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# WFP Drones Information Management Field Guide



A Guide for Information Management Officers  
Deployed to Emergency Response in Support of  
Humanitarian Drone Operations



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# WFP Drones Information Management Field Guide

## Executive Summary



## 1. Background

### 1.1 WFP Drones as a Humanitarian Service

Humanitarian organizations are increasingly reaching for drones, also known as unmanned aircraft systems (UAS), to help them deliver life-saving assistance – from post-disaster assessments to medical transportation. The United Nations World Food Programme (WFP) has been developing its own programmes and operations using this technology since 2017, focusing on capacity building for local responders using drones for mapping operations. With decades of experience in aviation, logistics and telecommunications, WFP has been recognized as the UN agency best equipped to develop common drone services for humanitarian response. In the coming years, along with partners and donors, WFP will expand its areas of expertise by creating a coordination team with a holistic approach to drones – from data protection to operational safety. In the next couple of years, WFP will build a drone service portfolio in **data collection, connectivity provision and cargo delivery**.

These services will be delivered in both long-standing programmes, for example in preparedness projects, and in emergency settings. When a disaster strikes, WFP will deploy an Emergency UAS Coordinator to determine the needs of the response community via a vis drone services and manage the response on the ground. WFP will also deploy an Information Management Officer (IMO), which is a crucial role in emergencies with common humanitarian services. The IMO will work closely with the UAS Coordinator, as well as with organizations – especially WFP, the Logistics Cluster and the Emergency Telecommunications Cluster (ETC) – to collect operational information and share it with the response community and the public.

In April 2019, following Cyclones Idai and Kenneth striking central and northern Mozambique, WFP used drones for the first time in its emergency operations in a coordinated manner. With Mozambique's National Institute of Disaster Management (INGC), WFP deployed the UAS coordination model which included deconflicting airspace to ensure operational safety, managing partner activities to avoid duplicated efforts, and service delivery to fill operational the gaps. In this emergency, WFP used drones to 1) assess damage of critical infrastructure, such as hospitals and schools, 2) conduct logistical surveys of roads, and 3) create detailed maps of damaged areas to help decision makers plan and prioritize the response. The joint WFP and INGC drone teams conducted more than 200 flights, collecting over 70,000 images that helped create 2D maps and digital elevation models. Over 20 humanitarian organizations used WFP Drones services. This Information Management (IM) Guide is based on lessons gleaned from the Mozambique operation.

## 1.2 What is Information Management (IM)

Information management (IM) is crucial to humanitarian operations. Comprising data collection, processing, analysis and dissemination, in humanitarian emergencies, IM yields reliable, transparent and accessible information that helps save time and operational costs, bolstering the lifesaving work of humanitarian organizations. IM is a critical component of coordination, because it:

- eliminates duplications of efforts;
- supports decisions makers by equipping them with relevant up-to-date information;
- keeps all stakeholders – from responders to donors – informed about the situation on the ground;
- is invaluable to advocacy and fundraising efforts.

*Image 1 Information Management Process (Source: OCHA IM Toolbox)*





In its [IM Toolbox](#), the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) indicates that IM should be guided by the following principles: defined by participants in the Symposium on Best Practices in Humanitarian Information Management and Exchange (2002):

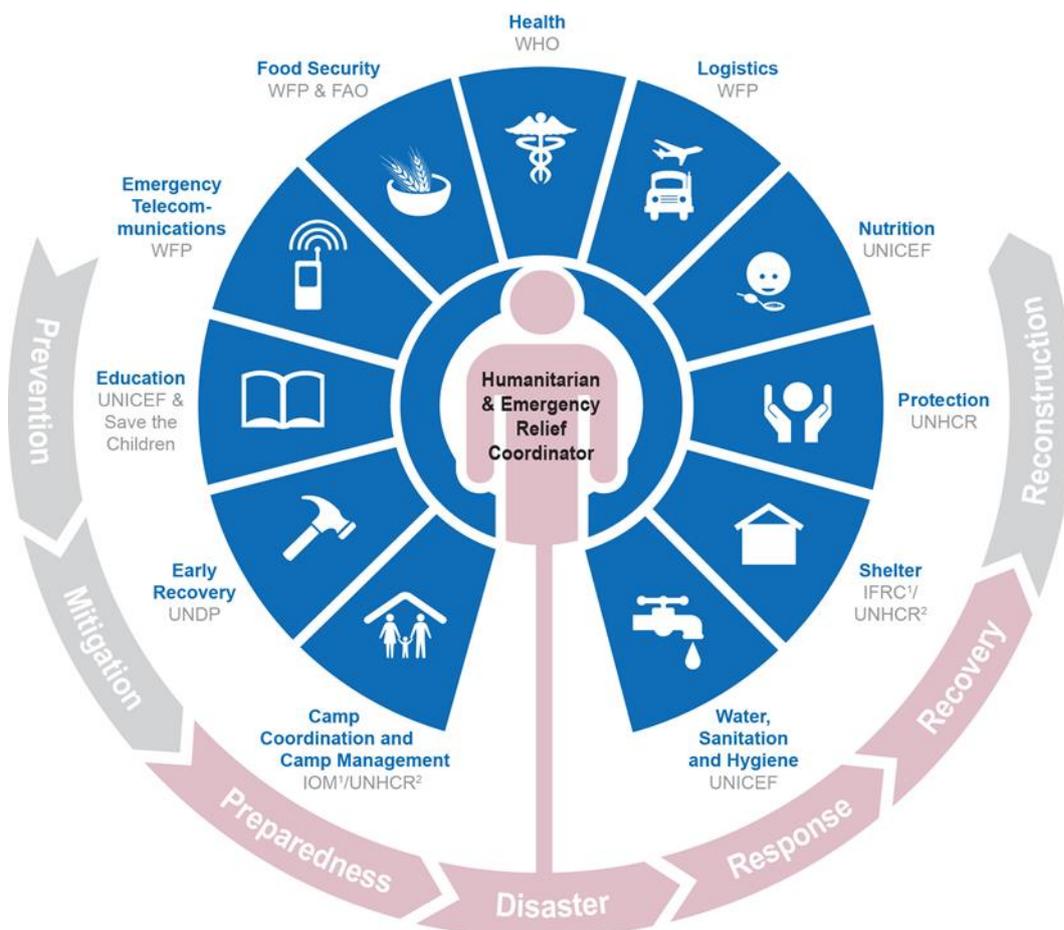
- **Accessibility:** Information should be easy to find and ready to use, i.e. translated into a local language.
- **Inclusiveness:** Multiple stakeholders (especially local government and affected populations) should have access to and ownership of the information and the systems used to manage it.
- **Inter-operability:** Information should be shared in formats that are usable by other organizations (they can require log-in but not paid access or licences).
- **Accountability:** Information sources and analysis methods should be acknowledged and be transparent.
- **Verifiability:** Information should be validated by external sources, and analyzed within the proper contextual framework.
- **Relevance:** Information should be driven by operational needs.
- **Objectivity:** Information should be based on a variety of sources for a balanced overview.
- **Neutral:** Information should be free of political views.
- **Humanity:** Information should never be used to distort, mislead or cause harm to affected or at-risk populations.
- **Timeliness:** Information must be up-to-date and shared in a timely manner.
- **Sustainability:** Humanitarian information should be open sourced, preserved, catalogued and archived, so that it can be retrieved for future use, such as for preparedness, analysis, lessons learned, evaluation and advocacy
- **Confidentiality:** Sensitive data and information should be managed with specially defined procedures and not be shared publicly.



