

GRAPHIC DESIGN

Portfolio

CATHERINE ZULU



About me

I am Catherine Zulu, a seasoned visual comms & branding specialist with a vast understanding of humanitarian visual communication, branding, and marketing.

My journey began with specialized certifications in Graphic design , Bachelor's degree in Business Studies, followed by a Master's in Business Administration, which have provided me with a solid foundation in the corporate and humanitarian world. I have worked in various roles, from being a Freelance branding and communication specialist to a Graphic Designer at the World Food Programme which has helped me develop a unique insight into the importance of visual communication within the context of humanitarian emergencies.

My ability to multitask and adapt has allowed me to thrive in multidisciplinary design environments, creating high-quality, innovative materials for print and web-based communications. I am highly skilled in various Adobe Creative Suite tools. Outside of work, I enjoy collecting arts and crafts, traveling and interior design.



2 |

Portfolio

Brand packages



3

Portfolio

PUBLICATIONS
(FLYERS AND
INFOGRAPHICS)

WFP Ethiopia

2023 Annual Country Report

OVERVIEW

Throughout the 2023, WFP assisted **9.6 million people** with life-saving assistance, including some **1.5 million people** with cash transfers and **2.6 million** with specialised nutritious foods for the prevention of stunting and the treatment of moderate acute malnutrition for children aged 6-59 months and pregnant and lactating women.

Total number of people reached: **9,584,809**

Estimated number of people reached with life-saving assistance: **575,089**

Beneficiaries by RESIDENCE

Category	Planned	Reached
Urban	7,419	231,690
Rural	14,565,556	8,328,293
Total	14,572,975	8,559,983

LOGISTICS CLUSTER ETHIOPIA FACTSHEET

The Logistics Cluster in Ethiopia is supporting 50+ humanitarian organisations active in Northern Ethiopia in addressing their logistics challenges with access to logistics services, information management and coordination.

2022 IN NUMBERS

- 40 CONVOY MOVEMENTS TO TIGRAY
- 6,966 TRUCKS
- 285,000 mt OF LOGISTICS SUPPLIES TO THE TRANSITARY COMMUNITY
- 50+ HUMANITARIAN ORGANISATIONS SUPPORTED IN JUNE/JULY CONVOY MOVEMENTS IN THE ARALE CORRIDOR WHEN THIS WAS THE ONLY MEANS TO TRANSPORT CARGO TO TIGRAY
- 17,000 mt TRANSIT CARGO TRANSPORTED VIA ROAD TO THE REGION OF NORTHERN ETHIOPIA
- 1,100 mt LIFESAVING CARGO VIA AIR FROM ADDIS ABABA TO MEKELE

2023 PRIORITIES

As a core pillar of its mandate, the Logistics Cluster will continue to support coordination efforts and the timely dissemination of pertinent logistics information aiming to prevent by replicating regular coordination meetings in its Addis Ababa, Mekele, Bahar Dar and Dire Dawa hubs. The Logistics Cluster will also continue to attend relevant meetings and engage in humanitarian forums as requested.

In the current context where logistics challenges to the humanitarian response in Northern Ethiopia are improving, the Logistics Cluster will focus on **partner capacity strengthening and country-wide emergency preparedness.**

The Cluster will facilitate regular trainings across its main hubs in Ethiopia to cover logistics topics chosen by partners including Transport and Dispatch Planning, Warehouse Management, Mobile Storage Units (MSU) Installation and Dismantling and more.

The Cluster has also established itself as a platform fostering collaborative relations between the humanitarian community and government counterparts. The Logistics Cluster will continue to support the strengthening of these relations. This was kickstarted in February 2023, with a workshop where 15 humanitarian organisations from all sectors and the Ethiopian Customs Commission discussed solutions to challenges faced in the importation of humanitarian items to Ethiopia.

Spanish Cooperation supporting food assistance through cash transfers to Somali refugees

BUDGET: EUR 500,000

DURATION: 2 months of food assistance (cash-based transfer)

COVERAGE: Kahrabaya, Awbary, and Shuder refugee camp in Somali region

TOTAL NUMBER OF REFUGEES ASSISTED: 45,585 REFUGEES (7,462 households), fully meeting the planned target of 45,000 refugees.

TRANSFER MODALITY: With thanks to funding from Spain, the cereal portion of the refugee food basket - which accounts for 70 percent of the assistance entitlement - was substituted with cash. Through a hybrid cash and in-kind assistance modality, the rest of the food basket was provided to refugees through in-kind distribution of pulses, vegetable oil, and iodised salt.

