

For immediate release

Diane Tell and the French ambassador mobilized for the inclusion of the most vulnerable

Montreal, January 24 2018 - Singer Diane Tell and France's ambassador to Canada, Kareen Rispal, gather in Montreal to celebrate Handicap International's new identity. They will be joined by Younes Boukala, the youngest elected of the city of Montreal. The NGO, which operates in some 60 countries around the world, is unveiling the new name of its global network, Humanity & Inclusion, as well as its new logo. With the help of the Canadian agency, Cossette, the organisation has developed a name that more clearly reflects its values and mission, and a strong and meaningful new logo. On this occasion, Diane Tell commits to the defense of the most vulnerable by becoming a spokesperson for Humanité & Inclusion Canada, joining the actor Anthony Lemke, who has been with the organization since 2015.

A new name and a new logo

- “**Humanity & Inclusion**”, the new name of HI’s international network expresses one of our organization’s central values, **humanity**, reflected in a benevolent and empathic approach to our actions, close proximity with the beneficiaries of our programs and respect for each person’s individuality.
- This name also reflects an ambition that has driven our action for the last 35 years: **the inclusion of people with disabilities and vulnerable people** who are so often overlooked.

The word “inclusion” is part of people’s everyday language in Canada, and HI and HI wishes to be the standard bearer of this value. Simply, it is the opposite of exclusion. It means ensuring that everyone has a place in the community that each person’s individuality is respected and that difference is seen as a way to enrich our society.

- For the first time in our organization’s history, our logo contains a **very powerful symbol – a hand**. The hand is a universal and immediately recognizable symbol that transcends language and culture. It can be seen as a friendly greeting but also as calling a halt, a raised hand saying “stop!” Fighting for the inclusion of people with disabilities and against cowardly weapons is a fundamental aspect of the organization’s DNA which, from now on, will be manifested in this powerful symbol.

A broad consultation led by the agency, Cossette

- Cossette, the agency chosen in a very selective international call for tenders, used a work method based on broad consultation. The agency enlisted a team of highly qualified professionals from among its ranks, including: Nathalie Houde (Vice-

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president in charge of branding); Barbara Jacques (Director of Creation, Branding & Design); Eve-Marie Boutet (Director, Business Lead) and Charlotte Fabre, (Senior Accounts Manager).

- Over 1,000 employees and voluntary workers completed a closed-ended questionnaire, and more than 350 took part in discussion sessions. The Cossette team visited HI's program in Iraqi Kurdistan where it met with 60 or so people from inside and outside our organization.
- All proposals for taglines and graphic identities were tested with our different target audiences (private donors, public funding agencies, partner organizations, beneficiaries, etc.). **These 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).

The reasons for this change

There were two main drivers behind the decision to change:

- The desire to express the organization's values and mission more clearly. It had become essential to adopt a tagline that was more representative of the diversity of the organization's actions, as HI is now running a wide range of activities that are not confined to the disability sector. Active for 35 years, the organization implements more than 300 projects in about 60 countries per year.
- The word "handicap" has a negative connotation in English that is extremely off-putting for certain audiences. It is seen as pejorative and stigmatizing. Although widely-used at the beginning of the 20th century, it has now virtually disappeared in favor of "disability".

An institutional campaign to bring this new identity to life

On January 24, the new identity will be unveiled in a worldwide multi-media campaign that focuses on the symbol of the hand and express the organization's values using a simple message: « **Dessignons un autre avenir aux plus vulnérables / Be a lifeline to the most vulnerable** ». Youtube [link](#)

The campaign was designed pro bono by the agency, Cossette.

Olivier Staub directed the campaign's film, which was produced by **Morrison Films**, and he also produced the photos for the campaign, all pro bono. The actress, **Pascale Bussièrès**, and the Canadian singer, **Feist**, lent their voices to the French and English versions of the film.

Today, **Diane Tell** joins actor **Anthony Lemke** as HI's spokesperson. At the international level, the soccer player **Neymar Jr**, the Belgian singer **Axelle Red** and the motivational speaker **Jessica Cox** also engage regularly with HI.

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