



**The Elsie  
Initiative Fund**  
for Uniformed Women in Peace Operations



# COMMUNICATIONS, ADVOCACY, AND VISIBILITY GUIDELINES



#InclusivePeacekeeping





# FOREWORD

United Nations Peacekeeping Operations work in some of the world’s most challenging contexts, and now more than ever, we need security institutions and United Nations Peacekeeping Operations to be gender-responsive: to reflect the communities they serve and to address the specific needs of women and other marginalised groups. However, uniformed women continue to face barriers that prevent their full, equal, and meaningful participation in national security institutions and United Nations Peacekeeping Operations. The barriers include unequal access to career development opportunities, social-cultural stereotypes, and a lack of gender-sensitive infrastructure, facilities, and family-friendly policies.

The EIF plays a key role in supporting fund recipients to pilot innovative practices to ensure women’s equal participation and to help bring about the transformational change required within security institutions. It is imperative that these innovative activities, results, and impact are showcased, including through communications and advocacy efforts and engagement with key stakeholders, change agents and the EIF, with the overarching goal to facilitate opening doors for more uniformed women and advancing gender parity in United Nations Peacekeeping Operations.

We hope these communications guidelines will support fund recipients/partners to plan, design, and implement impactful communications activities and outreach efforts and pave the way towards increased knowledge, awareness and understanding of the importance of uniformed women’s full, equal, and meaningful participation in security institutions and United Nations Peacekeeping Operations.

## Deborah Warren-Smith

Programme Manager  
The Elsie Initiative Fund for Uniformed  
Women in Peace Operations



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# 1.INTRODUCTION

Communication plays an important role in raising awareness, gaining public support, and sensitisation. It helps to transform mindsets surrounding key issues related to gender equality and the empowerment of uniformed women in United Nations Peacekeeping Operations. It is also important in establishing, and building trust and interest in the work of the EIF. To help achieve the goals, we must communicate about activities and results effectively, consistently, and strategically.

The EIF Communications, Advocacy, and Visibility Guidelines are designed to provide a framework and strategic direction for communications activities. They aim to:



## Facilitate Strategic Planning

Assist fund recipients/partners in strategically planning their communications and advocacy initiatives.



## Highlight Project Activities

Emphasise the need, purpose, and impact of EIF-supported projects and activities. This includes showcasing their significance in advancing gender parity and promoting the meaningful participation of uniformed women in United Nations Peacekeeping Operations.



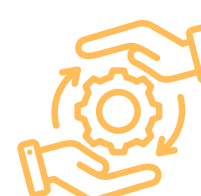
## Influence Change in Thinking and Perceptions

Encourage communications to focus on influencing change in thinking and perceptions, fostering transformation and innovation in approaches and practices related to gender parity in United Nations Peacekeeping Operations.



## Shape Global and Local Narratives

Work towards influencing global and local narratives surrounding the importance of gender parity in United Nations Peacekeeping Operations. This involves emphasising the need for increased opportunities for uniformed women in various roles, including leadership, command, combat, and support.



## Drive Transformative Change

Support efforts to bring about transformative change, not only in perceptions but also in practical approaches to gender inclusivity within United Nations Peacekeeping Operations.

In summary, these guidelines serve as a comprehensive tool to guide and enhance external and internal communications efforts, with a specific focus on promoting gender equality and empowering uniformed women in United Nations Peacekeeping Operations under the purview of the EIF.

In line with the EIF's 2024 communications strategy, the guidelines in this booklet, provide useful information on:

01



Planning and managing  
**publications, digital  
communication, and  
events**

Integrating EIF branding  
across **multi-media  
products**

02



Ensuring **consistent  
messaging, advocacy,  
and outreach with  
communities and media  
engagement**

03



Communicating about  
**key results and the  
impact of project  
initiatives**

04





# 2. THE EIF BRAND AND COMMUNICATIONS APPROACH

This section provides guidance on the themes, standard language, and tone that the EIF brand follows, to help ensure consistency in developing narratives.

## 2.1 The EIF Brand


When planning communications efforts, it is important to consider the EIF brand, which encompasses themes such as women’s empowerment, gender parity, the role of women in peace and security, and increased opportunities for uniformed women in United Nations Peacekeeping Operations.

