



Fifth Steering Committee **20-21 June 2023**

SOFF Communication Strategy

Decision 5.9

**Systematic Observations
Financing Facility**

**Weather
and climate
data for
resilience**



Decision 5.9: Endorsement of the SOFF Communication Strategy

The SOFF Steering Committee

Endorses the SOFF Communication Strategy.

Welcomes the launch of the dedicated SOFF website.

Encourages the Steering Committee members to provide feedback on the new SOFF website to the SOFF Secretariat by 16th July 2023.

Requests

- the SOFF Secretariat to regularly provide Communication Plans, which operationalize the Communication Strategy, to the SOFF Steering Committee for information and feedback.
- SOFF co-founders, beneficiary countries, peer advisors, Implementing Entities and Advisory Board members to support SOFF communication activities.

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SOFF Communication Strategy

1. Introduction

This document reflects Decision 2.4 of the SOFF Steering Committee, for the SOFF Secretariat to prepare a SOFF Communication Plan for endorsement at the fourth SOFF Steering Committee meeting and create a SOFF dedicated website to be launched at the occasion of the fourth SOFF Steering Committee meeting; Decision 4.5 reflects the postponement of the presentation to the fifth Steering Committee meeting.

The Communication Strategy lays out the foundational aspects of SOFF communications and outreach. The implementation of this strategy requires close collaboration among all the SOFF partners. SOFF co-founders, beneficiary countries, peer advisors, Implementing Entities and Advisory Board are asked to support this strategy. Specific responsibilities are listed in the respective areas.

This document supports the SOFF Resource Mobilization and Outreach Strategy (Decision 2.3). To operationalize and implement both the Resource Mobilization and Outreach Strategy and the Communication Strategy, SOFF develops Communication Plans regularly. The plans are adapted to new developments of SOFF operations, global events, and initiatives. The structure of Communication Plans is presented in this Communication Strategy.

2. Objectives

- **Maximize visibility and understanding of SOFF**, and the importance of closing the basic weather and climate data gap as a global public good.
- **Position SOFF and showcase its crucial role within the global climate finance architecture and the UN Early Warnings for All initiative**, demonstrating complementarity and collaboration.
- **Leverage SOFF communications through partners**, building on their existing campaigns and initiatives.
- **Ensure consistency across all means of communications**, while demonstrating full transparency.

3. Target Audience

SOFF will reach the following groups through its means of communications. Communication Plans, that implement this strategy, specify how these target audiences are reached.

- Partners: co-founders, Steering Committee members, Advisory Board members, peer advisors, Implementing Entities, beneficiaries
- Public: broader public, civil society, practitioners
- Media

4. Branding

Visual consistency across means of communications enhances recognition of SOFF, therefore contributes to the objectives outlined in this strategy. SOFF has developed brand guidelines to ensure coherent visual communication. Guidance on how to use the variations of the SOFF Logo is attached in the Annex.

As United Nations Multi-Partner Trust Fund, SOFF regularly mentions and references the UN, is present at UN-related events and includes the emblem in visual formats. Where the content allows, the UN Early Warnings for All initiative, its logo and hashtag (#EarlyWarningsforAll) are referenced.

Regarding SOFF's co-founders, World Meteorological Organization (WMO), United Nations Development Programme (UNDP) and United Nations Environment Programme (UNEP) are mentioned when the context and space allows. WMO, SOFF technical authority and administrative host of the SOFF Secretariat, is listed first. UNDP and UNEP are mentioned after, in alphabetical order. Their logos are used in the same height, in line with their respective guidelines. Publications and online appearances systematically mention the co-founders and their role in SOFF.

Nomenclature

Full title: **Systematic Observations Financing Facility**, including “**the**” in running text

When abbreviation is used: **SOFF** (no “the”)

Early Warnings for All initiative

Abbreviation, if necessary: **EW4All**

5. Key Messages

Slogan

Weather and Climate Data for Resilience

Messages

The following key messages will be tailored to SOFF's target audiences.

