



ACP MEAs



African Hub: Multilateral Environmental Agreements (MEAs) Project Communication and Visibility Strategy



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PREAMBLE

This document describes the Communication and Visibility Strategy of the MEAs Project of the African Union Commission. This strategy is developed based on the objectives of the Project document. The strategy is guided by the Communication and Visibility Manual for EU External Actions and builds upon all the communication and visibility strategies, plans and activities of the MEAs stakeholders and partners. This document is intended to provide an overview and to be used as an overall guideline to manage the MEAs Project with regard to communication and visibility.

The African Union Commission, EU Delegation to AUC, Regional Economic Communities, Partners, and MEAs stakeholders have contributed during the preparation process. The MEAs Communication and Visibility Strategy will be shared to the MEAs Project Steering Committee for endorsement.

CHANGE RECORDS

ISSUE	DATE	CHANGE RECORDS	AUTHOR
V. 0.1	March 2016	African Hub MEAs Communication and Visibility Strategy	MEAs Consultant
V. 0.2	May 2016	African Hub MEAs Communication and Visibility Strategy	MEAs Consultant

Table 1: Change Records

Disclaimer

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ABSTRACT

The overall objective of Capacity Building Related to Multilateral Environmental Agreements (MEAs) in African Caribbean and Pacific (ACP) Countries (ACP MEAs) is to enhance the capacity of ACP countries to implement MEAs, leading to an improvement in environment and natural resources management in these countries. ACP MEAs will reduce the adverse effects of, in particular, climate change, loss of biodiversity, drought, land degradation, chemicals and waste, and obsolete pesticides, including other threats resulting from environmental degradation.

This Communication and Visibility Strategy provide the basis for joint visibility for the UNEP/EC partnership, in accordance with the EC – UNEP Contribution Agreement (ACP RPR 124-02) and the Joint Visibility Action Plan.

In order to achieve the objectives of the MEAs Project, a set of organized and coordinated communication activities is framed in a strategy. The Communication and Visibility Strategy addresses topics that include: objectives, target groups, core Messages, communication tools, major communication activities, resources, budget and indicators of achievement.

The figure below summarizes the main elements of the MEAS communication and visibility strategy.

The effectiveness of this document will be evaluated by assessing the indicators of achievement, asking for feedback, website visitors hit, media monitoring, web based automated statistics, measuring number of visitors using ACP MEAs communication tools, and number and type of communication and visibility materials produced and communicated.



Figure 1: Elements of the ACP MEAs Communication &Visibility strategy

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1. INTRODUCTION

1.1 THE ACP MEAs PROJECT SUMMARY

The Multilateral Environmental Agreements (MEAs) Project forms the African Hub sub-component of the European Commission Programme for Capacity Building related to Multilateral Environmental Agreements (MEAs) in the African, Caribbean and Pacific (ACP) countries. The total cost of the Project is EUR 3.3 million, including UNEP contribution of EUR 304,255 contributed as staff time.

The overall objective of the Project is to strengthen and enhance the endogenous capacity of African ACP countries to effectively implement and comply with MEAs and related commitments. This will lead to sound management of the environment and natural resources and contribute towards the effective implementation of strategies for sustainable development and poverty eradication in Africa, including debt cancellation, improved market access, enhanced Official Development Assistance and increased flows of Foreign Direct Investment, as well as transfers of technology through the effective implementation of MEAs. The Project will also promote sharing of experiences at national, regional and sub-regional levels and encourage South-South cooperation including with the Regional Hubs in the Caribbean and the Pacific.

The specific objective of the Project is to strengthen the capacities of the Commission of the African Union and the Regional Economic Communities and to enhance the capacities of African ACP countries to effectively implement their obligations and commitments under global and regional environmental agreements. This will be done in a coordinated and comprehensive manner by focusing on the enhancement of negotiating capacity, lobbying skills, legislative drafting, and information dissemination and exchange.

Capacity building is the key aim of the Project. Hence, the main activities for the Project include: human resource development; public education and awareness raising; institutional strengthening and improvement of coordination; support to the development of information systems and related environmental assessments; promotion of South-South cooperation and sharing of relevant experiences including with other regional hubs; and promotion of and support to the effective integration into national policies and laws of environmental concerns addressed in ACP MEAs.

The Project targets the 48 African ACP countries (attached as ANNEX III). The target beneficiaries are primarily government officials, in particular those working in Ministries of Environment, Planning, Energy, Water, Agriculture, Forestry, Mining, Foreign Affairs and other relevant ministries, as well as officials in local government authorities, national stakeholders such as civil society organizations and private sector companies. The design of the Project reflects considerable emphasis on capacity-building, ownership and exchanges of experiences on MEAs, including within regional and sub-regional institutional frameworks. As the support and ownership by the public and decision-makers is crucial for national implementation of MEAs, African countries are expected to learn from various institutional models developed in other developing countries through the promotion of South-South cooperation.

