



WFP CORPORATE COMMUNICATIONS STRATEGY AND BRANDING

Draft for Discussion | 27 May 2016

A large orange circle is positioned on the right side of a blue background. A white brushstroke arrow points from the left edge of the circle towards the center. The arrow has a textured, hand-drawn appearance. The text 'INTRODUCTION' is written in white, uppercase letters on the orange circle. Below it, the subtitle 'WFP Corporate Communications Strategy and Branding' is written in a smaller white font. A thin white vertical line is located on the left side of the orange circle, separating it from the blue background.

INTRODUCTION

WFP Corporate Communications Strategy and Branding

We will continue to harmonize and strengthen our approach—
communicating “the how, the why and the what” necessary to
generate the political will to eliminate hunger.

Ertharin Cousin, Executive Director
Second Session of the Executive Board 2014

I would like to return to one issue: **Communications**.
I continue to believe that WFP has a great story to tell and even greater efforts are needed to tell it. Again we must harness innovation to tell this story. But to garner more support, WFP must also develop an even stronger brand that makes it clear why and how support is needed and how money will be spent.

Samuel Beever,
President of the Executive Board
Second Session of the Executive Board 2015

WE LISTENED TO THE REVIEWS OF THE STRATEGIC PLANS

- One of the lessons from the 2008-2013 Strategic Plan review related to the importance of communicating priorities, internally and externally.
- The mid-term review of 2014-2017 Strategic Plan recommended that WFP “develop an internal and external communications strategy” to improve the development and implementation of the next Strategic Plan.

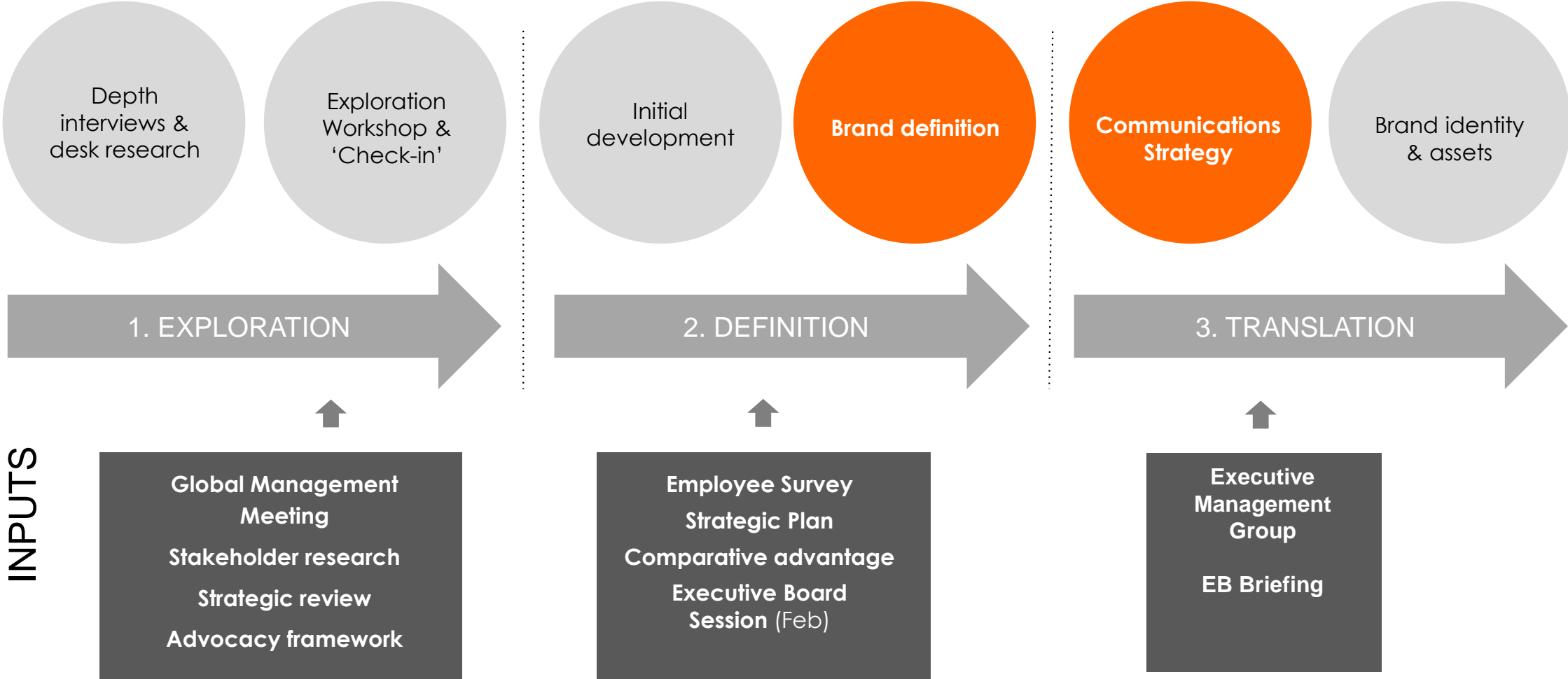
WHY ARE WE BUILDING THIS COMMUNICATIONS PLAN?