### 1.3 Cluster System

The foundations of the current humanitarian cluster approach were put in place after the Yugoslav war in 1991, with the creation of a coordination body – The United Nations Office for the Coordination of Humanitarian Affairs (OCHA) and the Inter-Agency Standing Committee (IASC). In 2005, the humanitarian coordination system underwent a reform (Humanitarian Reform Agenda) during which the humanitarian clusters were created. As defined by [OCHA, 2020](#): “The aim of the cluster approach is to strengthen system-wide preparedness and technical capacity to respond to humanitarian emergencies, and provide clear leadership and accountability in the main areas of humanitarian response. At country level, it aims to strengthen partnerships, and the predictability and accountability of international humanitarian action, by improving prioritization and clearly defining the roles and responsibilities of humanitarian organizations.”

Image 2 Humanitarian Cluster System (Source: Humanitarian Response)



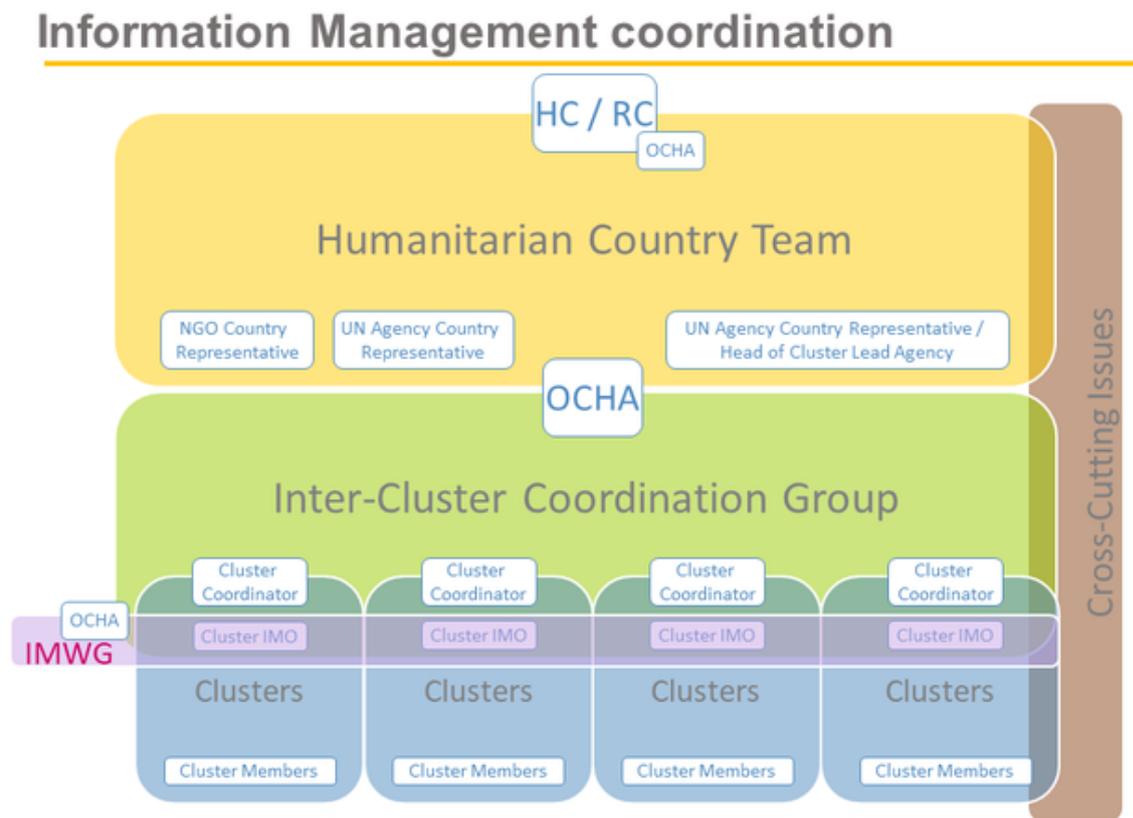


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WFP leads two of these clusters – Logistics and Emergency Telecommunications and co-leads the Food Security Cluster (FSC) with the Food and Agriculture Organization (FAO).

OCHA is responsible for coordinating IM from various clusters and has established an IM Working Group (IMWG) at the global level, which invites clusters’ IM Officers (IMOs) and other partners as appropriate. The chart below outlines OCHA’s IM coordination structure.

Image 3 Information Management Coordination (Source: OCHA IM Toolbox)



WFP Drones, as a new humanitarian service involving various areas, falls between two WFP-led clusters – Emergency Telecommunications Cluster (ETC) for data collection and internet connectivity – and the Logistics Cluster for cargo delivery. As the drone services become better defined, WFP will integrate them into the work of its clusters. On the global level, the WFP Drones Coordination Team will engage with WFP and OCHA to define the best reporting and IM procedures. **TO BE CONFIRMED / APPROVED BY THE CLUSTERS**



## 2. Information Management for WFP Drones

Duties of an IMO for WFP Drones can range depending on operation type (natural disaster vs. conflict) and stage (preparedness, response, or recovery), number of staff in the operations (availability of additional resources such as a communications officer or reports officer). Always refer to your Terms of Reference (ToRs) and the direct supervisor to exactly determine the needs and responsibilities. Flexibility is key for an IMO. Each operation is different; learn from previous experiences and this guide but be ready for other scenarios.

This section will equip you with details on **who** to share the information with; **how** to report; **what** products to deliver; and **where** to share. You can find a comprehensive and (almost) chronological list of tasks in Annex 1: Overview of an IMO's Responsibilities.

### 2.1 Who do I share the information with?

Information is of most value and impact when shared with relevant audiences. It is important to build your network of contacts – from whom you collect information, but also to whom you provide the valuable information.

#### Emergency UAS Coordinator

The local emergency UAS Coordinator, in collaboration with the WFP Country Office and local government, leads the drone operations. S/he will be your direct supervisor. The UAS Coordinator will tell you about IM / reporting requirements and might instruct you who to share information with.

Coordination and IM in humanitarian operations go hand in hand. Relevant, up-to-date information is necessary for decision makers to decide where and how to deliver aid. For that reason, the IMO should accompany the UAS Coordinator to a variety of meetings – Cluster coordination meetings, WFP staff briefings and the local drone working group. Information collated during these meetings is of operational value and should be shared with relevant partners.

#### WFP Drones Coordination Team

The WFP Drones Coordination Team is based at WFP headquarters (HQ) and consists of several members specialized in different fields – aviation, aviation safety, ethics, data protection, regulations and flights operations. The team will send you relevant information (like this guide) and up-to-date product templates. The Information Management Lead will also support you in setting up a shared mailbox, mailing send list and global information-sharing teleconferences. You can contact the team at [DRONES@wfp.org](mailto:DRONES@wfp.org).