The Project is hosted by the African Union Commission (AUC). In order to achieve sustainable development in Africa, AUC promotes accelerated socioeconomic integration of the continent. The AUC has a mandate to promote regional cooperation on environmental management and conservation through the Department of Rural Economy and Agriculture. The African Union Specialized Technical Committee on Agriculture, Rural Development, Water and Environment, which is responsible directly to the African Union Executive Council, also has an environmental mandate. It has strong cooperation ties with UNEP through the UNEP's Regional Office for Africa, including the UNEP Addis Ababa Liaison Office as well as other regional or sub-regional environmental bodies and institutions in Africa.

1.2 SCOPE OF THE DOCUMENT

This document describes the Communication and Visibility Strategy of the MEAs Project. It is guided by the Communication and Visibility Manual for EU External Actions and is aligned with the MSAs Project Document and Communication and Visibility Plans at the AUC and partners. This document is used as a general guideline to manage the MEAs Project with regards to communication and receiving feedback from the project's target groups and final beneficiaries.

1.3 STRUCTURE OF THE DOCUMENT

The report is structured according to the template provided in the Visibility and Communication Manual for the European Union External Actions and contains chapters on the objectives and guiding principles (Chapter 2), the communication activities and the communication tools (Chapter 3), as well as on indicators and resources (Chapter 4).

1.4 REFERENCE DOCUMENTS

Id	Title	Date	Reference
D-1	Communication and Visibility Manual for EU External Actions	25 March 2014	https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf
D-2	Framework Communication and Visibility Plan for Capacity Building Related to MEAs in ACP countries (ACP MEAs)	March 2009 - February 2013	Version 0.1 (draft not yet posted on the website)

Table 2: Reference Documents

1.5 ACRONYMS AND ABBREVIATIONS

ACP:	African, Caribbean and Pacific
AEWA:	African-Eurasian Waterbird Agreement
AMCEN:	African Ministerial Conference on Environment
AMCOW:	African Ministers' Council on Water
AUC:	African Union Commission
BPOA:	Barbados Programme of Action
CAADP:	Comprehensive African Agricultural Development Programme
CARICOM:	Caribbean Community
CBC:	Caribbean Biological Corridor
CBD:	Convention on Biological Diversity
CCCCC:	Caribbean Community Climate Change Centre
CDM:	Clean Development Mechanism
CEEAC:	Communauté Economique des Etats de l'Afrique Centrale
CEHI:	Caribbean Environmental Health Institute
CEMAC:	Communauté Economique et Monétaire de l'Afrique Centrale
CERs:	Certified Emissions Reductions
CITES:	Convention on International Trade in Endangered Species of Wild Fauna and Flora
CMS:	Convention on Migratory Species
COMESA:	Common Market for Eastern and Southern Africa
COP:	Conference of the Parties
CREP:	Caribbean Renewable Energy Programme
CROP:	Council of Regional Organizations of the Pacific
CSO:	Civil Society Organization
DELIC:	Division of Environmental Law and Conventions (UNEP)
DG AIDCO:	European Cooperation Office
DNA:	Designated National Authority
DRC:	Division of Regional Cooperation (UNEP)
DTIE:	Division of Trade, Industry and Economics (UNEP)
EAC:	East African Community
EAs:	Executing Agencies
EB:	Executive Board
EC:	European Commission
ECLAC:	Economic Commission for Latin America and the Caribbean
ECOWAS:	Economic Community of West African States
EDFs:	European Development Fund
ENRTP:	Thematic Programme for Environment and Sustainable Management of Natural Resources
ERPA:	Emissions Reduction Purchase Agreements
EUR:	Euro (European Monetary Unit)
FAFA:	Financial and Administrative Agreement
FAO:	Food and Agriculture Organization of the United Nations
FDI:	Foreign Direct Investment
GEF:	Global Environment Facility
GEF-PAS:	GEF – Pacific Alliance for Sustainability Program
IETA:	International Emissions Trading Association

