

# Improving communications on the EU-Africa Partnership:

## AWG communications plan Summary

This communication plan aims to provide a framework for communications for the African Working Group (AWG) of the European Union Water Initiative (EUWI), with the following specific **objectives**:

- To inform stakeholders about EUWI-AWG aims, objectives, achievements and benefits
- To influence existing attitudes and perceptions of relevant stakeholders regarding the EUWI-AWG
- To build commitment among relevant stakeholders to support the EUWI-AWG and to participate actively in AWG meetings and activities

The **primary stakeholders** (audiences)<sup>1</sup> are:

1. EUWI Working Group members: a) Africa Working Group members and b) other Working Group members
2. African policy and decision makers: water ministers, directors and advisors, government workers in the water sector
3. Policy and decision makers of the EU Member States: a) Water directors and their advisors; b) Representatives of ministries of foreign affairs and aid agencies and c) other ministers, such as PM, Finance, Planning
4. Parliamentarians and MPs in Europe and Africa
5. Scientific community (applied research)

The overall **desired perceptions** are that target audiences be aware of:

- the importance of improved and sustainable WASH and IWRM for social and economic development in Africa;
- the existence, purposes and added value of the EU-Africa partnership and EUWI-AWG to address these issues and assist African countries.

In alignment with these perceptions we can distinguish two types of **messages**:

1. The more 'promotional' (general) messages that explain, amongst others, EUWI-AWG aims, activities and results.
2. The content-focused or advocacy messages that, for instance, concern the importance of sanitation. These messages result from the thematic discussions under the work plan and may vary from year to year.

We suggest that the AWG develops a **basic set of communication products** that may be expanded as the need arises:

*2008*

1. Leaflet, describing WASH and IWRM challenges, EUWI-AWG aims and activities to address these challenges.

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<sup>1</sup> The communication matrix in Annex 1 identifies current and desired perceptions/behaviours, communication products and channels for each separate audience.

2. Frequently Asked Questions (FAQ), including questions and answers on what the EUWI-AWG can do for different audiences
3. Quarterly e-mailings to AWG and other working group members, describing current and upcoming activities of the AWG. (recurring)
4. Bi-annual AWG newsletters (recurring)

#### 2009

1. Powerpoint presentation (audio-visual), which can be used when presenting the EUWI-AWG in meetings and can be adapted to suit the needs of the users.
2. CD-ROM containing all important EUWI-AWG communication products.
3. Quarterly e-mailings to AWG and other working group members, describing current and upcoming activities of the AWG. (recurring)
4. Bi-annual AWG newsletters (recurring)
5. Policy brief for key African decision makers (if the need arises)

#### Cost implications

We estimate that the development of the above mentioned communication products will require a total of approximately 33.000 euros per year, consisting of 12.000 – 15.000 euros for products and 18.000 euros for (an) external communication consultant(s). In addition we expect that the AWG Support Group and members will have to spend around 30-35 days a year.

#### Recommendations

Please refer to Section 12 of this plan for the complete list of general recommendations, recommendations specifically related to the communication products, and operational recommendations. Below is a brief summary:

- Ensure proper attention and resources, communication activities should be an integral part of the (multi-)annual work plans and budgets (role of the Chair and Co-Chair). Evaluate annually the need for updates or additional products. When possible, alignment with the overall EUWI communication strategy (under development) is important (role of the AWG Support Group).
- Focus mainly on the primary target audiences, leaving especially the general public and the media for the overall EUWI communications strategy to deal with.
- Opt for relatively easy-to-develop communication products that could be used for multiple target audiences. Start as soon as possible with the development of some basic materials in both English and French, on paper and in electronic format (PDF).
- Make the AWG Support Group responsible for the overall *coordination* of the development of the communication products. Make use of a writer/editor/communications consultant to develop the materials.
- Develop a clear plan of action (work plan) for each separate communication product, including deadlines and people involved, and communicate this to all AWG members so that they know when they are required to provide inputs.
- Encourage the EUWI to take urgent action with a view to improving the accessibility and user-friendliness of the EUWI web-site.
- Arrange a dialogue between AWG and AMCOW to explore ways in which the AWG can support AMCOW communication work.