

Press pack

Handicap International to
become Humanity & Inclusion



On January 24th, the global Handicap International network will become **Humanity & Inclusion**.

This network is comprised of national associations known as "**Humanity & Inclusion**" in Canada, the United States of America and the United Kingdom; and as "**Handicap International**" in continental Europe (France, Germany, Switzerland, Belgium and Luxembourg).

This network is also comprised of a **Federation** which implements our field programs around 60 countries, operating under the names "**Humanity & Inclusion**" "**Handicap International**" or "**Atlas Logistique.**"

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1 – Why change our name?

A project at the heart of our 2016-2025 strategy

Our name change project is an intrinsic part of our ten-year strategy. This strategy has been designed to address the explosion of needs and the major upheavals underway in the aid and development sector. The project aims to:

Redesign our organization in order to strengthen our capacity to take action in the field and increase the size of our programs
Pursue our development and diversify our private and public resources
Train our strategic partners to address the sector's new demands more effectively.

To reach this ambition, we must maintain the unfailing support of all our stakeholders, while attracting new support and uniting key players through strategic partnerships.

Until now, the name Handicap International has been our only 'marker,' the only means of indicating who we are and bringing people on board generating interest in what we do. We decided to review this name by asking the following questions:

- Is it explicit enough and does it communicate positive values in the countries where we run our programs as well as in those where we raise our funds?
- Does it express the diversity of our know-how and expertise?
- Is it adapted to the culture of the all the countries in which we are based?

A name that can be poorly perceived and too restrictive

To find the answers to the above questions, we consulted very widely, both internally and externally¹. This consultation revealed a number of sticking points:

The word handicap has very negative connotations in English, as a result of which our name is strongly rejected by some groups of people. It is considered both negative and stigmatizing. Although widely-used at the beginning of the 20th century, it has now virtually disappeared and been replaced by the word disability.

¹ We surveyed our donors in the eight countries in which we have a national association. We also worked with linguists and conducted online surveys with our teams in 60 countries using open- and closed-ended questionnaires, and carried out in situ observations in one of our program countries, Iraqi Kurdistan.

The surveys conducted with our UK and US donors, as well as the general public in the UK, clearly showed its use to be a major barrier to joining or supporting our organization.

Similarly, the feedback from our field teams showed that for our beneficiaries and some of our partners, especially those promoting disability rights, having a name that stigmatizes and devalues people with disabilities poses a real problem.

The name Handicap International focuses on our work to support people with disabilities, and as such does not communicate the full range of our activities.

We need to be able to communicate our expertise in certain areas (mine action, response to basic needs and logistics platforms, etc.) to funding agencies and other NGOs or United Nations agencies. By focusing attention solely on our disability-related work, our name can prevent our voice from being heard and hinder our capacity to take action in other fields, as we are not immediately recognized as a legitimate actor outside the disability sector.

In the same vein, one of our goals is to bring other NGOs together in pursuit of shared objectives, however our overly-specific name can make it difficult to unite those whose concerns are not disability-focused under one banner.

2 – A new name and a new symbol for our global network

In 2018, the Handicap International movement will have a new name, Humanity & Inclusion. This name expresses one of our organization's core values, humanity, and the ambition that has driven our work for the last 35 years, the inclusion of people overlooked or ignored by the humanitarian response and development programs.

In 2018, the Handicap International movement will have a new name, Humanity & Inclusion. This network includes national associations known as "Humanity & Inclusion" in Canada, the United States of America and the United Kingdom, and "Handicap International" in continental Europe (France, Germany, Switzerland, Belgium and Luxembourg). This network also comprises a Federation which implements our field programs in around 60 countries, operating under the names "Humanity & Inclusion." "Handicap International" or "Atlas Logistique". The pictogram of the hand, our organization's powerful new symbol, will hold all the entities in our network together.

Our name

Inclusion

When we began looking for a new name for our organization, the word 'inclusion' quickly stood out as an obvious choice because of its strong link to our organization's history. For 35 years, HI has been working to promote the inclusion of people with disabilities and vulnerable groups in order to 'make the invisible visible.' meet their essential needs and improve their living conditions.

The notion of inclusion has been part of our identity since the very beginning. HI was established in Thailand in 1982 to help mine victims living in Cambodian refugees camps whose needs were being overlooked by other aid initiatives.

Inclusion is the governing principle of all our work. Although clearly the case for our inclusive education and vocational inclusion projects, it is also true when we provide assistance to vulnerable populations affected by conflicts or natural disasters. We want to ensure that the needs of these people are taken into account in relief operations and help them regain their autonomy as quickly as possible. And when we run demining programs, our aim is to enable people to return home, cultivate their land again, access education and health services and find their rightful place in society.

