Endorsement by the Global Shelter Cluster

## 1.0 Purpose

The cluster approach was established in 2005 as part of the wider humanitarian reform process aimed at “improving the effectiveness of humanitarian response by ensuring greater predictability and accountability, while at the same time strengthening partnerships between NGOs, international organizations, the International Red Cross and Red Crescent Movement and UN agencies”.[[1]](#footnote-1)

At the global level, on a partnership basis, the clusters are to engage in standards and policy setting, building response capacity and operational support. Through the Global Shelter Cluster (GSC) governance processes, notably the annual GSC meeting, the Strategic Advisory Group (SAG) and the task-specific Working Groups, the GSC seeks to address key issues arising at country level to improve the effectiveness of the humanitarian shelter response. These have included the development of specific guidelines and manuals, trainings and operational methodologies to address gaps in the operational and coordination guidance available. All such outputs from the GSC are viewed as “endorsed” by the GSC and are identified through the use of the GSC logo.

It is also acknowledged by the GSC that within the wider shelter sector other interagency or individual agency initiatives which are not formally part of the GSC processes valuably address other agreed gaps. Many of the manuals, guidance documents, reference materials, trainings etc. resulting from such sector initiatives are used by country level clusters. The agency stakeholders in several of these sector initiatives referenced by country level clusters and participating agencies have requested the opportunity to have such products “endorsed” or similar by the GSC to give greater visibility to their products.

However, it is neither advisable nor feasible given the resource implications for the GSC to review all shelter sector products or initiatives for endorsement. The GSC should not become an impediment to shelter sector developments or be exposed to the risk of potential mis-use by agencies seeking to secure validity for their specific activities. Use of the GSC logo should not imply that any project or initiative has been developed through a broader consensus than that of the agencies and institutions participating in the cluster at global or country level.

This guidance note outlines the process by which outputs from GSC and shelter sector initiatives can be considered “endorsed” by the GSC, and the use of the GSC logo and associated language with such products or initiatives.

## 2. Categories of initiatives for GSC endorsement

**2.1 Outputs from GSC activities**

**2.1.1 Endorsement process**

All materials produced through the GSC structure and processes (Co-leads, Strategic Advisory Group, Working Groups etc.) are deemed to be endorsed by the GSC. This includes key documents, manuals and trainings, proposals and associated presentations and publications. This does not include outputs from events or activities supported by the GSC through funding or the participation of GSC agencies unless specifically deemed as such through the GSC structure and processes.

**2.1.2 Entitlements**

All approved outputs from GSC activities should include the agreed GSC logo prominently displayed as follows:

* For documents, the GSC logo should be on the opening page or in the header.
* For publications, the GSC logo should be on the cover.
* For presentations and related material, the GSC logo should be on all slides and items.

For all other outputs from GSC activities the SAG will advise on the required visibility for the GSC logo.

**2.2 Existing shelter sector initiatives used by country level clusters**

**2.2.1 Endorsement process**

All manuals, guidelines, trainings and related materials developed through interagency or individual agency sector initiatives and used by one or more country level clusters can be considered as being “used by the Shelter Cluster”. In this case “used by one or more country level clusters” is defined as being a product or service which is referenced in country cluster meeting minutes, advisory documents, the country-specific page of the cluster website or other outputs from the country cluster coordination team as being used as part of that cluster or response.

**2.2.2 Entitlements**

The GSC logo together with text stating “Used by the Shelter Cluster” can be included on all existing products and materials where this is of interest to the rights owners of any such materials. This can include the front or back cover of publications, or within the content of such publications, or within presentation materials used for trainings or similar. The use of the GSC logo and text should not suggest that the product etc. itself is solely a GSC initiative, although it is assumed that the rights holders of any such products will be interested in retaining their own visibility in addition to that of the GSC.

**2.3 New sector initiatives**

**2.3.1 Endorsement process**

Individual agency or interagency shelter sector initiatives that align with the objectives and deliverables of the GSC can be considered for endorsement by the GSC or include the GSC as a project partner. The specific activity must be clearly identified through the GSC structure (annual priorities and Working Group plan of action) and be endorsed by the SAG. This includes consideration of the resource implications on the GSC, and addressing any conflict of interest between agencies involved in the sector initiative and the same agencies participating in the respective GSC Working Group and the SAG.

**2.3.2 Entitlements**

The GSC logo together with text stating “Supported by the Global Shelter Cluster” can be included on project-specific materials and outputs wherever the logo or logos of the project agency or agencies is used.

**3.0** **GSC logo format**

The format of the GSC logo and text to be used should be consistent with the approved format, which can be provided on request.

## 4.0 Disclaimer

The endorsement of products and initiatives as outlined in article 2 and the use of the GSC logo as outlined in article 3 does not imply that each and every agency participating in the cluster at the global or country level endorses, supports or uses the respective products and initiatives. Wording to this effect should be included in any publication or initiative that uses the GSC logo for this purpose.

The use by individual agencies of any guidelines, policies, trainings or advocacy positions endorsed by the GSC in accordance with this document is subject to the individual mandates and policies of the agencies and their respective internal procedures.

**5.0 Misuse of the GSC logo**

The GSC reserves the right to take action in the event of use of the GSC logo that is not in accordance with this guidance note.

1. IASC Guidance Note On Using The Cluster Approach To Strengthen Humanitarian Response November 2006 [↑](#footnote-ref-1)