

V L A D I M I R H E R R E R A



Portfolio

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DRIFT NY

DRIFT NY

The World Reconstruction Conference

Context

Since 2011, this yearly global conference focus on post-disaster and post-conflict reconstruction.

Challenge

Visually represent complex themes of recovery, resilience, and long-term rebuilding.

Action

Designed the conference brand identity, including logo, color system, website visuals, banners, and presentation materials.

Outcome

Positioned the conference as a global knowledge hub for reconstruction supporting credibility, engagement, and alignment among international stakeholders for decades to come.



Rethinking Reconstruction for a Safe World





fer Future

World Reconstruction Conference

Geneva, May 10-13, 2011









GFD RR
Global Facility for Disaster Reduction and Recovery



Administered by
THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

GFD RR Partnership Days

GFD RR Partnership Days

Context

Yearly global convening for GFD RR partners under the World Bank.

Challenge

Align diverse stakeholders around a unified narrative of resilience and collaboration.

Action

Led visual system design across print, digital, and on-site assets, ensuring consistency across banners, reports, agendas, floor graphics, and email communications.

Outcome

Enabled a multi-year, cohesive, recognizable event identity that reinforced GFD RR's partnership mission and improved clarity and engagement across multi-stakeholder audiences.

Report



**SESSION SPOTLIGHT:
ASSESSING THE BENEFITS AND COSTS OF NATURE-BASED SOLUTIONS FOR CLIMATE RESILIENCE: A GUIDELINE FOR PROJECT DEVELOPERS**

Assessing the Benefits and Costs of Nature-Based Solutions for Climate Resilience: A Guideline for Project Developers

enables the identification of cost-effective strategies aligned with project contexts and highlights eight case studies from World Bank projects, providing practical implementation guidance. It also aims to expedite the adoption of NBS, enhance impact evaluation, and secure additional funding for NBS projects.

Assessing the Benefits and Costs of Nature-Based Solutions for Climate Resilience: A Guideline for Project Developers

Fishermen in Indonesia know it from experience: the country's mangroves are not just stabilizing an eroding coastline and preventing coastal flooding; they are also important carbon sinks, supporting marine biodiversity and local fisheries. The erosion of coastlines and a sharp decline in annual income for fishing households — five to 10 times the rate of mangrove loss — are dire consequences when these coastal forests disappear. As climate change intensifies and ecosystems are degraded, countries like Indonesia are facing increasingly complex



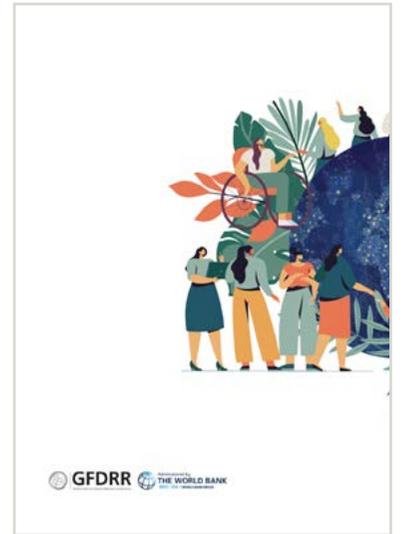
challenges such as extreme temperatures and flooding. NBS for climate resilience, such as mangroves, urban green spaces, and inland wetlands, offer economical strategies to mitigate these risks, while also sustaining biodiversity and other important ecosystem services.

Speakers:

- Opening remarks: Stéphane Hallégatte, Senior Climate Change Adviser at the World Bank

Panelists:

- María Vicarelli, Assistant Professor of Economics at the University of Massachusetts Amherst
- Boris von Zastrow, Director Risk Management Specialist at GFDRR
- Nisha Krishnan, Director for Climate Resilience for Africa at the World Resources Institute
- Sergio Pérez, Swiss Agency for Development and Cooperation
- Julia Rosenberg, Senior Economist at the World Bank
- Closing remarks: Niviv Holm-Nielsen, Practice Manager at GFDRR



Electronic Poster

GFDRR THE WORLD BANK

GFDRR Partnership Days

Hybrid Event
May 22-23 2023
ROOM MC-2-800

Join us for GFDRR Partnership Days, where we will discuss the impact of our activities in building resilience to disasters which are affecting the poor and the vulnerable the most.

Looking forward for your participation!

Proposed Agenda



Tuesday, May 22, 2023 (Web moderating)

- 4:00 p.m. Closing remarks (Berwick)
- 4:15 p.m. Reception
- 6:00 p.m. Dinner (TRC)

Wednesday, May 23, 2023 (Web moderating)

- 9:00 a.m. Opening remarks on WHO's Evolution Roadmap and the importance of building resilience to climate change, reference to Sendai WFR (Shengxi or Axel in person)
- 9:15 a.m. Documentary: Rivers of Hope - 2022 Averted Disaster Award (ASA) Winner
- 9:30 a.m. Climate adaptation panel discussion (Ziad)
 - 1. Norway/India/Australia/India as possible leads
 - Other possible participants: ADA winner, the Bangladesh Red Crescent Society, Swarna Kati, Senior Disaster Risk Management Specialist, World Bank, Beneficiaries from AFR or IAP Q&A

enhance understanding and increase knowledge on how to build inclusive community resilience and promote and govern for improved climate planning and practice.

- share lessons and experiences between decision makers and practitioners on the challenges and opportunities to enhance resilience and risk governance from community to national levels
- strengthen on-going advances and partnerships on mobilizing local capacity to build climate and disaster resilience.