For projects supported by the EIF, it is essential to ensure the EIF brand is integrated across all multi-media products and activities associated with the project, and a similar tone and style are adopted.




## 2.2 The EIF Communications Approach

In line with the EIF’s communications strategy, fund recipients/partners are encouraged to adopt an integrated communications approach that features the following key aspects:




**Comprehensive**

Use multiple offline and online tools, channels, and platforms to allow spreading information, awareness raising and sensitisation to a wider audience using engaging and impactful content.




**Systematic**

Include communications activities and plans in the overall project plan, emphasising project results and impact. The communications plan should outline specific targets and methods for tracking progress, as well as guarantee that all collected data is separated by gender.



**Human centred**

Emphasise the human aspect in all communications. Creating human-centred content across all platforms will help build lasting impressions of the project, partners and the EIF. Highlight the personal experiences and contributions of women serving in security institutions and United Nations Peacekeeping Operations. Showcase their presence and the positive impact they are making at various levels and in different roles.



**Collaborative**

Engage with the EIF Secretariat and collaborate with other stakeholders including United Nations entities, when planning communications activities to increase the visibility of the project’s, outcomes and impact.



## 2.3 The EIF Key Message Strategy

In line with its purpose and objectives to influence and to enable transformative change, the EIF brand follows an issue-focused, optimistic, forward-thinking, and results-driven tone in the narratives that it develops. The messages produced are properly sourced and present ideas/targets/goals with clear approaches to achieve them. Fund recipients/partners are expected to follow a similar tone and style.

In developing storyboards and key messages for multi-media content for outreach and advocacy, consider answering the following questions:

### WHAT?

What is meaningful participation? What is inclusive peacekeeping? What are the barriers to the meaningful participation and inclusion of uniformed women in peacekeeping?

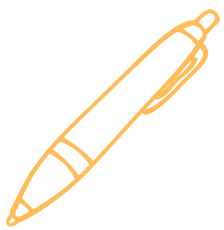
### WHY?

Why do we need more uniformed women in peacekeeping? Why does full, equal, and meaningful participation of uniformed women matter? Why does gender parity matter in United Nations Peacekeeping Operations? Why does the EIF exist?

### HOW?

How do we recruit/engage more uniformed women in United Nations Peacekeeping Operations?  
How does your project facilitate the full, equal and meaningful participation of uniformed women?  
How can we engage with other stakeholders to support advocacy about our project?

In developing content, Fund recipients are required to ensure the following key elements:



#### Professionalism

Ensure that what is being communicated is presented in a professional manner.



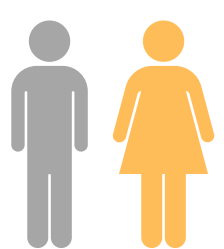
#### Credibility and Sourcing

Where information or data is presented, ensure it is referenced and the source is credible. For images/photos, share details of people, place, activity, etc., the source/ownership, and where applicable, name of the photographer.



#### Brand Consistency

Promote the EIF brand and maintain consistency in branding, design, tone, and style (see section 5 for design guidelines).



#### Gender Focused

Apply a gender lens when creating and distributing content such as data, facts, opinions, and statements. Ensure to reference and emphasise the role of uniformed women.





## 2.4 Standard Language

The full name of the Fund is the “The Elsie Initiative Fund for Uniformed Women in Peace Operations”. Please note capitalisation and the intentional use of ‘The’. The accepted acronym and abbreviation are the ‘Elsie Initiative Fund’ and the ‘EIF’ respectively, however only after the full name has first been used.

- Please use the standard boilerplate language in **Box 1** for press releases and other online materials.
- In publications, banners, backdrops, invitation cards, and social media content, give acknowledgement to the contribution by the EIF, using the standard language in **Box 2**.
- For any kind of external messages on ‘meaningful participation of uniformed women’, refer to the standard language that the EIF follows in **Box 3**

### BOX 1

#### FOR PRESS RELEASES

The Elsie Initiative Fund for Uniformed Women in Peace Operations aims to “support and incentivise efforts to increase the meaningful participation of uniformed women in United Nations Peacekeeping Operations”.

The Elsie Initiative Fund, hosted by UN Women, was designed and established with the support of the broader Canadian Elsie Initiative for Women in Peace Operations, Member States, the United Nations system and peacekeeping experts.

