



**GMES
AND AFRICA**

1st forum of the GMES & Africa

Theme:
*Unlocking the potential for Earth Observation as a
key driver of Africa's sustainable development*



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Media and Publicity Plan

Draft Version 0.02

19th - 23rd November 2018,
Libreville, Gabon



I. Media Relations and publicity Plan

The 1st forum of the Global Monitoring for Environment and Security and Africa is scheduled to be held from 19th to 23rd November 2018, in Libreville, Gabon. The forum brings together about two hundred fifty experts, Earth Observation service providers and end users from Africa and the world. The potential and actual use of information generated from satellite will be tabled for discussion between service providers and user community. This deserves the attention of the media. That's why the media relations plan is prepared.

Media relations is the art of persuading media practitioners that the GMES and Africa Support Programme is worth talking about. And persuading the media relies on how the GMES and Africa Programme tells its story. A well written or presented story succeeds both in print and broadcast media easily.

The 1st forum of the GMES and Africa is a place where both service providers and users meet to discuss how information from satellite is helping people in the ground. These human interest stories are what the media is craving for 24 hours of the day.





EUROPEAN SPACE AGENCY

II. Why media and publicity plan?

GMES and Africa Support Programme avails the following information during the first forum of the GMES and Africa that media practitioners are looking for:

- Various end users will be present.. How information derived form satellites through the GMES and Africa Support Programme helped their works in day today activity.
- GMES and Africa Support Programme provides services at regional and national scale that benefits 55 African States.
- The 1st forum of the GMES and Africa brings together reputable experts form Africa and the world in the field of earth observation and talks about the latest development in the field.
- Panel of experts, policy makers, end users discuss in unlocking the potential of Earth Observation for sustainable development in Africa.
- Thirteen consortia of institution will show case and exhibit their services.
- Participants will come from the 55 Member States of the AU, Regional Economic Communities, the African Union Commission; the European Commission, regional and international institutions, Non-governmental organisations and the United Nations system.