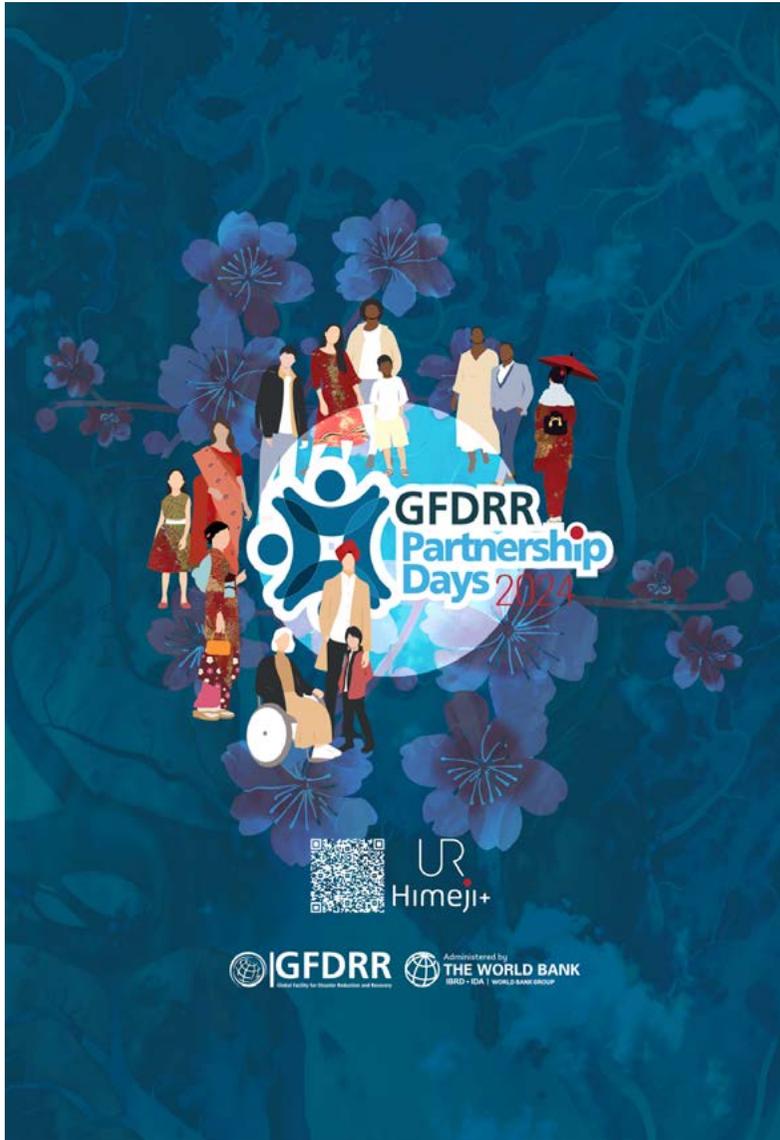
Audience

The primary target audience are GFDRR members. Secondary audience are the practitioners and policy makers in the leading countries, technical partners such as UNDRR, ICA, ISA, WFP, etc., and potential donors. The materials are also available for use and presented in world meetings or in the next for outreach purposes.

Activities and format

Networking and promotional days will begin immediately at the Partnership Council meeting, and will be followed by a potential field visit to Malindi. The Partnership Days will mainly focus on presentations, discussions, and interactive activities. We hope to have high-level country representatives (such as well as World Bank disaster risk management or specialists either in person, or via video conferencing or hybrid event through. The proposed field visit to Bangladesh will include a GFDRR Averted disaster award ceremony, discussion with beneficiaries. The plan is to have a plenary public/intergenerational learning and to document the trip for post trip production.







The Sendai Dialogue (Japan)

Context

High-level international dialogue aligned with the Sendai Framework for Disaster Risk Reduction.

Challenge

Translate complex global policy goals into a visual identity accessible to international audiences.

Action

Developed the event's complete brand system, including logo, banners, infographics, presentation templates, and on-site materials.

Outcome

Created a unified visual language that strengthened recognition of the Sendai Framework and supported clear communication of disaster risk priorities to global decision-makers.



