

## **COMMUNICATION GUIDELINES OF THE POLISH CENTER FOR INTERNATIONAL AID FOUNDATION (PCPM)**

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The Polish Center for International Aid Foundation (PCPM) has been operating since 2006 as a non-governmental organization (KRS 0000259298) specializing in international aid, primarily in the following areas: emergency aid (providing medical and rescue assistance in natural and man-made disasters), humanitarian aid (assisting victims of natural disasters, crises, or conflicts), development aid (supporting social and economic development).

PCPM Foundation is a signatory to the Code of Conduct for International Red Cross and Red Crescent Movement and NGOs in Disaster Relief and operates in accordance with the principles of humanity, neutrality, impartiality, and respect for independence.

This document contains language and visual guidelines for communicating about the activities and projects of the Polish Center for International Aid Foundation (PCPM).



## General Principles of Communication Regarding Activities Carried Out in Cooperation with the PCPM Foundation

Within the framework of partner activities, we encourage the use of graphics and markings from the PCPM Foundation's Visual Identity System in your endeavors to highlight the value of cooperation and draw the attention of our audience.

The PCPM Foundation's graphic sign is intended for identification, information, and popularization purposes.

In the case of partnerships - assuming and understanding the fact that partners primarily represent their own companies/organizations - we encourage additional marking of activities with the PCPM Foundation logo in accordance with the Visual Identity System. Marking PCPM Foundation activities in jointly implemented activities is a good practice in cooperation and underlines the active role of PCPM Foundation in the partner's activities.

\*Guidelines for using the PCPM Foundation logo are included in Annex 1. PCPM Foundation Visual Identity System.

In case of questions, please contact the PCPM Foundation Communication Unit at [media@pcpm.org.pl](mailto:media@pcpm.org.pl) for guidance on specific logo-related activities.

**Note:** The requirement to use the PCPM Foundation logo is waived in cases where its visibility may pose a security risk.

Security is assessed locally by the partner, in collaboration with the PCPM Foundation.

## PCPM Foundation's Recognition

Documenting activities carried out jointly with the PCPM Foundation fulfills both a reporting function (tracking project progress) as well as an informational and popularizing function.

Stories and photos also play an educational role - showing the diversity of the world, but also the similarities between people from different regions of the world, cultural circles and nationalities, the challenges in different parts of it, global challenges, the network of connections and cause-and-effect relationships - how the situation in one part of the world affects other regions.

Well-told stories increase interest in humanitarian, development and medical aid, have an impact on funding, and ultimately help to expand aid activities.

Therefore, every effort should be made to ensure that the materials documenting (photos, films, graphics, leaflets, descriptions of activities) are visually attractive and aesthetically pleasing, so that they can be used in traditional media, on websites and in social media. The quality of the materials affects the attractiveness of the final message, thereby contributing to the greatest possible recognition of the PCPM Foundation and its partners in target groups.



Materials should be obtained and produced in an ethical manner. Audiovisual materials must be free from legal defects and should include consents to use the image of the persons appearing in them.

The PCPM Foundation's Communication Unit is at your disposal to determine the best possibilities and ways of collecting content and supporting partners with its own or external resources. If the partner plans to publish content on its own channels, the PCPM Foundation encourages informing about such activities. Communication allows for the assessment of the material, and possibly also for strengthening the effect, by using the Foundation's channels for wider promotion.

## Detailed Language Guidelines

Partnership with collaborating organizations is very important for the PCPM Foundation. Therefore, it is important that the language, narration, and ultimately the entire communication around the Foundation's activities are tailored as much as possible to the target groups.

## Principles of humanitarianism

In all communication activities, partner organizations/companies should be guided by the principles of humanitarianism, such as neutrality, impartiality, independence, and humanity.

- Avoid discriminatory, chauvinistic or offensive language.
- It is important to portray victims of conflicts and disasters with respect and dignity.
- The PCPM Foundation should strive for objectivity in reporting events and avoid bias.

When describing activities together with the PCPM Foundation, please use formulations such as: "In cooperation with/In partnership with/Together with/Jointly with... the Polish Center for International Aid Foundation."

In the case of social media, tag the PCPM Foundation's account(s) or add a link to [pcpm.org.pl](https://pcpm.org.pl).

Avoid stigmatizing language, jargon, patronizing phrases or outright post-colonial language. The language should be as balanced as possible.

**Example:** instead of "third world" we use "Global South, Global North"; instead of "disabled people" we write "people with disabilities", etc. In the case of gender and minority distinctions, the preferences of the described persons should be respected.

## Proper Names of PCPM Foundation Activities, Places, and Projects

The proper names of the PCPM Foundation's activities and projects must not be changed.



| ANGIELSKI                                          | POLSKI                                                                    |
|----------------------------------------------------|---------------------------------------------------------------------------|
| The Polish Center for International Aid            | Fundacja Polskie Centrum Pomocy Międzynarodowej                           |
| Poland Emergency Medical Team PCPM                 | Medyczny Zespół Ratunkowy PCPM                                            |
| Supplementary Feeding Center in Gordhim            | Centrum Dożywiania w Gordhim                                              |
| Tanzania-Poland Emergency Medical Training Center  | Tanzańsko-Polskie Centrum Szkoleniowe Medycyny Ratunkowej w Dar es Salaam |
| MEDEVAC HUB Jasionka                               | MEDEVAC HUB Jasionka                                                      |
| Fire And Rescue Training Centre, Kenya - Firetrack | Centrum Szkoleń Strażackich i Ratunkowych w Kiambu                        |

## Social Media Policy

Content published on social media should be reliable, substantive, visually appealing, and engaging.