SOFF:

- is a UN Fund, co-created by World Meteorological Organization (WMO), United Nations Development Programme (UNDP) and United Nations Environment Programme (UNEP) in 2021, to support countries for the provision of basic weather and climate data, a global public good.
- exclusively focuses on closing the weather and climate data gap in countries with the most severe shortfalls in observations, prioritizing Least Developed Countries and Small Island Developing States.

- supports countries in achieving sustained compliance with the internationally agreed Global Basic Observing Network (GBON) requirements.
- provides long-term grant-based financing and peer-and-peer technical advice, ensuring sustainability of investments.
- is an integral element of the global climate finance architecture and fully complementary as a vertical fund, supporting the provision of data, underpinning other funds' investments.
- is the foundational element of the meteorological value chain; SOFF investments underpin action in latter parts of the value chain for effective policy and decision making, contributing to increased resilience.
- works to improve the availability of weather and climate observations for better weather forecasts, early warning systems and climate information services that save lives and livelihoods as well as protect property across the whole globe. The lack of such observations limits countries' capacity to adapt to climate change and build resilience.
- is a delivery vehicle and foundational element of the UN Early Warnings for All initiative – early warnings are only as good as data they are built upon.

6. Means of Communication

SOFF has selected the following means of communication to achieve the communication objectives. Each means of communication is reflected as a chapter in Communication Plans, which operationalize this Communication Strategy. Details on delivery dates, measurable targets as well as specific content ideas are gathered in each of the chapters of the plans.

6.1. Website

The initial SOFF website, located as part of the Alliance for Hydromet Development website, moves to a dedicated, separate domain for higher recognition and as a response to SOFF's extended communication needs, having become operational. Partners and co-founders are asked to link the SOFF website on their websites when the context allows.

The standalone website is easily understandable through a mix of simple language and translatable information and detailed explanations for partners. Details about SOFF's operations, including operational guidance documents, templates, and funding requests, provide information on how to access SOFF financial and technical support. A dashboard and document repository delivers a quick overview and intuitive access to SOFF's implementation progress. A "News and Events" section contains up-to-date information that is easy to share and crucial for social media and media. The content will be optimized for search engines to be found online easily.

To ensure full transparency, the website will serve as a reporting tool. The regularly updated and interactive dashboard shows SOFF's operations and the status or progress, and the

document repository, with a search- and filter function, will simplify access to information. An additional private section for SOFF Steering Committee members holds documents for their consideration. An explanation of SOFF's governance includes listing partners with their respective contributions. A link to the UN Multi-Partner Trust Fund (UNMPTF) Gateway gives users the opportunity to monitor SOFF's financing.

To maximize trust and recognition, SOFF always links and mentions the United Nations. SOFF co-founders and are represented and are included in the section of governance and operations where applicable.

6.2. Events

Events extend visibility, provide an opportunity for exchange, and leverage high-level support. Various event types require different resource input, but also offer distinct opportunities. To optimize the leverage of events, SOFF co-founders and the Secretariat will share a planning calendar, to be incorporated in the periodical Communication Plans. Additionally, the list of events where SOFF was represented in retrospect will be captured in the Annual Report.

Subject to resources, SOFF organizes and hosts events. These can range from extended in-person SOFF Steering Committee meetings or United Nations Framework Convention on Climate Change (UNFCCC) Conference of the Parties (COP) side- or pavilion events. UNFCCC COPs specifically are a high priority for SOFF, as they are also the occasion for presentations of SOFF's flagship communication product, the Annual Reports.

Further, a wide range of high-level UN and Early Warnings for All events touch upon topics of relevance for SOFF. To showcase collaboration, complementarity, and the broad partnership base of SOFF, partners are asked to maximize SOFF visibility on such occasions. Steering Committee members, especially donor countries, are expected to use the opportunity of high-level events to announce new or extended finance pledges.