## WFP emergency response staff

You are part of the WFP emergency response team and should get to know your colleagues. You might be asked to attend WFP meetings (depending on the operation and its stage, the frequency of those meetings can range from daily to weekly). Key contacts within the WFP response team are:

- WFP Emergency Coordinator;
- WFP IM Officer – with whom you will share regular updates on WFP Drones operations and partner activities;
- WFP Communications Officer – who might support you in identifying, drafting and publishing stories on WFP's response with drones.

## Emergency Telecommunications Cluster

The Emergency Telecommunications Cluster (ETC) is one of eleven humanitarian clusters. Led globally by WFP, the ETC consists of 28 partner organizations and is responsible for service provision to other humanitarian organizations during emergencies in the areas of secure telecommunications (radio networks) and internet connectivity. In 2018, the ETC adopted drones as an ETC service and has since been developing this as a common service, focusing on data collection and internet provision. The ETC deploys an Emergency Coordinator and an IMO to its operations – get to know them, participate in the local ETC working group meetings and share information. You can contact the global ETC team at [Global.ETC@wfp.org](mailto:Global.ETC@wfp.org)

## Logistics Cluster

The Logistics Cluster is also globally led by WFP. It is responsible for coordination, IM, and for facilitating access to common logistics services in humanitarian emergency missions. Globally, the Logistics Cluster has 715 partner organizations who support emergency response; this cluster is one of the crucial hubs from which you can disseminate mission-critical information to a large audience. Key contacts are the local Logistics Cluster Coordinator and IMO.

## OCHA's IM Working Group

OCHA is the UN agency mandated to ensure principled and effective humanitarian response through coordination, advocacy, policy, IM and humanitarian financing tools. In an emergency response, OCHA guides IMOs from various clusters and organizations by leading a local IM working group (which you should attend) as well as providing one of the main resources for an IMO in any operation – the [Humanitarian Response webpage](#). Register with your official address to be granted access.



## Other humanitarian partners

WFP collaborates with several partners to deliver the response such as local government agencies (especially National Disaster Management Agencies [NDMAs] or Civil Aviation Authorities [CAAs]) or licenced drone pilots. Understand who is part of WFP Drones operations in order to give them proper recognition for all information management products (including drone footage used for communications and advocacy). Also, collaborate on sharing information through their channels.

## Useful Tips

- **Be proactive:** talk to your supervisors, colleagues and partner organizations; attend WFP all staff gatherings, the OCHA IM working group and other relevant meetings. It is advisable to learn from other UN agencies and humanitarian partners. Attend meetings with an IM lens: learn new information but also share relevant information that others might need.
- **Build personal relationships:** working for a humanitarian organization means working for and with people. Take time to get to know your colleagues – often informal exchanges result in increased collaboration, data sharing, and a better understanding of the IM needs in an emergency.
- **Share what you have:** Be willing to share your data, knowledge and products as widely and freely as possible (within data protection / data sharing agreement frameworks). When you visit partners, make sure you go with data on a memory stick or a list of contacts to follow up by email with links to relevant information, especially latest maps and drone products.



## 2.2 How do I report?

The WFP Drones IM Officer should always provide information covering:

- **What** has happened? How have the drones been used? For mapping? Search and rescue? Damage assessment? How many drones and what type?
- **Who** has requested vs. delivered a service? Which partners have been involved?
- **When** did the activity take place?
- **Why** is this information relevant? What is the desired impact?
- **Where** did the information come from? What is the exact source of the information?
- **How** should we share it? How sensitive is the information? Does the government own the data collected by drones? Does the source allow information to be shared with humanitarian partners? Are there data sharing agreements in place?

When documenting the WFP Drones operations, cover all, or as many aspects above as possible. This will result in a detailed overview and a comprehensive picture of the situation on the ground. This will help the decision makers – both the local government and first responders -- but also senior humanitarian management and leaders at the global level to deliver the best emergency response.

### Useful Tips

- **Be clear:** don't report anything you don't understand. Ask for clarifications until you can convey the information in simple, non-technical language.
- **Be concise:** don't use flowery language or euphemisms. **Fewer** unnecessary and descriptive words **equals** understandable messaging.
- **Be aware:** WFP often works in complex environments. Do not report on any sensitive information in public documents or email updates.
- **Be accurate:** don't report anything that has not been confirmed.

### Key Performance Indicators (KPIs)

Although WFP Drones is still an evolving service, there are certain indicators which should be measured throughout the response.

Start with the basics:

- How many and what type of drones are used?
- List of partners delivering the services. Name standby partners, local government and organizations involved in the response.
- Number of organizations accessing WFP Drones services i.e. number of partners who requested and received the service, for example detailed aerial maps.
- Numbers and names of locations where services are provided.



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For search and rescue:

- Number of flights with exact locations, dates and times;
- Number of people located and assisted.

For mapping:

- Number of flights – ask the drone pilots to give you this information daily as the numbers add up quickly. You can segregate this data into flights conducted by drone type – multi-rotor vs. fixed-wing aircraft;
- Areas covered during mapping operations (km<sup>2</sup>) with exact locations. For example, in central Mozambique, the WFP Drones response covered 35 km<sup>2</sup> of Beira City.

For post-disaster assessments:

- Number and types of buildings assessed (with exact locations) i.e. schools, clinics, telecommunications towers;
- Kilometres of roads assessed with exact locations.

For advocacy and communications:

- List of organizations and what kind of footage they requested / received.

If applicable, for internet connectivity provision:

- Number of organizations / humanitarians accessing this service;
- Areas covered.

If applicable, for cargo delivery:

- Number of organizations / humanitarians accessing this service;
- Cargo moved (kg).

For all the above key performance indicators (KPIs), it is crucial to assess them against other methods of delivery. For example, if drones had not been deployed – how could this task have been accomplished? This helps illustrate the return on investment (ROI) of using drones as opposed to other methods, thereby further validating the use of emerging technology. What would be an alternative outcome, i.e. the quality of the available satellite imagery compared to drone images / the expense of delivering cargo overland as opposed to using a cargo drone / cost of using helicopters to locate people versus using a drone for search and rescue.



## 2.3 What should I deliver?

This section provides an overview of what products and channels should be managed by an IMO. Annex 1: Overview of the IMO's Responsibilities provides a nearly chronological list of responsibilities, with details on how to deliver these outputs.

### Shared Mailbox

You are responsible for monitoring and maintaining the common emergency mailbox which will be created at the onset of an emergency. Check this mailbox daily and reply to messages within 24 hours.

Set the email signature as per the below template.

#### COUNTRY DRONES TEAM

WFP DRONES



[Country.Drones@wfp.org](mailto:Country.Drones@wfp.org)

Web: [www.Drones.wfp.org](http://www.Drones.wfp.org) | Facebook: | Twitter:

These messages are sent to all responders involved in WFP staff and partners who are actively involved in the operations in Country or have expressed interest in receiving updates. If you no longer wish to be included, or would like your contact details to be updated, please contact [Country.Drones@wfp.org](mailto:Country.Drones@wfp.org)

### Teams Space

This is WFP's corporate tool used as a collaboration platform – you are responsible for managing this space, creating a structure and uploading documents. This will allow other team members to access the documents such as service request forms or the member list of the local working group.