It is important to use language on social media that is tailored to the audience, respects diversity, and avoids discrimination.

Monitor social media activity and, in extreme cases, respond to negative comments or information (racism, xenophobia, hate speech, pure hate).

The principle of zero tolerance for internet trolling, bots, fake accounts applies, which means that content that violates humanitarian principles, is offensive, contains curses, expressions of xenophobia, racism, anti-Semitism, chauvinism, violates human rights, should be blocked and reported to social media platforms.

Obvious violations, users who persistently do not comply with the rules - should be blocked. The Polish Center for International Aid Foundation is present on the following social media platforms:

**x.com:** @FundacjaPCPM, @PCPM\_Liban, @RatownicyPCPM

**Facebook:** @pcpm.int, @polandEMTPCPM, @PCPM.NGO

**Instagram:** @fundacjapcpm

**LinkedIn:** linkedin.com/company/pcpm---polish-center-for-international-aid

**YouTube:** Fundacja PCPM

To promote each other, scale the reach, we encourage you to follow, react, tag, subscribe to the above channels.



## Contact with the Media and Public Activity

Regardless of whether the organization is talking to the media, creating media content, or creating content on social media, humanitarian principles apply in communication: humanitarianism, independence, neutrality, impartiality.

The PCPM Foundation operates in many countries and cooperates with many entities, which in practice also means closeness to groups of people involved in conflicts.

## Non-negotiable Principles of Public and Media Statements Related to Cooperation with the Polish Center for International Aid Foundation

These guidelines define the principles to be followed during public and media statements related to cooperation with the Polish Center for International Aid Foundation (PCPM). The purpose of the guidelines is to ensure consistency of communication, compliance with the Foundation's values, and respect for the principles of neutrality and impartiality.

### General Principles

1. **Neutrality and impartiality:** Maintain neutrality and impartiality in all statements. Avoid expressing personal opinions or political, religious, or other beliefs.
2. **Respect:** Always treat all sides of the conflict, victims, humanitarian workers, and others involved in relief efforts with respect.
3. **Accuracy:** Present accurate and verified information.
4. **Confidentiality:** Do not disclose confidential information that could jeopardize the safety of individuals or humanitarian operations.
5. **Accountability:** Take full responsibility for your words and actions.

### Detailed Guidelines

1. **Equality** - equal treatment of all people fleeing violence, regardless of their origin, in accordance with International Humanitarian Law.
2. **Apoliticality** - do not speak out on political issues, especially those concerning criticism of refugee-receiving governments. Focus on human rights and humanitarian aspects and the destructive impact of war on people's lives and safety.
3. **Neutrality** - do not comment on military strategy or speculate on war scenarios, do not comment on border ambiguities.
4. **Precise language** - in the context of ongoing armed operations - use the terms "war" or "armed conflict" in statements and publications instead of "conflict", "invasion" or "aggression". When describing affected areas, refer to the specific country.



## Additional Recommendations

- In case of doubt as to the content of statements, consult a PCPM Foundation representative.
- Regularly update your knowledge of the humanitarian situation and the activities carried out by the PCPM Foundation.
- It is important to maintain consistency of the message across all communication channels.
- Use language that is understandable to a wide audience.
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Compliance with these guidelines is key to maintaining the good image of the PCPM Foundation and building trust among partners.

In official, public, and media statements, when describing activities and projects carried out jointly with the PCPM Foundation, it should always be mentioned that the project is supported by the Polish Center for International Aid Foundation.

## Use of the logo:

- The right to use the logo of the Polish Center for International Aid Foundation is granted to the Foundation's partners and other entities that obtain the consent of the PCPM Foundation. It is granted for the duration of the implementation of a given task, project, or program.
- Each time, inform the PCPM Foundation about the use of the logo by sending an email to [media@pcpm.org.pl](mailto:media@pcpm.org.pl).
- The PCPM Foundation logo must always be legible and clear.
- Do not modify the logo or use it in contexts that may damage the Foundation's reputation.
- When using the logo on printed materials, maintain an appropriate protective zone around it.
- Detailed guidelines on the use of the logo are available in the PCPM Foundation's Visual Identity System.

This publication contains guidelines for the use and placement of the PCPM Foundation's graphic sign. The legal owner of the logo is the Polish Center for International Aid Foundation. The right to use it is granted to the PCPM Foundation's partners and other entities that obtain the consent of the PCPM Foundation.

The PCPM Foundation's graphic sign is intended for identification, information, and popularization purposes.



PCPM - Polskie Centrum Pomocy Międzynarodowej  
ul. Pustuleczki 23, 02-811 Warszawa  
[www.pcpm.org.pl](http://www.pcpm.org.pl)  
[info@pcpm.org.pl](mailto:info@pcpm.org.pl)  
KRS: 0000259298