III. Broadcast and Print Media Plan

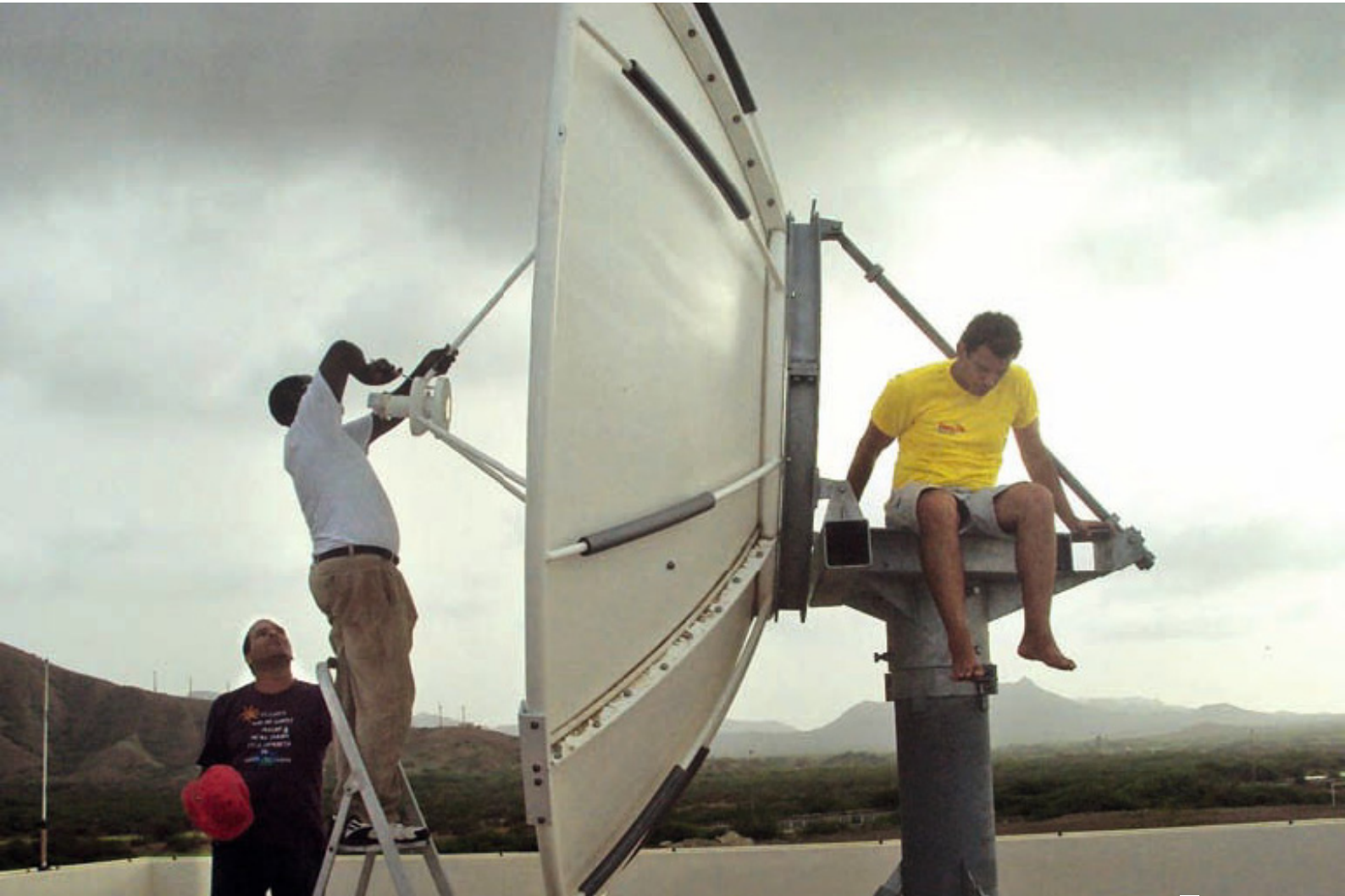
Activity	Objective	Target Audience	Channels	Official(s) responsible	Target Date
Before the forum					
Create forum page on AUC Website	Provide a dedicated web outlet where all information about the Forum will be easily accessible	Forum participants, stakeholders and audiences	GMES & Africa webpage on AUC website	GMES & Africa communications team	27 Aug. 2018
Press Conference by the Director of HRST, African Union Commission	Introduce the media, local stakeholders and audiences in the host country to the Forum and its significance	Media, stakeholders and audiences in host country	Print and broadcast media in host country, regional media houses, websites, social media	-- HRST Director -GMES & Africa communications team -LOC in host country	12 Sept. 2018
Create a social media campaign #1stGMESandAfricaForum	Generate public interest, followership and discussion on the Forum on social media	Forum participants, stakeholders and audiences	Twitter, Facebook	GMES & Africa communications team	1st Oct. 2018
Create and dispatch video messages on the Forum	Promote and publicize the Forum through influential players (AUC, EC, Gabonese Government)	Forum participants, stakeholders and global audiences	Social media	GMES & Africa communications team	1st Oct. 2018
Prepare and publish Media Advisory	Provide background information on the Forum to the media and issue guides on expected highlights and key players	Journalists, communicators and media organizations	Websites, social media	GMES & Africa communications team	12th Oct. 2018
Publish Forum advertorial articles	Promote and publicize the Forum by reaching out to a wide spectrum of global audiences	GMES & Africa stakeholders and global audiences	APO	GMES & Africa communications team	15th Oct. 2018
Branded Publicity Production	Increase brand visibility and publicity for GMES and Africa	Forum delegates and participants	Exhibition gallery, Forum plenary, press conference, technical sessions	GMES & Africa communications team	16 Oct. 2018
Produce audio-visual clips on GMES & Africa	Provide an audio-visual profile of GMES & Africa and illustrate key messages and themes of the program	Forum participants, stakeholders and audiences	Exhibition gallery, Forum plenary, Forum technical sessions, websites, social media	GMES & Africa communications team	20th Oct. 2018
Conduct a radio interview to signpost the Forum	Introduce the Forum and its significance to the diplomatic, NGO and CSO and communities in Addis Ababa	AU Member State Embassies in Addis Ababa,	Afro FM Radio in Addis Ababa	GMES & Africa communications team	5 Nov. 2018
Create and publish Forum outlook banner	Promote the Forum and GMES & Africa brand visibility within the African Union system	Staff of AUC, staff of other AU organs and institutions	AU outlook	GMES & Africa communications team	5 Nov. 2018
During the forum					
Press Release	Highlight and rationalize the significance of the Forum	African and global audiences, Forum participants, stakeholders	International print, broadcast and online media, websites, social media, mailchimp	GMES & Africa communications team	19 Nov. 2018
Audio-visual recording of Forum and side events	Document, share and archive proceedings of the Forum and side events	AUC staff, GMES & Africa TAT, Forum participants, stakeholders and audiences	AUC archives, websites, social media	-GMES & Africa communications team -Local Event Organizer	19- 23 Nov. 2018
Live streaming of Forum proceedings	Keep audiences informed about highlights of the Forum on a real time basis	Global audiences and stakeholders	AUC website, social media	GMES & Africa communications team	19 Nov. 2018