The Elsie Initiative Fund is an important step in encouraging and funding innovation to accelerate the pace of change in security institutions and to enable more uniformed women to meaningfully deploy to and participate in United Nations Peacekeeping Operations.

### BOX 2

#### FOR PUBLICATIONS

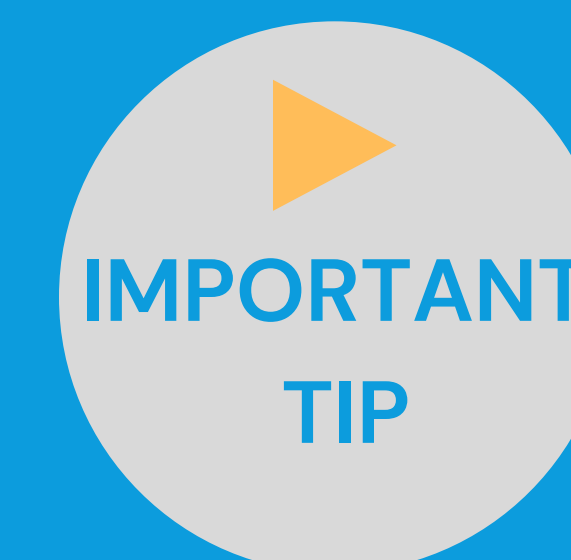
In publications, banners, backdrops, invitation cards, and social media content, include “Funded by the EIF” alongside the Fund’s logo (see section 3 for details on the EIF logo and branding).

### BOX 3

#### DEFINITION OF MEANINGFUL PARTICIPATION

Women participate meaningfully when they:

- contribute to, and are included in, all aspects of operational and mission planning, and decision-making processes,
- hold operational command and leadership positions and non-traditional and non-stereotypical roles,
- have access to the same training, promotion, and career advancement opportunities as their colleagues who are men,
- hold positions that are in line with their training, rank, area of expertise, and
- have a workplace free from all forms of harassment, bullying, and intimidation.



Visit the EIF [website](#) and [social media](#) channels for reviewing the tone and style for reference.



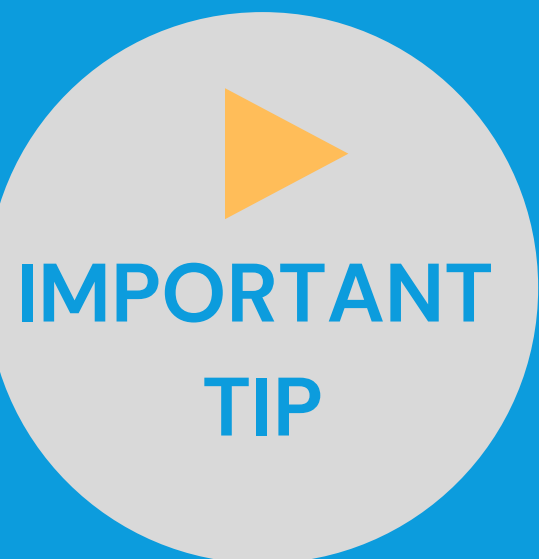
# 3. MEDIA COMMUNICATIONS GUIDELINES

This section provides guidance on developing and disseminating social media communication in line with the EIF's standard communications approach.

## 3.1 General Guidance

The EIF maintains a robust digital presence through its website and social media accounts, to support awareness raising on increasing gender parity in United Nations Peacekeeping Operations, and to highlight the key results and impacts of funded projects.

To ensure appropriate EIF branding, fund recipients/partners are requested to coordinate with the EIF Secretariat in all their digital communication and media engagement. It is important to think and plan for the 'impact' that the communication activity is targeting, for example – the number of impressions, followers, engagement, etc.



The EIF's website and online resources can be found at [elsiefund.org](https://elsiefund.org).

