



TECHNICAL ASSISTANCE PROGRAMME FOR SUSTAINABLE ENERGY IN THE CARIBBEAN (TAPSEC)

WITH THE FINANCIAL SUPPORT OF THE EUROPEAN UNION AND THE GERMAN FEDERAL
MINISTRY OF ECONOMIC COOPERATION AND DEVELOPMENT

COMMUNICATIONS AND VISIBILITY STRATEGY (DRAFT)

Mainstreaming Sustainable Energy in the Caribbean
Bringing People, Ideas, and Information Together

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INTRODUCTION

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Institutions of the Caribbean Community (CARICOM) Secretariat have been making tremendous strides in advancing the region's sustainable energy agenda. The Ministry of Energy and Mines of the Dominican Republic has also seen a fair share of success in this regard.

The Technical Assistance Programme for Sustainable Energy in the Caribbean (TAPSEC) however seeks to give new prominence to communications and visibility on the various projects and

programmes currently being undertaken within participating member states, and will seek to engage, inform, and inspire a broad network of stakeholders.

The TAPSEC Communications portfolio will seek to address a number of fundamental challenges in the areas of communications and visibility, knowledge management, and network and platform coordination.



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1. PROBLEM STATEMENT

There is an unmet need for a coordinated and strategic approach to communications and visibility among state and non-state actors across CARIFORUM working within

the Renewable Energy and Energy Efficiency space, in support of an informed population, improved cost-effectiveness, and reduced duplication of efforts.

2. VISION STATEMENT

An informed, engaged and inspired population and other stakeholders across CARIFORUM taking real action towards the implementation of the CARICOM Energy

Policy, the Caribbean Sustainable Energy Roadmap and Strategy (C-SERMS), and the National Renewable Energy Policy of the Dominican Republic.



3. COMMUNICATION & VISIBILITY

The precedence regarding development work within CARIFORUM states is such that communications products and activities are largely intended to serve the public relations needs of programmes and projects (including implementing and strategic partners - government ministries, donors, multilateral organizations, etc.). This approach however fails to capitalize on the transformative power of communications.

In the context of Energy Efficiency (EE)

and Renewable Energy (RE) work within the region, there is a tremendous demand for social and behavioral change communication, and communication that drives the diffusion of new technology into mainstream power generation, consumer practices, and the necessary provisions via public policy. Unfortunately, most organizations working within this space lack the capacity, resources and expertise needed to meet this ever-increasing demand.

3.1 COLLABORATION

Where multiple organizations working on renewable energy and energy efficiency have strengthened their communications and visibility portfolios with the necessary resources and expertise, there is generally a lack of coordination and collaboration between the communications teams of

these organizations. This often results in the duplication of efforts, and can result in various communications teams competing for the attention of the same audience segments, thus restricting the reach of their activities, diluting the impact of their efforts, and delivering less value for money.

3.2 OPTIMIZING ICT

With regards to the optimization of information and communication technology (ICT), and the application of new approaches to content creation and management, the Caribbean continues to lag behind the more economically developed regions of the world. TAPSEC presents a tremendous opportunity for

stakeholders in participating CARIFORUM states to readily access information on Energy Efficiency and the appropriate Renewable Energy solutions made available through the efforts of various state and non-state actors across the region.

3.3 LEVERAGING THE POWER OF DIGITAL MEDIA

Print and broadcast media (newspapers, radio, and television) have traditionally served the public relations needs of organizations working within the International Development space. However, with the advent of digital media came new opportunities to optimize the reach and impact of media products and activities.

Digital media has also diversified the products, platforms and methods available for reaching specific audience segments. However, development programmes and projects within the region are yet to

integrate these into their substantive communications and visibility programmes. This is primarily due to: (i) Failure to prioritize communications and visibility; (ii) Under-resourcing of communications and visibility programmes; and (iii) The lack of expertise to guide the integration of modern technologies and practices.

TAPSEC's Communication & Visibility portfolio will explore the full range of applicable digital media technologies in an effort to optimally engage, inform, and inspire its broad network of stakeholders.

3.4 INSTITUTIONAL POSITIONING

Effective internal and external communications within TAPSEC, will demand an integrated approach to the Communications & Visibility portfolio - this with the understanding that the most effective communication is that which is programme-driven and audience-responsive.