- Support the realization of Agenda 2030 and WFP's Strategic Plan
- Guide the organization's approach for country level implementation
- Build on existing strengths and capacities and address gaps

CONSULTING STAKEHOLDERS & PARTNERS

Stakeholders are receptive to WFP assuming a broader leadership and advocacy role but with a few cautions: food relief will not be compromised

WHERE WE ARE





AN ITERATED BRAND DEFINITION

PURPOSE & PRAGMATISM

VIEW	Adequate nutritious food is not only a basic human need, it's also the foundation of a full and dignified life.
ROLE	Doing whatever it takes to ensure those furthest behind have access to nutritious food in all circumstances. Tackling causes not just symptoms.
OFFER	Unrivalled experience operating effectively in the world's most difficult environments (emergency). Unrivalled expertise forging partnerships to deliver at scale (communities, governments, local authorities, civil society, agencies and private sector).
VALUES	An infectious action bias: creating partnerships to solve problems. A relentless passion to help those furthest behind.
IDEA	A full life begins with nourishing food



**OPERATING IN
THE WORLD'S
MOST DIFFICULT
ENVIRONMENTS**

**NOURISHING FOOD
FOR EVERYONE,
IN ALL
CIRCUMSTANCES**

FULL LIFE

**RELENTLESS
PASSION &
ACTION**

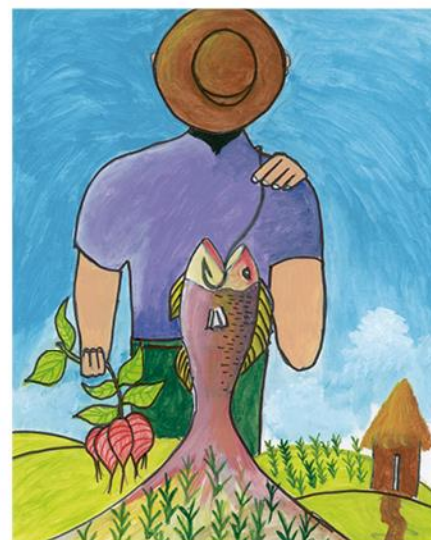
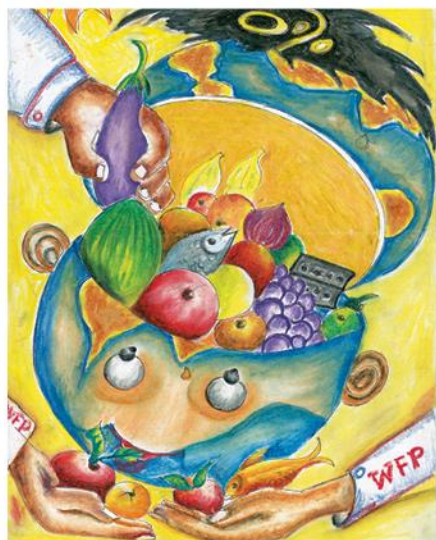
FULL LIFE



OPERATING IN THE WORLD'S MOST DIFFICULT ENVIRONMENTS



NOURISHING FOOD FOR EVERYONE, IN ALL CIRCUMSTANCES



RELENTLESS PASSION & ACTION



A SHIFT IN COMMUNICATIONS PROCESS

FROM

Start with messages

Broadcast

Reactive (responding)

Communicating alone

Explain what we do

Focus on numbers
(tons & millions reached)



TO

Start with end & audiences

Dialogue & connection

Reactive & proactive

Communicating in partnership

Translate operational expertise
into thought leadership

Focus also on impact on people
we serve (data and story telling)

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GOALS & OBJECTIVES

COMMUNICATIONS GOAL

(Longer term, end state)

To ensure:

WFP is recognized as a solution provider in the struggle to achieve Zero Hunger particularly for its work to reach the furthest behind first, the most food insecure, and the malnourished.

