***Framework Communication and Visibility Plan
for the Thematic Programme for Environment and Sustainable Management of
Natural Resources including Energy (ENRTP) Strategic Cooperation Agreements
between the EC and UNEP***

This Plan complies with the "Joint Visibility Guidelines for EC-UN Actions in the Field" endorsed by the two institutions in 2008. It has been slightly adapted to better fit with this partnership.

<u>Draft – Version 19</u>

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The Strategic Cooperation Agreements (SCAs) concluded in 2011 between the European Commission (EC) and the United Nations Environment Programme (UNEP) have among their expected results enhanced visibility and coherence of EC and UNEP cooperation (including Multilateral Environmental Agreements) in the field of global environmental sustainability and protection.

This Framework Communication and Visibility Plan has been designed to help achieve this result by setting out an agreed approach to communications and visibility of the EC-UNEP partnership under the Thematic Programme for Environment and Sustainable Management of Natural Resources including Energy (ENRTP).

The communication objectives set out in this plan aim to contribute to the following long-term goals:
  ➢ Raise awareness of the EC-UNEP partnership to promote the environmental aspects of development; and
  ➢ Demonstrate and showcase the successful outputs of the partnership, and their contribution to sustainable development and poverty alleviation

This plan relates to the overall partnership of the ENRTP Strategic Cooperation Agreements (SCAs) between the EC and UNEP, including UNEP-administered MEAs. Each action (project) funded under the SCAs will be required to have an individual project communication and visibility plan in place, tailored to meet specific project needs based on a template and guidelines provided in Annex 1 and 2. The template and guidelines are designed to help project managers and their communications staff to follow this overall Communication and Visibility Plan. The guidelines will contain information about the visual identity of this partnership, proper use of logos, required standards of multimedia for reporting and visibility etc.

More information
If you have any questions about this plan, please contact:

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1. Overarching communication objectives:

➢ Showcase the partnership as one that strategically enables sustainable development and poverty alleviation

➢ Promote and inform on successful results achieved and tools developed and demonstrate added value of this partnership

2. Target groups

Based on the main objectives, the following priority target groups have been identified.

Primary targets

	Specifically
A. EU institutions	– EU Delegations in the beneficiary countries
	– European Parliament ENVI and DEVE committees
	– European Investment Bank
B. UNEP and MEA secretariats	– Sub-programme coordinators and MEA focal points
	– Senior Management

Secondary targets

	Specifically
C. National governments	– Environment & Development Ministers in the beneficiary countries
	– Specialised Parliament committees
	– Environment and Development agencies
D. Multilateral organisations & fora	– World Bank
	– GEF
	– African Union
	– Regional ministerial fora relevant to beneficiary countries
	– UN country teams

Project beneficiaries are targeted at the project level through their separate communication and visibility plans.

3. Specific objectives for each target group

Primary targets

Target group	*Specific objectives*
A. EU institutions	• Show the EU and UNEP/MEAs successfully working side-by-side towards common goals • Demonstrate that UNEP is an effective partner for the environmental pillar of sustainable development at global, regional and national levels • Contribute to EU-UNEP policy dialogue
B. UNEP & MEA secretariats	• Build understanding of the need to integrate communication and visibility elements into project planning and implementation • Increase appreciation of the scale of support from the EU and the importance of this partnership to UNEP and UNEP-administered MEAs •

Secondary targets

	Specific objectives
C. National governments (environment ministries & related public institutions)	• Demonstrate the Partnership's results and impacts that make real and positive changes to the environment & positive impacts on the population • Showcase the Partnership as the EU, UNEP and countries working together • Highlight that EU support is translating into actions with positive impact on the ground
D. Multilateral organisations	• *Same as above* • Showcase the achievement of desired results as an incentive for future partnerships with other organisations

Communication activities

4. Guiding principles

➢ <u>Communications output should focus on the achievements and impacts of the projects</u> rather than on procedural milestones.

➢ Communications activities should be timely, newsworthy and adapted to suit target audience

➢ Communications and outreach will involve a shared effort among all partners, reflecting the overall implementation model. This will also help to multiply the impact.

➢ Stakeholder needs (i.e. languages, literacy, regionalization, access to computers and the internet) should

be incorporated into all communications planning and delivery.

➢ The selection of communications products and activities for the partnership will take into account their "environmental footprint", with effort made to follow best practice. This environmental footprint approach will also be reflected in the administration of the ENRTP.

5. Main activities

The joint UNEP Project Management Unit (PMU) coordinator, in the UNEP Brussels Office is responsible for coordinating the following activities. As noted in the introductory text, project managers are required to develop specific plans for their respective projects to meet project-specific needs.

➢ Engage with target groups through the Capacity4dev tool

➢ Track international events related to the partnership projects

➢ Organize and engage in side events and briefing sessions at relevant fora to promote the Partnership and/or specific projects. Fora will likely include: UNEP Governing Council, MEAs' Conference of the Parties (CoPs), Green Week, the African Ministerial Conference on the Environment etc

➢ Engage with 'media multipliers,' in other words key media channels who can amplify our messages towards the target groups. Notably, EU-focused news media

➢ Regular internal communication that highlights resources and opportunities available to project managers

➢ Track outstanding & interesting project achievements

➢ Maintain dialogue on development of the partnership with the EC, UNEP and MEAs

➢ Track publications relevant to the partnership, including external newsletters etc where achievements of the partnership can be promoted

Throughout the partnership communication/visibility and administration we will aim to be as environmentally-friendly as possible. This includes, for example, aiming at paperless meetings and events, utilising video conference and seeking a progressive and environmentally-friendly way of administering and undertaking projects.