Activity	Objective	Target Audience	Channels	Official(s) responsible	Target Date
Media Interviews	Recap highlights, analyze major subjects of the Forum and drive key GMES & Africa messages	Global audiences and stakeholders,	Local and international media outlets (TV, radio, online publications, newspapers, magazines), websites and social media	-AUC and EC higher officials -GMES & Africa Communications team	19 - 23 Nov. 2018
Rendition by 30 (thirty) primary/secondary school pupils	To signify the future of Africa vis-à-vis Earth Observation, the environment, and sustainable development	EO community, policy makers, academia, global audiences and stakeholders	Plenary hall, Websites, Social media and other web based platforms	-GMES & Africa Communications team -Local event manager	19 Nov. 2018
Performance by a local cultural entertainment group during the opening ceremony	To showcase host country culture, inspire the audience and signify African unity	Officials and participants, audiences and stakeholders	Plenary hall, social media and other web based platformS	- GMES & Africa Communications team -Local event manager	19 Nov. 2018
Exhibition	Amplify brand visibility for GMES & Africa, provide vital information about GMES & Africa, and create an avenue for networking among stakeholders	Officials, participants and stakeholders	Banners; posters; GMES & Africa audio-visual products; brochures; paraphernalia & memorabilia	-GMES & Africa communications team Consortia communications teams	19 – 23 Nov. 2018
After the forum					
Site/courtesy visits	Obtain the buy-in of influential players, strengthen political and communal support at the national and regional levels	Policy makers, EO industry, and local communities	Physical tours, visits and meetings	-AUC higher officials -LOC -GMES & Africa Communications team	24 – 25 Nov. 2018
Closing press conference	Recap the Forum, provide answers to and clarification on questions about the way forward, and drive GMES & Africa messages	Officials and participants, global audiences and stakeholders	African and International print, broadcast and online media, websites and social media	-AUC higher officials -GMES & Africa Communications team	23 Nov. 2017
Release media monitoring report	Provide information on the extent and scope of international media coverage on the event	Officials, participants, stakeholders and audiences	Websites, social media	GMES & Africa Communications team	27 Nov. 2018
Dispatch thank you messages	Extend gratitude and appreciation to all stakeholders, officials and participants	Officials, participants and other stakeholders	Websites, social media, mailchimp	GMES & Africa Communications team	1 Dec. 2018
Publish Forum report/publication	Document and share key information and major highlights of the Forum, as well as increase GMES & Africa's brand visibility	Officials, participants, stakeholders and audiences	Websites, social media	GMES & Africa Communications team	7 Dec. 2018

