UNOPS SUSTAINABILITY REPORT

CASE STUDY

RESEARCH

Research is the first step before beginning on any new project

What we concentrate on

- latest trends and changes
- the use of typography
- how designers solve various characteristic themes
- infographics and other data visualisation approaches
- overall tendencies in sustainability reporting
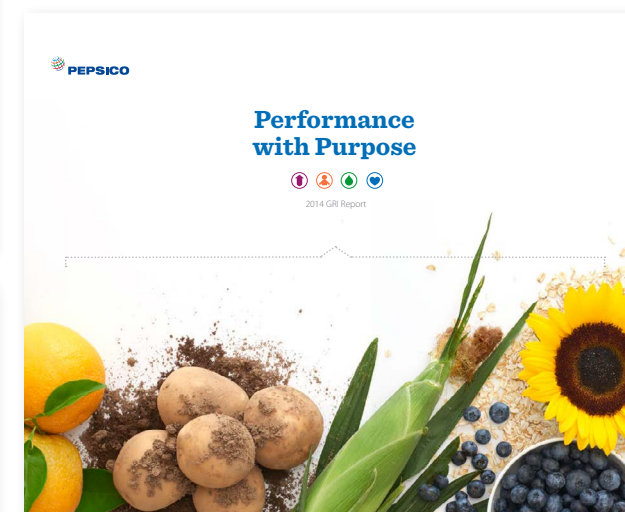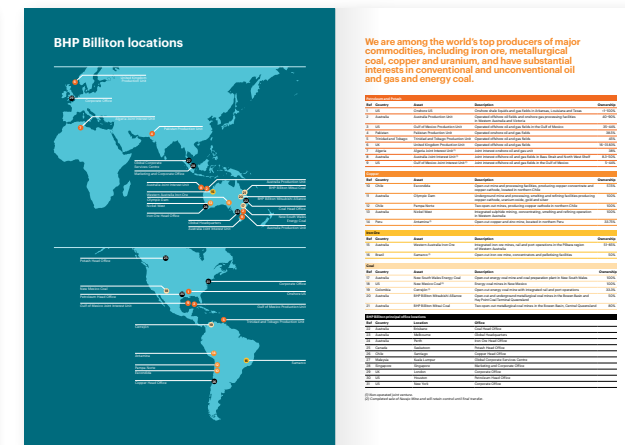
For on-line publishing

- new possibilities in interactivity
- rich media use
- e-pub versions
- new trends in on-line publishing
- additional content such as case studies or interviews, interactive infographics and so on

Important aspect

- examine how the different products aim at their target audiences through their design and content

1 WEEK

INITIAL MEETING

**Personal meeting between key staff members**

- the teams introduction
- better communication and problem solving, workflow optimalization
- methodology & quality assurance
- communication tools
- data sharing & status tracking
- overall job specifications and technology-oriented issues

UNOPS introduced their team

- sustainability report – the first flag ship for UN
- key documents were reviewed

Together

- analysis of all key UNOPS communication products (print and on-line) based on their content and design
- target audiences
- Communication Brief (define main goals, provide background information)
- time plan