IGAD:	Intergovernmental Authority on Development
IGO:	Inter-governmental Organization
ILO:	International Labour Organization
IOMC:	Inter-Organization Programme for the Sound Management of Chemicals
IUCN:	International Union for the Conservation of Nature
JPOI:	Johannesburg Plan of Implementation
JRC:	Joint Research Centre
LDC:	Least Developed Country
MACC:	Mainstreaming Adaptation to Climate Change
MDG:	Millennium Development Goal
MEA:	Multilateral Environmental Agreement
MOP:	Meeting of the Parties
MoU:	Memorandum of Understanding
MSI:	Mauritius Strategy for Implementation
NAPA:	National Adaptation Programme of Action
NAP:	National Action Plan
NBSAP:	National Biodiversity Strategy and Action Plan
NCSA:	National Capacity Self Assessment
NEPAD:	New Partnership for Africa's Development
NIP:	National Implementation Plan
NSDS:	National Sustainable Development Strategy
OECD:	Organization for Economic Cooperation and Development
OECS:	Organisation of Eastern Caribbean States
PDD:	Project Design Document
PEI:	Poverty and Environment Initiative
PEIN:	Pacific Environmental Information Network
PIC:	Prior Informed Consent
PIN:	Project Idea Note
PISLM:	Partnership Initiative on Sustainable Land Management
POP:	Persistent Organic Pollutant
PRSP:	Poverty Reduction Strategy Paper
PSC:	Programme Steering Committee
QSP:	Quick Start Programme
REC:	Regional Economic Community
ROA:	Regional Office for Africa (UNEP)
ROAP:	Regional Office for Asia and the Pacific (ROAP)
ROE:	Regional Office for Europe (UNEP)
ROLAC:	Regional Office for Latin America and the Caribbean (UNEP)
SADC:	Southern African Development Community
SAICM:	Strategic Approach to International Chemicals Management
SIDS:	Small Island Developing State
SMC:	Sound Management of Chemicals
SPREP:	Secretariat of the Pacific Regional Environment Programme
UEMOA:	L'Union Economique et Monétaire Ouest Africaine
UN:	United Nations
UNCCD:	United Nations Convention to Combat Desertification
UNCCD-GM:	United Nations Convention to Combat Desertification – Global Mechanism

UNDESA:	United Nations Department for Economic and Social Affairs
UNDP:	United Nations Development Programme
UNEP:	United Nations Environment Programme
UNFCCC:	United Nations Framework Convention on Climate Change
UNIDO:	United Nations Industrial Development Organization
UNITAR:	United Nations Institute for Training and Research
USD:	United States Dollar
WHO:	World Health Organization
WSSD:	World Summit on Sustainable Development
WWF:	World Wildlife Fund

Table 3: Acronyms and Abbreviations

2. ACP MEAs COMMUNICATION AND VISIBILITY STRATEGY

The African Hub MEAs Communication and Visibility strategy is essential to foster visibility and raise awareness of MEA's stakeholders and partners. It serves as a road map and facilitates the organization of communication of the MEAs results and achievements. These activities keep end users, stakeholders, actors and collaborators informed on the status of the implementation of the MEAS project activities. The Communication and Visibility Strategy also guides the right message to be delivered to the right audiences at the right time. Ultimately the strategy is to aim at building commitment from awareness of the project activities to ownership of the project. Communication and visibility strategy serves also as an important tool to monitor communication activities in MEAS.



Figure 2: ACP MEAs Communication and Visibility Strategy

2.1 GENERAL OBJECTIVE

The main objective of communication and visibility activities is the communication of positive results of the MEAs with specific focus on the outcomes and impacts of ACP MEAs.

Overall communication objectives

- Raise awareness in ACP countries of the reasons for and the impact of ACP MEAs;
- Identify specific opinion makers and influencers in ACP countries who are most likely to be affected by the impact of ACP MEAs, engage them as stakeholders and raise awareness on the role of positive impacts of ACP MEAs;
- Ensure that appropriate communication and visibility activities are included by partners in all aspects of ACP MEAs implementation, with specific emphasis on raising beneficiaries' awareness;
- Ensure that all communication and visibility actions are coordinated strategically with partners

2.2 SPECIFIC OBJECTIVES

The specific objectives of the strategy include:

- To ensure that policy makers within government institutions and national, regional and sub-regional organizations are aware of environmental sustainability in African countries of ACP group through implementing MEAs.
- To encourage NGOs and civil society to participate in the effective implementation of MEAs by showing them the role of the AUC and UNEP/EC partnership in positively influencing the development policies of ACP African countries.
- To ensure that academic institutions in ACP countries partnering under ACP MEAs have a good understanding of how the collaboration between AUC, UNEP and the EC work together to support environmental goals.
- To raise awareness of the private sector of the role of the AUC and UNEP/EC partnership in delivering relevant and positive impacts of ACP MEAs on the economic and social situation in ACP countries, thereby encouraging their participation and engagement.
- To raise awareness of specific opinion makers and influencers in ACP countries on the positive impacts of ACP MEAs and the role of the AUC, UNEP/EC partnership in delivering assistance and support in achieving the goal of environmental sustainability.
- To engage the international donor community and raise awareness of the role of ACP MEAs in assisting ACP countries to implement MEAs and reduce the adverse effects of, in particular, climate change, loss of biodiversity, drought, land degradation, chemicals and waste, and obsolete pesticides, including other threats resulting from environmental degradation.
- To inform and engage the media in promoting the positive impacts of ACP MEAs, thereby raising the profile of the AUC, UNEP/EC partnership.
- To strengthen the visual presence of the AUC, UNEP/EC partnership to the general public in ACP countries by raising awareness of the roles of the AUC, UNEP and the EC in delivering positive and visible impacts on the ground.