The social media handle for the EIF is [@ElsieFund](https://twitter.com/ElsieFund) and the standard hashtags we use are:

- #ElsieFund
- #WomenInPeacekeeping
- #Uniformedwomen4peace
- #WPS
- #ElsieInitiative
- #UNSCR1325

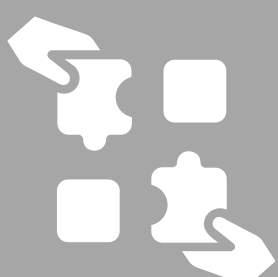
## 3.2 Key Principles

For any social media and media engagement activity, please use the checklists below to support effective coordination:



### COORDINATION

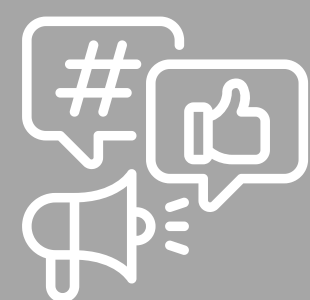
Ensure that your Project Proposal (PRODOC) includes a detailed communications plan, social media communication components, realistic targets, and a communications monitoring and reporting plan, with all data captured, to be gender disaggregated.



### PLANNING

In planning social media campaigns or specific content, it is important to follow the EIF's communication guidelines for developing messages and designing visuals (refer to section 2 and 5). It is important to set targets and metrics to help manage, track, and monitor the impact of social media communications, which should be included in the overall communications plan and shared with the EIF Secretariat. Suggested indicators for a campaign should include:

- Number of posts
- Number of impressions
- Number of reshares/reports/retweets and mentions



### DISSEMINATION

Advise the EIF Secretariat at least 4 weeks in advance of high-level project events such as the launch of your EIF project, gender policy, national recruitment campaign, or the launch of your Measuring Opportunities for Women in Peace Operations (MOWIP) report. The EIF Secretariat can then provide support and advice as well as share the content on other platforms to maximise visibility, reach, and impact.

When sharing content about the project on a website, social media account or through an external media outlet, remember to tag the EIF.



### MONITORING AND REPORTING

Regularly monitor and include reporting of the impact of communications activities including mainstream media footprint, social media metrics, etc., in all of the EIF's quarterly reports.

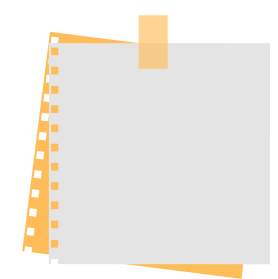


## 4. COMMUNICATING PROJECT ACTIVITIES

These guidelines are designed to support the fund recipients/partners to plan communications for specific activities such as MOWIP report publication and launch, production of other important publications, project launch ceremony, awareness raising campaigns, and other important events.

### 4.1 General Guidance

When preparing communications for a significant event or activity, fund recipients/partners are encouraged to begin planning as early as possible, ideally at least four weeks in advance of the event. We suggest preparing the following:



#### Concept Note and Agenda

This is an essential first step and should contain information on the background, purpose, target audience/participants, scope of the activity, resources, budget, timeframe, key messages, and other important details. Consider all possible risks and opportunities when planning for an activity and prepare contingency plans and mitigation strategies.



#### Production of documents/materials

This includes providing an outline of the product, its design, and the production timeline for any document or product being developed. Ensure all elements are consistent with the EIF branding guidelines, as detailed in sections 2 and 5. Products can include reports, publications, and policy documents, as well as communications products such as graphics/visuals/infographics, videos/documentaries, etc.



#### Media Coverage

This includes a plan for photography and video coverage, as well as external media strategies. It should outline the press releases and articles to be published, media campaigns, a list of media contacts for coordination, and the EIF and project details to be shared with them.



#### Social Media Communication

This includes a plan for all social media messaging, including key messages, graphic cards/infographics, videos, etc., that ensure consistency with EIF's key communication principles, standard language, and design.



#### Coordination with the EIF

It is important to: (i) notify the EIF at least 4 weeks in advance when an activity is planned, to allow for feedback on branding, invitees, key messages, etc.; and (ii) share details with the EIF as soon as the activity concludes, including key speakers, key messages/remarks made, number of participants disaggregated by gender, and any related published content, with links and photos/videos.