Nine Characteristics of the Great East Japan Earthquake and Tsunami



Scale

1. Extensive
2. Cascading
3. Proximal Peril

Social Dimension

4. Reorganization of Municipalities
5. Lack of Experts
6. Distorted Physical Distribution Centers

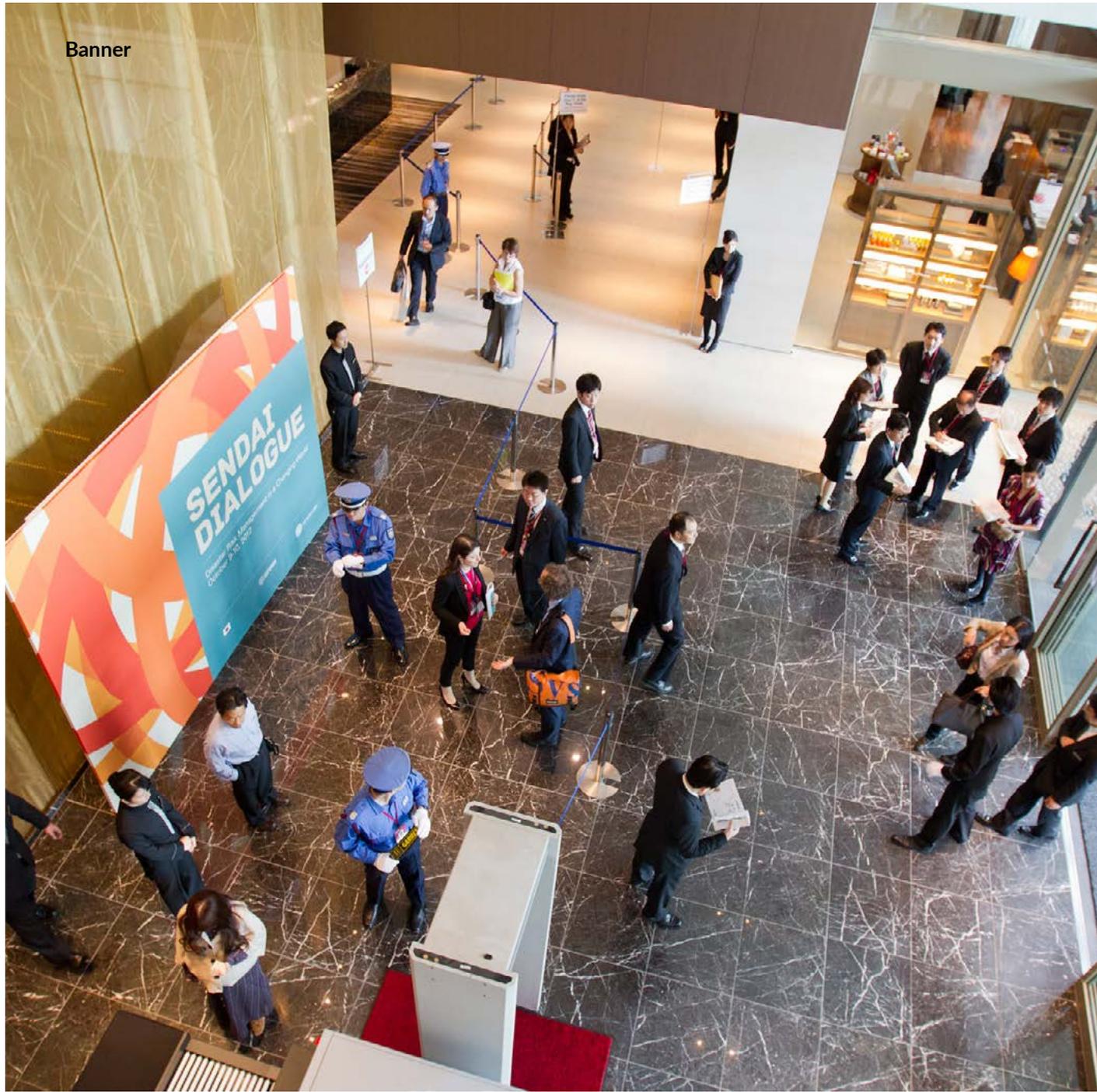
Response

7. Large-Scale Tsunami
8. Socially Vulnerable
9. Insufficient Measures

SENDAI DIALOGUE

SENDAI DIALOGUE

Banner



VOICE STORIES
#1000voices
HORN OF AFRICA

“ Our life was not this good in the past. We now have a latrine, a pond, a poultry cage, a compost pile, and a sewage tank. We have eucalyptus trees and can sell firewood. It is a better life. ”
— Abeda

BEATING DROUGHT
northern Ethiopia has suffered drought, famine, and environmental degradation in the last several decades, but the future looks bright to 13-year-old Abeda. She goes to school and wants to be a doctor. Her family has enough money for modest investments in their small farm. Abeda's family benefits from a social safety net designed to catch people who otherwise would not get enough to eat, and who could otherwise become trapped in poverty.

Fast Facts

- 13 million people in the Horn of Africa suffered in 2011 in the worst drought in 60 years.
- 35,000 malnourished children under age 5 treated in Kenya refugee camps; 15,850 in Ethiopia
- 7.6 million people are covered by Ethiopia's Productive Safety Net Program for chronically food insecure households.

www.gfdr.org/sendai
GFDRR THE WORLD BANK

Standing banner and infographic posters



Banner



PAHO Global Branding

Context

Organization-wide rebrand for the Pan American Health Organization, aligned with its formal relationship to the World Health Organization (WHO).

Challenge

Modernize PAHO's visual identity while strictly adhering to WHO co-branding requirements, linguistic consistency, and institutional trust built over decades.

Action

Led the rebranding strategy and visual system design, establishing a foundational concept that informed all subsequent brand applications. Introduced a refreshed color palette and elevated the PAHO acronym through four flexible logo treatments, ensuring adaptability across print, digital, and environmental communications while maintaining WHO alignment.

Outcome

Delivered a cohesive, future-ready brand system that strengthened PAHO's institutional recognition, preserved trust among member states and partners, and enabled consistent, compliant communication across all channels.



Proposed PAHO Building exterior to enhance visibility



PAHO Publication Style Guide

Context

Organization-wide publications framework for the Pan American Health Organization, supporting multilingual and multi-country communications.

Challenge

Ensure consistency, clarity, and professional quality across a high volume of PAHO publications produced by multiple teams, vendors, and regional offices.

Action

Developed a comprehensive publications style guide defining standards for language usage, typography, layout systems, color application, logo usage, and imagery. Established clear rules for fonts, hierarchy, spacing, and visual alignment to ensure readability and brand fidelity across diverse formats and audiences.

Outcome

Enabled consistent, high-quality publications across PAHO's global communications, reducing fragmentation, improving readability, and reinforcing institutional credibility and brand integrity at scale.