2.3 GENERAL COMMUNICATION PRINCIPLES ADOPTED BY ACP MEAs

Communication Principles are assumptions that govern how communication activities take place in MEAs project. The following bullet points are principles that guide the preferred way that communication is developed and delivered in ACP MEAs. These are:

- Openness, honesty, credibility, and trust in all MEAs communications;
- Ensure that communications contain consistent core messages and visual identities of the project and partners;

2.4 TARGET GROUPS

African ACP government institutions, national, regional and sub-regional organisations in ACP African countries, NGOs and civil society, relevant academic institutions, private sector organizations, specific influencers and opinion makers in African ACP countries, the international donor community, media, and the general public in African ACP countries. Table 2, shows the summary of MEAs's target audiences, nature of information required and the communication channels.

Key Audiences and Target Groups	Information Needs and Interests	Communication Channels
African ACP government Institutions, national, regional and subregional organisations in ACP countries	Information regarding the progress the African Hub ACP MEAs and information regarding the development of national and regional laws and regulations related to international and regional conventions	Reports, Website, social medias, emails, memos, publications, and meetings
NGOs and civil society	Information regarding the progress the African Hub MEAs and its activities	Reports, Website, social medias, emails, memos, publications, and meetings
Private sector organisations	Information regarding the progress the African Hub MEAs and its activities	Reports, Website, social medias, emails, memos, publications, and meetings
Opinion leaders in ACP countries	Information regarding the progress the African Hub MEAs and its activities	Reports, Website, social medias, emails, memos, publications, and meetings
International Donor Community	Information regarding the progress the African Hub MEAs and its activities	Reports, Website, social medias, emails, memos, publications, and meetings
Media	Information regarding the progress the African Hub MEAs and its activities	Reports, Website, social medias, emails, memos, publications, and meetings
General Public	Information regarding the progress of s and its activities	Newsletters, website, Social Media, mass media

Table 4: Correlation between target groups, information needs, interests and communication channels

2.5 SPECIFIC OBJECTIVES FOR EACH TARGET GROUP

African ACP government institutions, national, regional and subregional organisations in African ACP countries - to provide regular information regarding the progress and the achievements of the African Hub MEAs . And information regarding the development of national and regional laws and regulations related to international and regional conventions

NGOs and civil society – to reach, inform on and to provide them with Multi-lateral Environmental Agreements on the status of environment and the natural resources

Private sector organisations – to reach, inform and provide information on achievements of the African Hub MEAs.

Opinion leaders in ACP countries – to reach, inform on and provide information, showcasing the benefits of the African Hub ACP MEAs .

International Donor Community- to reach, inform on and provide information, showcasing the practical benefits of African ACP MEAs.

Media – to provide them with African ACP MEAs positive results, enabling them to target the specific needs of their respective countries and to provide solutions to their country decision makers.

General Public– inform regularly regarding the progress and the achievements of ACP MEAs.

2.6 KEY MESSAGE

The key messages of the African Hub MEAs Project are:

Capacity for the development of laws and regulations related to MEAs at national and regional level in ACP African countries.

Capacity for environmental friendly sustainable development in Africa

Key Audiences and target groups	Information needs	Key communication messages
ACP Government Institutions, national, regional and subregional organisations in ACP countries	How is the African Hub MEAs is proceeding?	Regular updates on progress Best practices and positive results. And also the setbacks the project is facing
NGOs and civil society	How to access MEAs capacity building services?	Regular updates on progress Best practices and positive results
Private sector organisations	What is available from the MEAs services? How can the African Hub MEAs project data can be incorporated into research? How to provide feedback on capacity building on MEAs African Hub Project?	Regular updates on progress Best practices and positive results
Opinion leaders in African ACP countries	What is African Hub MEAs Project? What it is useful for? Is it really working?	Regular updates on progress Best practices and positive results
International Donor Community	How the money spent MEAs products?	Regular updates on progress Best practices and positive results of MEAs
Media	What is available from the African Hub MEAs Project?	Regular updates on progress Best practices and positive results of the African Hub MEAs Project
General Public	What is the African Hub MEAs Project delivering?	Regular updates on progress Best practices and positive results of the African Hub MEAs Project

Table 5: Target audiences, information needs and key messages

3. COMMUNICATION ACTIVITIES

3.1 GENERAL COMMUNICATION AND VISIBILITY ACTIVITIES

The following are general communication and visibility activities and results that ACP MEAs delivers:

1. Develop and maintain the ACP MEAs website. The website introduces the visitor to the various components, partners and activities. It will include information on upcoming activities and latest news, and includes key documents.
2. Develop ACP MEAs intranet for internal communication and exchange of experiences and lessons learned, as well as sharing of documents.
3. Develop and distribute quarterly ACP MEAs Newsletter. Each Newsletter will include a guest/opinion piece, requested on a rotating basis from each of the ACP MEAs partners. The newsletter format and other content will be developed by UNEP and / or solicited from partners. The Newsletter will be disseminated through the ACP MEAs website, a mailing list in cooperation with IISD and other channels.
4. Organize and conduct side events and briefing sessions at relevant fora to promote ACP MEAs.
5. Develop and distribute at relevant fora ACP MEAs promotional materials, such as brochures and leaflets, and ensure that the visibility materials of partners bear the EU flag and, where appropriate, show the source of funding as the EU.