1/2 DAY
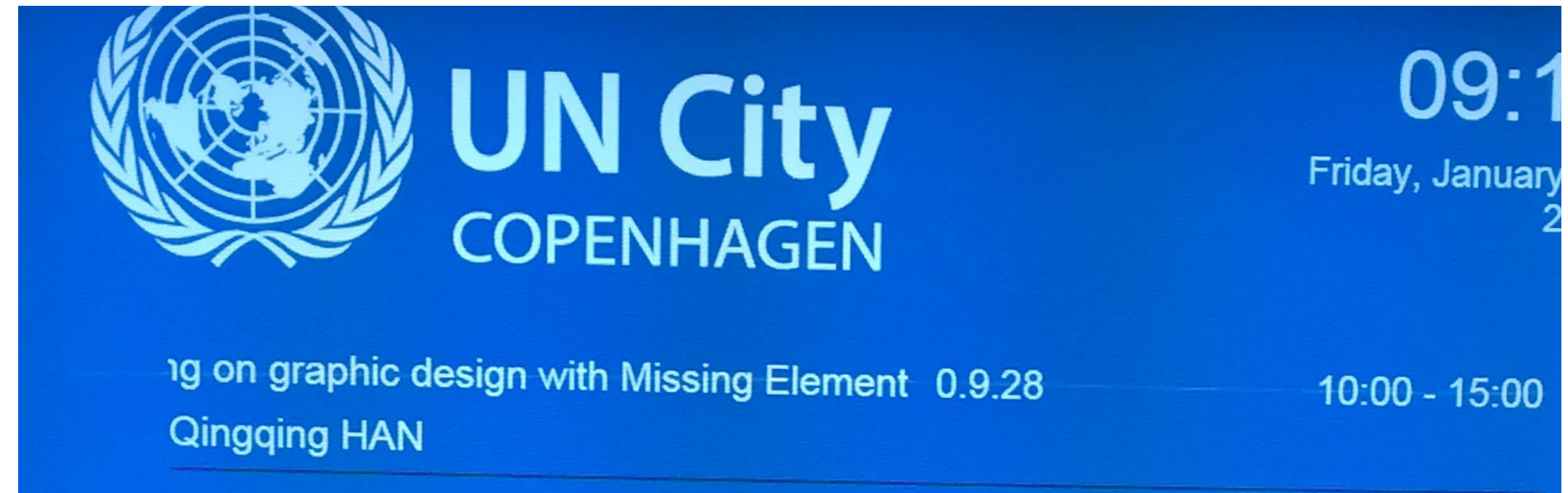
INFOGRAPHIC DESIGN WORKSHOP

Presentation of methodology of infographic design followed by a discussion

- history of data visualisation
- approaches and design styles of infographics (from simple 2D infographics to more complicated and creative)

Analysis of UNOPS communication needs

- to choose direction for UNOPS infographics
- to establish approach for providing data
- to agree on best design solution

