

IPPF Charter and Rebrand Meeting Report

Accra, Ghana, 13 – 15 March 2023

INTRODUCTION

The Charter of Values Guiding Group and the Rebrand Committee in Accra, Ghana. The Global Rebrand objective of the meeting was to:

- Share the learnings from the Research and Co-Creation phase
- Present the three brand directions and provide a recommendation for one brand direction

To support these objectives, an update on the process across the year was shared, including methodology and consultations. The three-day in-person meeting included a field visit to Planned Parenthood Association of Ghana and a shared dinner.

Attendees

IPPF Board of Trustees

- Kate Gilmore, Chair of the IPPF Board of Trustees
- Rosa Ayong Tchonang, IPPF Board of Trustees

Rebrand Committee:

- Nyadjo Yombo Armel (Cameroon National Association for Family Welfare (CAMNAFAW))
- Carl Osvald (RFSU)
- Joel Eklou (ATBEF Togo)
- Ammal Awadallah (Palestine Family Planning and Protection Association) – remote participation

Charter Guiding Group:

- Sihara Liyanapathirana (IPPF South Asia Regional Office)
- Ngo Songo Winnie Ntumba (Cameroon National Association for Family Welfare (CAMNAFAW))
- Alessandro Zambrano (INPPARES Peru)
- Ammal Awadallah (Palestine Family Planning and Protection Association) – remote participation
- Adriana Carrillo, Board Member, (RedTraSex) – remote participation

Secretariat Charter and Rebrand team

- Mina Barling, IPPF Director External Relations
- Heather Barclay, Charter of Values Co-Lead
- Renee Sewe, Rebrand Lead
- Yemurai Nyoni, Charter of Values Co-Lead
- Isabella Lewis, Charter of Values and Rebrand Project Manager

- Emily Sadeghian, IDEO.org
- Joan Encarnacion, IDEO.org

Apologies

- Alvaro Bermejo, Director General IPPF (consulted prior to meeting)
- Jon Lomoy, IPPF Board of Trustees (consulted prior to meeting)
- Dr Kalpana Apte (FPA India)
- Nanthakan Woodham (Planned Parenthood Association of Thailand)
- Dr. Waimarama Matena (New Zealand Family Planning Association)
- Elshafie Mohamed Ali Hamed Mohamedali (Sudan Family Planning Association)
- Dawn Laguens (Planned Parenthood of America)
- Marta Royo (Profamilia Colombia)
- Ndiilokelwa Nthengwe

Two members could not attend due to prior commitments to Board meetings, one could not attend due to religious holidays, three members dropped out at the last minute due to unavoidable circumstances, and three members did not respond to the meeting invitation.

Attendance at the meeting in proportion to the committee members:

Rebrand Committee: 66% in-person and online, 50% in-person

Charter Guiding Group: 50% in-person and online, 50% in-person 33% in-person

Learning Share Out

The Session commenced with a detailed overview of the research methodology and tools. The team shared a breakdown of the regional consultations, as well subject experts spoken to. Next, the Rebrand team focused on sharing visual insights: the essential elements that people consulted envisioned the brand. The team next delved into the brand dynamics, which are areas of tension that make the brand dynamic and interesting. Three brand dynamics were presented with direct quotations to support each position.

- Unyielding advocacy and welcoming care
- Hard-earned legacy and adapting for the future
- Global standard and local flare

During the presentation, the team highlighted the alignment between the learnings and the emerging values from the Charter of Values.

The learnings from this phase formed the foundation for the three brand directions that would be presented later in the meeting.

There was feedback from some of the attendees on the progress made in a short time and the synthesis of the findings. The committee expressed their happiness with the inclusion of youth in the process.

There was a discussion about whether the findings were sufficient to act as a basis for the development of a disruptive and provocative brand. The Chairperson of the Board of Trustees questioned if the feedback that came through the process was too safe. There was a proposal to consider broadening the consultation with a stronger external engagement.

The committee members acknowledged the tension in balancing the global and local aspects of IPPF and emphasised the need for buy-in by the Member Associations into the process and ultimately the new Global brand.

