

Making use of the Charter brand

Looking for the added-value for you



What did the Members say?



- All agree that Charter membership helps them to demonstrate their credibility
- Above that - the benefits of membership vary among different functions and different organisations
- It's important to think about the added value for different teams

Some examples – Primary circle



- **CEOs** – The Charter improves governance and helps to strengthen management structures and decision making processes
- **Campaigners and Advocacy staff** – it helps prove that we hold ourselves to account as well as others
- **Communications** – Helps manage risk and demonstrates credibility. Helps to fend off unfounded criticism and improve public confidence
- **Marketing/Fundraising** – Helps secure greater recognition and in some cases grants. Demonstrates transparency and accountability to partners and donors who demand that
- **Accountability Staff** – drives accountability practice across the organisation and gives the gold standard to work to

Some examples – Secondary Circle



- There are also added value benefits to programmers, Finance colleagues, Sustainability teams Organisational Development staff and Human Resources
- It can spark internal discussion, enrich training programmes and help with asking tough questions on legitimacy & impact
- The Charter is not just a communications tool – it is a management tool as well.

Communicating the added value to stakeholders



- We need to build the Charter brand through awareness (using the logo wherever appropriate) and appreciation (making sure everyone is aware of the benefits that a strong and independent accountability gives)
- To do this we first need to get our internal colleagues and stakeholders on board
- Our stakeholders will then be empowered to in turn build awareness among external audiences

Draft Charter Brand Architecture

Unique Features	Advantages it offers	Benefits for Members
<p>Cross sector code Relevant for CSOs operating in development, human rights, anti-corruption, humanitarian, environment etc.</p>	<p>Comprehensive and tested framework to benchmark and demonstrate your accountability to key stakeholders such as beneficiaries, donors, staff governments etc.</p>	<p>Saves resources</p> <ul style="list-style-type: none"> - offers a ready-to-use, well-tested and continuously improved framework - its comprehensiveness allows streamlining multiple accountabilities against <i>one</i> systematic, global frame of reference
<p>Signed by leading CSOs in the respective fields of work</p>	<p>Effective process focused reporting, individual feedback and peer exchange offer an effective way to drive your accountability performance</p>	<p>Improves the quality of your work</p> <ul style="list-style-type: none"> - the Charter regularly monitors progress in the development of your structures, processes and policies to create optimal stakeholder value - learn from the expertise of leading CSO peers and benchmark your performance
<p>Strong compliance & vetting process</p>	<p>Credible platform Charter membership builds trust in your organisation as you prove to be transparent, effective and responsible</p>	<p>Enhances credibility & trust in your organisation</p> <ul style="list-style-type: none"> - which in turn improves your access to supporters, donors, governments etc. - strengthens the messages you want to get across
<p>Global focus</p>	<p>Global network of CSO practitioners that help you build globally shared best practices within and beyond your organisation</p>	<p>Underpins your global aspirations</p> <ul style="list-style-type: none"> - the Charter’s global focus and network of practice support CSO strategies focused on globalisation and movement building with an adequate accountability approach
<p>Suggested Positioning Statement “For CSOs who wish to build and demonstrate their ability to delivering optimal work for stakeholders, the INGO Accountability Charter offers a helpful framework to realise their mission. It is a recognised, comprehensive and independent system developed by leading CSOs.”</p>		

Improves Impact for Stakeholders

Why should we all be proud to be members?



- The Charter is a strong and dynamic movement of CSOs working together to drive positive reputation in order to make our sector as strong as it can be

Key messages as a sector

- We can be trusted as a sector. We are responsibly self-regulating.
- We are accountable to all stakeholders, including donors, communities and beneficiaries.
- Our accountability is based on transparency and striving for excellence.
- The INGO Accountability Charter is one of the key tools ensuring that we are operating in a transparent, ethical and accountable way.

Key messages on the Charter

- The Charter is a commitment of international NGOs to a high standard of transparency, accountability and effectiveness
- It is the world's largest accountability code for non-government organisations, with Members from all sectors present in over 100 countries
- The Charter has teeth. An independent Review Panel guarantees the integrity of the Charter, and Members who are in serious breach of the Charter are removed