To achieve this, the Communications & Visibility programme must be formalized

as an integral component of the institutional framework, as opposed to the traditional view of it being a programme supplement. By facilitating this shift (in principle), TAPSEC will effectively ensure that all communications activities are guided by the overall programme, and that key messages are accurately reflected in and transmitted through all activities and media products - thus facilitating the desired change.

3.5 MONITORING & EVALUATION

TAPSEC's central role in facilitating the advancement of Energy Efficiency and Renewable Energy work within CARIFORUM states over the next 3 years, merits an engaged, informed, and inspired network of champions.

In an effort to achieve this, the TAPSEC Communications team will work closely with all relevant strategic and implementing partners and stakeholders, to improve monitoring & evaluation within the communications work-stream, thus optimizing the various communications

platforms and activities, while consistently driving creativity and innovation towards the achievement of set targets.

The proposed monitoring and evaluation framework will capture information (from social media) on: Total impressions; total engagement; likes; comments; shares; media views; profile views; and clicks on links. It will also capitalize on available Wordpress plugins to report on website metrics - including: Daily visitor count; geographical data; likes; comments; shares; data on re-published TAPSEC media.

3.6 OPPORTUNITIES

A preliminary assessment of the communication and visibility capacity of TAPSEC partners and principal stakeholders revealed existing platforms that can immediately supplement the programme's outreach and public

engagement initiatives. It was also found that most TAPSEC partners - institutions of CARICOM and other regional institutions working within the EE & RE space - are acutely inclined to collaborate on various communication and visibility activities,

and are keen on building their capacity in this area to the extent that TAPSEC and other related programmes allow.

TAPSEC is also being implemented on the heels of the Renewable Energy and Energy Efficiency Technical Assistance (REETA) programme, and has therefore inherited a

vibrant network of partners and stakeholders from across the region. This presents an existing platform of EE & RE champions who understand the importance of this GIZ-led technical assistance and financing arrangement, and are keen to support the programme in whatever way necessary.



4. KNOWLEDGE MANAGEMENT

Sustainable Energy remains an emerging paradigm within the Caribbean. While a significant amount of research has been undertaken in the areas of EE and RE, and their social, political and economic placement within various development paradigms, this body of knowledge is yet to be communicated beyond academic and expert circles.

The principal challenge in this regard has been the absence of the requisite institutional arrangements to facilitate the translation of these research findings into user-friendly formats - thus capitalizing on the plethora of media formats and platforms now available for mainstreaming

key messages on the importance of EE and RE in the region's push for a more sustainable use of natural and financial resources.

TAPSEC through its Communication & Visibility portfolio, will facilitate greater partnerships with regional research institutions, in capturing, analyzing and publishing critical information in formats that are best suited for the intended audience segments. This user-friendly body of knowledge will be disseminated via TAPSEC's internal and external network - with the external network comprising those platforms and portals managed by TAPSEC partners and stakeholders.



5. NETWORK & PLATFORM COORDINATION

TAPSEC will support the work of various regional partners and key stakeholders towards the mainstreaming of EE and RE in public policy and practice. These partners and stakeholders play a central role in driving the paradigm shift from traditional energy systems and consumption practices, to a more sustainable approach to energy.

TAPSEC partners and stakeholders are broadly categorized as: State Actors; Non-state Actors; Academia; and the Private

Sector. This network is expected to grow immensely throughout the lifespan of the programme, therefore increasing the demand for maintaining and servicing these invaluable connections.

While CARICOM Energy currently facilitates most of the network and platform coordination work within the region's EE and RE space, the unit's capacity in this regard is restricted to the Energy Programme Manager and Project Officer within the CARICOM Secretariat.

In an effort to capitalize on the collective knowledge and initiatives of all partners and key stakeholders; to improve the implementation of the TAPSEC Communication & Visibility Strategy; and to facilitate the sustained development of partnership approaches that support the

achievement of TAPSEC's goals and objectives, the TAPSEC Communications Team will work closely with CARICOM Energy to improve 'Network and Platform Coordination' within the region's EE and RE space.