Learning Share Out – The IPPF Name

After the break, the Rebrand team took the committee through the findings on the IPPF name. Noted was the methodology and limited scope of this discussion in the consultations. It was noted that further assessment would be required. The regional responses to the naming question were shared, with a spectrum of responses, showcasing a predominant preference for maintaining the status quo or leaning to a partial change with the acronym, while a smaller percentage expressed support for a complete rename.

The Rebrand team presented the three options with the advantages and disadvantages of each. The options were as follows:

- Retention of International Planned Parenthood Federation and acronym
- Utilisation of the acronym only with a new tagline
- Adoption of a new name

The naming discussion elicited varied responses. Several committee members expressed that our current name was limiting and constraining, as the work that the organisation carries out is much broader than family planning. Others advocated for emphasising the federation's work over its name. Conversely, concerns were raised about a potential feeling of disconnection resulting from a name change, noting that many Member Associations have "Family Planning" in their name. The Rebrand

team highlighted that several Member Associations have carried out their rebrands and removed Family Planning from their names. In addition, Member Associations would be not obliged or expected to change their names.

The importance of legacy, recognition, and the name were brought up. Further exploration and assessment of the topic was suggested. It was noted that the name IPPF was primarily recognised in the SRHRJ sector and thus there was greater flexibility in changing the name.

Concerning the acronym, it was highlighted that very few people know the acronym meanings of other organisations e.g. UNFPA, suggesting that a total name change would be preferable to using an acronym. The committee reviewed successful rebrands and the opportunity of the rename to address any negative connotations associated with the current name was underscored.

Some of the members were concerned about the timeline for the name change and further consultation with the Member Associations.

Naming Recommendation

Through the use of the creative tensions exercise that allows for a spectrum of responses and a thorough discussion, the committee provided a recommendation to change the IPPF name in spirit with a caveat of no agreed-upon timeline or necessary incorporation in the current rebrand exercise.

Brand Direction Presentation and Down selection

This session involved the presentation of three brand directions to the committee members. Posters of the brand directions were set up in the meeting room and the committee was walked through each of the options. There was a synchronous walk-through provided virtually for virtual participants.

Each brand direction was comprised of a logo, a brand story, a tagline, a brand personality, a colour palette, a typography, and a photography style. The posters also included applications/mock-ups of the brand direction to enable visualisation of the application of the brand direction.

The committee members were then provided with individual packets comprising the brand directions and a scorecard. They were requested to spend 10-15 minutes reviewing the brand directions individually and filling out the scorecard, after which a group discussion was held.

The discussion focused on the comprising elements of the Brand Directions:

Brand Story

There was strong consensus on a direction that emphasised IPPF as an organisation that advances sexual and reproductive rights across the globe.

It underlined the power of solidarity and community to make changes in all spaces and the wave and momentum of small actions adding up to a movement that impacts us all.

The story is anchored *on Sexual and Reproductive Rights are human rights*.

"This story is expressive and reveals what IPPF does and details that we don't find as much in A and B, so it is more impactful."

Visuals

The committee gravitated toward a dynamic and aspirational direction, highlighting how people define freedom, choice, and pleasure and celebrating all perspectives. It celebrates the chorus of voices that make up the federation.

People also appreciated the flexibility of a brand that can tone up and tone down in key moments.

"It's an organization where I can be heard and where my voice can have a voice as an individual."

"The other direction is what IPPF does. This is the world we want to create."

Emerging Tension - Balancing Individuality & Collectivism

While most committee members gravitated to a visual direction that was vision-aligned, their brand story preference was mission-aligned. The brand will need to balance individuality and collectivism. Collectivism is the vehicle to provide space for individuality. IPPF's value proposition as a global federation needs to be mirrored in the new brand.

Conclusion

The meeting provided feedback for a bolder and more disruptive new brand. There was a re-emphasis on broader external consultation. The two objectives were met with the learnings being shared and a recommendation from the committee regarding the brand directions. Some items remain decisions for the IPPF Board of Trustees, including next steps on the IPPF name recommendation.