Color palette

Primary Colors

- Pantone 2925**
CMYK: C: 29 M: 22 Y: 0 K: 0
RGB: R: 0 G: 127 B: 184
- Pantone 647**
CMYK: C: 96 M: 54 Y: 13 K: 27
RGB: R: 33 G: 57 B: 186
- Pantone 165**
CMYK: C: 0 M: 59 Y: 100 K: 0
RGB: R: 255 G: 100 B: 0

Our signature color blue (Pantone 2925) conveys respect, leadership and partnership with WHO and the partner organizations.

Secondary colors

- Pantone Warm Grey**
CMYK: C: 31 M: 28 Y: 32 K: 0
RGB: R: 180 G: 172 B: 164
- CMYK: C: 100 M: 58 Y: 42 K: 61**
RGB: R: 0 G: 148 B: 65

Color palette

Secondary colors - for Technical areas

- Communicable Diseases & Environmental Determinants**
Pantone 7499
CMYK: C: 0 M: 32 Y: 98 K: 0
RGB: R: 244 G: 178 B: 35
- Noncommunicable Diseases & Risk Factors**
Pantone 2582
CMYK: C: 42 M: 78 Y: 0 K: 0
RGB: R: 177 G: 79 B: 197
- Health throughout the Life Course**
Pantone 7481
CMYK: C: 51 M: 0 Y: 57 K: 0
RGB: R: 0 G: 171 B: 8
- Health Systems & Services**
Pantone 2582
CMYK: C: 0 M: 54 Y: 95 K: 0
RGB: R: 247 G: 141 B: 40
- Health Emergencies & Preparedness**
Pantone 2582
CMYK: C: 83 M: 0 Y: 42 K: 0
RGB: R: 0 G: 196 B: 179
- Health Information & Evidence**
Pantone 7625
CMYK: C: 4 M: 84 Y: 82 K: 0
RGB: R: 231 G: 19 B: 61

Typography

The official typography continues to be Frutiger as it is the official font used on the PAHO and WHO logos. Frutiger is a sans serif typeface. Its many weights should be used throughout the PAHO collateral for body, headlines, subheads, captions and callouts. If unavailable, Frutiger can be substituted with Arial.

- Frutiger 45 Light
- Frutiger 46 Light Italic
- Frutiger 55 Roman
- Frutiger 56 Italic
- Frutiger 65 Bold
- Frutiger 66 Bold Italic
- Frutiger 75 Black Italic
- Frutiger 76 Black Italic
- Frutiger 95 Ultra Black
- Frutiger 47 Light Condensed
- Frutiger 57 Condensed
- Frutiger 67 Bold Condensed
- Frutiger 77 Black Condensed
- Frutiger 87 Extra Black Condensed



Boxed heads, high profile main heads and subheads at the top



Boxed heads, high profile main heads and subheads at the bottom





PAHO Publications' Style Guide

The guideline for updating the old brand mandated that The WHO Regional Office for the Americas logo must remain alongside or beneath the original PAHO logo in all PAHO communication materials. Both logos should consistently match the language of the content they accompany.

In reimagining the brand, I chose to rejuvenate its identity by emphasizing its acronym. This is because the acronym is the primary means by which individuals, including member countries, partners, staff, and those served by PAHO, recognize and place their trust in the organization.

Client

The Pan American Health Organization (PAHO)

Scope of Work

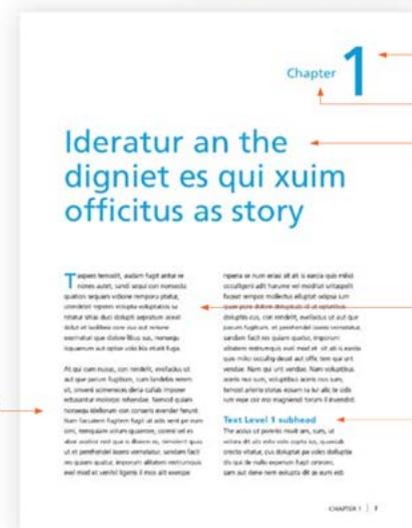
Branding, Color Pallete, Logo design, and style guide

Year

2020



Chapter openers start with Full bleed image on left side



Style name: section number
Font: Frutiger Roman
108 pts.

Style name: section title
Font: Frutiger Roman
20 pts.

Style name: chapter opener main head
Font: Frutiger Roman
48/53 pts.

Style name: body text + dropcap
Font: Frutiger Light
10/ 16 pts.

Style name: body text
Font: Frutiger Light
10/ 16 pts.

Style name: head – sudhead 1
Font: Frutiger Bold
Color: PMS 2925
14 pts.

PAHO 120 Years Anniversary Brand

Context

The 120th anniversary of the Pan American Health Organization one of the oldest international public health institutions.

Challenge

Honor institutional legacy while signaling relevance and continuity into the future.

Action

Designed the anniversary brand, logo system, style guide, and multi-channel applications across digital, print, and environmental graphics.

Outcome

Delivered a commemorative identity that reinforced institutional credibility, unified anniversary communications across countries, and strengthened PAHO's public presence during a milestone year.



Building banner



Here are samples of items to promote the 120th Anniversary of the organization.



Universal Healthcare Campaign

Context

Regional awareness campaign for PAHO's Universal Health Day 2019 across the Americas.

Challenge

Communicate the principle of universal health access in a way that resonated across diverse cultures, geographies, and populations while reinforcing PAHO's public health mission.

