

# PHWP BRANDING PRINCIPLES

## DRAFT FOR CONSIDERATION BY PROGRAM GOVERNANCE COMMITTEE

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### Background

1. The Pacific Humanitarian Warehousing Program (PHWP) is a collaborative, multi-partner program supporting 14 Pacific Island countries and Timor-Leste to strengthen disaster preparedness and build resilience by enhancing sovereign capability in humanitarian warehousing and supplies management capability.
2. Development partners, including Partners in the Blue Pacific (PBP) and France, are collectively contributing approximately AUD110 million over eight years from 2023-2031. The Pacific Community (SPC) will lead implementation spearheaded by a PHWP Program Management Office and will be supported by an Infrastructure Specialists Unit (ISU) responsible for developing warehousing infrastructure options responsive to the unique context, needs, and challenges of each country.
3. PHWP will be underpinned by three thematic priorities – Gender Equality, Disability and Social Inclusion (GEDSI), Localisation, and Green Humanitarian Action.

### Assumptions

4. Due to the complexity of PHWP, including the bespoke requirements of development partners, partner countries and implementation arrangements, there are a number of perspectives and contexts that have been considered in the development of a PHWP brand and strategic messaging. Below is a set of key assumptions around branding that have emerged as a result of Pacific and partner consultation and engagement:
  - a) To centre Pacific leadership of the program and national and regional adoption, that recognition of national ownership, leadership and sovereign capability to be pivotal in any recognisable brand.
  - b) To foster integration with existing and evolving regional architecture, PHWP branding will need to consider alignment with the values and intent of agreed regional instruments including the Pacific Quality Infrastructure Principles and the 2050 Strategy for a Blue Pacific Continent. Core tenets include mutual respect and responsibility, shared knowledge, coordination, and cooperation.
  - c) To be effective in communicating across key program pillars (warehousing infrastructure, supplies, warehousing systems, and program management), a single, unified concept is required that identifies the program as a whole.
  - d) To remain relevant over time branding must be inclusive and adaptable to all contributing development partners, including SPC and France.
  - e) To represent the breadth of preparedness capabilities that will be developed through the program, beyond the physical infrastructure components, branding must assist in establishing recognition for the broader intended impact of the program to get countries ready to respond to disasters increasingly independently and sustainably.
5. Practical branding requirements include:
  - a) Assisting Pacific and development partners to communicate the program to a range of stakeholders, inc. government ministries, regional humanitarian actors or affected people.

- b) Collectively reference development partners for administrative purposes such as posters, reports and on other public materials.
- c) Appropriately labelling physical program elements e.g. supplies and warehouses to reflect the bespoke national outcomes from PHWP.

**Proposed Principles**

- 6. Proposed program principles to underscore the design of program-level branding:
  - a) Centrality of Pacific Island countries and Timor-Leste, recognising their national leadership and sovereignty
  - b) Alignment to existing regional principles and architecture
  - c) Inclusive branding that can accommodate partners now and as the Program evolves.
  - d) Recognition of the contribution of the Partners in the Blue Pacific
  - e) Equal acknowledgement of development partners contributions

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