6.3. Social Media

SOFF launched a [LinkedIn](#) (/un-soff) and [Twitter](#) (@UN_SOFF) account on 30 March 2023, on the occasion of the fourth SOFF Steering Committee Meeting. Existing partners, milestones, explanations of SOFF operations as well as best practice examples, will be reflected in the Communication Plan. This includes timely outreach to partners for SOFF content to be multiplied.

SOFF and partners will leverage cross-promotion. Tagging and mentioning SOFF partners and appropriate hashtags such as #EarlyWarningsForAll, showcase SOFF's broad supporting base and involvement. SOFF partners and co-founders are expected to reshare posts of SOFF accounts whenever they are tagged. Additionally, they will seek to proactively create content about progress and best practice stories related to themselves and SOFF periodically.

Further Social Media channels will be explored based on new developments and SOFF Secretariat resources available.

6.4. Media

SOFF provides web stories for SOFF milestones, for example on the occasion of SOFF Steering Committee meetings, UNFCCC COPs or presentations of Annual Reports. The web story expands to a press release when relevant.

The SOFF website provides up to date progress, simple information, and multimedia, to be easily used by media. SOFF Secretariat is available to share detailed, extended information and coordinate interviews with relevant stakeholders when media requests.

6.5. Communication products

SOFF focuses on three main products, to be disseminated and used online, in print and at events:

- **SOFF Annual Report:** The SOFF Annual Report is SOFF's flagship product and is presented at UNFCCC COPs. It channels SOFF's communication objectives and provides a base for partners to gain further insights into SOFF's results, overview of operations and progress. The outlines of the Annual Reports are presented to the Steering Committee for endorsement.

The SOFF co-founders WMO, UNDP and UNEP commit to further promote SOFF in their reports and publications.

- **Voicing local perspectives:** SOFF voices local perspectives in its communication products, for example interviews with and human-interest stories about beneficiary country representatives and peer advisors, or stories of best practice. SOFF beneficiary countries, peer advisors and Implementing Entities are expected to provide SOFF with stories.
- **Multimedia:** Videos and photos complement the above products, to reflect a versatile approach and to use communication channels optimally. Both videos and photos are provided with help of partners.

7. Communication Plan

To operationalize and implement both the Resource Mobilization and Outreach Strategy and the Communication Strategy, SOFF develops Communication Plans regularly. The Communication Plans will consist of chapters reflecting SOFF's means of communication, outlined in Chapter 6 above: the SOFF website, events, social media, media and communication products.

The Communication Plans will aim to achieve the main objectives mentioned under Chapter 2, for a consistent strategic approach to SOFF's target audience outlined in Chapter 3. The chapters should include details on delivery dates, measurable targets as well as specific content ideas. Success will be evaluated based on the measurable targets set out in the Communication Plans.



Systematic Observations
Financing Facility

VISUAL IDENTITY GUIDELINES

Version 1:
LOGO | COLORS | FONTS

10.2022

LOGO ELEMENTS



UN Emblem

| **S** |



FF |

Systematic Observations Financing Facility

**Weather
and climate
data for
resilience**

Combined Mark,
a combination of word and
figurative elements

Tagline

LOGO VARIANTS

Logo variants can be used for different purposes.

compact variant



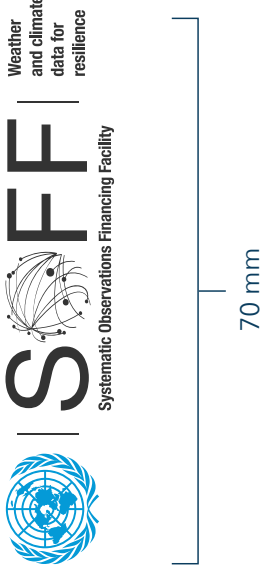
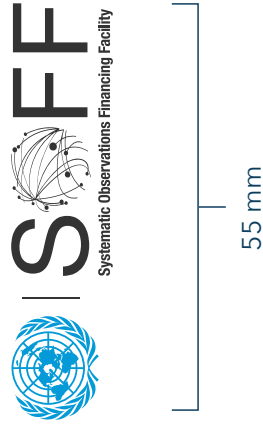
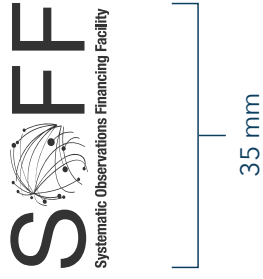
standard variant