6. Communication tools chosen

The following communication tools will be used, as relevant:

➢ Capacity4Dev[1] (C4D) tool. Develop and maintain two partnership groups, one private and one public. The groups will be updated by both the PMU as well as each individual project manager. The groups will:

Internally (private group)

o Will be a document repository/archive partnership administration documents, including for example meeting minutes, official templates, etc

o Will be an internal communications tool for all parties to access documents

Externally (public group)

o Allow target groups to access information & updates on achievements and lessons learned derived from project implementation

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[1] (http://capacity4dev.ec.europa.eu/)

- o Utilise multimedia, especially photos, video & infographics
- ➢ Press releases. Major project achievements should be communicated jointly by UNEP and the EC, and should include any recent developments in the Partnership. An important moment for a press release will be the UNEP Governing Council.
- ➢ Promotion of C4D public group on other websites
    - o Will link with UNEP Sub-Programmes, MEA websites, DG Environment, and DG Development Cooperation, DG Climate Action
    - o Expert of the Day on UNEP website
- ➢ EC & UNEP/MEA publications. Where possible, respective publications should highlight the Partnership projects and specific results in relevant publications.
- ➢ Informal internal update for project managers. This is an opportunity to share achievements internally and for sharing information with colleagues. The PMU in UNEP Brussels will coordinate this short & informal update, calling for content from project managers four times per year. The update will have a simple format with three sections: updates on the Partnership, showcasing good examples of communication to stimulate ideas by project managers, highlighting outstanding achievements.

7. Relays for information

UNEP, the EC and MEA secretariats should all be utilised as relays in achieving the overall communication objectives. This includes through their respective websites, and moreover in each group's own attendance at CoP meetings and the like to promote the work funded under the partnership. EU Delegations and UNEP regional offices are particularly well-placed to be systematically responsible for raising awareness on projects and disseminating results.

- ➢ UNEP regional offices
- ➢ EU Delegations & their press teams
- ➢ EMG/Greening the Blue
- ➢ Press & communication units in relevant Commission DGs

- ➢ International Institute for Sustainable Development (IISD)
- ➢ UN country teams
- ➢ UN information centres
- ➢ Green Spider Network
- ➢ The African Ministerial Conference on the Environment (AMCEN)

Indicators of achievement

8. Completion of the communication objectives

➢ Capacity4Dev

  o Project managers engage with C4D tool, including when possible with the support of their respective communication officers

  o Project managers can access FAQs, partnership programme steering committee (PSC) meeting documents, SCA documents, EU and UNEP/MEA contacts, EU Delegation contacts, UNEP Regional Office contacts, project communication & visibility plan template and guidelines, past internal newsletters, logos & images to download

➢ Press release

  o Publishing of press release in one major media outlet

➢ Events

  o Number of political figures and raise their awareness of the project

➢ EC & UNEP/MEA publications

  o Number of publications with Partnership noted

➢ Promotion of C4D public group on other websites

  o Achievement of dialogue through UNEP Expert of the Day

  o Increase the number of cross-links

9. Provisions for feedback (when applicable)

➢ Results section of the Annual Strategic and Performance Overview Report (SPOR), assessments of results, progress reports

➢ Capacity4Dev tool

➢ Call for contributions to the internal update

Resources

10. Human Resources

➢ Development and delivery of the Framework Communication and Visibility Plan for the EC-UNEP SCAs by:

  Joint PMU made of:
  - The UNEP PMU coordinator based in the UNEP Brussels office
  - A European Commission focal point from DG ENV
  - A European Commission focal point in DG DEVCO

  With the support of:
  - UNEP Division for Communication and Public Information (DCPI) as well as communication officers from UNEP and the MEAs
  - Outreach & information staff member based in the UNEP Brussels Office
  - Relevant Communication Officers from DG ENV and DEVCO

➢ Budget related aspect of the Development and implementation of the Framework Communication and Visibility Plan for the EC-UNEP SCAs by:

- A UNEP Resource Mobilization programme officer designated by the Office of Operations
- A UNEP authorized financial officer

➢ Development and delivery of communication and visibility activities in individual UNEP and MEA projects by:
- UNEP and MEA project managers

➢ Budget related aspect of the development and implementation of the communication and visibility activities of UNEP and MEA projects by:
- A UNEP Fund Management Officer
- A MEA Secretariat Fund Management Officer / authorized financial officer

11. Financial resources

➢ At SCA level:

See Annex III of the ENRTP strategic cooperation agreement between UNEP and DG ENV: 1.2. Visibility and Communication.

See Annex III of the ENRTP strategic cooperation agreement between UNEP and DG DEVCO: 2.3. Visibility and Communication.

➢ At UNEP and MEAs individual project level:

When developing their project budgets, UNEP and MEA project managers will allocate budgets in line with development and implementation of their communication and visibility activities aiming raising awareness and communicating on positive results of their projects.

Annex 1
[Draft template for project managers to develop their communications plans]

Annex 2 – to be developed
[Visibility guidelines to be developed by contractor in order to have clear instructions for logo placement and use, especially regarding how EU and UNEP logos appear side-by-side etc]

Annex 3
[Draft list of beneficiary countries]

Annex 4
[Draft list of events]