1/4 DAY
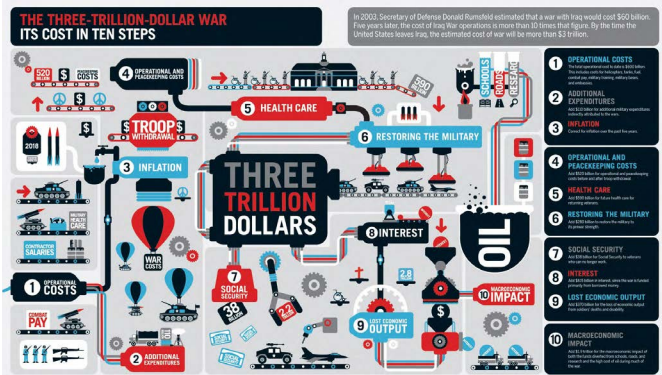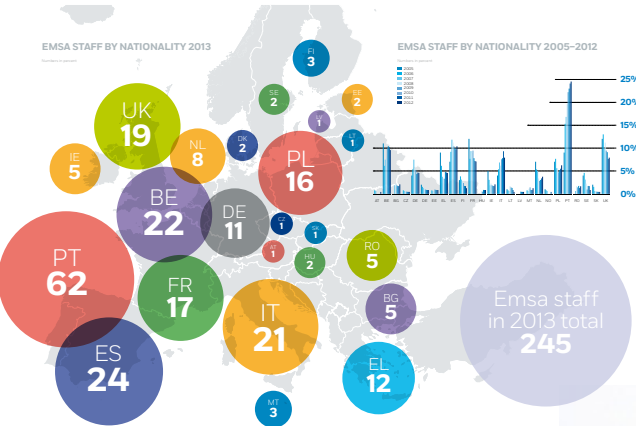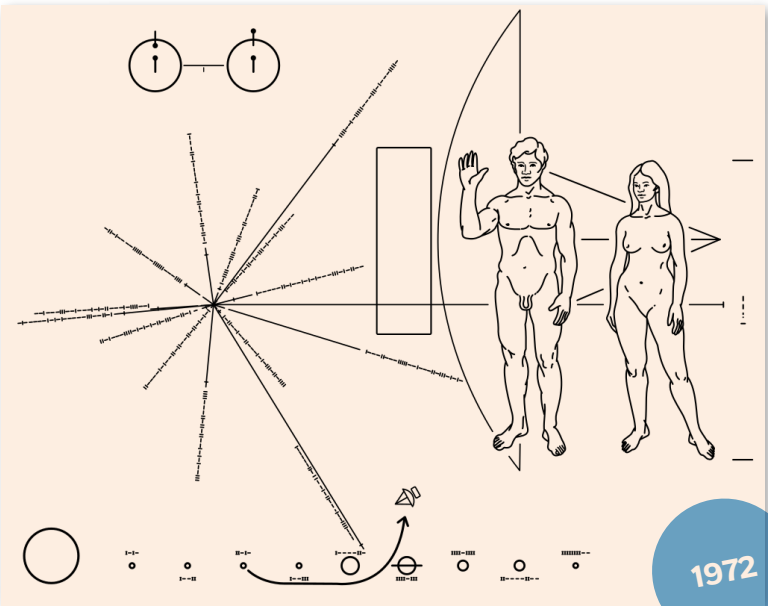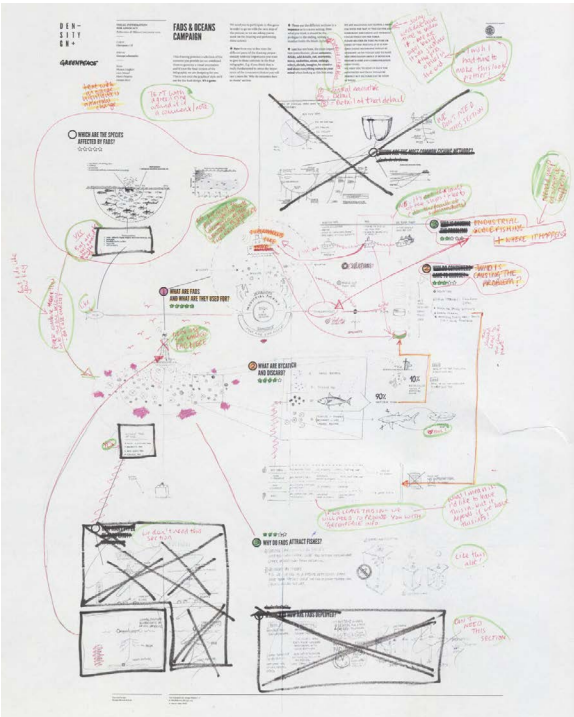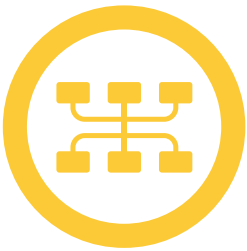
REPORT STRUCTURE WORKSHOP

ME presented content segmentation of the publication followed by a discussion

- layout grid
- orientation system of the publication
  (contents page, section divider pages, pagination, headers...)
- hierarchy of attention
- information segmenting
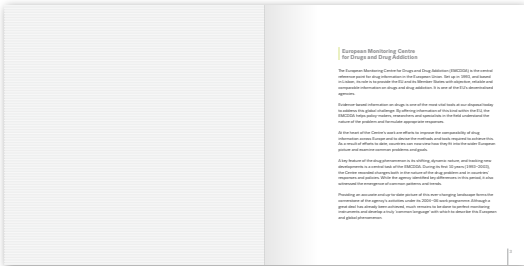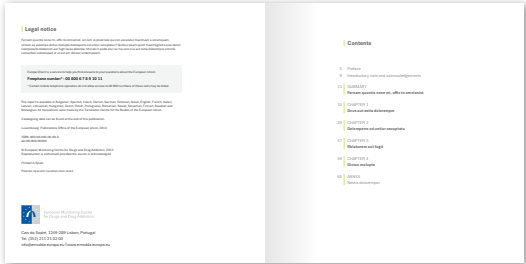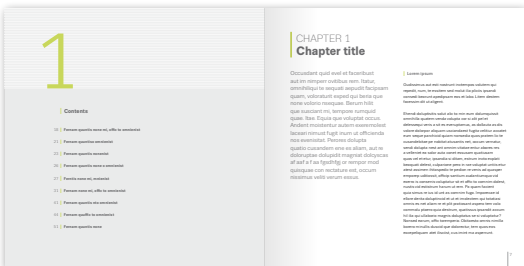 (special text boxes, placement, composition...)

