



**The
Pandemic
Fund**

Protocol for Communications Related to the Pandemic Fund Projects

This document is intended for all Pandemic Fund project teams (Beneficiaries, Implementing Entities, and Delivery Partners).

All communications, content production, and media outreach concerning the Pandemic Fund grants and their implementation by the Pandemic Fund's project teams should be conducted in consultation with the Pandemic Fund Secretariat.

Protocol for the Pandemic Fund visibility

To ensure clarity and a cohesive voice, the project teams and the Pandemic Fund will jointly craft and distribute communications materials.

These materials encompass press releases, photo and video packages, and stories that emphasize progress toward greater pandemic prevention and preparedness. It is imperative that these materials explicitly reference the Pandemic Fund and adhere to the Pandemic Fund's branding guidelines.

Project teams should identify a communications focal point to work with the Pandemic Fund's Secretariat. The communications focal point is encouraged to share key dates and important information about the program, impact stories, and visual content (photo and video). The Pandemic Fund will showcase these materials on its communications platforms, attributing all contributions as appropriate and aligned with its **branding and style guidelines**.

The Sr. External Affairs Officer at the Pandemic Fund Secretariat should be the first point of contact: Anita Rozowska, arozowska@worldbankgroup.org | (202) 472-4782

Important documents: [Branding Guide](#) | [Logos](#)

Communications may include:

- Press releases and announcements
- Grant signings and related events
- Press conferences
- Media interviews
- Public information materials (brochures, factsheets, posters, banners, etc.)
- Videos
- Stories
- Publications
- Seminars, symposia, training programs, workshops, and other types of events.
- Social Media
- Websites
- Email newsletters

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Project launch and other key dates

Project teams should notify the Pandemic Fund Secretariat about launch dates and other key dates so they are aware and can coordinate any joint communications.

Key Announcements

Project teams may choose to issue a press release for the announcements about their project. If they decide to do so, they are responsible for drafting the press release and sending it to the Pandemic Fund's Secretariat for review. Whenever appropriate, the Secretariat will provide a quote on behalf of the Pandemic Fund.

Grant Signings

If project teams are planning a public grant signing ceremony, the Pandemic Fund Secretariat should be informed and invited to attend. If the Pandemic Fund participation is not possible, the Secretariat may still provide a written statement or a quote to be included in a press release.

Media/Press

The Pandemic Fund Secretariat should be consulted on plans for any media outreach about a Pandemic Fund project. If there is a communications plan with a timeline, events, products, etc., the plan should be shared with the Pandemic Fund Secretariat, which will strive to support selected activities.

Publications

The project team should inform the Pandemic Fund Secretariat about any planned publications, such as studies, brochures, factsheets, flyers, around a project funded by the Pandemic Fund. These should be branded with the Pandemic Fund logo and other partners' logos as appropriate. Drafts of the publications should be shared with the Secretariat prior to being finalized.

Videos/ Audiovisuals

If the project team produces a video or other audiovisual products to showcase a project funded by the Pandemic Fund, they should inform the Pandemic Fund Secretariat before the product is finalized. The Pandemic Fund logo should be included and adhere to branding guidelines. The Secretariat will support the dissemination of the videos among its networks.

Social Media

For effective social media communication, the project team is encouraged to coordinate with the Pandemic Fund. This involves sharing key messages, updates, and visual content for promotion on social media platforms. The Pandemic Fund will collaborate to amplify these messages.

All social media about the project on X (former Twitter) should tag the Pandemic Fund's X/ [Twitter](#) account.



Other Digital Properties (Website, Email, etc.)

All content related to the Pandemic Fund on the project teams' website and in email communications should adhere to the Pandemic Fund branding guidelines and must include the logo. The project team is responsible for keeping this information up-to-date and relevant. Coordination with the Pandemic Fund Secretariat is essential for alignment with broader communication strategies and to ensure accurate representation.

Boilerplate Language (to be added to press releases, publications, and other communications materials)

About the Pandemic Fund

[The Pandemic Fund](#)—a multi-stakeholder partnership— was developed by the World Bank, in close collaboration with the World Health Organization (WHO) and other partners. It was established as a Financial Intermediary Fund at the World Bank in September 2022, [launched in November 2022](#) at the G20 meetings in Bali, Indonesia, and has come together to deliver financing at record speed. The Fund is an innovative addition to the international health financing toolkit, a first of its kind multilateral platform dedicated to making investments in pandemic prevention and preparedness in low- and middle-income countries. It has the flexibility to work through a variety of institutions, complementing efforts, drawing in co-financing, and promoting coordination on the ground; most importantly, it incentivizes countries to prioritize this agenda and increase their own efforts. The Fund's operating model involves collaboration with governments, the WHO, other United Nations agencies, Multilateral Development Banks, global health initiatives, private sector, philanthropies, and civil society.