World Food Programme Operations in Ethiopia

7.5 MILLION People targeted in 2024

- 11% School based: 794,064
- 4% Livelihoods: 315,000
- 42% Relief: 3,170,000
- 43% Refugee: 987,394
- 30% Nutrition: 2,216,135
- 30% Malnutrition Prevention: 1,105,328
- 10% Maternal Treatment: 110,807

9.6 MILLION People reached in 2023

- 4,696,556 (49%) Relief
- 823,000 (9%) Refugee
- 2,902,400 (30%) Nutrition
- 479,240 (5%) School based
- 710,830 (7%) Livelihoods

10.2 MILLION People reached in 2022

- 5,195,728 (51%) Relief
- 760,000 (7%) Refugee
- 3,475,231 (34%) Nutrition
- 512,246 (5%) School based
- 301,693 (3%) Livelihoods

261,216 Malnutrition Prevention (2023) vs 2,641,184 (2022)

381,216 Malnutrition Prevention (2023) vs 3,122,710 (2022)

347,523 Malnutrition Treatment (2023) vs 347,523 (2022)

Womandla

PRESENTS WOMEN & MONEY

JULY 29 2024 TIME: 2PM-3:30PM(CAT) Virtual Session

GUEST SPEAKERS:

- Mary Mwangi, Country Director, WFP - Liberia
- Cheryl Harrison, Chief of Delivery Assistance Services, WFP - Senegal
- Cerald Mwandambika, Principal Advisor & Health Coach, Sage Creek Health, South Africa

WOMANDLA, a WFP Women's support network to **ENGAGE, DEVELOP AND INSPIRE** women through unconventional means

SIDE EVENT

HIGH-LEVEL PLEDGING EVENT FOR THE HUMANITARIAN SITUATION IN ETHIOPIA - 2024

Driving Transformative Change in Ethiopia through Community Led Solutions for Accountability and Resilience

Climate change, conflict, and disease outbreaks in Ethiopia have resulted in a significant increase of number of people in need of humanitarian assistance in recent years. Today, 21.4 million people are in need of emergency relief to survive.

The rising capacity of individuals, families, communities and the very systems used to deliver assistance are further eroded due to the cyclical nature of the multiple overlapping crises.

While short-term humanitarian assistance is critical to save lives in Ethiopia, supporting community-led initiatives for longer-term solutions to build resilience provide a window of opportunity to empower the communities to better withstand future shocks.

Local communities across Ethiopia have a wealth of knowledge and insights to drive transformative change. As a time when the funding outlook in Ethiopia is bleak and emergency needs are increasing, this session will focus on demonstrated community driven transformative solutions that improve transparency and accountability, build resilience and maximise impact on the ground.

This side event provides a platform to highlight communities' voices, exchange insights, best practices, and innovative approaches in strengthening accountability, enhancing resilience, and promoting sustainability within the Humanitarian System in Ethiopia.

PRESENTERS:

- Deen Hoyle, Country Director of ZOA Ethiopia
- Ria Jussifegere, Country Director of ACF Ethiopia
- Sophia Gebreyes, Country Director of LWF Ethiopia
- Clemente Carrau-Pelaez, Director of Ethiopia HNGO Group
- Abibatou Wane, Director IOM Ethiopia
- Chris Nibali, Country Director, al WFP Ethiopia
- Dominique Bergues, Director of FAO basin Office with UN in Geneva

