarian Diplomacy
  o Amplify U.S. engagement in platforms such as the 2023 Global Refugee Forum (GRF) and leadership of the MIRPS Support Platform to showcase the impact of U.S. diplomatic efforts.

• Localization
  o Amplify programming of local partners in programs, particularly those receiving U.S. funding.

E. Deliverables:

• Visibility for Government Audiences
  o Leadership speeches:
    ▪ UNHCR leadership will highlight the importance of U.S. funding and humanitarian diplomacy and the impact it has on UNHCR’s operations around the world, including that U.S. funding allows UNHCR to respond quickly to emerging needs. This can be done at international gatherings such as the UNGA, donor conferences, regional meetings, and the Executive Committee, while addressing American government audiences in the United States, or with other government audiences around the world.

  • Highlight the World Bank - UNHCR Joint Data Center (JDC) as an innovative effort to transform humanitarian data collection, analysis, and use, as well as the U.S. government’s support for the JDC.
- UNHCR should amplify these messages on social media or other public communications channels, regularly and consistently.

• **Private leadership communication with U.S. officials:**

  o UNHCR will draft letters from the High Commissioner to the U.S. Secretary of State and other members of U.S. government leadership as relevant following biannual Framework Discussions, the end of the U.S. fiscal year, and the start of UNHCR’s calendar year, to highlight generous U.S. support and summarize the impact of U.S. funding.

  o Country or Regional Representatives will draft letters to U.S. Ambassadors and Refugee Coordinators during key moments of the planning and funding cycle – for example as country operations planning commences early in the year, as initial operating levels (OLs) are established in the fall, as the Global Appeal is launched in December, in advance of main tranche U.S. contributions, as supplemental budget appeals are released, and as emergency reserve pledge funding is allocated, to foster transparency at key funding decision points.

• **Visibility for the General Public**

  o **Digital Content/Social Media:**

    - PRM requests social media posts with a focus on the impact of UNHCR's humanitarian activities on the lives of people forced to flee, made possible through U.S funding. This is done through sharing human interest stories, and by highlighting themes, emergencies, key events, particular projects, UN holidays or campaigns, pre-determined key dates, and new funding allocations.

    - Suggested language will be included in a separate guidance note (to be tailored as necessary): “Thanks to the generous support of UNHCR's biggest donor @StatePRM and the American people”, UNHCR has provided humanitarian assistance to {include impact}.”
UNHCR has established donor visibility guidelines and ethical communications guidelines. These principles, including consent, are part of UNHCR's mandate to protect and do no harm.

**Facebook/Twitter/Instagram:**

- Four Facebook or Instagram posts per month (48 per year) from UNHCR Facebook pages that highlight U.S. funding connected to key projects, people, dates, themes and/or new contributions. These posts should represent the geographic and programmatic diversity of U.S.-funded programs and include at least one story or piece of information from each country or regional office throughout the year. These posts may be cross-posted by the PRM or State Department social media accounts.

- 10 Tweets per month (120 per year) from UNHCR Twitter handles that highlight U.S. funding connected to key projects, people, dates, themes and/or new contributions. UNHCR will represent a diverse selection of programs, regions, and populations.

**Videos:**

- At least 8 films produced for PRM per year, which will include:
  
  **One 1-2-minute video**, created by UNHCR HQ, showcasing the impact of U.S funding globally. This video would be for U.S. and international audiences. UNHCR will work with PRM on key messages, and themes of interest and share the video with PRM before posting.

- **At least one 1-2-minute video per region per year** (minimum 7 per year) for an overseas audience. The videos should be translated into a local language when feasible and should highlight the impact of U.S. funding in specific emergencies and contexts. Where appropriate, the films may also highlight civil society organizations, refugee-hosting communities, and host governments. The videos should clearly indicate
U.S. support, including either an interview/quote from the relevant embassy, UNHCR staff member, American UNHCR staff member, or on text displayed on the screen. Videos should be focused on overseas audiences and shared on the appropriate regional/country office platforms.

- **UNHCR shall maximize strategic opportunities for other videos** throughout the year, e.g., leadership missions, emergency responses, piece-to-cameras featuring U.S. members of staff and the Global Refugee Forum.

