

Agenda Item: Branding and Charter - Identity Initiative update

Summary:

Consultations have started with a kick-off meeting of the Charter Guiding Group and Rebrand Committee and a recent day-long consultation with Planned Parenthood Association of Thailand. Dialogue with MAs and Secretariat staff continues. There is strong consensus around key values, with values such as transparency, love/compassion, diversity/inclusion, bravery, passion, empathy, flexibility, adaptability, partnership and accountability being shared across many consultations.

IDEO have been contracted to work with MAs on the global rebrand and a youth engagement plan has been developed and will be launched in the coming months.

Action Required:

- The Board to note these updates.

Charter of Values and Global Rebrand Update

Since the March update to the Board of Trustees, the Charter of Values has moved into its initial consultation phase, gathering input and feedback from the Charter of Values Guiding Group, Rebrand Committee, IPPF MAs, community organisers and Secretariat staff on the shape and content of a Charter of Values.

By far the highlight from this period was hearing the enthusiasm and passion for IPPF and defining its values. Through creative workshops, art exercises and scavenger hunts, participants have had the space to answer the question "who is IPPF, and who do we want to be". There has been overwhelming consensus on the core values for IPPF – pictured as a world cloud.

There was consensus on the importance of defining what the final values mean to ensure they are actionable and that IPPF is held



accountable for them. There is also consensus emerging around the need for all MAs to follow the values, but still have the space to respond to local context and their independence.

These consultations resulted in some challenging conversations needing further reflection. One that sticks out is what it means to be "brave" and how we live that value in different contexts - and what it looks like. How should "brave" MAs balance service provision with activism, and who defines what "bravery" is? There was also an exploration of the very different nature of MAs - some identify as feminist, other as service delivery, some are close partners with the government, others are not. This was flagged in the exploration of the value of "partnership" with participants sharing the importance of being in partnership with diverse stakeholders - including governments. Understanding this diversity in practice, and then coming to a conclusion about what it means for values and action will be a strong part of the conversation going forward. These findings will inform the global rebrand.

Activities from this period include:

- Confirmation of the Charter Guiding Group with Rosa Tchonang and Santiago Cosio appointed at the last BoT meeting.
- Discussion over 2.5 days with the Charter of Values Guiding Group and the Rebrand Committee exploring what a Charter of Values is, how it fits into IPPF's structures and systems, and some of the major questions including enforceability, red lines and how much detail a "Charter" should have.
- A day-long consultation with the Guiding Group, Rebrand Committee, Planned Parenthood Association of Thailand and external partners, where we defined what values are, how they work in practice and what IPPF's values should be. We also tackled some more challenging questions like how to balance the different identities and contexts of very diverse MAs, and how much IPPF's brand and influence should extend to the national level.
- Two Federation-wide webinars, and a consultation with Pacific MAs, where participants were invited to define values through art and then unpack what they mean in practice. Through exploring the real-life implications of values such as diversity and inclusion, partnership and flexibility, we gained a real insight into how these values need to operation both internally to the Federation as well as externally in its care delivery.
- Other outreach included the development of an Identity Initiative-focused page on the MA Forum (<https://ippfmaforum.org/charter-of-values/>) with video and outcomes from all consultations, an announcement to draw traffic to this work in the IPPF-wide newsletter and a Federation-wide baseline survey.
- The Rebrand Advisory Committee oversaw the engagement of an external agency to lead the Global Rebrand. After a competitive process IDEO have been contracted and will work in lock step with the Identity Initiative team to ensure a compelling and fresh global brand that is resonant with the moment.

- Development of a youth engagement strategy, which includes a range of consultations across constituencies and the inclusion of young people in the work of the creative agency leading the Rebrand. We are currently finalising a youth engagement framework to guide the participation of youth, to ensure a coordinated and ethical approach to partnering with young people in moving the identity Initiative forward.
- As we kick off our series of consultative webinars, youth representatives are scheduled to set the scene for virtual participants as speakers giving opening remarks.

Over the next period, we will:

- Begin the implementation of the youth engagement strategy
- Undertake further on-line consultations with MAs and Secretariat staff
- Host the next in person Charter Guiding Group and Rebrand Committee meeting
- Refine further plans to consult either face-to-face or remotely over the coming months.
- Begin consultation with MAs on the global rebrand, led by IDEO