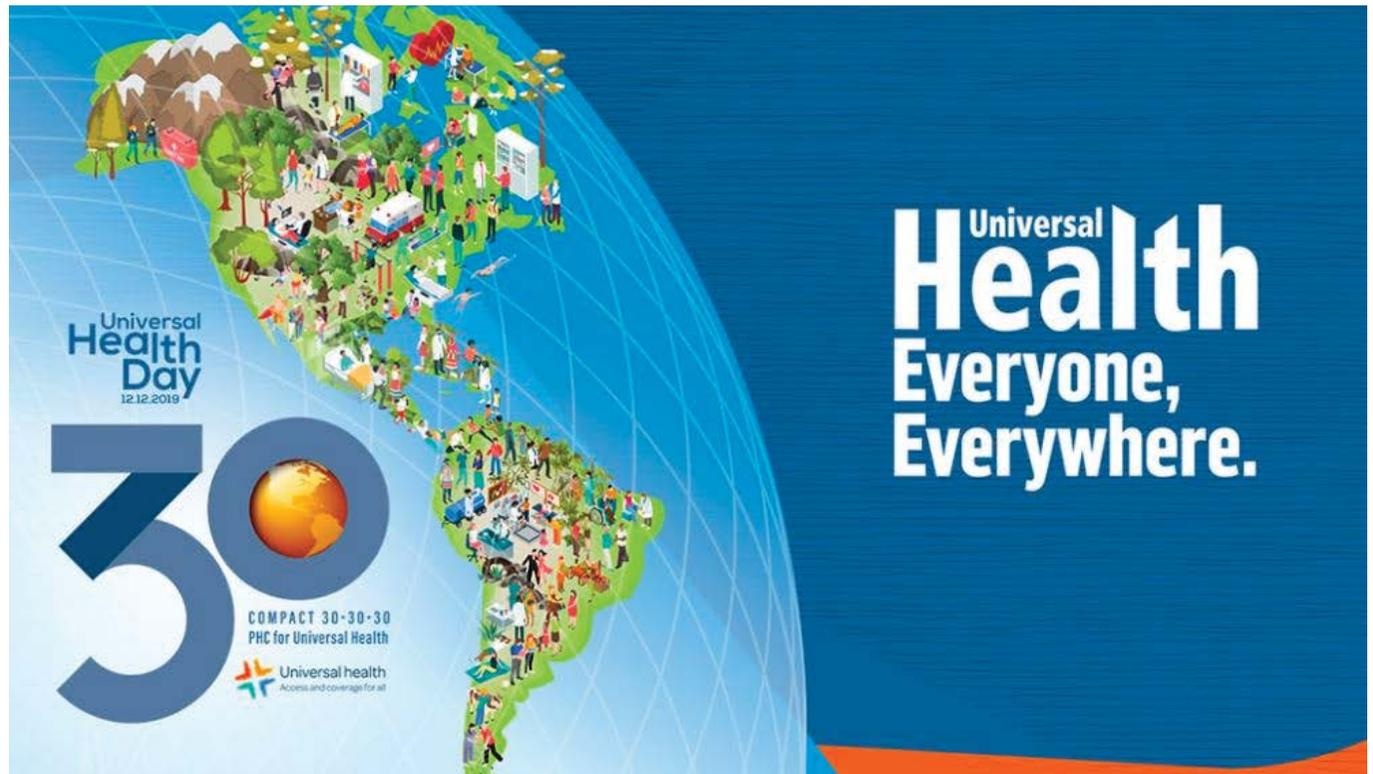
Action

Developed the campaign's visual identity around the slogan "Universal Health, Everyone, Everywhere." Created a central illustration of the Americas populated with diverse figures representing different ages, ethnicities, and communities, balancing visual richness with clarity to ensure broad accessibility and emotional connection.

Outcome

Delivered a culturally inclusive campaign that visually reinforced health as a universal right, strengthened public engagement, and amplified PAHO's message of equity and inclusivity across the region.

Banner



Installation





PAHO COVID-19 Pandemic Response Branding

Context

Region-wide public health emergency response across the Americas during the COVID-19 pandemic.

Challenge

Communicate urgent, life-saving public health information clearly and consistently across multiple countries, languages, and cultural contexts while maintaining institutional trust during a crisis.

Action

Led the development of a unified visual identity for PAHO's COVID-19 communications, establishing consistent use of color, typography, iconography, and imagery across publications, infographics, social media assets, and public-facing materials. Integrated visual cues conveying urgency, unity, and hope while ensuring cultural relevance and linguistic accessibility.

Outcome

Enabled rapid, trusted dissemination of critical public health guidance, reinforced PAHO's authority during the pandemic, and supported coordinated communication and cooperation among member states across the Americas.

Infographics

COVID-19
Coronavirus Disease 2019

5 STEPS TO SAVING WATER WHEN WASHING YOUR HANDS

- 1** Turn on the faucet and wet your hands for a few seconds.
- 2** Turn off the faucet. You only need to wet your hands enough for the soap to form lather. Soap your hands and rub some soap on the faucet handles.
- 3** Rub your hands all over, including the backs, palms, fingers and under the nails, for 40 seconds.
- 4** Turn on the faucet again. Rinse your hands and the faucet handles.
- 5** Once the soap is removed, turn off the faucet and dry your hands with a cloth or paper towel.

Turning the water off saves 2 to 4 liters of water every time you wash your hands.

PAHO Pan American Health Organization World Health Organization
BE AWARE. PREPARE. ACT.
www.paho.org/coronavirus

COVID-19
Coronavirus Disease 2019

BE AWARE.

COVID-19 is a new respiratory illness that was first discovered in Wuhan, China. It is transmitted from person to person.

SYMPTOMS*

COMMON SYMPTOMS: FEVER, FATIGUE, DRY COUGH

SEVERE CASES: NAUSEA, PNEUMONIA, DIFFICULTY BREATHING

*Symptoms may appear 1 to 12 days following exposure to the virus

Who is most at risk of becoming seriously ill?