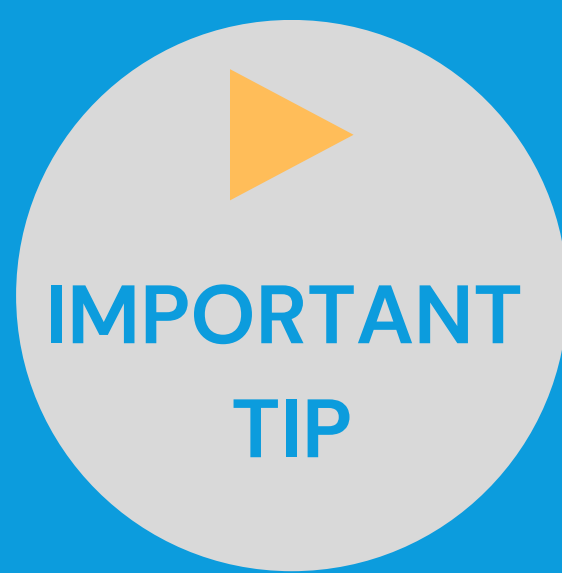




## 4.2 Checklist for Activities

The following checklist has been prepared to guide partners/fund recipients to plan and manage communications related to key project activities, including:

- MOWIP report launch
- Project launch event
- Inauguration ceremonies for facilities
- Policy or any other publication launch event
- Awareness raising and outreach activity



The EIF Secretariat encourages the capture of high-quality photos and videos showcasing uniformed women and men in various ranks and functional roles, as well as other leaders discussing the project’s significance, activities, key outcomes, and its impact on enhancing women’s participation in Security Institutions and United Nations Peacekeeping Operations. These images and videos will be featured in the EIF Annual Report, quarterly newsletters, and on the EIF website and social media platforms. Permission from the Security Institution is required to use these materials. For all imagery, please provide the following details: the names of individuals pictured, a description of the activity, and the date and location.

|  | Event   | Publication | Outreach/<br>Awareness<br>Raising |
|--|---|-------------|-----------------------------------|
| PLANNING                               | 1. Prepare the activity plan, which should include: (i) date, time, and location; (ii) proposed agenda; (iii) list of invitees; (iv) event layout; (v) production plan for documents and related communication materials; and (vi) communication plan covering invitation cards, banners, backdrops, visibility platforms at the event, social media, and mainstream media engagement.  |             |                                   |
|  | 2. Send the concept note to the EIF Secretariat at least 4 weeks in advance and incorporate any feedback received.  |             |                                   |
| INVITATIONS                            | 3. Invite all EIF donors, UN representatives, including the UN Resident Coordinator, and representatives from other Security Institutions within the country/region.  |             |                                   |
| DESIGNING OF MATERIALS                 | 4. In preparing any kind of documents: (1) ensure EIF branding (refer to branding guidelines in section 3 and Annex I), (2) include the DCAF, and the EIF logo with wording: “Funded by the EIF” – (refer to the specific template on the partnership model being followed - for guidance on this, reach out to the EIF Project Focal Point) ; and (3) include a disclaimer. For sample designs of published MOWIP reports, visit the EIF website.  |             |                                   |
|  | 5. Share the document with the EIF for review ahead of finalisation and publication.  |             |                                   |
| EVENT BRANDING                         | 6. During the activity or event, ensure visibility of the EIF, with appropriate logo placement on banners, backdrop, any kind of TV or video screens, printed material, and live streaming of the event, etc.   |             |                                   |
|  | 7. Notify the EIF of the platform the event is hosted on.   |             |                                   |
| MEDIA ENGAGEMENT                       | 8. Coordinate external media coverage (TV, radio, print) and share drafts of press releases or articles with the EIF for review before publishing.  |             |                                   |
|  | 9. Record the event with high-quality photos and videos. Conduct interviews with key leaders to discuss the outcomes and expected impact of the activity, such as the MOWIP report, on promoting the meaningful participation of uniformed women in security institutions and United Nations Peacekeeping Operations.   |             |                                   |
| SOCIAL MEDIA                           | 10. Include social media communication planning as part of the overall event plan, and share with the EIF ahead of time (refer to section 3).   |             |                                   |
|  | 11. Tag @ElsieFund in all posts and incorporate the EIF branding in graphic cards/visuals produced, if any (refer to sections 3 and 5).   |             |                                   |
|  | 12. Ensure credibility and accuracy of data and that data is gender-disaggregated. Follow the standard language (refer to sections 2 and 3).  |             |                                   |
| POST-EVENT REPORTING AND COMMUNICATION | 13. Share with the EIF (i) a summary of the activity including links to social media communications; (ii) a list of key speakers that attended and key messages from their remarks, (iii) the number of women and men (disaggregated) that participated; (iv) photos/videos of the activity, with a description and permission to use the images from the relevant parties, and (v) any other highlights that could help the EIF to amplify the activity on their global website and social media platform. |             |                                   |
|  | 14. Include in quarterly and project closure reporting, the results of the activity such as: (1) the number of participants; (2) the number of high-level officials that took part (3) high-quality photographs/video clips (4) external media coverage (with links); and (5) social media messaging (with links), noting the requirement for all data to be disaggregated by gender.   |             |                                   |
| EIF SUPPORT                            | 15. The EIF can provide a short intervention at the project launch, either via video or Zoom / Teams. (Considering the quality of internet connectivity, a recorded message may be preferable).   |             |                                   |
|  | 16. The EIF can provide the following support: (1) review of a press release; (2) amplification of fund recipients/partners’ messaging through the EIF’s social media posts: tweets/tags etc.; (3) inclusion of a link to your event on the EIF website; (4) notification to EIF donors, Steering Committee and Technical Committee members, research partners and institutions; and (5) featuring a link to your project launch in the EIF’s quarterly newsletter.   |             |                                   |