long variant



LOGO MINIMUM SIZE



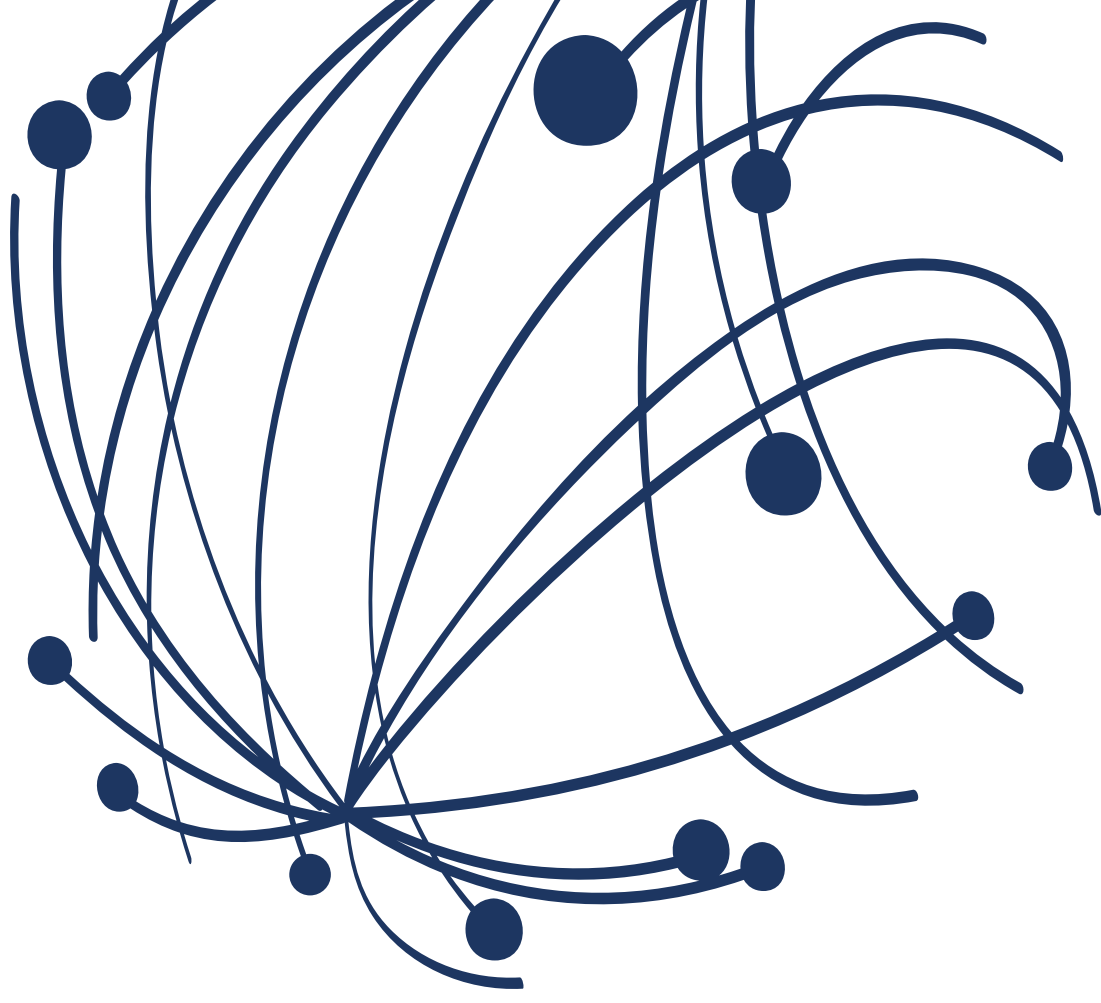
LOGO CLEAR SPACE

Clear space must be maintained on all sides of the identifier for it to be perceived as separate from the other elements in the environment in which it appears.