3.2 SPECIFIC COMMUNICATION ACTIVITIES

The following specific communication and visibility activities will be carried out

- Prepare publications and releases containing one or two paragraphs on the AUC-EC-UNEP Partnership to be posted on the AUC and UNEP websites when the AUC organises an ACP MEAs activity. Publications and releases will be well branded and will include the EU flag and reference to the source of funding. They will be available both directly on the AUC Site and for download.
- Design an ACP MEAs web page and an Intranet to house all relevant ACP MEAs documents, including interviews and reportages, relating to the partnership.

- Prepare publications and releases containing one or two paragraphs on the AUC-EC-UNEP Partnership to be posted on the AUC and UNEP websites when the AUC organises an ACP MEAs activity. Publications and releases will be well branded and will include the EU flag and reference to the source of funding. They will be available both directly on the AUC website (<http://www.au.int/SP/MEAs/>) and <http://capacity4dev.ec.europa.eu/acp-meas/> for download.
- Design an ACP MEAs web page (<http://www.au.int/SP/MEAs/>) and an web tool (like dropbox) to house all relevant ACP MEAs documents, including interviews and reportages, relating to the partnership.
- Prepare leaflets and brochures containing information on the AUC-EC-UNEP Partnership and distribute them at relevant regional and national forums, including AU Summits, AMCEN meetings etc.;
- Establish a joint newsletter with NEPAD for the promotion of environment-related activities, including ACP MEAs activities, while highlighting the AUC/EC/UNEP partnership.
- Prepare banners and posters using the ACP MEAs Branding Kit and post them at strategic locations during workshops and other ACP MEAs events. Provide all institutions receiving support from ACP MEAs with relevant materials.
- Prepare and disseminate to participating countries Information and Concept Notes highlighting the roles of UNEP and the EC prior to each ACP MEAs activity.
- Prepare and disseminate internal AUC Memos containing a paragraph on the EC/UNEP partnership to all relevant AUC Departments prior to each ACP MEAs event. These will include text with reference to the source of funding.
- Organise side events and briefings covering, inter-alia, ACP MEAs and the AUC/EC/UNEP partnership at appropriate fora, such as the Africa Environment Day, AU Summits, AMCEN meetings, etc.
- Produce a thirty-minute video on MEAs to be distributed by trained African journalists in their countries. The documentary will contain acknowledgement for the AUC/EC/UNEP partnership and will be televised in African ACP countries.
- Establish or update databases in collaboration with UNEP and link them to the ACP MEAs website. The databases will include information on upcoming activities and latest news, and will include key documents. They will particularly highlight the role being played by UNEP, EC and AUC.

3.3 COMMUNICATION TOOLS AND CHANNELS

The major communication tool in ACP MEAs Project will be its official website (<http://capacity4dev.ec.europa.eu/acp-meas/>) and <http://www.au.int/SP/MEAs/> hosted under the AUC official website. Stakeholders, and partners' information are linked in this website. Organising and participation in environment related events is another communication tool utilized in the ACP MEAs Project. For selected target audiences are used face to face meetings.

In general the following communication tools will be used: Press releases, leaflets, brochures, newsletters, banners, videos, publications, branded merchandises, e-mail, websites . This includes the ACP MEAs website as well as partners websites, Posters, Side events, Informal meetings and visibility.

Social Media is also another powerful communication tools that ACP MEAs encouraged to use. For short quick sharing of information Twitter and Facebook. For archiving and sharing of photos related to the African Hub ACP MEAs, flicker will be used. For sharing videos creating a YouTube account It is recommended. ACP MEAs required to regularly update and feed content of its Twitter, Facebook, YouTube and Flickr pages and consistently feed information regarding milestone achievements, testimonials of success stories related to Multilateral Environmental Agreements. MEAs social media pages has to be embedded to the official website of ACP MEAs.

The African Hub MEAs will explore possibilities of working with different international, regional and national media houses, by creating or using the existing environmental media networks in Africa .

