



QUICK GUIDANCE ON SOUTH-SOUTH AND TRIANGULAR COOPERATION COMMUNICATIONS MATERIALS



World Food
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WHERE WE STAND:

Since 2015, WFP has increasingly stepped up its commitment to brokering South-South and Triangular Cooperation (SSTC) and is now considered among the United Nations entities that have made the most progress towards mainstreaming SSTC in 2021.

Recent years have shown that country demand for leveraging SSTC as an innovative and low-cost mechanism has significantly increased as demonstrated by the WFP SSTC Policy update consultations.

WHY:

In view of the increasing demand, WFP's recently approved SSTC Policy Costed Implementation Plan states, there is a need to further position SSTC as a vital agenda internally and WFP as a broker and facilitator externally. The full potential of SSTC can only be deployed if all corporate layers are aware of how it contributes to WFP's mandate, while advocacy will help external stakeholders access WFP's support to SSTC in an informed manner.

HOW:

To address this need, the below SSTC Comm guidance aims to provide SSTC practitioners, including WFP colleagues in regional bureaux (RBx) and country offices (COs), with detailed information on what types of SSTC communications materials can be used to give further visibility to SSTC initiatives/projects/activities and what are the key elements for considering it as SSTC comm product. In addition, this guidance complements WFP's corporate guidance on communications development by providing a SSTC lens.

THE SSTC LENS: WHAT TO CONSIDER WHEN DRAFTING SSTC COMMUNICATIONS MATERIALS

Key Messages

Prior to developing communications materials, it is important to have a plan for what you want to develop and for whom, some questions that may support this include: What format do I need (story, video, etc.)? Who do I need it for? What do I want my audience to do as a result of seeing/reading this? What is the best time to produce and disseminate this asset? Is there an event that is connected to this communications material?

When drafting SSTC communications materials, it is essential to consider **Voice and Tone**. When bringing visibility to **SSTC initiatives** it is **important to convey to the audience that SSTC is a cross-cutting, cost-effective, adaptable, results-oriented, and demand driven mechanism.**

Some important elements to remember when drafting SSTC communications materials¹:

- An initiative or project cannot be categorized as SSTC without engaging with two or more governments from the Global South.²
- The solution, experience, technology, etc. from the SSTC initiative should be **government owned**, making an important difference between SSTC and Country Capacity Strengthening at WFP, where the latter focuses on sharing WFP-owned expertise, solutions, technology, etc.
- When drafting SSTC visibility materials, sharing WFP's role as SSTC facilitator is valuable but it is important to put the **focus on the perspective of governments and direct beneficiaries**.
- As SSTC is cross-cutting, often videos and photos depict the thematic area (school feeding programmes, nutrition, etc.) rather than the SSTC element of the initiative/activity or project, therefore, there is a need to **show what makes it a SSTC project and the modality used** (e.g., in-field demonstrations, study tours, peer learning events, regional collaborations, etc.).
- If an SSTC project/initiative/activity is being conducted but you are unable to go to the field to collect materials/conduct interviews with people who are benefiting from this activity, you may also consider interviewing WFP or government staff with the lens of seeing how the SSTC initiative/activity/project has progressed since the start and its **impact on the ground**. Some questions you may ask, where feasible, include:

1 For more information on what SSTC is and how it can be used see the WFP [SSTC Fast Facts](#).

2 South-South cooperation is "a process whereby two or more developing countries pursue their individual and/or shared national capacity development objectives through exchanges of knowledge, skills, resources and technical know-how and through regional and interregional collective actions, including partnerships involving governments, regional organizations, civil society, academia and the private sector, for their individual and/or mutual benefit within and across regions. Triangular cooperation involves Southern driven partnerships between two or more developing countries supported by developed country(ies) or multilateral organization(s) to implement development cooperation programmes and projects."

How has the expertise/knowledge/technology shared been adapted to the local context?

Was the method embraced from start to present?

Was the method innovative/sustainable?

Do the stakeholders see value in the project?

What challenges arose during the project? Are you still facing these challenges?

What is being done to mitigate challenges?

What have been some key lessons learned/good practices that have resulted from the project?

How has the project impacted beneficiaries' lives so far?

What impact has the SSTC project had in the partner country so far?

What are the next steps?

