

Visibility requirements

Objectives

Joint programmes funded by the Migration MPTF should be visible for transparency, accountability, and resource mobilization purposes.

To support Participating UN Organisations (PUNOs) with communications and visibility, the Fund has developed these brief guidelines to be used throughout the implementation of the joint programmes.

However, in consultation and agreement with the Fund Management Unit, exceptions can be made if, in a specific context, it is preferable to limit communications and visibility activities.

Communication and Visibility Plan

Communication occurs throughout the project cycle, and communication and visibility activities should be implemented throughout the project duration to achieve maximum impact.

For all joint programmes funded by the Migration MPTF, a brief Communication and Visibility Plan (two-pager) should be prepared and shared with the Fund Management Unit. The Plan is a document that describes the specific objectives, the audience, the tools, the timetable (how and when to reach set goals) and how the results of the visibility activities will be monitored.

Identifying the source of funds

The Fund's logo must be used on all communications and visibility products funded by or related to the Fund. Should the joint programme as a whole or a specific activity be co-funded, it is possible to associate the Fund's logo with other donors' logos.

Where appropriate, the Fund's financial contribution must be acknowledged.

- The words "Funded (or co-funded) by" or "Provided with the financial support of" can appear above the Fund's logo.
- In press notes or during media interviews, the Fund's financial contribution must be mentioned.
- PUNOs should include information about the financing of the joint programme they are implementing on their home websites or newsletters, featuring the Fund's logo prominently.
- On social media, the Fund's financial contribution must be acknowledged with the hashtag #MigrationFund.

Disclaimers

Joint programmes funded by the Migration MPTF should be visible for transparency, accountability, and resource. The Fund is not responsible for the contents of communication materials prepared by PUNOs and implementing partners, all of which must include a standard disclaimer, translated into local language where appropriate.

For publication in print or electronic format:

“This publication was produced with the financial support of the Migration Multi-Partner Trust Fund. Its contents are the sole responsibility of [name of the author/partner] and do not necessarily reflect the views of the Fund.”

For websites and social media accounts:

“This [website/account] was created and maintained with the financial support of the Migration Multi-Partner Trust Fund. Its contents are the sole responsibility of [name of the author/partner] and do not necessarily reflect the views of the Fund.”

Communications activities

Communications activities can be organized at any stage of the project implementation to highlight the project’s objectives, beneficiaries, and to stress the importance of collective action on migration-related issues. Below are some suggestions for each stage of the joint programme.

At the onset:

- A launch event gathering UN agencies, national partners (both government and civil society) and media can be organized. If not possible or deemed inappropriate, a press release or a public statement should be issued.
- Material such as brochures should be produced at an early stage of implementation.

Throughout implementation (in particular, when major milestones are reached)

- Public events (such as conferences, workshops, seminars, debates, etc.) can be organized to inform the UN system, partners and the general public on the project, and its main objectives and achievements.
- Stories of impact and photos should be collected (compliance with the PUNO’s data protection guidance must be ensured)

Upon completion:

- A press release or a more in-depth article should be issued to publicize the projects’ outcomes.

For all communication activities, please make sure that the donors to the Fund (up to date list [always available here](#)) are invited to participate or receive the communication material.

Reporting

Fund visibility activities (press releases, ceremonies, social media publications, and the use of other visibility material) should feature in the annual report submitted to the Fund.

The reporting template includes an annex which invites PUNOs to include stories from the field, testimonials and highlights of communication activities and provides some guidance on how to present each. The Fund Management Unit strongly encourages PUNOS to make extensive use of this annex.

Communications activities

Communications activities can be organized at any stage of the project implementation to highlight the project's objectives. The communications and visibility plan should be shared with the Fund Management Unit at an early stage of implementation and communication products should be sent to the FMU on a regular basis.

It is recommended that a communications focal point is appointed for each joint programme to:

1. coordinate with the PUNOs to ensure that the communication and visibility plan is implemented and monitored; and
2. liaise with the Strategic Communication Coordinator of the UN Migration Network secretariat.

For more information or guidance on communications, please contact Florence Kim, Strategic Communications Coordinator at the UN Network on Migration: fkim@iom.int.