- People over age 60
- People with pre-existing conditions such as diabetes and heart disease

How is it transmitted?

- Through close contact with an infected person
- By an infected person coughing or sneezing
- By touching contaminated objects or surfaces and then touching your mouth, nose or eyes

Currently there is no vaccine or specific treatment. We can only treat the symptoms. Serious cases may require oxygen and ventilatory support.

PREPARE.

- Make sure you get your information from a reliable source.
- Wash your hands regularly with soap and water or use an alcohol-based gel.
- Cover your mouth with the inside of your elbow when you cough or sneeze or use a tissue and dispose of used tissue immediately and wash your hands.

ACT.

- Avoid close contact with people who have flu-like symptoms.
- Avoid touching your eyes, nose or mouth with unwashed hands.
- Avoid sharing cups, plates or other personal items and disinfect all surfaces that are touched frequently.
- If you have traveled to areas where COVID-19 is circulating or have been in contact with someone who has it and you experience fever, cough or difficulty breathing, seek medical attention immediately. Do not self-medicate.

Note: Information may change when more is known about the disease February 2020.

PAHO Pan American Health Organization World Health Organization
BE AWARE. PREPARE. ACT.
www.paho.org/coronavirus



PAHO's Virtual Campus for Public Health

Context

Digital learning platform designed to serve a geographically distributed, multi-audience community.

Challenge

Create a distinct, modern identity for a virtual education environment while maintaining strong alignment with the parent organization's brand and credibility.

Action

Designed the platform's logo and core visual identity, combining contemporary design principles with symbolic cues representing connectivity, digital learning, and community. Ensured visual continuity with the parent brand while allowing flexibility and recognizability across digital environments.

Outcome

Established a clear, credible, and scalable identity that strengthened platform recognition, supported user trust, and positioned the virtual campus as an accessible, interconnected hub for learning and knowledge exchange.



Website



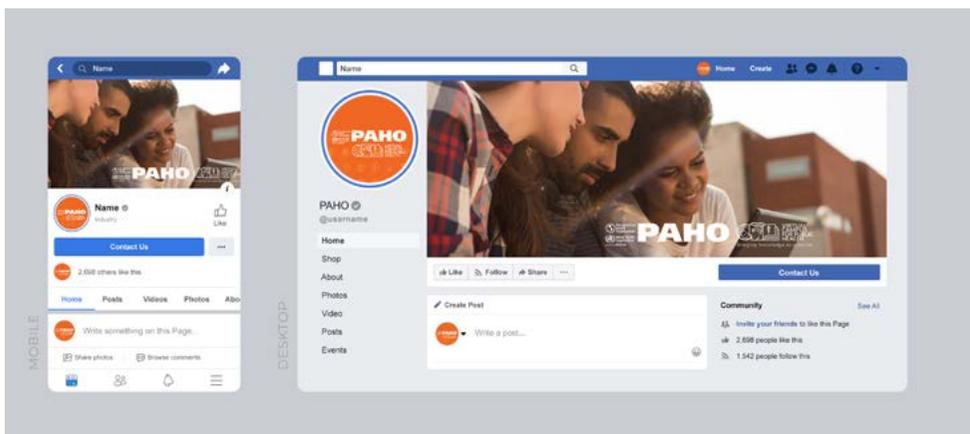
Certificates



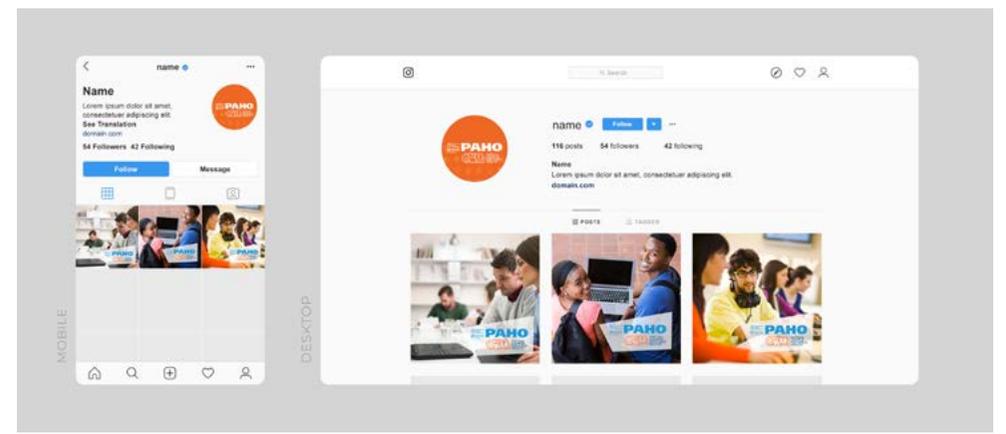
Gifts



Social Media: Facebook



Social Media: Instagram



AI-Driven Illustration & Visual Systems

Context

Exploration and application of artificial intelligence within professional visual design workflows.

Challenge

Leverage emerging AI capabilities to increase creative efficiency and scalability without sacrificing quality, originality, or human judgment.

Action

Integrated AI tools into the illustration and design process to generate, refine, and adapt visual assets. Used AI to accelerate ideation, explore stylistic variations, and support data- or interaction-responsive visuals, while applying human creative direction to ensure relevance, coherence, and brand alignment.

Outcome

Enabled faster, more flexible visual production, expanded creative exploration, and delivered adaptive visual systems capable of responding to diverse audiences, platforms, and use cases.