1/4 DAY

1 Inner title page

2 Legal notice, Contents
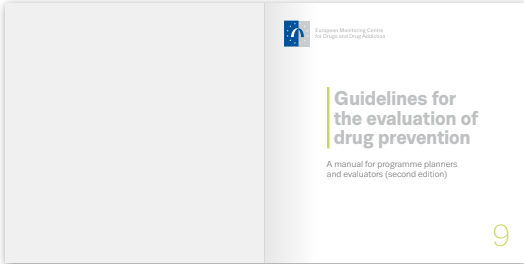
3 Foreword
4 (Management) Summary

5 Beginning pages of parts/ sections

6 Beginning pages of chapters

7 Pages

and possibly

8 References

9 Annexes

10 Conclusions

11 "Find out more"
...
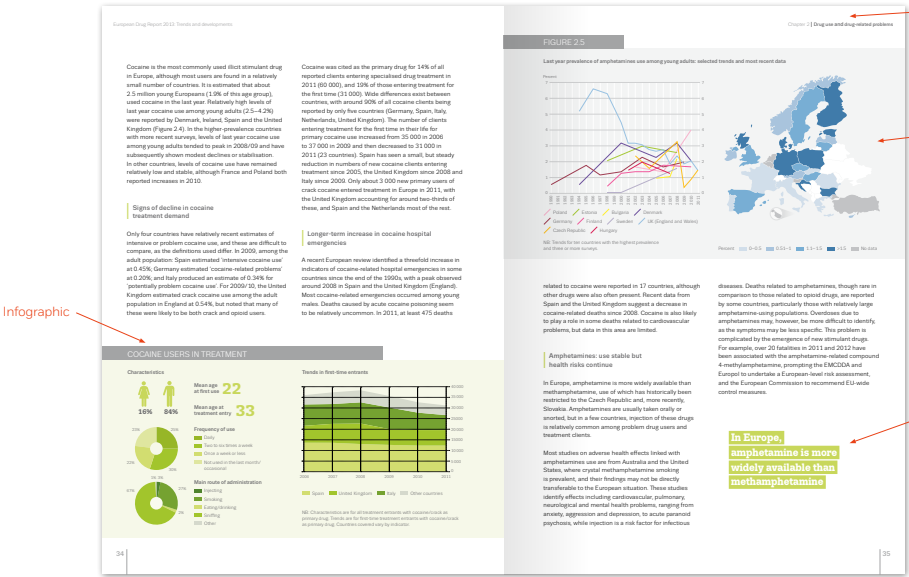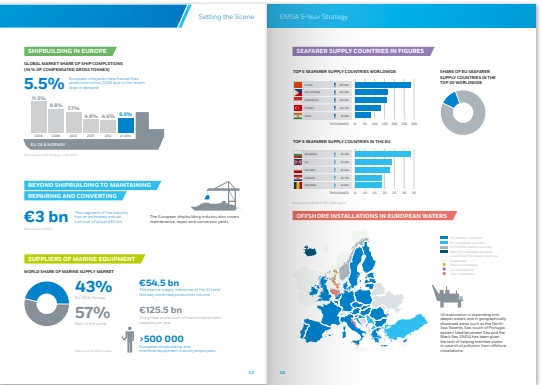
header with the comprehensive information