### Local Mailing List

You are responsible for managing, updating and sharing the list of local contacts – all organizations interested in accessing WFP Drones services or partner organizations providing drone services.

### Local Working Group Meetings

You are responsible for organizing local Drones Working Group meetings. At the beginning of the emergency such meetings take place every other day. As the emergency response stabilizes, and upon agreement with the Emergency UAS Coordinator, the frequency can be reduced.



## Global Partner Calls

The Global WFP Drones Team might organize a global call to update its partners or ask for additional support. You might be asked to attend these calls or manage them (conducted online).

## Minutes of Meetings

Meeting minutes are invaluable sources of information. During various meetings (local working groups or global partner calls), partners exchange information on their availability, equipment, needs etc., and this should be recorded. As meeting minutes can include sensitive information, this document should only be shared via an email to relevant partners.

## Situation Report

The Situation Report (SitRep) is the key document that will be used to share information with stakeholders of various levels – local, regional and global. It is a publicly accessible document, so you can share via email, but also publish on various websites including Humanitarian Response, ETCluster.org and WFP's channels. SitReps should be produced and distributed on an as-needed basis – at the beginning of the response when the situation is changing rapidly the frequency might be daily but will reduced over time. This report should include: i) information on the general situation in the country / region where the situation is happening; ii) details on the overall humanitarian response such as the number of people in need, number of responding organizations; iii) overview of the WFP Drones response with details on partner activities; iv) contact details of the Emergency UAS Coordinator and the IMO as well as reference links to where more information can be found. A template will be shared along with this guide.

## Needs Survey

At the beginning of the emergency, the UAS Coordinator might ask you to send out a survey assessing the needs of WFP and humanitarian partner organizations. Such surveys aim to determine which areas should be prioritized and what services should be delivered.

## Tracking Service Requests

Record all requests coming through official request forms (example in Annex 4) or shared mailbox. You can keep track via a simple Excel sheet uploaded to Teams.

## Tracking of Partner Activities

You can set up an Excel sheet tracking activity of partners and other organisations – record who is flying drones, where and for what purpose. Are they willing to share information? Record this on a regular basis and present it in SitReps in a structured way.



## User Feedback Survey

In order to improve its response in the future, WFP Drones collects information on user satisfaction. The Global WFP Drones Team will support you in setting up a survey through an online tool (SurveyMonkey). If this is not possible, you can either create an offline version to distribute at a local drone working group meeting, or an online version in Teams – create a new form, add questions and share the survey with the relevant partners. See Annex 5 for a User Satisfaction Survey Template.

## Additional Products

Depending on your skills and availability, you might be asked to put together various products such as infographics or presentations (see example in Annex 2). If you did not receive a WFP Drones template, check [this section](#) on WFP GO.

## Informing other organizations

You should share information with other entities on request, especially the ETC, Logistics Cluster and OCHA. As a mandated humanitarian organization for coordination and information management in emergencies, OCHA compiles overviews of operations such as SitReps and 3W (Who Does What, Where), and 4W (Who does What, Where and When), which are intended for the general public to get an overview of the situation. It is important to you get in contact with the relevant OCHA IM network and provide inputs – in consultation with other WFP IM / reporting officers (to avoid double reporting).

3W/4W collects information through a matrix and for WFP Drones the following questions should be answered:

- **Who** is providing the services?
- **What** services are being provided?
- **Where** are services being delivered?
- **When** were services provided?

## 2.4 Where do I share?

The products should be uploaded to Teams and shared via available channels – WFP website, but also via broader inter-agency channels such as the ETC website, Logistics Cluster website and OCHA, especially the [Humanitarian Response platform](#).



## 3. Advocacy & Communications

In operations where a dedicated WFP Drones Communications Officer is not deployed, the IM Officer can also be asked to support the efforts in the areas of advocacy and communications. You might be requested to coordinate media opportunities or high-level visits from donors and partner organizations as well as produce communications materials such as writing editorial pieces. The expected communications outcomes might include some of the below products.

### 3.1 Written communications

Written pieces are an effective medium for reaching a wide audience with compelling information about WFP operations. Examples include a well-structure thought piece, a blog post on the first-hand experience of an ongoing operation, an interesting staff profile or an interview with a partner organization on the ground. The forms are many, but they all share the purpose of highlighting the operational efforts of WFP – to help the audience, which can be internal to WFP or external, understand the realities on the ground and appeal to donors.

Define the audience and the purposes at the beginning of the writing process: is to give visibility to WFP operations? Shine a spotlight on a hard-working colleague? Maybe you are asking for more support from the international community? The Global WFP Drones team in coordination with WFP's Communications, Advocacy & Marketing (C@M) Division will help you reach the goals and push it through appropriate channels. They will also edit the piece and might suggest topics for future editorial materials.

Don't forget impactful visual materials (photo, videos, graphics) that must accompany each written piece.

### 3.2 Social Media

Social media platforms allow humanitarians to reach wide audiences – in short, concise updates accompanied by visual content. They can be a stand-alone output, or they can be published by linking to a bigger story, video, report or other IM product. Social channels are effective mediums for reaching many people quickly.

Although WFP Drones do not yet have a dedicated social media channel, there are several outlets which have featured such content before and are interested in high-quality products on frontier technology in humanitarian operations. Possible channels include: global WFP Facebook, Instagram and Twitter, regional WFP channels (especially when translated into the local languages); ETC channels, local government and partner channels. Be proactive in contacting them and suggesting content. You can create / suggest Facebook posts, Tweets and videos for YouTube.



## Useful Tips

- **Keep it simple:** social media channels are for short updates. Use a picture or infographic to convey your idea as clearly as possible with few words. An average social media user only spends a couple of seconds per post before moving on. You have limited time and space, so make it count.
- **Mention relevant people and organizations:** give credit to involved parties; tag WFP, implementing partners and government counterparts.
- **Hashtags:** use relevant hashtags, such as the UN-wide response hashtag i.e. #CycloneIdai but also WFP Drones-specific #WFPdrones and #UAScoordination.
- **For more interaction:** ask a question or encourage feedback, i.e. create a poll.

### 3.3 Photography

Photographs and videos are powerful communication tools and published content must be accompanied by visual material. You do not have to take all photos yourself! Encourage the team to document their work if it's safe for them to do so during operations. You can even ask the drone pilots to record some aerial footage – but remember that these requests are handled on a priority basis, so be clear on the purposes of the photos / footage you need.

