

# REPORTING PRACTISES

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*\* based on OCHA reporting guidelines*

## 01. GET OUT THERE

Go to the field regularly to observe the humanitarian logistics situation first hand. Seeing once is better than hearing a hundred times. Pro-active report is at the core of our work. Do not wait for the information to come to you: seek it.

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## 02. BUILD A NETWORK

When a crisis hits, your reporting is only as good as your network of sources. Get to know the people who can give you useful information. Be sure to keep your network warm in down times so that you can rely on these relationships in busy times.

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## 03. VERIFY, VERIFY, VERIFY

Being logistics critical at the beginning of a crisis response; be careful to pass on accurate information. Do not confuse information collection with information reporting; check figures to ensure that they make sense: ask questions.

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## 04. KNOW YOUR AUDIENCE

The Logistics Cluster has a range of audiences, including logistics officers in the field, HQs, the Emergency Coordinator, operational partners, governments, donors, beneficiaries, media and the general public. Consider your primary audience before you write. Tailor your information and language to their level of understanding.

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## 05. KEEP IT SIMPLE

Use as few words as possible to convey your message. Write in short sentences. Limit the use of adjectives and adverbs. Say what you mean and avoid jargon. Explain technical terms clearly if you have to use them.

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## 06. SOURCE IT

All information included in a report should be sourced. Use sources whenever possible. Avoid bulk sourcing. State clearly if the information cannot be confirmed.

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## 07. PROVIDE THE BIG PICTURE

The Logistics Cluster reporting added value should be also to provide a comprehensive overview. Although our partners will have the depth knowledge on their specific areas of intervention, the Logistics Cluster should be able to provide an overview on the general impact of the logistics operation on the actual situation. Tell your reader why it matters that ten trucks made it to a certain location.

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## 08. USE VISUAL AIDS

Whenever possible compliment your reporting with maps, information graphics and photographs. A picture says a thousand words. Use Logistics cluster in house resources for support: LC map centre, LC photo library. LC graphs and charts (i.e. Supply tracking System charts).

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## 09. MAKE IT ACCESSIBLE

Once your information product has been cleared, save it electronically in a specific folder on the common drive set up for the operation. Send the report to your audience via mail through the ad hoc created mailing list and make it accessible to the Logistics Cluster webpage. Ensure your email distribution list is complete and current.

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## 10. GIVE AND GET FEEDBACK

Seek feedback on all of your information products. Use audience surveys to find out if your work is meeting its stated purpose and make adjustments on a continual basis. Give feedback to those who provide you with information so that they know what is useful.

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## 11. REMEMBER WHY

The Logistics Cluster provides factual logistics information for actors involved in the relief operations for the benefit of people in need. Reliable and timely information saves lives.

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**ALWAYS BACK UP YOUR FILES!**