Graphs/ Maps/ Charts...
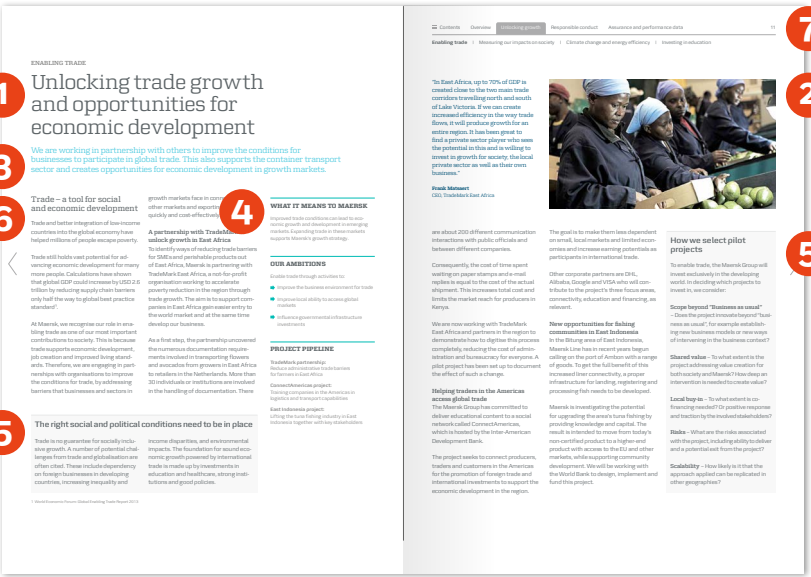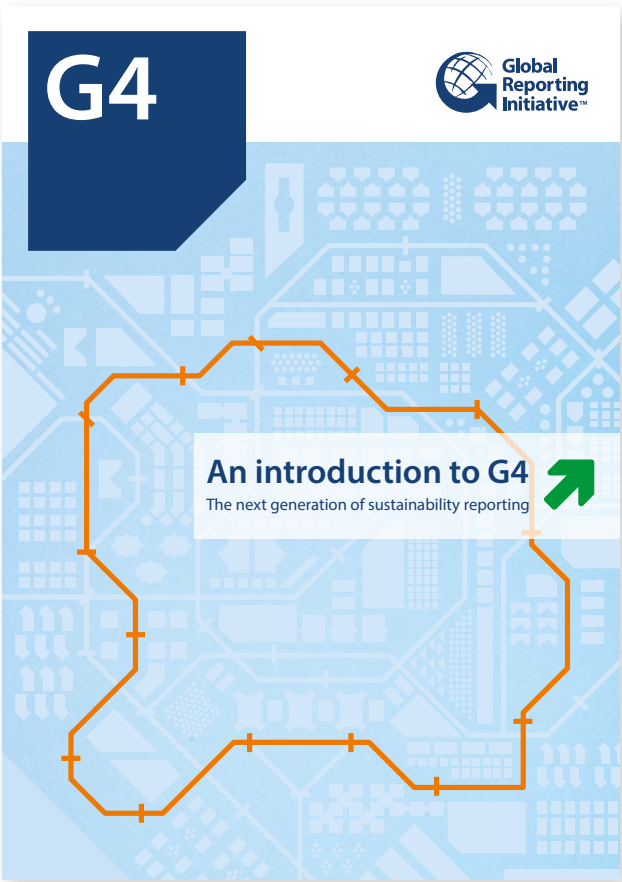
Infographic

Quotes/ Claims

CONTENT WRITING WORKSHOP

UNOPS, Missing Element & Deloitte team meeting

- to **discuss the main principles** of sustainability reports content writing according to G4 of GRI
- to identify the major **target audience** group and to summarize its main specifications
- to identify the **key stakeholders** of the report
- to **re-work the initial content** framework of the report – based not only on the actual content but on the **GRI reporting principles** and also on comprehensive **visual communication principles**
- to hold topics and **key-words-identification** discussion

Presence of decision makers enable immediate decisions and improvements

SUSTAINABLE DEVELOPMENT GOALS

G4 — Global Reporting Initiative™

An introduction to G4
The next generation of sustainability reporting

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

1 DAY

LOOKING FOR THE UNIQUE VISUAL STYLE

The task at hand

- create unique graphic visual style
- maintain a minimalist "Scandinavian aesthetic"
- focus on philosophical aspects
- come up with a basic graphic motif
  – convey complicated messages in a simple and striking way

Our concern

- avoid ephemeral design trends
- create a pro-content design
- strong identity and fresh look in the long-term