GFDRR Thematic Areas Banners

The GFDRR thematic areas banners are visual representations designed to highlight the organization's primary areas of focus in disaster risk reduction and recovery. Each banner utilizes specific colors, icons, and imagery tailored to its respective theme, ensuring a clear and immediate association for viewers. Through these distinctive visual cues, GFDRR effectively communicates its diverse range of initiatives and priorities, promoting understanding and engagement within its global audience.

Client
The World Bank

Scope of Work
Branding, Layout design and illustrations

Year
2023

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IMPLEMENTING GFDRR'S STRATEGY (2021-2025)

Work Plan advances all 4 priority areas of engagement and cross-cutting issues.

Aligned with operating principles: demand-driven, socially inclusive, and results-focused.

Support countries to implement the Sendai Framework, the Paris Agreement, and the Sustainable Development Goals.

A few topic issues have been highlighted such as support to Ukraine, Türkiye-Syria earthquake, NBS, Cat-DDO and local impacts through Digital Technologies.

GFDRR THEMATIC AREAS

| | | | | | | |
|---|--|---------------------------|--------------------------|-----------------------|--------------------------|-----------------------------------|
| Building Regulations for Resilience | City Resilience Program | Digital Earth Partnership | Disaster Risk Analytics | Disaster Risk Finance | DRM-PCV Nexus | Emergency Preparedness & Response |
| Hydromet Services and Early Warning Systems | Inclusive Disaster Risk Management & Gender Equality | Nature-based Solutions | Resilient Health Systems | Resilient Housing | Resilient Infrastructure | Safer Schools |

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PRIORITY AREA 1

RISK-INFORMED DECISION-MAKING

- Focused on ensuring countries and communities have access to information needed to make informed decisions to shift from understanding risk to managing risk, and to promote and improve policies for effective decision making in DRM and CCA.
- Continue informing the design and implementation of investments and policy reforms by funding strategic analytical work across relevant sectors.
- GFDRR analytics also influence country-level World Bank strategic analysis, such as the Country Climate Development Reports (CCDRs), Systematic Country Diagnostics (SCDs), and Country Partnership Frameworks (CPFs).

HIGHLIGHTS OF REGIONAL DEMAND

- Technical assistance and coordination work at the regional level to promote risk-informed decision-making approaches by fostering local digital skills and job opportunities (AFR)
- Multi-hazard risk analytics in primary and secondary cities (EAP)
- Damage and needs assessments and technical assistance to Ukraine and Türkiye (ECA)
- Supporting geospatial ecosystems for climate resilience and supporting governments strengthen risk assessment databases and integrating climate risk analysis into the public investment systems (LCR)
- Developing national-level risk maps as well as city level risk disaster and climate risk assessments (LCR)
- Supporting country climate resilience assessments, forest management and supporting analytics using disruptive technologies as well heat stress assessments (SAR)

PRIORITY AREA 2

Reducing risk and mainstreaming DRM

- Focused on reducing climate and disaster risks by strengthening relevant institutions, regulations, and infrastructure, enhancing urban and rural resilience, and mainstreaming disaster risk management across sectors
- Advance global activities through promoting integration of nature-based solutions, and technical work on safer schools, building regulations, and urban resilience

HIGHLIGHTS OF REGIONAL DEMAND

- Supporting metropolitan municipalities to address urban heat (AFR)
- Promoting NBS and scaling up seismic retrofitting programs (EAP)
- Supporting NBS in mountainous environments and scaling up resilience in critical infrastructure (ECA)
- Scaling up city-resilience investments and resilience focused waterfront improvement (LAC)
- Focusing on critical infrastructure resilience and service continuity, particularly in the context of floods, and strengthening building regulations across countries (MENA)
- Promoting infrastructure resilience and land-use planning (SAR)

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PRIORITY AREA 3

Financial preparedness to manage disaster and climate shocks

Focused on improving governance to strengthen financial preparedness to better manage climate and disaster-related risks in the context of broader fiscal risks from unexpected shocks

HIGHLIGHTS OF REGIONAL DEMAND

- Continuous technical assistance and guidance on risk financing instruments (AFR)
- Promoting disaster risk financing instruments and providing policy reform support (EAP)
- Providing country-level analytical work and capacity building activities to provide DRF solutions (ECA)
- Advancing DRF strategies and support to CAT DDOs (LAC)
- Providing diagnostic to advance dialogue around risk financing and insurance (MENA)
- Strengthening financial preparedness particularly in cities and urban local bodies (SAR)

PRIORITY AREA 4

Disaster preparedness and resilient recovery

- Focused on improving community and government preparedness by improving access to Hydromet data and early warning systems, strengthening emergency response capacity, and supporting resilient recovery by either retrofitting damaged or weak infrastructure and improving engineering designs for more resilient new assets.

HIGHLIGHTS OF REGIONAL DEMAND

- Improving Hydromet and early warning systems; capacity assessment and investment planning on emergency preparedness and response (AFR)
- Strengthening regional and country-specific Impact-Based Forecasting and Multi-Hazard Early Warning Advisory (EAP)
- Supporting resilient recovery and reconstruction while the war continues in Ukraine; scaling up disaster preparedness during the reconstruction process in Türkiye (ECA)
- Identifying and developing regional mechanisms for preparedness and response to forest fires (LAC)
- Strengthening Hydromet and early warning systems, city level EP&R systems diagnostic (MENA)
- Development of national DRR plans and enhancing early warning systems across the region (SAR)

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Strategic Social Media Communications & Visual Storytelling

Context

Global organizations communicating complex, high-impact initiatives to diverse public, partner, and stakeholder audiences across fast-moving social media platforms.