IV. Social media plan

When	Action
01 month before the forum	Create a social media campaign #1stGMESandAfricaForum
01 month before the forum	Promote #1stGMESandAfricaForum
30 -15 days before the forum	Post short messages on theme of the forum, what is expected from the forum, venue, call for abstracts and presentations, count down timer
15 to 02 days before the forum	What each consortia delivers to their respective regions
1 days before the forum	Forum Opening Speakers, Organizers messages
1 st Day of the Forum	Cover what is happening during each session, press Conference, Media briefing at Media Room, Exhibition,
2 nd to 4 th Day	Cover each sessions, photos, quotations, short videos
Last day of the forum	Closing Press Conference, key recommendations, major output of the forum (interviews)
1 st to 15 th days after the forum	share and retweet what the traditional and social media captured during the forum





Telespazio

V. About the GMES & Africa Support Programme

The Global Monitoring for Environment and Security and Africa (GMES & Africa) Support Programme is the crystallization of the longstanding cooperation between Africa and Europe in space science & technology, which is one of the key priorities of the long-term EU-Africa Joint Strategy. In October 2006, the Maputo Declaration provided the necessity for the EU-Africa partnership to confirm the commitment to avail European infrastructure and facilities, under the Copernicus programme to Africa, Caribbean, and Pacific (ACP) countries. This commitment led to the launch of GMES and Africa process, during the 2nd EU-Africa Summit in December 2007, in Lisbon, Portugal that initiated a long-term structured dialogue between Africa and Europe in the context of developing EO systems to manage the environment, understand and mitigate the effects of climate change and ensure civil security. Such EO systems would provide, on a real-time and near real time basis, information to policy-makers, scientists, businesses and the public. The GMES and Africa process is aimed at promoting the development of local capacities, institutional, human and technical resources for access to and exploitation of EO-based services on an operational basis. This process ultimately resulted in the identification of the thematic chapters with an agreement on the drafting of the Action Plan.

A Cooperative agreement was signed by the European and African Union Commissions for the implementation of the Global Monitoring for Environment and Security and Africa (GMES & Africa) Support Programme, in April 2014 during the 4th EU-Africa Summit. The GMES and Africa Support Programme is a 30 million Euro joint programme co-financed by the European Commission and the African Union Commission.

The Programme is designed to: specifically respond to

African needs with respect to services related to water, natural resources, marine and coastal areas; to address the global needs to manage the environment, ensure civil security; and to enable the implementation of the African Space Policy and Strategy.

The GMES and Africa Support Programme aims to improve the capacities of African policy-makers, planners, scientists, businesses, the private sector and general public to design, implement and monitor national, regional and continental policies, and to promote sustainable management of natural resources through the use of Earth Observation data and derived information. The programme is built on the achievements of predecessor Earth Observation Programmes in Africa. These include the Monitoring for Environment and Security in Africa (MESA), African Management of the Environment for Sustainable Development (AMESD) and Preparation for the use of Meteosat Second Generation in Africa (PUMA). Unlike prior EO programmes in Africa, the GMES and Africa Support Programme introduced four key innovations:

- Northern Africa is one of the beneficiary regions in Africa and that makes the Programme a Pan African programme;
- The Programme uses the EU Copernicus Programme data and services and adapt them to the African context;
- The Programme's overall management is handled by the African Union Commission, through the Department of Human Resource, Science and Technology;
- The Programme is designed to engage the African private sector and national institutions and to improve regional and national academia's capacities to conduct relevant training.





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#1stGMESandAfricaForum

UNLOCKING THE
POTENTIAL FOR EARTH
OBSERVATION AS A KEY
DRIVER OF AFRICA'S
SUSTAINABLE
DEVELOPMENT

19 - 23 November 2018

Libreville, Gabon



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