## Useful Tips

- **Light:** without a doubt, light is one technical aspect that you should understand, as the whole principle of photography relies on it. Take photos during the day but avoid photographing directly facing the sun. Be mindful of high contrasts and shade, especially on people's faces.
- **Camera:** as emphasised by many, the best camera is the one you have with you. You do not need professional equipment to take decent photos. Use what you have and are comfortable with: your smartphone, GoPro or a tablet. While the quality might vary, it will be good enough for online content and most printed products.
- **Action:** the best photos tell stories. They include people and context. Yes, drones are important and exciting, but you should also show the wider humanitarian context: what are WFP Drones services enabling? Think: WFP food distributions in areas identified as priority via mapping with drones or Logistics Cluster finding safe passage thanks to an aerial road assessment. Take photos / videos of your colleagues (WFP staff, partners), the surroundings, such as distribution points, but also -- if permissions are obtained -- local communities. When taking pictures of affected communities, you must receive a written permission to use the image. An example of a WFP release form in English is available in Annex 6. Make sure to carry several copies with you, *translated into the local language*.

## Online photography platform

WFP Drones uses [SmugMug](#) to store and share its photos and videos. Ask the Global WFP Drones team for access. Once granted, you can create a gallery dedicated to the emergency response. When uploading photos, add as much detail as possible to the metadata. Under title use this format: WFP Drones Response to *emergency name* in *town, country*; Month YYYY. Give more details under captions, indicating what or who is shown, where the photo was taken, as well as who took the photo (Photo Credit: *Organization / Name Surname*).



**Title:** INGC drone response to Tropical Depression Desmond, Beira, Mozambique; January 2019.

**Caption:** INGC deployed drones in response to Tropical Depression Desmond that hit central Mozambique in January 2019. Drones captured images showing the extent of the damage. They complemented satellite imagery for response planning. Photo: INGC / Antonio Beleza



**Title:** WFP Drones Response to Cyclone Kenneth, Mucojo village, Mozambique; May 2019.

**Caption:** Local communities in Mucojo showing the damage that Cyclone Kenneth caused in their village. Up to 80% of houses were destroyed.

Photo: WFP / Katarzyna Chojnacka



**Title:** WFP Drones Response to Cyclone Kenneth, Mucojo village, Mozambique; May 2019.

**Caption:** Clayton Covel, a drone pilot from a partner organization Help.NGO, launches a drone for an assessment mission in Mucojo village in the north of Mozambique. Photo: WFP / Katarzyna Chojnacka



## 4. Helpful Tips

### 4.1 Useful sources of information

- OCHA's [Humanitarian Response](#) (login required with an official email address);
- OCHA's [IM Toolbox](#);
- [WFP's OpWeb](#) – WFP's operational platform which includes templates, guidelines and lessons learned (only accessible when connected via VPN);
- [WFP.GO](#) – internal WFP portal (only accessible when connected via VPN);
- [WFP.org](#) – official WFP website;
- [ETCluster.org](#) – official website of the Emergency Telecommunications Cluster;
- [Logcluster.org](#) – official website of the Logistics Cluster.

### 4.2 Writing

The United Nations, including WFP, follows British spellings of words, with some exceptions. For example, official names of organizations should be spelt as per their original spelling. It is recommended to set the default language of your documents to English (UK). For general writing advice, follow the [WFP editorial guide](#) available on WFP GO. You can find preferred word forms and spellings on [FAO TERM Portal](#) while [UNTERM](#) is the official United Nations terminology database.

### 4.3 File naming

For photos, WFP recommends the following naming convention:

CountryCode\_YYYYMMDD\_WFP\_Name\_Surname\_FileName.

For example: BOL\_20181210\_WFP\_Katarzyna\_Chojnacka\_7T7A0616

For documents, a similar naming convention will follow. For aerial maps use this:

CountryCode\_Location\_YYYYMMDD\_MapType\_Resolution

For example: MOZ\_Ibolsland\_20190505\_ortho\_30mm

### 4.4 Acronyms

A list of acronyms is available at the end of the document. When adding new acronyms keep the alphabetical order.

For acronyms in other languages – write *the full name in the original language in italics* then add in brackets the translations in English. For example:

INGC *Instituto Nacional de Gestão de Calamidades* (Mozambique National Institute of Disaster Management)

## 5. WFP Branding

Use WFP Drones templates given to you at the beginning of an emergency, which follow the existing corporate guidance. Do not change fonts, colours, spacing and other features.

When creating new products, either yourself or outsourcing the production to colleagues, partners or vendors, follow the [WFP Branding Guideline](#) available on WFP GO. Below is the summary of the most important elements.

### 5.1 Logo

The WFP Drones Coordination Team will share with you a set of logos in different colours and formats. WFP Drones uses a custom logo in three basic WFP colours (WFP Blue, WFP Black and WFP White), in two formats – standard and vertical.

#### Standard version



#### Vertical version



### 5.2 Colour scheme

Remember: Less (colours) is More (clarity). In reports, meeting minutes, stick to the **Basic WFP Colours**.

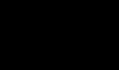
Use the **Extended Colour Palette** in visual products such as maps, presentations or infographics by selecting 2 – 3 complementary colours. When in doubt, use this [free tool on Canva](#) to determine best colour combinations.

1. Pick a colour from the WFP colours below;
2. Choose a colour combination (complementary or triadic are recommended);
3. Find the closest colours from the WFP colours below.



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Table 1 WFP Colour Palette, basic and extended

<b>Basic WFP Colours</b>					
Colour	Name	Pantone	CMYK	RGB	Hex
	WFP Blue	3005C	100, 30.5, 0, 6	10, 110, 180	#0a6eb4
	WFP Black	Process Black C	0, 0, 0, 100	0, 0, 0	#000000
	WFP White	-	0, 0, 0, 0	255, 255, 255	#ffffff

<b>Extended Palette (SDG colours)</b>					
Colour	Name	Pantone	CMYK	RGB	Hex
	Navy	294 C	100, 86, 29, 23	25, 72, 10	#19486a
	Aqua	638 C	82, 7, 9, 0	38, 189, 226	#26bde2
	Dark Green	7742 C	74, 32, 95, 19	63, 126, 68	#3f7e44
	Lime	375 C	46, 0, 90, 0	151, 215, 0	#97d700
	Yellow	1235 C	0, 31, 100, 0	252, 195, 11	#fcc30b
	Ochre	7555 C	18, 37, 100, 1	221, 166, 58	#dda63a
	Orange	1585 C	0, 71, 98, 0	253, 105, 37	#fd6925
	Red	200 C	16, 100, 86, 7	197, 25, 45	#c5192d
	Dark Red	1955 C	29, 100, 70, 27	162, 25, 66	#a21942
	Magenta	219 C	6, 98, 9, 0	221, 19, 103	#dd1367