- WFP's standard is to gather informed consent for all stories/images wherever possible used anywhere in the organization. Any stories and/or images where individuals featured are identifiable must have **consent from the contributors** (beneficiaries/people we support as well as staff, partners etc). The consent form should be in two versions: written consent and verbal consent witness forms. Before gathering any content, you may reach out to CAM's Creative, Content and Branding team at hq.creativecontent@wfp.org if you have any questions on gathering content.

- Particularly for external audiences, before publishing/disseminating make sure to share materials with relevant focal points for approval, have consent forms, use reader-friendly language that is not too technical, and spell out acronyms that external audiences may not already know. In addition, double check that the information provided is not sensitive.



WHAT ARE THE SSTC COMMUNICATIONS MATERIALS:

Human Stories (e.g., Case Studies)

Short story of a person(s)/household(s) whose life has been impacted in view of the SSTC project. This should include direct quotes from the people we serve and be told from their perspective.

To take a more “people-centred” approach it is important to remember that these people are multi-faceted human beings and more than the conditions in which they live, rather than just “beneficiaries” who exist in relation to WFP.

Take time with interviews and capture authentic quotes, emotions, and impressions, as well as details like what the place looks like, sounds etc. Remember that less is more: it's better to get one strong story than three average ones.

A **SSTC Human Story or Case Study** takes a more informal tone and includes a personal perspective from beneficiaries, government counterparts, and/or WFP staff on the ground.

To include the SSTC lens please consider the following in addition to the corporate template:

Beneficial to also interview government counterparts to understand the impact/effectiveness/ value of collaboration with WFP. These can be included in the ‘additional interviews’ section of the case study template.

How was SSTC leveraged to make impact?

How has the expertise/technology/ knowledge etc. shared been adapted to the local context?

How has the expertise/technology/ knowledge etc. shared impacted the direct beneficiaries?



Please consider also highlighting the following information:

Area/region of the country;

What challenge was the SSTC project addressing;

People/partners/governments involved;

How the project impacted their lives;

Type of activities carried out prior to the project;

Skills learned/ improved through the project;

Describe the changes in people's lives/ activities using detailed indicators;

Describe the sustainability factor of the project/initiative when feasible.

POTENTIAL QUESTIONS TO THE BENEFICIARIES:

- **What was the situation before the project?**
- **What is it like now?**
- **What is the increased income enabling farmers to do?**
- **Was it easy to learn the new techniques?**
- **How did they learn?**

HIGHLIGHT THE IMPACT:

Ideally, CO colleagues should aim to interview the same beneficiaries before and after the project/initiative/activity to assess the impact on the ground.

TIPS:

Do not consider the person only as a beneficiary of a specific SSTC initiative. During interviews try and establish a human connection and get to know the person to the extent possible.

SSTC Country Fact Sheets

All fact sheets and case studies should be produced using the WFP corporate templates.

A **SSTC Country Fact Sheet** focuses on the details of a SSTC initiative/activity/project. Addressing the challenge that was faced, the partners, WFP's role, a detailed solution and how it was adapted to the local context, how SSTC was leveraged to further impact, and the way forward. When creating a country fact sheet, based on the SSTC project/initiative, please include:

Timeframe of project, even if approximate;

Government/partners involved;

Main objective;

Areas of cooperation;

Main SSTC activities/modalities;

Key lessons learned/takeaways;

Main results achieved with detailed indicators;

Development solution(s) shared and how SSTC contributed to a successful outcome;

Way forward/next steps.

JUST AS AN EXAMPLE, PLEASE SEE THE WFP-MARA GLOBAL SSTC INITIATIVE 2023 STRUCTURE OF THE SSTC COUNTRY FACT SHEETS:

- **Development challenge and the SSTC solution**
- **SSTC partnership with the Ministry of Agriculture and Rural Affairs of China (MARA)**
- **Key SSTC results achieved**
- **Next Steps**
- **Testimonials**

News Media

News releases are issued to the media and other targeted publications for the purpose of informing the public of important developments in WFP's operations, announcing new initiatives, or highlighting significant issues and achievements.

The aim is to raise awareness of WFP's work, ideally by garnering positive and widespread media coverage.

News articles should be similar to SSTC beneficiary story requirements. News articles may also be used for the WFPgo homepage, SSTC Quarterly Newsletter, also, external channels may be explored as well, such as Medium.

Printed Materials

Wherever feasible, and subject to WFP corporate guidelines, some printed materials such as **one pagers, t-shirts, water bottles**, etc. could be produced for distribution at internal and external events, noting WFP's policy to reduce waste.