Challenge

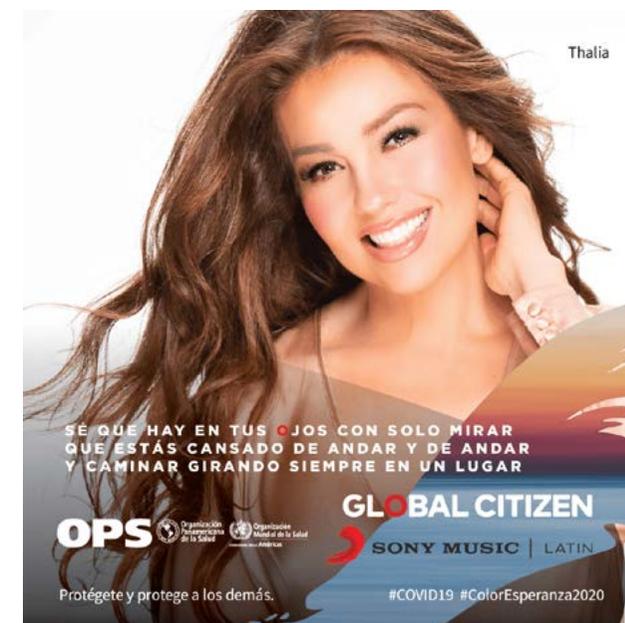
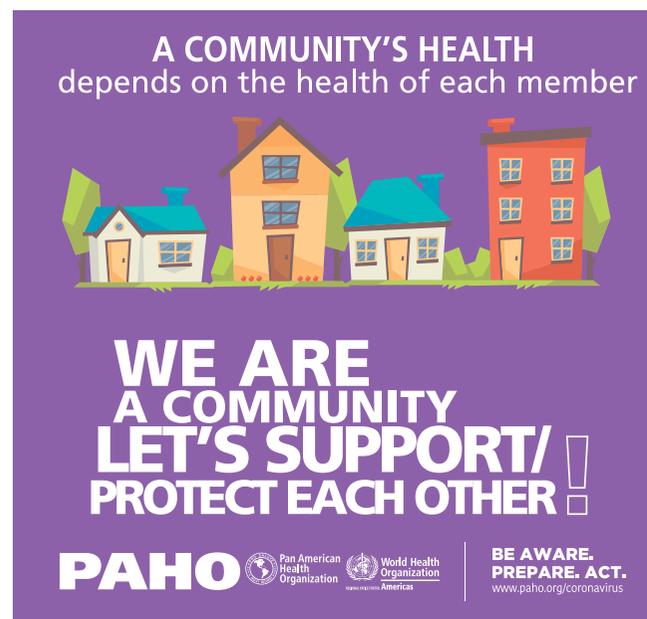
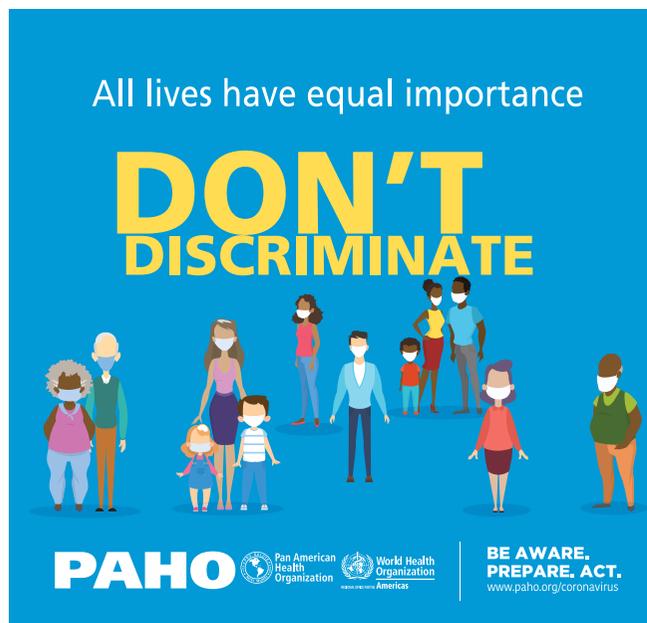
Translate nuanced, often technical information into clear, engaging, and trustworthy social content that performs in crowded digital environments while maintaining institutional credibility and visual consistency.

Action

Designed social media visual systems and campaign assets that transformed complex messages into concise, platform-optimized storytelling. Developed scalable templates, infographics, animations, and visual narratives aligned with brand guidelines, enabling rapid content production while ensuring clarity, accessibility, and consistency across channels.

Outcome

Increased clarity, engagement, and message resonance on social platforms, enabling organizations to communicate complex initiatives more effectively, strengthen public trust, and extend reach across global audiences.



Turning Flood Risk into Economic Opportunity in Dar es Salaam, Tanzania

City Resilience Program

GFDRR
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Strengthening Financial Resilience and Accelerating Risk Reduction in Central Asia

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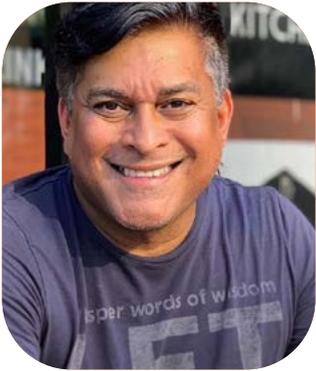
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Data in action: a decade of remote, rapid damage assessments

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Senior Creative Director & Visual Strategist with 25+ years designing high-impact communications for the World Bank, PAHO, IDB, and global development institutions. Specialized in translating complex strategy, data, and decision-making frameworks into clear, persuasive visual systems that drive alignment and action.

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