## 5.2 Typography

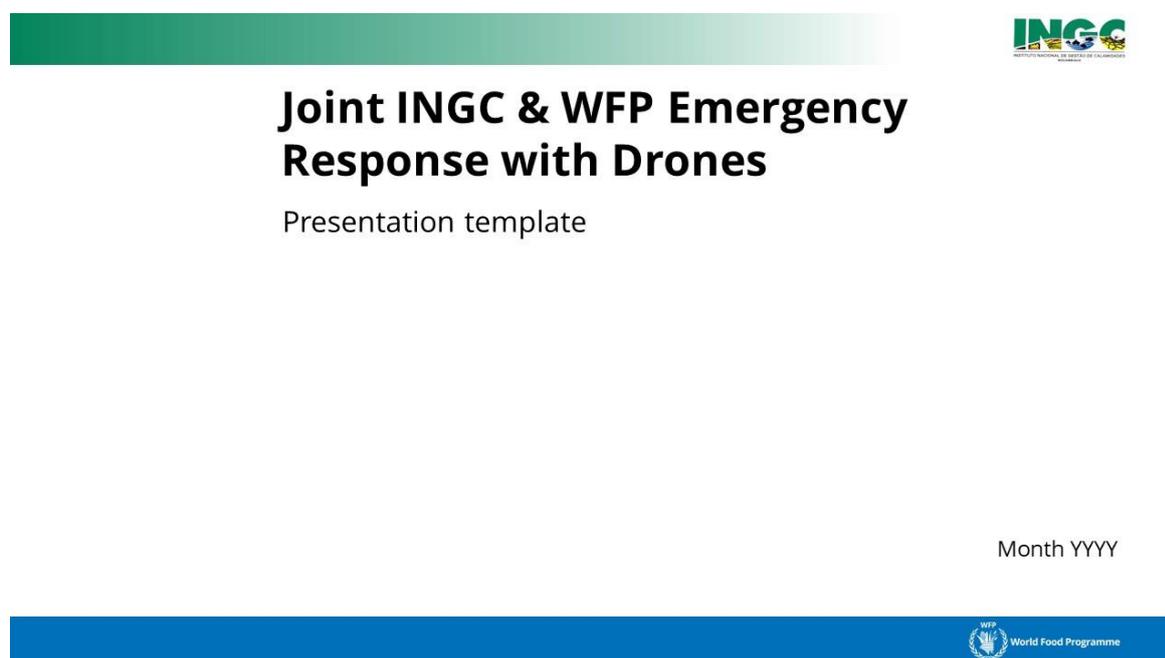
WFP has recently changed its corporate font to the Open Sans typeface. This is a large font family offering plenty of flexibility, and it is highly legible in print and on screen. Available weights are: Open Sans Light and Light Italic, Open Sans Regular and Italic, Open Sans Bold and Bold Italic, Open Sans Extrabold and Extrabold Italic.

Open Sans is a Google font that can be downloaded for free from [fonts.google.com](https://fonts.google.com).

## 5.4 Co-branding

WFP often collaborates with local emergency responders, especially National Disaster Management Agencies (NDMAs). For example, in 2019, Mozambique's INGC coordinated emergency relief efforts and led the Drone Coordination Cell. Sometimes such partners ask to create co-branded templates. Although it might be difficult to combine two different styles, try to accommodate such requests as effectively as possible. An example of such a document, can be seen below, featuring the joint INGC – WFP presentation template. Keep such products simple: choose 2 – 3 colours and decide on one font style.

*Image 4 A joint INGC and WFP Presentation Template*



## Annexes

### Annex 1: Overview of an IMO's Responsibilities

Duties of an IMO can range depending on operation type (natural disaster vs. conflict), stage (preparedness, response or recovery), but also number of staff on the ground (availability of additional resources like communications officer and reports officer). The WFP Drones IMO can be expected to deliver the following:

Table 2 Responsibilities of an IMO for WFP Drones

What?	When?	How?	Why?
<b>Shared mailbox</b> <a href="mailto:Country.Drones@wfp.org">Country.Drones@wfp.org</a> (Mozambique.Drones)	At the onset of the emergency, the Global WFP Drones Team will request this mailbox and add you as a contributor.  Monitor daily.	<ul style="list-style-type: none"> <li>• If not set up by the time you arrive, sent request to <a href="mailto:IT.ServiceDesk@wfp.org">IT.ServiceDesk@wfp.org</a> cc. <a href="mailto:Drones@wfp.org">Drones@wfp.org</a> so the team can help you identify the Manager, Contributor and Readers of this mailbox;</li> <li>• Monitor daily;</li> <li>• Respond within 24 hours;</li> <li>• When in doubt forward the message to the UAS Coordinator;</li> <li>• Send emails from this mailbox (instead of your personal email) on shared communications with partners such as sharing minutes of local Working Group; sending out surveys; requesting partners to share information on their operations etc.</li> <li>• If you use your personal email, you can cc this mailbox on your correspondence with the partners.</li> </ul>	Used as a single point of contact between the humanitarians requiring services and the WFP Drones Team. This mailbox is used to send WFP Drones updates, documents, meeting invitations and emails during operations.
<b>Teams channel</b>	At the beginning of the emergency, the Global	<ul style="list-style-type: none"> <li>• Create a structure by adding channels. The structure should correspond to the needs of the operations, but it could include: General; Local Working Group; Mapping Operations; Connectivity; Cargo Operations; Cluster Support; Partner Activities.</li> </ul>	Teams is a corporate WFP solution used as a collaborative platform. Note that you can add external partners to

	WFP Drones Team will create the channel and add you as a Contributor.  Continuous	<ul style="list-style-type: none"> <li>• Upload all the files onto Teams, except for raw data from drones – those should be stored on a local computer. Only upload processed drone images, maps, 3D models, cut videos and edited photos.</li> <li>• Teams works well as a collaborative platform so your colleagues can work on / edit documents directly in that space.</li> <li>• You can use Teams to create forms (such as surveys) or an activity planner to help your team keep track of tasks.</li> </ul>	view the Teams. Consult the UAS Coordinator on who to add.
<b>Contact lists</b>	Continuous	<ul style="list-style-type: none"> <li>• Together with the Emergency UAS Coordinator, you will gather the contact details from partner agencies as well as wider humanitarian community from the beginning of the operation. There should be a master list for all partners interested in drones’ activities in the operations. You might also create dedicated lists for specific groups e.g. Connectivity; or donors.</li> <li>• Maintain these lists regularly. Remove/add people as necessary.</li> </ul>	Every operation has a dedicated contact list of partners involved in the operation as well as entities (donors) interested in updates.
<b>Local Drones Working Group Meeting</b>	At the beginning every other day, at a later stage the frequency gets reduced to weekly.	<ul style="list-style-type: none"> <li>• Book a room / space where such meeting can be held in person;</li> <li>• Set an online meeting either on Teams or Zoom;</li> <li>• Send an invitation with agenda and call-in details for dialling in;</li> <li>• Manage the call – record it; take the list of participants; mute / unmute participants as necessary;</li> <li>• Take minutes of the meeting (to be cleared by the UAS Coordinator) and distribute them to the participants afterwards;</li> <li>• Follow up on any requests that came up during the meeting – share the maps that we requested; or connect two organizations.</li> </ul>	The local Drone Working Group gives an opportunity for all local stakeholders to gather and exchange information.
<b>Global partner teleconference</b>	Weekly or as defined by the Global	<ul style="list-style-type: none"> <li>• Global WFP Drones Team will set up such call, but you might be requested to send out the invitation from the shared operation</li> </ul>	The global calls aim to update senior management of