Two presented concepts

- diagonal motif
- dot motif
- modular graphic elements that express **subjectivity**, focus on **individual people**, stressing the concept of "**the real**" behind compiled data

Offered additional art direction proposals for visualising data

5 WEEKS

1)

2)
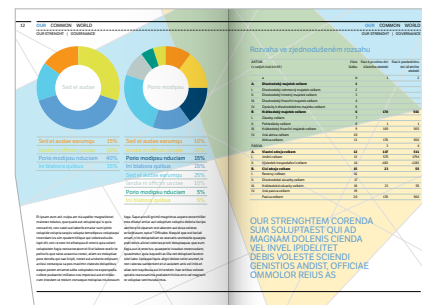
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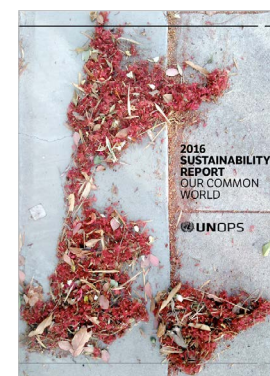
WORKSHOP WITH TWO CHOSEN DESIGN CONCEPTS

Second workshop

- focused on two selected design directions
- analysis of both proposals
- layout structures
- design elements
- reworking some of the elements with content writers

Presentation to the chief of the Brand and Design Department and to the GRI Programme Consultants

We agreed on

- definite content (mainly text) structure
- based on this content, ME provides final proposals of the 2 design directions to be presented to the Director of UNOPS Communications and Partnerships Group for evaluation

2)

1)

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- modipsu nduciam ini blabora
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- aut fugit, cominihi ciassimus
- id maios volendem aut
- fuga. Nempori taestibus
- quibustibus andi omnisimus
- maios volendem aut.

1,762
days of technical assistance provided in 2014 for the design of health infrastructure
COLOMBIA

44,531,000
doses of medicine procured in 2014, to support the Honduras Social Security Institute
HONDURAS

1,062
days of technical assistance provided in 2014, on infrastructure-related topics
URUGUAY

COOPE-RATION

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Wendy L. Hunter, MD
Your pediatrician has 3 minutes to listen, examine, diagnose and explain a kid's symptoms. So the explanation is sometimes cut short leaving savvy parents unsatisfied. I started BabyScience to provide parents with a deeper understanding of their kids. I like to call it science-help.

EQUA-LITY

LUCICA DITIU
Executive Director
Stop TB Partnership
UNOPS

OUR STRENGTH CORE SUM SOLUPTAEST QUI AD MAGNAM DOLENIS CIENDA VEL INVEL IPI-DELITET DEBIS VOLESTE SCIENDI GENISTIOS AN-DIST, OFFICIAE OMMLOR

Sed et audae

Bore samus nem imint unt num quid quis moxoSoe debidadot quam, etur qui quam, secus eaquam santiam, simusE'niat

- **40%** Bore samus nem imint unt num quid quis maio
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2 DAY

FINALISING ON TWO DESIGN CONCEPTS, SELECTION AND APPROVAL OF ONE

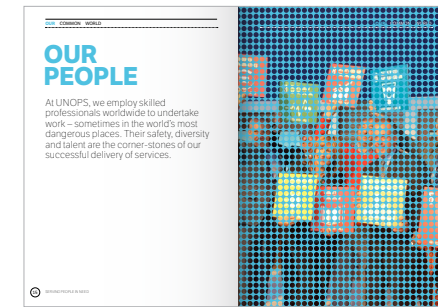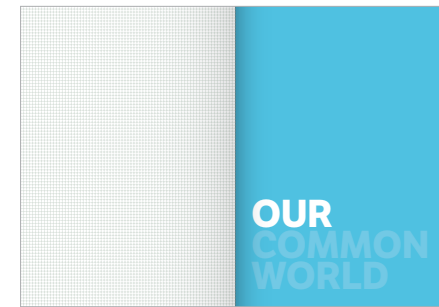**Fine-tuning of all the design elements of both concept proposals to perfection**

Presented internally by UNOPS Sustainability Report team to the Director of UNOPS Communications and Partnerships Group and wider UNOPS management