# 5. BRANDING AND DESIGN GUIDELINES

## 5.1 The EIF's Visual Identify



## 5.2 Colour Specification

For consistency, listed are colours for use with the EIF's visual identifier in print and web.

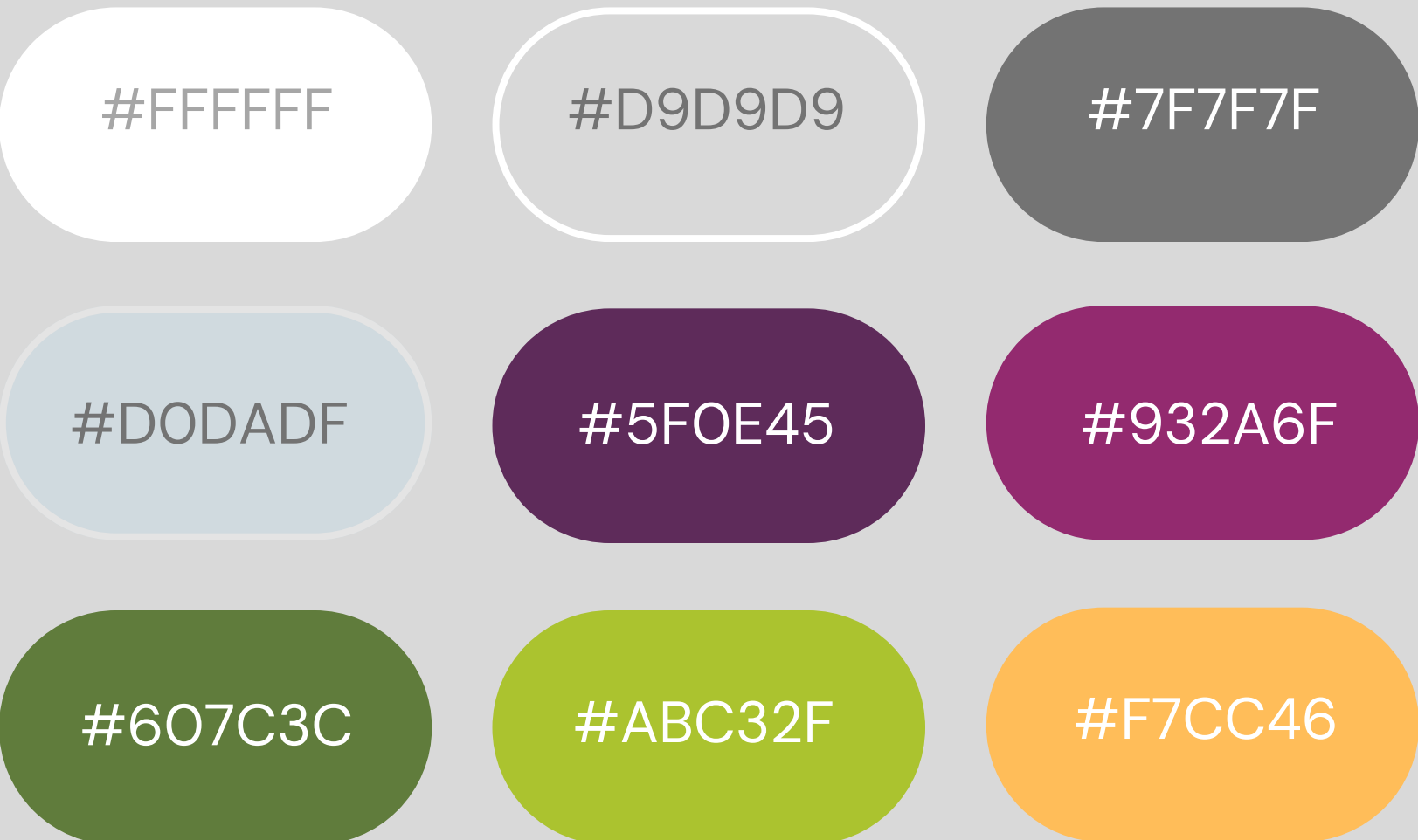
The logo may be used in white (reverse) only on photographs or solid backgrounds, when the primary logo is not sufficiently legible. The logo should not be reproduced in any other colours.