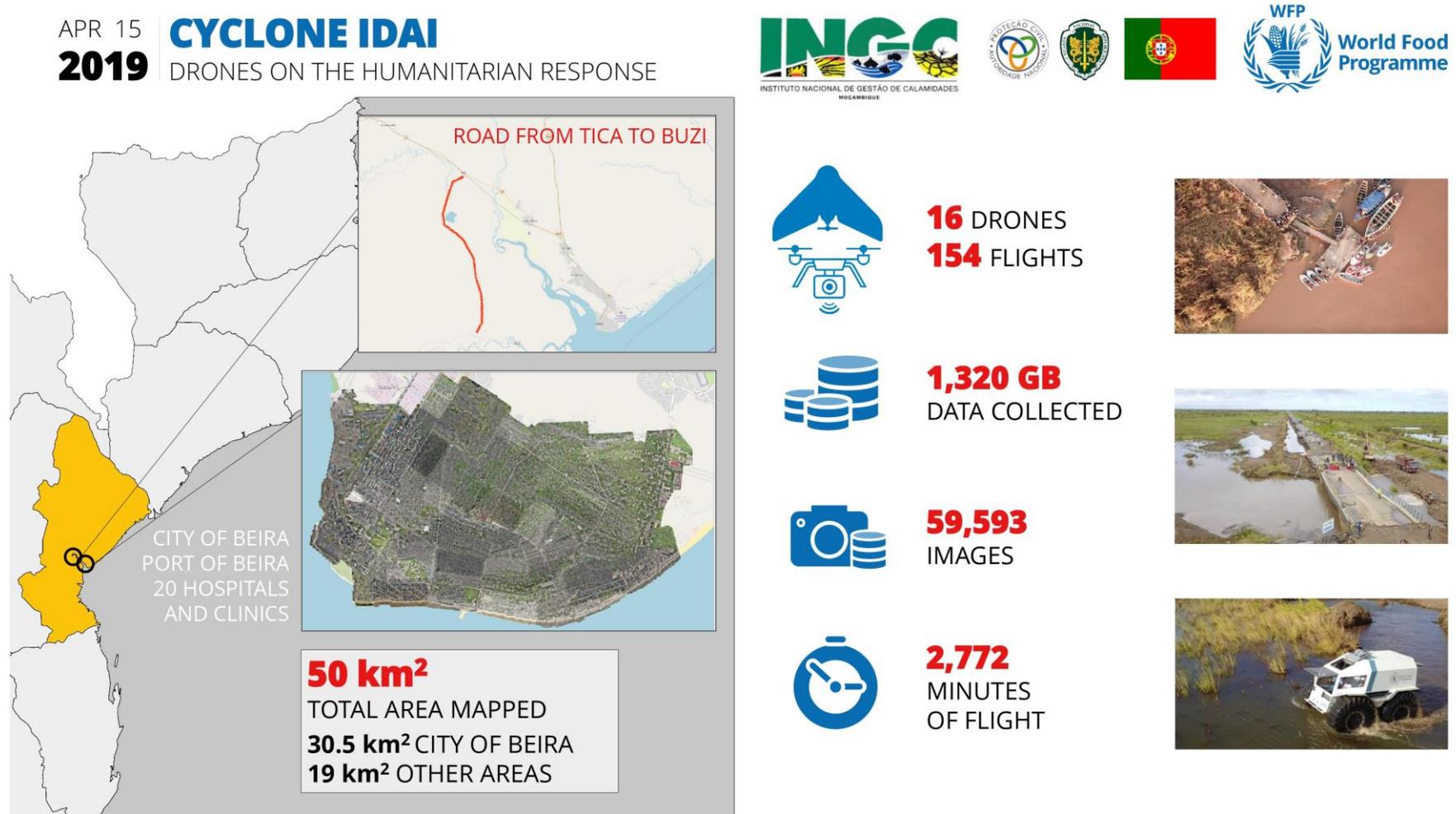
	WFP Drones Team.	<p>mailbox and manage the online meeting (just like in the case of a local drones working group meeting);</p> <ul style="list-style-type: none"> <li>• Manage the call – record it; take the list of participants; mute / unmute participants as necessary;</li> <li>• Draft minutes of the meeting – to be cleared by the UAS Coordinator;</li> <li>• Global WFP Drones team reviews and publishes the minutes, while you send them out from the common mailbox.</li> </ul>	partner organizations, exchange information on available resources but also request additional support as needed e.g. personnel, equipment or financial contribution.
<b>OCHA IMWG</b>	Throughout the operation	<ul style="list-style-type: none"> <li>• Attend the meetings and share updates – only confirmed and non-sensitive information;</li> <li>• Share the valuable information from this meeting with the UAS Coordinator and other WFP colleagues.</li> </ul>	To ensure coordinated flow of information and inter-cluster collaboration.
<b>Operational documents</b>	Throughout the operation	<ul style="list-style-type: none"> <li>• Assist in the preparation, writing and editing of reports required by the WFP and other humanitarian organizations such as Concept of Operations (ConOps), project documents and funding appeals;</li> <li>• Distribute these documents as appropriate – mailing list, publishing on Teams or other platforms (to be agreed by the UAS Coordinator and the Global WFP Drones Team).</li> </ul>	These documents outline the purpose of the operations and can be used as an advocacy tool to receive funding.
<b>WFP Drones SitRep</b>	First SitRep as soon as possible; after that on demand basis.	<ul style="list-style-type: none"> <li>• The Global WFP Drones team will provide you a SitRep template;</li> <li>• Draft the first SitRep;</li> <li>• WFP UAS Coordinator and Global WFP Drones Team to clear;</li> <li>• Distribute via the shared mailbox to the local and global mailing lists;</li> <li>• Following SitReps to be drafted as per UAS Coordinator recommendation - in the first weeks every couple of days, then weekly or even biweekly.</li> </ul>	A brief overview of the situation and the WFP Drones operation.

<p><b>Service requests</b></p>	<p>Throughout the operation</p>	<ul style="list-style-type: none"> <li>• Example of a drone service request form can be found in Annex 3;</li> <li>• Hard copies of such requests can be distributed during the local drone working group meetings, but partners can also submit their request via the official mailbox;</li> <li>• Keep track of these requests in one database – a simple document in Excel is enough – upload it to Teams so that other members can view and assess these requests;</li> <li>• Record the status of the requests – logged; in progress; delivered;</li> <li>• Use the information in other IM products – SitReps; email updates.</li> </ul>	<p>Service request from partners for WFP Drones services.</p>
<p><b>Track partner activities</b></p>	<p>Throughout the operation</p>	<ul style="list-style-type: none"> <li>• Other organizations might be using drones – record their activities with as many details as possible e.g. numbers and types of drones; purposes of flights; locations;</li> <li>• Indicate whether these organizations are willing to share their information – maps, images and other products – this will help to avoid duplication of efforts;</li> <li>• If possible, share this information in SitReps and other IM products.</li> </ul>	<p>This provides an overview of all drone operations in the emergency contexts and helps prevent duplication of efforts.</p>
<p><b>User satisfaction survey</b></p>	<p>1 month into the response, 3 months into the response and after operation closure</p>	<ul style="list-style-type: none"> <li>• An example of such a survey can be found in Annex 4;</li> <li>• Usually, the Global WFP Drones Team sets the survey in SurveyMonkey, while you are responsible for sending it out from the shared mailbox;</li> <li>• If not set up; you can either distribute a printed version at a local working group meeting or make an online form on Teams and send out via email (Tip in Teams: change the permissions for that survey to 'Anyone with the link can respond')</li> <li>• Analyse the survey and publish the results either in a SitRep or another report / mail communication.</li> </ul>	<p>User satisfaction survey tracks partners' opinion on WFP Drones services and helps improve the service in the future.</p>