Our fight for the inclusion, consideration and participation of people who have been left by the wayside is reflected in our organization's vision:

"Outraged by the injustice faced by people with disabilities and vulnerable populations, we aspire to a world of solidarity and inclusion, enriched by our differences, and where everyone can live in dignity".

Humanity

Our name also holds high the value of humanity, which is reflected in the way we work closely with our target populations and implement our action with respect, benevolence and humility.

For HI, this fundamental crucial value expresses the way in which our teams work to facilitate inclusion, as well as their mindset.

'Humanity' also reflects the word 'humanitarian'. This brings to mind emergency responses to humanitarian crises and our humanitarian action, whereas inclusion

suggests a more long-term, development-related approach.

So, with these two words, 'humanity' and 'inclusion,' we can express the full range of our activities. Our new name focuses on our entire social mission.

Our symbol

For the first time in our organization's history, our logo contains a symbol. This symbol is a highly effective communication tool for connecting with people and explaining who we are. It is immediately recognizable, transcending language and culture, with no need for an explanation in words. The acronym 'HI' is clearly visible in our symbol.

The hand

The first thing you see is a hand. The hand is a universal symbol, very widely seen as positive and understood by everyone, everywhere. This hand is offering a greeting, welcoming, saying "Hi!" Some people also see a smiley face. In any case, it sends a warm, friendly and positive message, and expresses the same values of humanity and benevolence reflected in our name. For us, it represents support, protection and care, but also communication and dialogue.

This hand is also saying "Stop!": stop exclusion, stop injustice and human rights violations, stop the bombing of civilians. This hand expresses our advocacy mission loud and clear.

The color blue

Blue has always been our organization's logo color. It was chosen to represent freedom of action and opinion, but also because it symbolizes tranquility, stability and responsibility, all of which are necessary to carry out our work in an impartial and neutral way. We wanted the blue of our new logo to be slightly darker than the original to provide a clearer contrast with the white and meet visual accessibility criteria.

Color references:

- . Pantone 3005
- . CMJN : 100 31 00 00
- . RVB : 0 / 119 / 200

Our logo

Our logo is a combination of our name and our symbol.

The symbol with the acronym 'HI' is the dominant feature in this logo. We wanted this to stand out as it will act as a link between our organization's different entities.

The font used for our name is deliberately quite rounded. It reflects the soft curves of the hand. Our name is written in lower-case to express our close relationship to people based on simplicity and humility.

3 – Our methodology

To choose the agency that would work with us on this project, we launched an international call for tenders. Thirteen agencies were consulted. Following this call for tenders, the Canadian Agency, Cossette, was selected. Together, we developed a methodology based on some very firm, non-negotiable, points:

We wanted our work to be as open as possible

We therefore spent time conducting a broad consultation of HI's teams and partners. More than 1,000 employees completed our closed questionnaire and the Cossette team visited HI's program in Iraqi Kurdistan, where it met some 60 people from inside and outside our organization. More than 350 people attended discussion sessions organized at our headquarters and at our program offices.

The COSSETTE logo consists of the word 'COSSETTE' in white, uppercase, sans-serif font, centered on a solid black square background.

We wanted to conduct a broad test of the proposals for names and logos

Cossette systematically tested all the new proposals for names and graphic identities with our target audiences.

A total of 70 employees gave feedback on the various proposals, as well as 17 partners (institutional funding agencies, other NGOs and organizations for people with disabilities, such as International Disability Alliance or the Lao organization of people with disabilities).

46 private donors were asked for feedback during individual or group interviews. Furthermore, discussion sessions were organized with program beneficiaries in Cambodia and Iraqi Kurdistan to gauge their reactions to the graphics chosen. Tests were carried out in 17 countries (Belgium, Cambodia, Canada, Colombia, Ethiopia, France, Germany, Iraq, Jordan, Kenya, Lebanon, Luxembourg, Niger, Switzerland, Syria, the United Kingdom and the United States).

Thanks to the commitment of HI's teams, the predominantly pro bono work done by Cossette, and the test tools used (administering the online questionnaire, organizing interviews via Skype, etc.), the costs for the whole project, and notably the test phases which are usually quite expensive, were kept to a minimum.

Founded in Québec City in 1972, Cossette Communication Group is the largest communications firm in Canada. It has a subsidiary specializing in brand projects, which brings together creative teams, change management specialists and market research professionals.

At the end of the day, if we divide the cost of the work on our new name and our new visual identity by the number of our active donors worldwide, our brand change will have cost \$0.45 cents per active donor.



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