CORE STRATEGIES

how we will achieve our goals and influence our audiences

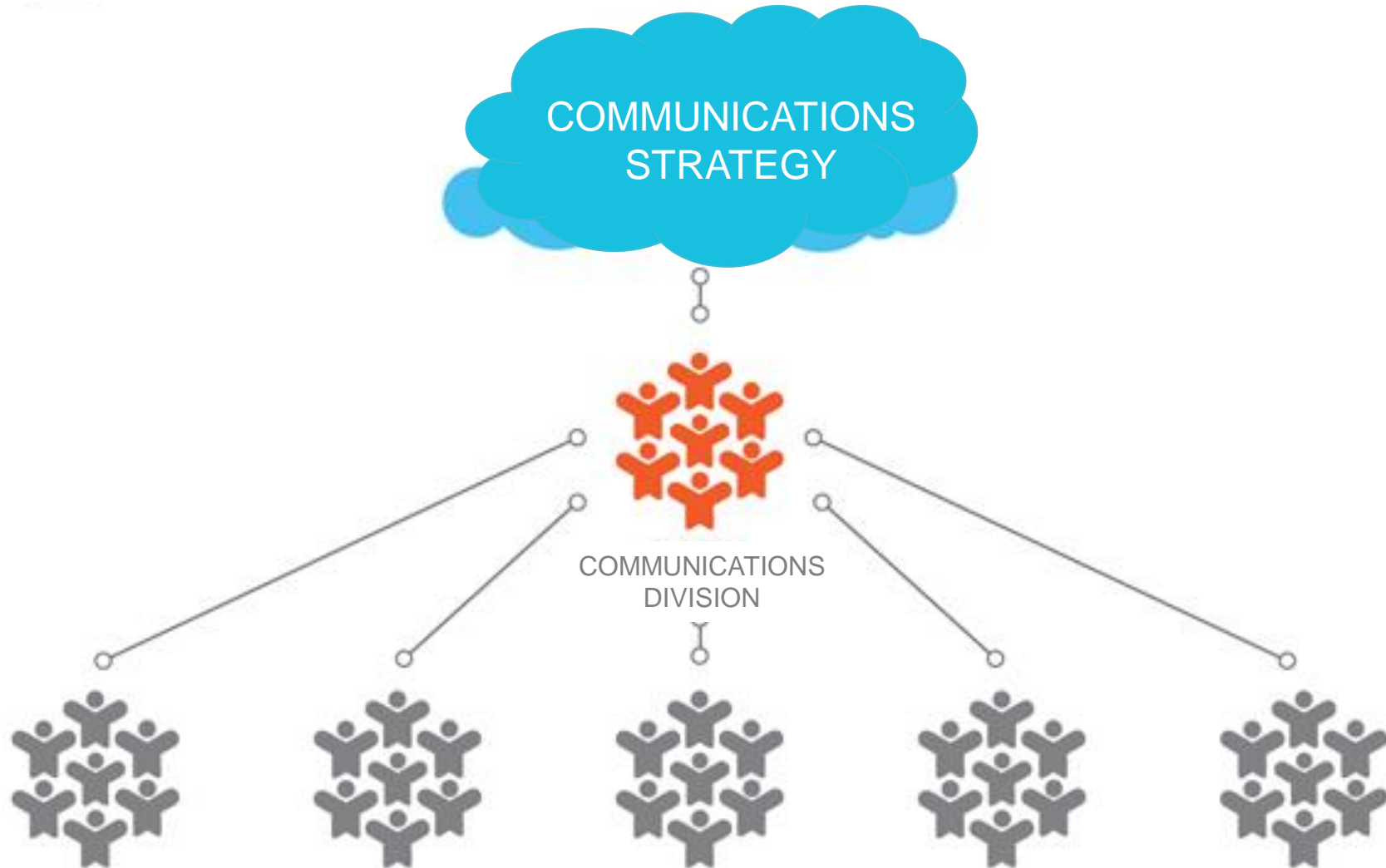




Departments



Strategic Communicators and Brand Ambassadors