Result
- one direction chosen for finalisation

Next step
- content writers prepare complete content
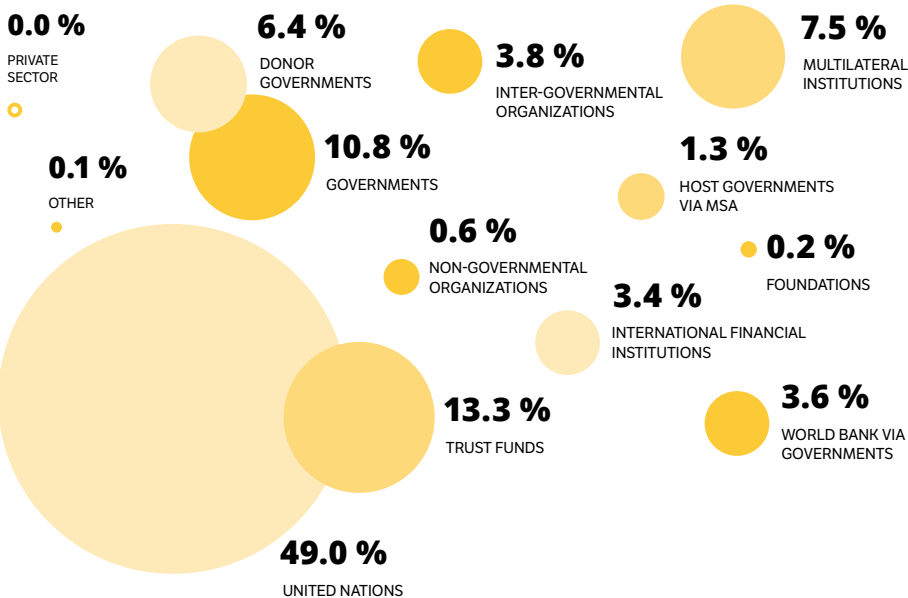
1 WEEK
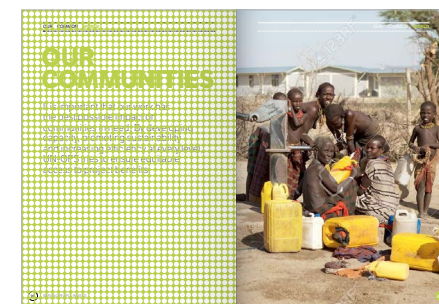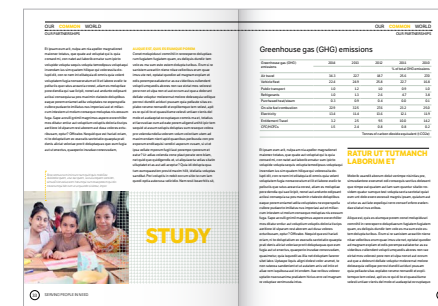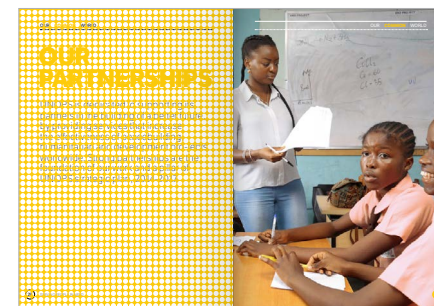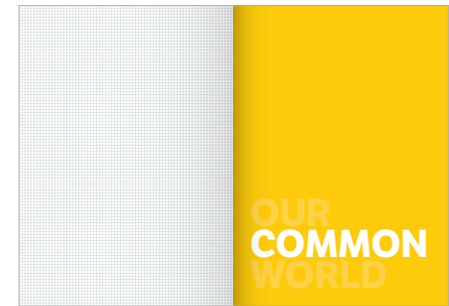
DESIGN & LAYOUT OF THE REPORT, INFOGRAPHICS DEVELOPMENT

3 hectic weeks

- content into the layout
- infographics
- selection of images from the UNOPS database
- working collaterally on sections of report/ feedback
- all supervised by the art director and project manager
- several UNOPS team members working on feedback, selected images and infographic proposals feedback at the same time