Graphic Element

The “globe” can be used on its own as a supporting graphic element. 



LOGO REVERSED OUT

ON A DARK BACKGROUND



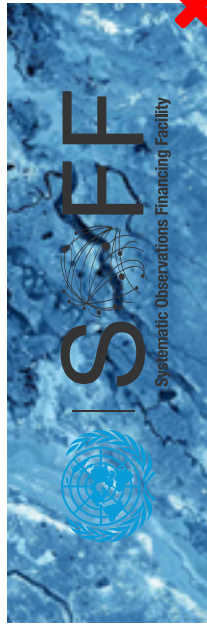
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LOGO DO and DON'T

For best legibility make sure the logo has sufficient contrast when overlaid on a background or on an image and is not cluttered by busy patterns behind it.

contrast and background



color



distortion



FILE FORMATS

Which format fits best?

Print

cmyk mode | vector graphic or | 300 dpi

EPS - Encapsulated PostScript

An eps file is the gold standard for your logo files. It is a vector-based image, and is meant for print usage.

This means an eps file can be sized up or down without deteriorating the image quality. These files have a transparent background and are easily scalable for print – they can be as large as a billboard and as small as a business card.

When you send your logo to a printer or design professional always send them the ai or eps version unless another format is specifically requested. They can export this file into another file format if needed.

Keep in mind you might not be able to open or place this file in some software, upload an eps to your website or social media sites. If the software you are using does not let you place or import and eps then you'll be forced to use an alternative logo file format.

JPG, JPEG - Joint Photographic Experts Group

A jpg or jpeg file is a raster-based image meant for web or print use. These files are best used for photographs. A jpg file does not support transparent backgrounds.

Similar to png, jpg files must be created with the correct size and resolution for the end usage. They can be used for your website and on social media and opened with any computer software.

When uploading jpg files to your website make sure they're optimized for the web. You can use the free tool TinyJPG to reduce your jpg file sizes and make your website load faster.

AI - Adobe Illustrator

An ai file is a vector-based image created in Adobe Illustrator. Designers use this file to create and edit your logo. They are commonly called the "working file", "source file", or "master file".

These files can be modified as needed without reducing the quality of the logo.

You won't be able to view or open this file unless you have the Adobe Illustrator software. Typically your designer will export your final ai file logo to an eps file and many other formats for you to use.

Web

rgb mode | vector graphic | 72 dpi

SVG - Scalable Vector Graphic

An svg file is a vector-based image meant for web usage. An svg can be used on a website and allows the image to be scaled and maintain quality.

These files have transparent backgrounds and can be opened in Illustrator or a web browser. Some printers accept svg files, but generally svg files are used online and eps files are used in print.

A svg file is ideal for logos, icons, and basic graphics. This is why we use an svg file format for our logo on the website. For logos and illustrations on the web, svgs provide an overall sharper crispness versus png or jpg.

PNG - Portable Network Graphic

A png file is a raster-based graphic meant for web usage. These files are pixel-based and cannot be scaled up without pixelation. This means they must be exported with the correct size and resolution for the end usage.

A png file supports transparent backgrounds. They can be used for your website and on social media and opened with most computer software or in a web browser. If your website CMS doesn't allow svg file uploads, a high-quality png file is the next best thing.

When uploading png files to your website make sure they're optimized for the web. Image optimization means making your file size as low as possible while maintaining good quality. Large image and file sizes can make your website load slower. You can use the free tool TinyPNG to reduce your png file sizes and make your website load faster.

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