

**Board of Trustees**  
**20-21 June 2024**

**Refers to  
agenda item 5**

**Agenda Item: Identity Initiative Update**

**Action Required**

1. The Board to note the list of new members of the Charter of Values Guiding Group and Rebrand Committee.
2. The Board to note the revised workplan of the Identity Initiative leading up to the 2025 General Assembly.

**Summary**

After an initial internal-facing phase, the Identity Initiative team turned its focus towards external experts and stakeholders. Insights gathered from select informants outside IPPF will enable the Federation to explore possibilities for a bold and more future facing direction for both Charter of Values and Rebrand.

The Identity Initiative team is now conducting a consultation with external interviewees with expertise in themes that have been identified as having the potential to significantly affect the Federations' member associations' clients and service provision in the coming decades.

Interviewees will address key intersections that signal the most pressing global shifts, including how IPPF will straddle the prevention *and* experience of a climate crisis; how we navigate opportunities and threats presented by AI, health and information technologies; and how we disrupt a polarised, extractive and violent political landscape where the super majority has rejected the West's legitimacy as a moral authority. Informed by the evidence from younger generations, interviewees will ensure IPPF's understanding of sexual and reproductive health, rights and justice is congruent to their experience, needs and aspirations. The consultation will ensure a diversity of voices and expertise.

### **A Renewed Charter of Values Guiding Group and Rebrand Committee**

The turn towards external expertise will be reflected in the composition of the Charter of Values Guiding Group and Rebrand Committee. The membership of the two committees is being refreshed to align with the outward-facing scope of this phase of the Initiative, as per the resolutions of the November 2023 and March 2024 BoT meetings.

New members are being recruited according to their expertise. Both committees have retired members who have not been active and whose representative mandates have changed, to accommodate the introduction of new members. The refreshed Rebrand Committee and Charter Guiding Group will advise the Federation in the development of a revised charter and new brand directions (including considerations for a rename).

The identities of proposed new members of the Charter of Values Guiding Group and Rebrand Committee will be shared at the meeting.

### **A Revised Consultation Approach**

The revision of the charter and brand directions will be conducted primarily through key informant interviews, focus group discussions and online workshops with external experts. The Identity Initiative team will engage external stakeholders that include experts from academia and global organizations as well as representatives from interest groups, including feminist groups, sex workers' collectives, LGBTQIA+ groups and environmental defense organizations, with a particular attention to including a significant number of youth voices.

Experts will be invited to share possible directions for the evolution of the subjects of their expertise and how they intersect with and impact IPPF member organizations and the populations they serve.

Enriched by these consultations, new drafts of the Charter of Values and Rebrand will be presented to the MAs in the following phase for an iterative review process.

### **A New Creative Agency**

In recognition of the need for the new brand to speak to a new generation, resonate with the global majority, and position IPPF in the ever-changing landscape highlighted by the above-mentioned thematic areas, a new creative agency shall be recruited. The agency shall collaborate on the external consultations, carry forward the design work and commence the IPPF rename research and development process.