The secondary colours can be used for text (other than the text in the logo) and graphics produced for any video, publication, banner, social media content, etc.

### Primary colour



### Secondary colours



## 5.3 Fonts

The Sans family is the primary font. If the font is not available, the universal font Calibri should be used.

**Open Sans**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**The Sans Light**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**The Sans Light Italic**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**The Sans Plain**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**The Sans Italic**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**The Sans Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**The Sans Bold Italic**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**Website CSS font-family:**  
font-family: var(--font-base, 'PT Sans', -apple-system, BlinkMacSystemFont, 'Segoe UI', 'Roboto', 'Oxygen', 'Ubuntu', 'Cantarell', 'Fira Sans', 'Droid Sans', 'Helvetica Neue', sans-serif);



# 5.4 Proper Use of Logo

The EIF logo must always appear clearly and legibly against any background. Always ensure legibility by placing the visual identifier in an area that is simple and visually uncluttered.

Avoid placing the logo directly against the picture or gradient unless it is against the uncluttered area with a solid block of colour behind it. Use your best judgment to ensure that the logo is clearly visible, that it stands out and is easily distinguishable against the background. Always try to use the EIF visual identifier in primary brand colours. The following examples illustrate correct uses of the EIF logo.

Primary logo with tagline

Primary logo without tagline

White logo reverse without tagline

White logo reverse on solid background with tagline

White logo reverse on solid background without tagline

Logo on light background

# 5.5 Improper Use of Logo

The following examples illustrate incorrect uses of EIF logo.

Stretched logo

Light/dark logo

Logo with altered colours

Condensed logo

Logo with overwriting

Cropped logo

Incorrect background

Incorrect background and brand name

IMPORTANT TIP

You can download the full suite of the EIF logo options in all available formats here via [Dropbox](#).





For more information

Reach out:



[@ElsieFund](https://twitter.com/ElsieFund)



[#InclusivePeacekeeping](https://twitter.com/InclusivePeacekeeping)



[elsiefund.org](https://elsiefund.org)



[mptf.elsiefund@unwomen.org](mailto:mptf.elsiefund@unwomen.org)

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**Communications Analyst**

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The Elsie Initiative Fund (EIF), a United Nations multi-partner trust fund administered by the United Nations Development Programme (UNDP) Multi-Partner Trust Fund Office (MPTFO), was launched in 2019 by the United Nations, Canada and Member States, with UN Women hosting the EIF Secretariat.

Based on the idea that financial resources should not be an impediment to advancing gender equality, the EIF is an innovative multilateral fund that aims to support and incentivise global efforts to increase the meaningful participation of uniformed women in United Nations Peacekeeping Operations.

The EIF was designed to contribute to achieving progress towards the United Nations Security Council's gender targets, in line with the United Nations Department of Peace Operations (DPO) [Uniformed Gender Parity Strategy 2018-2028 \(UGPS\)](#).

To meet these targets and increase the full, equal and meaningful participation of uniformed women peacekeepers, dedicated commitment, and high-level support from troop- and police-contributing countries (T/PCCs) and the United Nations is critical to ensure that women are deployed at all levels, ranks and roles including leadership and decision-making positions.