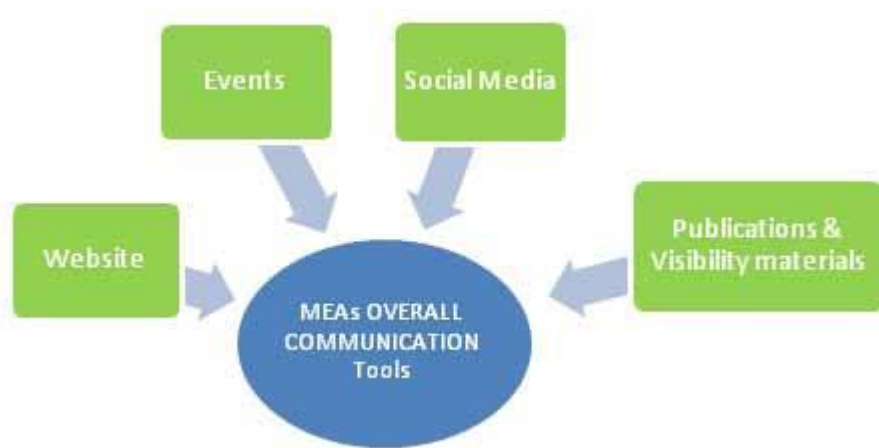


Figure 3: MEAs Communication tools

4. INDICATORS OF ACHIEVEMENT

The success of communication will be monitored through indicators, closely linked to the overall MEAS indicators and grouped:

4.1 DECISION MAKER AWARENESS

Indicators measuring decision-makers awareness include:

- Number of high-level people briefed on MEAs-Target 150
- Number of reports , legislation, regulations and documents produced on African governments with regard to the applications of MEAs
- REC and African ACP countries routinely taking decisions on environmental policies on the basis of capacity built on MEAs
- African Regional Economic Communities reporting on their member countries obligations with respect to multilateral environmental agreements
- 6 Policy Briefs produced, published and disseminated by the end of the project

4.2 COMMUNICATION WITH STAKEHOLDERS

Indicators measuring communication with stakeholders include:

- Number of workshops events organised
- Number of stakeholders applying or using MEAs resources for the development of national and regional legislation, policy, regulations related to MEAs.
- Publication of 12 ACP MEAs Newsletters , and dissemination

4.3 MEAs PRODUCTS DISSEMINATION TO PUBLIC

Indicators measuring communication with stakeholders and academic institutions include:

- Number of research reports, regulations, rules, documents posted on the website and shared to key stakeholders and partners
- Number of visitors of African HUB ACP MEAs web resources (website and social media)

4.4 FEEDBACK

Feedback will be provided and measured by the following:

- Five structured feedback surveys reports
- Feedbacks provided via email, website, social media and face to face meetings

4.5 GENERAL VISIBILITY

General Visibility will be measured through the following visibility outputs:

- Productions of communication and visibility materials of the African Hub ACP MEAs project uses appropriate logos and visual identities based on the visibility guideline and graphic charter
- Number of events organized and participation of international events which are relevant to MEAs
- Dedicated website for ACP MEAs and regular update and number of visitors
- MEAs Social Media pages and regular content feed, and number of likes and visitors
- Number of documentary movies produced , published and shared regarding the success of ACP MEAs African Hub project

4.6 MEAs DOCUMENTS DISSEMINATION TO PUBLIC

Indicators measuring communication with stakeholders and academic institutions include:

- Number of documents posted and shared on the website

4.6 INTERNAL COMMUNICATION

Tools to facilitate communication will be measured through:

- Regularly scheduled meetings with target groups like: MEAs Project Steering Committee
- Regular virtual meeting among actors of ACP MEAs African Hub
- Memo, email exchange
- Sharing and exchange of documents using web tools like (DropBox, FTP, etc)

5. RESOURCES

5.1 HUMAN RESOURCES

- The African Hub Project Coordinator will be responsible for delivery of African visibility and communication activities. Specialized external expertise may be required from time to time where the capacity to deliver individual activities or visibility products is not available in-house. Regional Economic Communities and other executing agencies will be responsible for delivering and implementing specific activities, such as posting of the posters and banners during workshops, etc.
- AUC will use its existing resources and infrastructure to host and maintain relevant sections of the AUC website (<http://www.au.int/SP/MEAs/>), and will request UNEP expertise / assistance whenever required.

5.2 FINANCIAL RESOURCES

The African Hub MEAs Project has a dedicated budget line for communication, visibility and outreach. The details of the budget is stated under budget line of the African Hub budget.

Dedicated Budget for	Amount for four years in USD	Remark
Updating ACP MEAs website	4138.00	
Developing Communication Strategy	6897.00	
Production of Visibility and Communication materials	4135.00	

N.B. The budget indicated doesn't include, event organization and participation in international events relevant to MEAs

Table 6: Budget for Communication and Visibility of the ACP MEAs

6. THE AFRICAN HUB MEAs GRAPHIC CHARTER

- All visibility materials should contain the logos of the AUC, EU flag, ACP MEAs, ACP and UNEP logos. FAO, The Global Mechanism, CARICOM, SPREP PROE, UNEP RISO Centre Saicm can also be used.
- MEAs logo will be a “corporate image” which will be used in all visibility activities.
- Disclaimer and acknowledgement should be included on printed materials
- Before publication, all documents, visibility and communication materials should be validated and approved by Project Coordinator.
- Information must be accurate
- The MEAs Project will have will a dedicated website that links all Partners
- The AU-MEAs Website should be kept up to date and operational at all times.
- All visibility events should be preceded by a concept note, outlining the key activities.