<p><b>Lessons learnt report</b></p>	<p>After operation closure</p>	<ul style="list-style-type: none"> <li>• The full operation report will be produced after its closure e.g. during the lessons learnt exercise;</li> <li>• You might be requested to prepare such a report or provide inputs;</li> <li>• Use operational documents collected throughout the response to get the full picture;</li> <li>• Conduct interviews with key stakeholders – UAS Coordinators, Global WFP Drones Team, local National Disaster Management Agency and Civil Aviation Authorities; other partners;</li> <li>• Send the draft report for review to the UAS Coordinator and Global WFP Drones Team;</li> <li>• Global WFP Drones Team obtains necessary clearances with senior management and partners;</li> <li>• Share the report via the local and global mailing lists.</li> </ul>	<p>Lessons learnt report allow the partners to analyse their response and to identify areas of improvement for future emergency response.</p>
<p><b>Social media</b></p>	<p>Throughout the operation</p>	<ul style="list-style-type: none"> <li>• Although this is not a core responsibility of an IM Officer, keep an eye open for communication opportunities;</li> <li>• Identify relevant channels which might be interested in hosting content related to WFP Drones operations – this will include local WFP channels, websites of partners and local response organizations but also globally – partners’ and donors’ pages;</li> <li>• Collect materials – photos, quotes, short stories and share them with the local WFP Communications officer and / or Global WFP Drones Team.</li> </ul>	<p>Reach wide audience with operational updates – to spread awareness, increase collaboration and encourage support.</p>

## Annex 2: Additional IM Products

Figure 1 Infographic on WFP Drones Response to Cyclone Idai



### Annex 3: Example of a drone service request form



**UNMANNED AIRCRAFT SYSTEMS (UAS, DRONES) COORDINATION – FLIGHT REQUEST**

REQUEST DATE		FLIGHT DATE	
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NAME		SURNAME	
PHONE		EMAIL	
AGENCY		CLUSTER	

FLIGHT REQUEST TYPE	CHECK ALL THAT APPLY
VIDEO & BROADCAST	<input type="checkbox"/>
ASSESSMENT & MAPPING	<input type="checkbox"/>
MONITORING & EVALUATION	<input type="checkbox"/>
COMMUNICATIONS & ADVOCACY	<input type="checkbox"/>
OTHER	<input type="checkbox"/>

<b>DESCRIPTION</b>

<b>LOCATION (GRID COORDINATE(S), STREET ADDRESS, OR LANDMARKS IF AVAILABLE)</b>

FOR OFFICIAL USE ONLY	SIGNATURE	DATE	PRINTED NAME
INGC APPROVAL			
CLUSTER APPROVAL			
UAS COORDINATOR APPROVAL			
AVIATION SAFETY GROUP APPROVAL			

## Annex 4: User satisfaction Survey Template

### Q1 What organisation do you represent?

- Humanitarian
- Government
- Academic
- Private Sector
- Military
- Other

### Q2 Which of the humanitarian clusters does your organization work with?

Text:

### Q3 How long have you been involved in the operation in Town / Region, Country?

- More than 1 month
- 1-4 weeks
- No longer in this operation
- N/A

### Q4 Have you attended the UAS Coordination Working Group meetings?

- Regularly
- Only few times
- No

### Q5 My organization has used the UAS services, in the following areas (you can choose more than one option):

- Search and rescue
- Damage assessment
- Logistical assessment (roads, bridges, airports)
- Infrastructure assessment (households, schools, warehouse)
- Other assessment (agriculture damage, standing water...)
- Communications and advocacy (videos and / or photos for advocacy materials)
- Other
- N/A

**Q6 How would you rate the UAS services provided in response to Cyclone Idai?**

- Very good
- Good
- Poor
- Very poor
- N/A

**Q7 The UAS services have been provided in a timely manner**

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- N/A

**Q8 The support provided by INGC / WFP team was adequate (enough information provided through UAS Working Group meetings, email correspondence etc.)**

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- N/A

**Q9 The UAS services have helped my organization to provide a better assistance.**

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- N/A

**Q10 What was the most beneficial outcome of using UAS services for your operation? Please provide specific use cases, and if possible, quantify the impact e.g. number of people reached, number of houses assessed etc.**

Text

**Q11 Do you have any suggestions about how the UAS services could be improved in the future?**

Text

## Annex 5: Subject release forms

### Approved consent forms



### RELEASE

I, being of legal age and capacity, hereby give my irrevocable consent in perpetuity to the World Food Programme to: (i) take photographs of myself and record my voice, image, appearance and performances; and (ii) edit, duplicate and use, or license others to edit, duplicate and use, the same (and my name), separately or in conjunction with other works, content or materials, worldwide and in any media or manner, for the purpose of raising awareness of and funds for the World Food Programme, and its fight against hunger.

I understand that there will be no financial or other remuneration for any such use of my name, picture, image, appearance or performances and hereby release the World Food Programme, its licensees and assigns, from all liability and claims of any nature whatsoever resulting from or connected with the use thereof.

Image description or frame number: \_\_\_\_\_

Name (of person photographed): \_\_\_\_\_

Parent or Guardian Name (for minors)<sup>1</sup>: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

<sup>1</sup> IF THE BENEFICIARY IS MINOR: I, being of legal age and capacity, have legal custody of the minor named above, have read this release and hereby consent to all of its terms. I represent and warrant that the minor named above will not disavow this consent on the grounds that s/he was a minor at the time of signature or on any other grounds whatsoever.

Rev: May 2017  
Rein Skullerud, Head Photography Unit

## Acronyms

CAA	Civil Aviation Authority
DFID	Department for International Development (United Kingdom)
ECHO	Humanitarian Aid and Civil Protection
ETC	Emergency Telecommunications Cluster
FAO	Food and Agriculture Organization
FSC	Food Security Cluster
ICAO	International Civil Aviation Organization
ICRC	International Committee of the Red Cross
IM	Information Management
IMO	Information Management Officer
INGC	Instituto Nacional de Gestão de Calamidades (Mozambique National Institute of Disaster Management)
MoU	Memorandum of Understanding
NDMA	National Disaster Management Agency
NGO	non-governmental organization
OCHA	Office for the Coordination of Humanitarian Affairs
SitRep	Situation Report
UAS	Unmanned Aircraft Systems
UNHAS	United Nations Humanitarian Air Service
UNHRD	United Nations Humanitarian Response Depot
WFP	World Food Programme

### *Disclaimers*

*This guide is based on [OCHA IM Toolbox](#); [WFP OIM Guide](#); [ETC IM Field Guide](#)  
Prepared by: [Katarzyna Chojnacka](#), WFP Drones Information Management Officer*