6. AUDIENCE SEGMENTATION

This strategy is geared primarily towards educating, informing, engaging, and inspiring local, regional and international stakeholders in the substantive work of the Technical Assistance Programme for Sustainable Energy in the Caribbean (TAPSEC).

A key assumption within our 'Theory of Change', is that our general audience comprises various segments of local, regional, and international stakeholders - each segment having unique characteristics and preferences regarding the type, format, and source of the information that they consume on a daily basis.

We must therefore communicate with

each audience segment using their preferred platforms (social media, radio, television, print, etc.), information type, and media format, in an effort to achieve our desired outcomes. The following audience segments are hereby proposed:

Regional Institutions:

CARICOM Secretariat | CCREEE | CCCCC | CROSQ | CDB | CDF | CXC | UWI | CARILEC
(More on Audience Segmentation Map)

National Institutions:

Ministries with Responsibility for Energy + Electric Utilities and Electricity Regulators | National Standards Bodies | National Development Banks + other Financial Institutions | National Universities + Tertiary Level Institutions

Energy End-Users:

Residential | Commercial | Industrial
(including Agricultural + Agro-processing)|
Commercial + Public Services | Other
Sectors

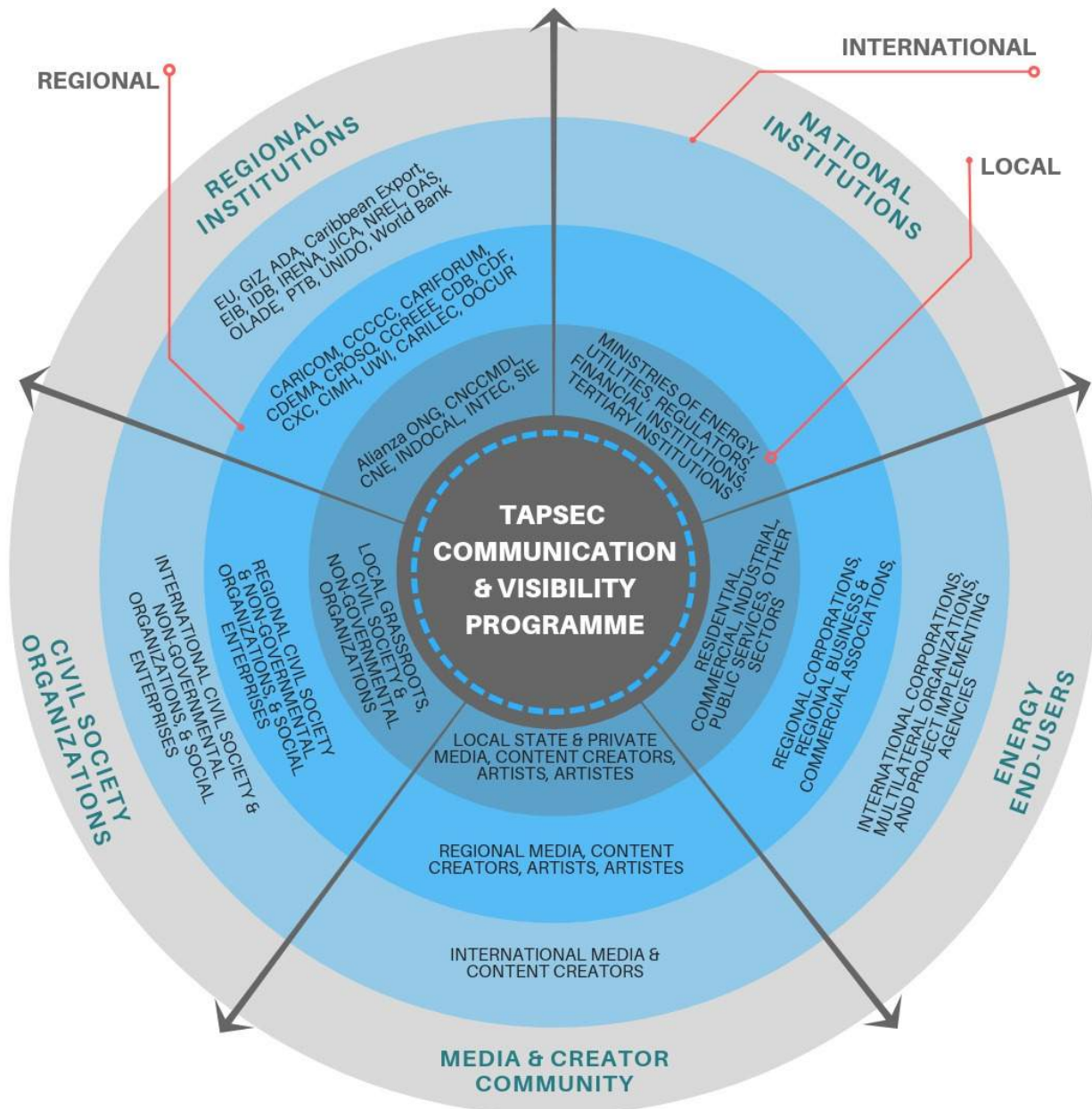
Media & Creator Community:

Local & Regional State + Private Media |
International Media | Content Creators
(Journalists, Writers, Documentary
Filmmakers, Artists, Artistes)

Civil Society Organizations:

Local + Regional Grassroots Organizations |
Professional Bodies + Associations

AUDIENCE SEGMENTATION | STAKEHOLDER MAP





7. INTERNAL COMMUNICATION

At the heart of the Communication and Visibility work-stream, is an understanding that our work is driven by a team of experts covering a range of inter-related subject matters - including Sustainable Energy Policy, Finance, Information, and Capacity Development.

We are also mindful of the fact that this institutional framework extends to a regional network of key partners that constitute the Project Steering Committee and a Technical Advisory Committee.

It is therefore paramount for us to

facilitate effective communication between all project personnel (staff), and within the wider TAPSEC institutional framework.

To this end, the following initiatives are proposed:

(1) Weekly TAPSEC Team meetings: This will provide an opportunity for project staff to update the team on ongoing and planned activities, and to highlight areas where backstopping is required. Team members can subsequently commit to offering the requisite backstopping.

These team meetings will also provide an opportunity for updates on successes/ major accomplishments of the project, and those areas where additional collective or individual efforts are required to achieve specific objectives and outcomes.

TAPSEC Staff will be required to update the entire team on upcoming field missions, and subsequently the outcomes of these missions. Updates will also be provided on activities undertaken in collaboration with TAPSEC partners.



(2) Official Mission Reports: TAPSEC staff will be required to participate in various field missions and other activities across the region (and internationally). In an effort to promote transparency within the project team, an official mission report will be prepared for each field mission or activity related to the project.

In the instance that multiple team members are in attendance, it will be determined before-hand which team member will be responsible for preparing the mission report.

The official mission report will include:

- Description of activity
- Purpose of mission
- Dates of activity
- TAPSEC officers in attendance

- Head of TAPSEC delegation
- Key outcomes/ achievements of the mission or activity
- Commitments made
- Follow-up required
- Officers responsible for follow-up
- Signature of head of delegation or officer responsible for preparing the report.

A standard reporting form will be made available to all TAPSEC staff.

(3) Information and Communication Technology for improving communication within the TAPSEC Team: This strategy promotes the use of:

- Outlook Mail Features: Calendar; events locations; meeting room locations; RSVP tracking; participants lists; schedule; etc.

- GoTo Meeting: For team meetings, webinars, special team presentations, and online discussions that require collaboration/ exchanges on documents, presentations, etc. This platform will also be used to convene scheduled virtual meetings of the Project Steering Committee and Technical Advisory Group.
- Skype for Business: To facilitate one-on-one and team meetings - particularly in situations where flexibility is required (e.g. Officer in-transit at an airport, attending virtually from a hotel lobby, or attending an event overseas).

(4) TAPSEC Wiki Page for Monitoring RBM: A TAPSEC wiki page will be set up to facilitate collaboration and transparency on Results-based Management (RBM).

Substantive TAPSEC personnel will be granted access to the administrator interface of the platform, to make real-time updates to the RBM framework.

All reporting officers will be required to update the RBM framework on a weekly/ fortnightly basis. This will improve transparency, accountability, productivity within the team.

(5) TAPSEC Weekly Team Updates: An internal TAPSEC Mini-Newsletter will be circulated among project staff to offer updates on project-related activities, upcoming project and social events, and capacity development opportunities for technical and administrative staff.