The AUC, EU flag, ACP MEAs logo, ACP Logo and UNEP logos FAO, The Global Mechanism, CARICOM, SPREP PROE, UNEP RISO Centre Saicm, are main requirements for publications of communications like Newsletters, Press Releases, Banners and other communication and visibility materials.



Figure 4: ACP MEAs partners logos

In order to create a visual identity MEAs project has its own logo. It is also important to create a graphic identity across all communication outputs. Using font Calibri and font size 12 has to be consistently used in press releases, newsletters, reports etc. Green and Blue are colours that give the sense of environment both water bodies and land. Hence, green (R65,G173,B73) and blue (R37, G64, B143) should be consistently used.

ANNEX I

African Hub ACP MEAs NEWSLETTER TEMPLATE



SUMMARY OF ACTIVITIES AND ACHIEVEMENTS OF THE ACP MULTILATERAL ENVIRONMENTAL AGREEMENTS PROJECT AFRICA HUB



ANNEX II

African Hub ACP MEAs CONTACT LIST

	COUNTRY	NAME	TITLE	ORGANIZATION	CONTACTS
1.	ANGOLA	Monsieur Vitorino MACHADO			To contact Ms; KONDINA Angola Embassy 0911212481
2.	BURUNDI	Madame Niteka Innes	Conseiller au Ministère des Forêts et de l'Environnement	Ministere de L'Environnement	Avenue de la Cathédrale B.P. 631, Bujumbura, Burundi Tel: (257) 22 254 256 or 255 779 938 502 Email: kaburamr@yahoo.fr
3	BENIN	Mr. Ligan Desire	Director of Agriculture	Ministry of Agriculture Republic of Benin <u>Porto novo</u>	désireligan@yahoo.fr
4	BOTSWANA	MRS INGRID OTUKILE	Chief Natural Resources Officer	Department of Environmental Affairs	+2673901292 (direct), +2673644610 (direct), +26772408852 (mobile) iotukile@gov.bw / mpundu.chite@gmail.com
5	BURKINA FASSO	Dr. Yamego Georges	Directeur de la Division du Partenariat et de la la Coordination des conventions internationales en matiere d'environnement		spconedd <spconedd@fasonet.bf> ou georges.yameogo@yahoo.fr tel : (226)50313166 fax: (226)50316491
6	CAMEROON	Mr. Kagonbe Temothee	Géographe/Climatologue Environnementaliste et Délégué Régional du Centre	Ministère de l'Environnement et de la Protection de la Nature	kagonbet@yahoo.fr
7	CAPE VERT	Vera Figueiredo	Directrice Des Services D'information et de la Gestion de la Qualité de L'environnement	Direction générale de l'environnement du Cap-Vert	figueiredov@gmail.com
8	CENTRAL AFRICAN REPUBLIC	Mme Jacqueline nMadozein	Directeur de Cabinet	Ministère de l'Environnement et de l'Ecologie	jacquimad2000@yahoo.fr>
9	The Union of The Comoros	Mr. YOUSOUF HAMADI	Expert en Environnement	Ministry for Rural Development, Fisheries and Environment, In charge of Energy, Industry and Handicraft	B.P 41 Moroni Tel: +269 333 07 90 Fax: +269 775 00 03 E-mail: pana269@yahoo.fr Can also contact Koulthoum Djamadar Special Adviser to The Vice - President of The Union of The Comoros, Minister for Rural Development, Fisheries and Environment, In charge of Energy, Industry and Handicraft B.P 41 Moroni - COMOROS Tel: +269 775 00 01 +269 332 95 20