**UNHCR Websites:**

- UNHCR has a detailed financial donor profile for the United States on Global Focus which is automatically updated, and provides a breakdown of flexibility of funding and where the funding is being allocated (operationally, regionally and globally). UNHCR also presents donor ranking tables which shows the United States as UNHCR’s largest government donor.

- UNHCR also regularly maintains a narrative donor profile on Global Focus for the United States. This webpage highlights the U.S. government as the organization’s top donor and provides an explanation of the historical relationship with UNHCR and the impact of vital U.S. funding on the lives of displaced and stateless people.

**Traditional Visibility:**

- In country operations, UNHCR will include public recognition for U.S. funding (e.g., the U.S. flag) on multi-donor signs, placards, or banners where appropriate, including those at camps, settlements, and individual project sites, unless not permitted by security conditions and shall maintain this public recognition.

- UNHCR’s policy on donor visibility means that any donor providing softly earmarked funding (i.e., at regional level) of more than $2 million shall be
provided with visibility on multi-donor signs at country level. This means that PRM shall receive visibility even if funding is not specifically earmarked for that country, unless it can be shown that U.S. funding is not supporting that location or where local security conditions are not permissive (as decided in advance between PRM and UNHCR).

- When feasible, the U.S. flag logo will appear in the form of single-donor visibility. E.g., in the backdrop of a photo or piece-to-camera film, for the purpose of showcasing specific U.S. support.

- As part of efforts to reduce the environmental impact of communications products, UNHCR tries to avoid the production and placement of individual logos (stickers) and UNHCR does not provide individual donor visibility on things like core relief items.

- The United States also expects to continue to receive recognition in UNHCR’s funding documents, operational fact sheets, including when the operation is drawing on flexible funding, and during public events as applicable.

- UNHCR is encouraged to work with the U.S. Embassy as much as possible to coordinate public events surrounding UNHCR activities, including those with USG participation when appropriate, and to highlight U.S. funding publicly during such events. The U.S. embassy may amplify these messages. UNHCR will continue traditional visibility for funding that is flexible, in addition to funding earmarked directly or regionally.

F. Visibility process and logistics:

- UNHCR should not share specific funding amounts on social media or in other forms of public communications unless funds are specifically earmarked, or unless otherwise specified. PRM may share specific funding amounts in press releases or other public products.
• For new U.S. contributions, UNHCR HQ will make national offices aware of relevant U.S. funding, both earmarked and regional and/or flexible contributions, and ask colleagues to highlight the funding (without including funding amounts, unless funds are specifically earmarked, and unless otherwise specified) through a press release and/or on social media. If there are certain security or other sensitivities in a given context, UNHCR intends to alert PRM. If issuing a press release, UNHCR country offices will consult the U.S. Embassy Refugee Coordinator or PRM Program Officer and provide an option for an official U.S. government quote in the press release.

• UNHCR should refer to funding as coming from the United States and should use the approved U.S. flag logo but may also specifically mention PRM.

• When UNHCR operations take place in partnership with other international and/or non-governmental organizations that directly receive or benefit from U.S. contributions, UNHCR may provide visibility to these partners with their permission.

• UNHCR will consult PRM regarding any press releases about U.S. funding that are produced by UNHCR Washington.

• When appropriate, UNHCR Washington and PRM Washington colleagues will preview relevant public statements or announcements providing advanced notice, to allow time to prepare for amplification or response.

• UNHCR may also provide U.S. visibility that demonstrates program impact not directly related to recent U.S. contributions – including project implementation updates, milestones, public events, field visits or embassy meetings as appropriate.

• When relevant, UNHCR may provide visibility to multiple donors at once, including the United States.

• UNHCR may also recognize U.S. funding in other ways, including during leadership speeches or remarks in the United States and during Congressional delegations to the field.
G. PRM Social Media Handle Information/Website:

- In all cases, PRM may share/retweet content from UNHCR as well as suggest content for the Department of State’s platforms both domestically and internationally.
  
  - [State PRM on Facebook](#)
  - [State PRM on Twitter](#)
  - [State PRM on Instagram](#)
  - [State PRM on Website](#)