

**Agenda Item: Branding and Charter - Identity Initiative update**

**Summary:**

The below gives an update on the Identity Initiative (Charter and Rebrand) process.

*Charter update:*

Charter of Values process is commencing with selection of a Guiding Group to support the development of the process and to guide the consultation and development process.

*Global Rebrand update:*

Rebrand Committee Members have been selected, first meeting took place in January.

Terms of Reference for creative agency is live; the aim is to prioritize an agency from the global south, and to have the agency on board by the end of February.

Initial in-person Charter and Rebrand Oversight Group being scheduled in March with the Charter Guiding Group and Rebrand Committee. Supported by Planned Parenthood Association Thailand and to include initial consultation.

**Action Required:**

- The Board to note these updates; including noting the candidates of the Charter Guiding Group and the Rebrand Advisory Committee.

## **Charter of Values and Rebrand Update**

Since the General Assembly, the excitement and engagement around the Identity Initiative (Charter of Values and Rebrand processes) has developed and work planning to take the processes forward has begun.

For the Charter, the most formative agreements over the past two months have been related to the problem statement and the relationship between the Charter and Accreditation.

Discussions with the Secretariat have helped further refine the problem that IPPF is trying to solve; ensuring a strengths based approach that will help guide the process and define success:

The IPPF Federation will be strengthened by a unified set of values to guide its work; bringing forward a diversity of views across the Federation that define what being an IPPF member represents, ensuring critical agreement on key sexual and reproductive rights issues, and bringing clarity on the role of Member Associations (MAs) in taking proactive positions.

IPPF's work is guided by human rights frameworks, science and medicine and good governance. There is agreement that the Charter will sit above the Accreditation process and act as a "foundational document" that acts as a southern star, one that guides and frames all aspects of IPPF's work. In this way, MAs will be required to sign up to the Charter, but it will not be viewed as a formal compliance mechanism, (except potentially in the case of an MA acting directly against the values in the Charter).

The work of the Charter will be driven by the Guiding Group. Comprised of 14 members representing all regions, perspectives and generations, this Group will play a central role in shaping the Charter, guiding its evolution and responding to the feedback received through wider consultation and dialogue. Applications are currently being received and we anticipate a dynamic and engaged group with 30% of participants being young people, and representation from those working with or representing marginalised or excluded communities and at the grassroots. To link together the MAs and Secretariat, and breakdown siloes related to governance or hierarchy, the DLT proposed two representatives from the Board of Trustees and some external partners prepared to disrupt a Federation to sit on the Guiding Group.

Once the Guiding Group has their first meeting in March, consultation plans will be finalised. We are anticipating an iterative consultation process (on-line and face-to-face) to gain inputs from a wide range of MAs, including youth, service staff, and community organisers from priority populations accessing services, and Secretariat staff.

The final outcome from this process will be a unified set of values that capture IPPF's bold and progressive identity and acts as a bedrock for its work, balancing the independence of MAs with the need to strengthen its global identity.

For the Rebrand, the major achievements following the General Assembly were the finalisation of the Rebrand Committee and the Committee meeting. The Rebrand Committee has been confirmed with the following members:

- Nyadjo Yombo Armel, Director of Programmes, Cameroon National Association for Family Welfare (CAMNAFAW)
- Ammal Awadallah Executive Director, Palestinian Family Planning & Protection Association (PFPPA)
- Dawn Laguens, Chief, Global Strategy and Innovation, Planned Parenthood Federation of America, Planned Parenthood Global, Planned Parenthood Action Fund
- Carl Osvald, Director of Communications, RFSU
- Marta Royo Executive Director, Profamilia Colombia
- Dr Kalpana Apte, Executive Director, FPAI
- PPAT to confirm.

Composed of MAs with strong brand presence, the Committee will be ensuring that discussion retain a focus on external audiences and brand, and build on the successes of the brand to date. Nothing brand-related is off the table for this group, up to and including the name of IPPF itself. We are excited to have their expertise on board and will be working with them closely through monthly meetings guide and support the evolution of our brand.

Further, the terms of reference for the creative agency that we will be contracting to support this process is live and available in IPPF's core languages; we will be prioritizing agencies based in the global south. We hope to have the creative agency on board by the end of February. The recruitment for the global rebrand lead is also underway.

The next major milestone for the Identity Initiative is the in-Person IPPF Charter and Rebrand Oversight Group Meeting

In March 17-19, the Oversight Group, Charter Guiding Group, the Global Rebrand Committee and the Planned Parenthood Association of Thailand will meet in Bangkok to:

- Gain alignment on expectations and challenges of the Charter and Rebrand
- Test-run consultation with PPAT and community organisations (as relevant) as the first point in the consultation process
- Connect with and be inspired and guided by MAs and community organisations.

The outcomes of this meeting will both frame the work plan as well as provide an initial baseline for the Charter work.