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11	COTE D'IVOIRE	Mr. Patrick PEDIA	Secrétaire Permanent du Développement Durable	Ministère de l'Environnement des Eaux et Forets	20 B.P. 650 Abidjan 20, Côte d'Ivoire Tel: (225) 20 21 21 91 Fax: (225) 20 21 24 95 Email: ppedia@yahoo.fr
12	DJIBOUTI	Mr. Dini Abdallah OMAR	Directeur de l'Aménagement du Territoire et de l'Environnement	Ministère de l'Habitat, de l'urbanisme, de l'Environnement et de l'Aménagement du Territoire	Official nomination not sent. Contacted him via Telehpone
13	ERITREA	Mr. Mogos Woldeyewhans	Director	Department of Environment of the Ministry of Land, Water and Environment	depenvdg@eol.com.er
14	ETHIOPIA	Mr. Shimeles FIKADU	Head of Planning and Programming Services	Environment Protection Authority	Bole Sub-City, P.O.Box 12760 Addis Ababa Mobile: + 251 911 64 45 23 Email: shimelisf@yahoo.co.uk
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16	GHANA	Mr.Hamidu,Adak urugu	Deputy Director	Ministry of Environment,Science and Technology	P.O.Box M232 Accra Ghana.Email: hamiduadak@rocketmail.com . Tel 233-21-673511 Mobile:233-244-688558
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181 9	GUINEA*	Mr. Mamadou Saliou Diallo	Conseiller Juridique, Coordonateur de L'Autorite Nationale designe pour le Mechanisms de Developpement Propre	Ministere de L'Environnement et de Developpement Durable	BP 761, Conakry Tel: 30465122 Email: min_environnement@yahoo.fr saliouprof@yahoo.fr
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24	MALI	Dr. Allasane Ba	Chef du Bureau de Conventions, Accords	Ministère de l'Environnement et de	BP 2357, Bamako Tel/Fax : 223 20 22 68 30

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26	MAURITANIA	Ould Lafdal Mohammed-Yahya	Directeur de la Programmation et de la Coordination	Ministere d'elevage a L'environnement et au Developpement Durable,	Rue 21-185 Ruel Elemel 222-2303128 222-52431431 Lafdal@environment.gov.mr
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33	SENEGAL	Madame Yakhya Aïcha DIAGNE	Juriste Environnementaliste, Chef de la Division des Affaires juridiques, de la Communication et du Suivi-Evaluation	Direction de l'Environnement et des Etablissements classés	Tel: 221 33 821 07 25 Mobile: (221) 77 652 55 98 Fax: (221) 33 822 62 12 Email: DIAGNEYAKHYA@YAHOO.FR
34	SEYCHELLES	Ms. Alice MASCARENHAS	Project Officer,	Ministry of Environment, Natural Resources and Transport, Department of Environment	P.O. Box 445 Victoria, Seychelles Tel: 248 67 05 95 Fax: 248 61 06 38 Email: a.mascarenhas@env.gov.sc
35	SIERRA LEONE	Mr. John Solomon KAMARA	Principal Environmental Officer and Acting Deputy Executive Director	Sierra Leone Environment Protection Agency Ministry of Lands, country Planning and the Environment	C/O Hon. Basopa, Deputy Minister Environment Lands and Planning Tel: 23276906272 Email: jskamara@yahoo.com
36	SOMALIA	Mohiedin Khalief Abdi			Email: Mohiedinkhalief@hotmail.com

	COUNTRY	NAME	TITLE	ORGANIZATION	CONTACTS
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38	TOGO	Thiyu Kohoga Essobiyou	Directeur de l'Environnement au Ministère de l'Environnement et des Ressources forestière	Ministère de l'Environnement et des Ressources forestière	247, Rue de Nimes BP: 4825 – Lome , Togo Tel: + 228 – 221 – 3321, 5197, 9021935 Fax: + 228 – 221 – 0333, 5197 Email: denvtogo@yahoo.fr essobiyou@hotmail.com
40	UGANDA	Mr. Paul ISABIRYE	Principal Meteorologist	Ministry of Water and Environment	P.O. Box 20026, Kampala, Uganda Tel: 256-41 505 842 Fax: 256-414 505 942
42	Tchad	Maibe Komandje			maibekomandje@hotmail.com 0023595413959
43	ZIMBABWE	Kwadhanai Mushore	Pesticides Registration Officer	, Box CY500, Causeway, Harare, Zimbabwe	P. Bag 7753 Causeway, Zimbabwe 263 470 4531 263 470 0339 263 913 290 309 Fax: 263 470 0339 Email: kwadhanai_mushore@yahoo.co.uk zpgs@gtg.gov.zw kwadhanai-mushore@yahoo.com

LIST OF 48 AFRICAN ACP COUNTRIES

1	Angola
2	Botswana
3	Democratic Republic of Congo
4	Lesotho
5	Madagascar
6	Malawi
7	Mozambique
8	Mauritius
9	Namibia
10	Seychelles
11	South Africa
12	Swaziland
13	Tanzania
14	Zambia
15	Zimbabwe
16	Benin
17	Burkinafaso
18	Cabo Verde
19	Cote d'Ivoire
20	Gambia
21	Ghana
22	Republic of Guinea
23	Guinea Bissau
24	Liberia
25	Mali
26	Niger
27	Nigeria
28	Senegal
29	Sierra Leon
30	Togo
31	Mauritania
32	Soa Tome & Principe
33	Kenya
34	Djibouti
35	Eritrea
36	Ethiopia
37	Rwanda
38	Somalia
39	Sudan
40	South Sudan
41	Uganda
42	Burundi
43	Central Africa
44	Cameroon
45	Gabon
46	Equatorial Guinea
47	Tchad
48	Comoros