GUIDANCE NOTE ON DONOR VISIBILITY

Introduction

The multidonor Avian and Human Influenza (AHI) Facility is required to ensure that that each of its grants is visibly associated with the individual donor entities involved. This recognition is mandated by the Visibility Clause within the Administration Agreement, signed by each of the ten donors that have pledged funds to the AHI Facility. As cited below, this Clause is very generic in nature, so the purpose of this guidance note is to emphasize the importance of consistent adherence to the spirit and letter of the Visibility Clause, and to provide samples of ways to achieve compliance.

The Visibility Clause

Paragraph 9 of Annex 2, which is appended to each donor agreement, reads as follows:

The Bank will make every effort to ensure that publications, training, programmes, seminars or symposia financed under the AHI Facility or its Trust Funds, and all press releases or other information materials issued by the Bank with respect to the AHI Facility or its Trust Funds, shall clearly indicate that the activities in question have received funding from various donors. A common logo will be developed that includes the flags or logos of all donors to AHI Facility or its Trust Funds.

The Facility’s Logo

The logo displayed above was created to conform to the Visibility Clause. It has been used on the Facility’s external website since May 2006, and has appeared on all reports, notices and formal correspondence with donors and organizations such as FAO, WHO, UNSIC, and OIE. A high-quality version of the logo is being distributed to recipients of this Guidance Note. As the most obvious representation of the Facility and its donors, the logo should always be displayed on documentation related to activities, including seminars and conferences, funded by the Facility—whether or not distributed to the general public. Task managers should also make it available to recipient government officials, who, in turn, should be encouraged to use it prominently and as appropriate in their own publicity and operational material. Moreover, even if it is known which donor or donor(s) are the specific source(s) of funds, all grants should be treated as coming only from the Facility itself.

1 See http://www.worldbank.org/avianflu/facility
2 The European Commission, the United Kingdom [DFID], Australia [AusAID], the Russian Federation; the People’s Republic of China, India, the Republic of Korea, Iceland, Slovenia and Estonia
Local Publicity Opportunities

In addition to use of the logo, Bank field staff are urged to take all appropriate measures to ensure that Facility-financed activities are well-covered by local print press and electronic media, and that all related publicity material, official notices, reports and publications explicitly acknowledge the Facility and its donors either as the source or one of the sources of funding received—as the case may be. To the extent that it can be done, this same standard applies to materials, press releases and interviews from the recipient. Provided below is standard text suggested to describe the Facility for use by those who prepare publicity material:

The Avian and Human Influenza Facility is a multidonor, grant-making mechanism supported by the European Commission and eight other donors.

Ceremonial Events

At signing ceremonies and similar publicity events, the Bank’s locally-based staff are expected to foster the attendance and participation of local donor representatives and/or relevant embassy staff in a manner that provides due recognition to their donor status. Grant recipients should take the lead in organizing such ceremonies, and whenever possible, recipients should issue the formal invitation to attend. It is understood that such ceremonial events should be alerted to the media and publicity outlets referred to above.

Visibility from Headquarters

Locally-based Bank staff are requested to forward copies of all visibility material, such as press releases, newspaper and magazine articles, and photographs (including descriptive captions) to the following address:

    AHI Facility Administrator
    Mail Stop H 3-305
    Manager, Program Management and Administration
    Global Partnership and Trust Fund Operations (CFPTO)
    Concessional Finance and Global Partnerships VPU

This information is highly useful at Headquarters for creating press releases, external and internal web feature stories, reports to donors and content to the Bank’s external website. Moreover, all press releases, whether drafted at Headquarters or in the field, must receive clearance from EXTCC (David Theis), HDNOP (Philip Hay) and CFPPM (Omar Hayat).

As funding requests are approved, examples of visibility materials are growing. One illustrative early example is attached. The press release was developed at Headquarters with input from Lao PDR country-based staff in early August 2006. Country-based staff sent photographs of the signing ceremony to CFPTO about one month later, and CFPTO included the photographs in the first Quarterly Report to the Facility’s Advisory Board.

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3 For electronic forwarding, please send to: mailto:ohayat@worldbank.org
4 See http://www.worldbank.org/avianflu
5 Omitted from this copy, as this information was annexed to the First Quarterly Report to the Board.