This part of the work process was not standard practice as it required an intense amount of work to be done over a short period of time

- backup team engagement

3 WEEKS

Distribution of $1.4 billion of UNOPS services in 2015

0.0 % PRIVATE SECTOR

6.4 % DONOR GOVERNMENTS

3.8 % INTER-GOVERNMENTAL ORGANIZATIONS

7.5 % MULTILATERAL INSTITUTIONS

0.1 % OTHER

10.8 % GOVERNMENTS

1.3 % HOST GOVERNMENTS VIA MSA

0.6 % NON-GOVERNMENTAL ORGANIZATIONS

0.2 % FOUNDATIONS

3.4 % INTERNATIONAL FINANCIAL INSTITUTIONS

13.3 % TRUST FUNDS

3.6 % WORLD BANK VIA GOVERNMENTS

49.0 % UNITED NATIONS

Distribution of $1.4 billion of UNOPS services in 2015

50 % UNITED NATIONS

22 % GOVERNMENTS

13 % POOLED RESOURCES AND TRUST FUNDS

1 % FOUNDATIONS, NON-GOVERNMENTAL ORGANIZATIONS, AND PRIVATE SECTOR

3 % INTERNATIONAL FINANCIAL INSTITUTIONS INCLUDING REGIONAL DEVELOPMENT BANKS

4 % EUROPEAN UNION AND OTHER INTER-GOVERNMENTAL ORGANIZATIONS

8 % GLOBAL FUND AND OTHER MULTILATERAL INSTITUTIONS

GRI INDEX ATTACHMENT TO REPORT

GRI index information supplement

- codes of indexes on each page of the report
- initially a print A4 portrait format designed
- **On-line** document of landscape format
  (more suitable for on-screen viewing)

3 DAYS

G4-SO1
NGO4

G4-EC6
G4-EC7
G4-EC8
NGO4

CORRECTIONS & FINALISING OF PRINT VERSIONS

Finalising

- 84 pages and 4 cover pages
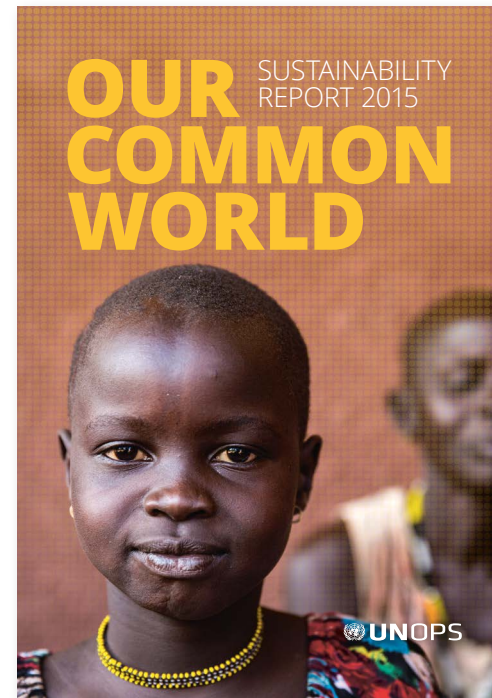- English version

English text corrections

- InCopy (Adobe Creative Cloud)
- editors can access text but not graphics

Translation

- only AFTER total completion of the English version (this **saved time**, as the translators worked with perfect finished English version)

Spanish and French layout & text corrections

- 2 weeks working time

3 WEEKS

MOCK-UPS, CERTIFIED PRINTS, FINAL APPROVAL

For the final approval prior print we produced

● certified **print proofs** of pages withg images
● complete **mock-up** digitally printed

A specific die-cut version not realized at the end
(highly praised concept – not realized for economic/
ecological/sustainability issues)

1 WEEK

ONLINE VERSION DEVELOPMENT

Final stages

- on-line versions of all 3 language versions
- only interactive PDF, not self-sustained interactive microsite

Originally intended web app

- withf rich media, videos, interactive infographics, animated maps and additional content
- could not be realised (mainly budgetary reasons)

GRI supplement

- interactive PDF only

1 WEEK