Where possible, we encourage the use of QR codes to support WFP's sustainability efforts by cutting down on paper consumption and reducing carbon footprints and impact on the environment.



High-Resolution Photos

Key requirements of the photos for each SSTC project/initiative/activity, where feasible, are:

Set digital cameras at full resolution and deliver photos in full resolution, non-compressed JGP format.

A good mix of landscape/portrait (landscape is best for use on wfp.org) and close, mid and wide shots, including shots of people looking directly to camera, and candid shots looking off camera.

Aim to get a variety of shots: subject centered, left of center, and right of center for use in a range of mediums, including with text on one side.

Photos should contain an obvious link to the SSTC element of the project, for example:

- Capturing both country representatives in discussions.
- Capturing in-field events, such as study tours that visit the field, in-field demonstrations, etc.
- Projects will have an operational or thematic focus, remember to include the SSTC element in addition to the focus. Just as one example, photos may include school children benefitting from a school garden and the expert from the partner country who shared the knowledge together in the photo.

It is important to illustrate the impact and activities of the project by going on location, when possible;

Try to take images of people who are performing tasks related to the SSTC modality used;

The background should always be interesting, relevant and appealing;

Take some wide-angle images to include the surrounding environment, giving an overall impression;

Photos should include detailed captions and be uploaded to WFP's Multimedia Hub following the metadata guidance. The caption is the key to unlock the story behind the photo.

- Every caption should answer the questions used by journalists: WHO is in the picture; WHAT are they doing; WHY does it matter; WHEN and WHERE was it taken; the caption should also CREDIT the photographer and carry copyright information.

High Quality Videos

All SSTC videos should be in alignment with the corporate guidance. When filming a person or family who has benefited from a SSTC activity, please **plan your shoot to capture the whole sequence of events**, to visually tell the story (e.g., farmer at work, receiving training, showing what the increased training and income has made possible, going home, cooking and eating with family).

For SSTC, it is important to highlight the partners of the initiative/project, WFP's role, objective/impact of the project, any innovative or sustainable elements, and the way forward/next steps. These videos may also serve to expand and diversify SSTC partners and funding.

SSTC videos could be for the purposes of training, visibility or advocacy. When developing videos for any of the forementioned purposes, please refer to the key requirements of SSTC photos.

The objective of SSTC videos will differ for internal vs. external audiences:

1) **For internal audiences**, videos may be less formal, longer, **more technical and often may be “training” videos**. But it is important to also have internal advocacy for the benefits of SSTC initiatives.

In this case, more in-depth interviews with direct beneficiaries and government officials may be developed. This may cover information that may be externally sensitive, but important to share with WFP colleagues to show the full picture of the SSTC activity/initiative/project.

2) **For external audiences**, videos need to be aligned to corporate branding and communications guidance. These videos should be for visibility and advocacy purposes and provide a clear and concise view of the project with emphasis on the importance of leveraging SSTC to address a local challenge. Hearing from “voices from the field” (e.g., direct beneficiaries, WFP staff on the ground, government counterparts, partners, etc.) are most important for these videos rather than technicalities of the project (e.g., avoid jargon and technical language).

Footage uploaded to WFP's Multimedia Hub should include a basic video log (for b-roll) to identify the shots and stories and translated transcripts with timecodes (for filmed interviews), following the metadata guidance. B-roll should be compiled into one single file before upload (same for interview clips).

WHAT TO INCLUDE IN THE SSTC VIDEO:

Ensure that the country that is learning from the SSTC exchange and the country that is sharing its knowledge/technology, etc. both represented in the video.

The aim is to show both the value of the solution/learning, and the impact in the local context it is applied to. The SSTC exchange is the key element (e.g., having SSTC experts talking to local beneficiaries).

DISSEMINATION OF THE SSTC COMMUNICATIONS MATERIALS

After having drafted these WFP corporately aligned communications materials that include the SSTC lens, the next step is dissemination. Please ensure that all materials are shared with the SSTC Unit in HQ for support in dissemination.

The SSTC Unit will be happy to share materials on applicable channels, for more information please contact sstc.global@wfp.org.

We also encourage you to utilize your respective channels and develop a communications plan that provides visibility over time and for both internal and external audiences where applicable. For example, we suggest getting in touch with internal communications units for visibility on WFPgo and with the social media team for distribution on WFP's global channels.



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