

## ANNEX 2: VISIBILITY PLAN

**Introduction:** UNICEF is a trusted global organisation in development and humanitarian aid. Resource partners choose to partner with UNICEF, because they share UNICEF values and promise to children. Partnership between the international community (contributing Donors) and UNICEF makes a real difference in the lives of disadvantaged children.

While UNICEF offer recognition to the importance of such partnerships, recognition is always an end of a mean i.e. appreciation for the partnerships that allowed children needs be met. Therefore, recognition can never be allowed to compromise (i) the focus on impact and results for children – (Best Interest of the Child principle); (ii) the ownership of programme or project countries; (iii) UNICEF principles such as impartiality, neutrality, integrity and multilateralism; (iv) the safety and security of staff and partners; and especially the safety and security of the beneficiaries (Do No Harm principle).

**Objective:** UNICEF's primary goals of resource partner visibility and recognition are to promote the impact of collaborative action for children, to ensure that children's issues are brought to the attention of the global community, and to demonstrate the effectiveness of the international aid system.

### Specific Objectives:

In the framework of this partnership with ECW, UNICEF will strive to:

- Raise public awareness about the education sector in Yemen, particularly about the situation of the teachers and the need to give access to education to all the children;
- Highlight the partnership's impact towards results for children and promote the project outcomes achieved with core resources;
- Promote the need for a continuum of response between emergency and early recovery and advocate for a sustainable funding for humanitarian response and development efforts;
- The above while appreciating the key supportive contribution by ECW to UNICEF's humanitarian response and development efforts.

UNICEF appreciates that it is meaningful for the resource partner to be to tell the story of how their contributions to UNICEF impact children's lives. ECW will be provided with the visibility content for use on their online platforms, and links will be provided in the progress report and final report.

**Communication platforms:** When appropriate, due visibility and recognition of support will be given to ECW on the following channels, in line with internal regulations and humanitarian principles:

- UNICEF Yemen website: <https://www.unicef.org/yemen/>
- UNICEF Yemen main social media platforms:
  - Facebook <https://www.facebook.com/UNICEFmena/>
  - Twitter [https://twitter.com/UNICEF\\_Yemen](https://twitter.com/UNICEF_Yemen)
  - Instagram [https://www.instagram.com/unicef\\_yemen/](https://www.instagram.com/unicef_yemen/)
- ECW website and digital media platforms

**Targeted audiences:** General Public; Media; International Community

**Activities:**

<b>Focus area</b>	<b>Communication activity</b>	<b>Timeline (per project year)</b>	<b>Remarks</b>
<b>Social media</b>	Social media updates disseminated regularly	- 1 tweet/post per month (12 per year)	- Published on UNICEF Yemen social media platforms - Tag ECW digital platforms
<b>Multimedia content</b>	Human interest stories, articles, photo essays and multimedia content on ECW support to education programmes in Yemen and impact of situation of teachers and school children	- 1 story (HIS, photo essay, web article) per year	- Stories published on UNICEF Yemen website
		- 20 high-resolution photos	- Shared on UNICEF Yemen social media platforms and tag ECW - Made available for reports and shared with ECW upon request
<b>Publication and media products</b>	Press releases and/or other media products (briefing notes, infographics) customized to the targeted audience	- Up to 2 media products to be published around global milestones such as World Teacher's Day (5 October) and at the launch and/or opening of the programme	- Shared on UNICEF Yemen website and social media platforms