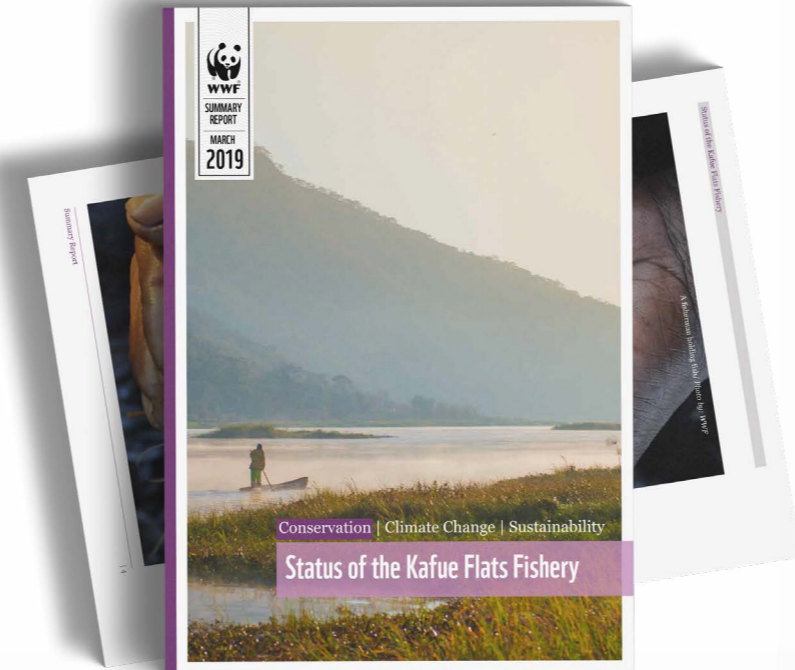
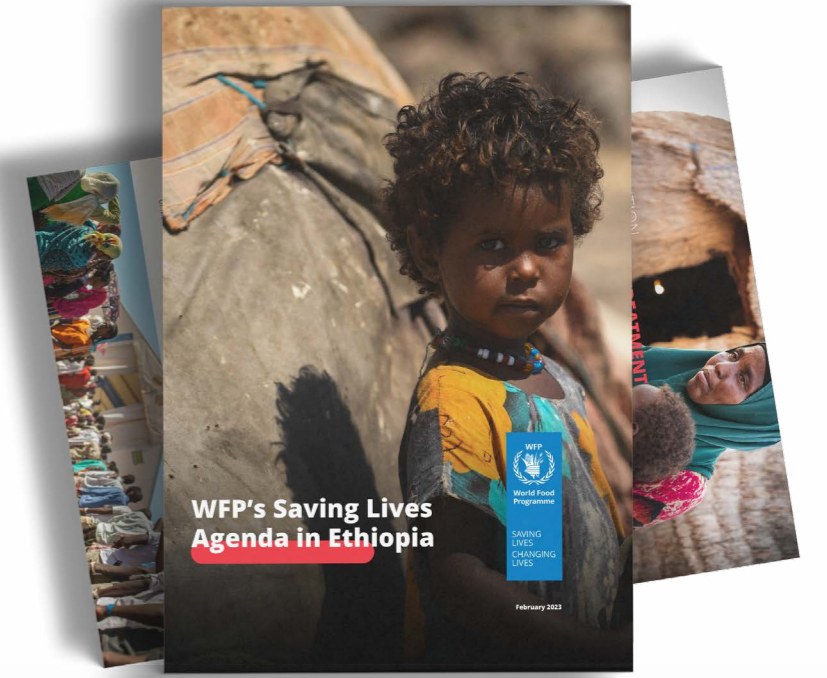
Tuesday, 16 April 2024
@ 11:00am - 1:00pm
Room XXI, Building E, Door E40, 1st Floor Palais des Nations, Geneva

4



Portfolio

PUBLICATIONS/
REPORTS

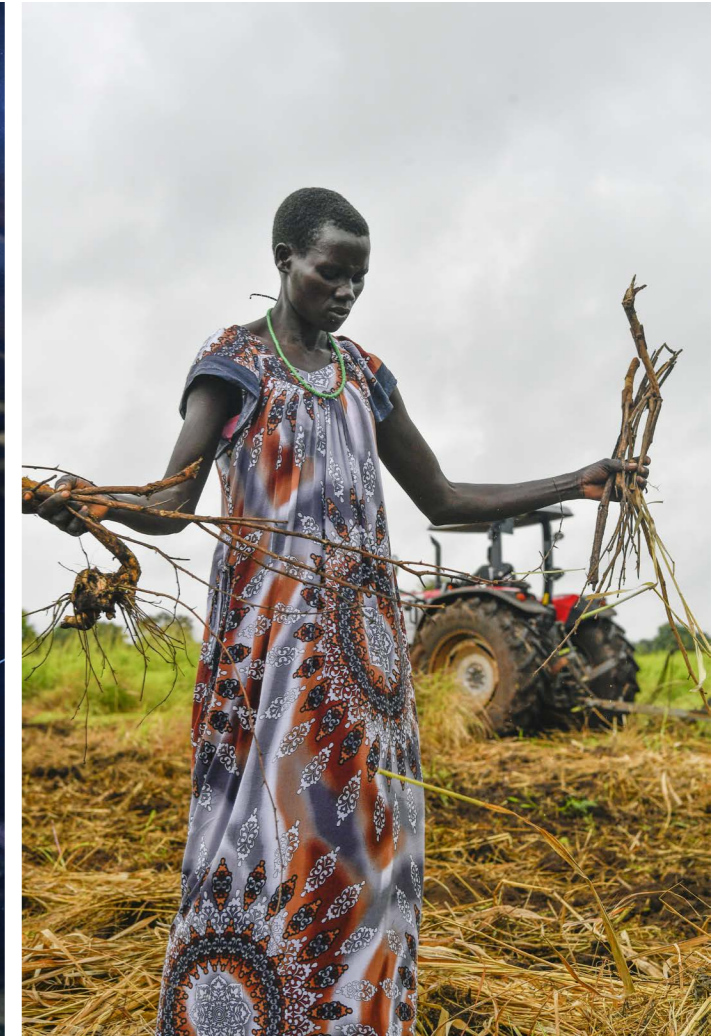


5

|

Portfolio

PHOTOGRAPHY



THANK YOU

GRAPHIC DESIGN
Portfolio
CATHERINE ZULU

Contact details : catherine.zulu@wfp.org (current work), cathyzulu2018@gmail.com(personal)