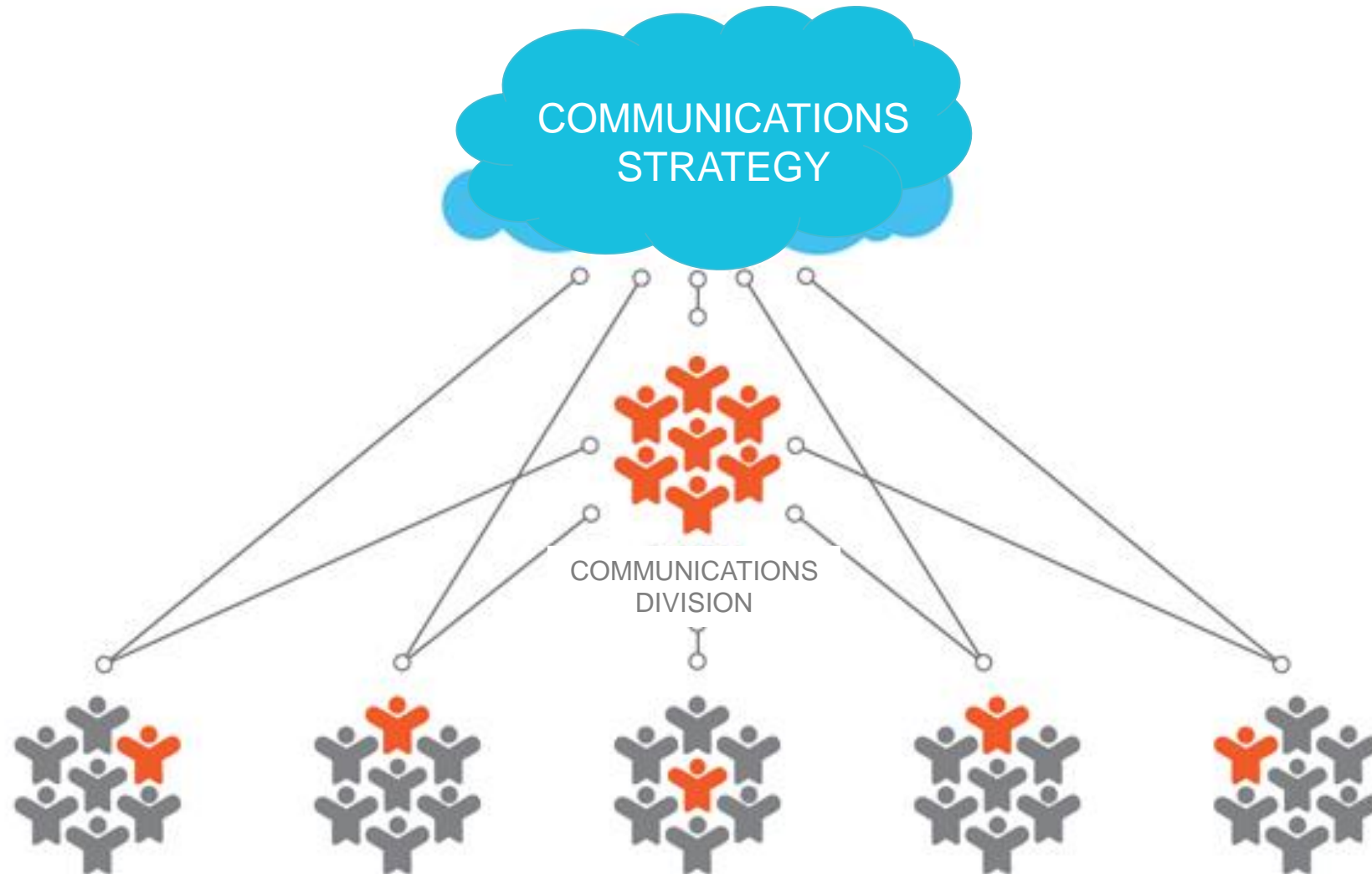




Departments



Strategic Communicators and
Brand Ambassadors



DATA VISUALIZATION

Ebola

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THANK YOU