(6) Multi-Person Remote/ Virtual Editing: A significant amount of reporting and editorial work will be required under TAPSEC - much of which will demand the input of substantive officers and partners from remote locations across the region.

In light of specific information security concerns, an alternative to Google Docs and Dropbox will be identified to facilitate remote editing of project documents - including op-eds, press releases and special editorial pieces.

(7) Editorial & Creative Team: In light of the high volume of editorial work that will be produced through TAPSEC, a multi-agency Editorial Team will be constituted to facilitate the preparation and finalization of all articles, op-eds, press releases, official statements, speeches, etc.

The role of the Editorial & Creative Team will also include substantive inputs and feedback on all TAPSEC documentary material, including video productions, and other creative works.

(8) In-Person Team Meetings/ Retreats: The TAPSEC Project Team comprises officers based in different Caribbean territories. In an effort to build healthy working relationships within the project team, in-person team meetings will be organized on the fringes of regional events, or at times most convenient to all project staff.

Dates will be proposed in advance, and commitments for participation will be solicited.

8. THEORY OF CHANGE

This Theory of Change illustrates the change actions and processes that are expected to result in an overall improvement in communications and visibility around the ongoing Renewable Energy and Energy Efficiency work of TAPSEC implementing and strategic partners.

It starts by highlighting the main challenge that this strategy seeks to address (as stated above), and the long-term vision of TAPSEC's Communication & Visibility portfolio (also stated above).

This strategy targets specific audience segments, and identifies key entry points for reaching each segment. Different actions will be taken to optimize the engagement of each audience segment, and particular focus will be placed on tracking and measuring the effects of these actions.

The Theory of Change illustrates this process, and allows TAPSEC officials to easily identify the strengths and weaknesses of this strategy.

TAPSEC C+V THEORY OF CHANGE

PROBLEM	AUDIENCE	ENTRY-POINT	REQUIREMENTS	MEASURABLE EFFECTS	WIDER BENEFITS	VISION
There is an unmet need for a coordinated and strategic approach to communications and visibility among state and non-state actors across CARIFORUM working within the Renewable Energy and Energy Efficiency space, in support of an informed population, improved cost-effectiveness, and reduced duplication of efforts.	Regional Institutions	TAPSEC Strategic & Implementing Partners	Encourage use of various platforms & participation in regional events.	Increased uptake of RE & EE work by regional institutions.	Increased development of new EE & RE tools approaches.	An informed, engaged and inspired population and other stakeholders across CARIFORUM taking real action towards the implementation of the CARICOM Energy Policy (CEP), the Caribbean Sustainable Energy Roadmap and Strategy (C-SERMS), and the National Renewable Energy Policy of the Dominican Republic (NREP).
	National Institutions	Ministries of Energy, Regulatory Authorities, Energy Utility Organizations	Encourage participation of senior officials in regional forums, & improve lines of communication.	Increased uptake of regional RE & EE work among MoEs, Regulatory Authorities, & Energy Utilities.	Increased provisions for the diffusion of new RE & EE tools and approaches into society.	
	Energy End Users	Local & Regional Media; Chambers of Industry & Commerce, Government Ministries	Use social & mass media to promote engagement & participation in various platforms & forums.	Increased engagement with online platforms, and increased uptake of RE & EE innovation.	Increased use of RE & EE tools and approaches in household & commercial operations.	
	Civil Society Organizations	Social Media, Newsletters, Publications, Website, Email	Actively engage CSOs via various media, platforms, and forums.	Increased engagement in TAPSEC network & platform.	Increased ownership of sustainable energy agenda.	
	Media & Creator Community	Networks of TAPSEC Strategic & Implementing Partners; Direct Contact via Email, Tel., or in-person meetings	Engage all relevant media houses, Media Professionals, and Content Creators via existing and new channels.	Increased independent coverage & original content within the media and the Creator Community.	Increased public discourse on RE & EE in the context of the CEP, C-SERMS, and NREP.	

9. COMMUNICATION OBJECTIVES

(1) To contribute to the efficient implementation of the Action by ensuring that information concerning the Programme, its objectives, results, impacts and achievements is presented correctly and shared with appropriate audiences, particularly within CARIFORUM and the EU, on a timely basis, and by the most effective means.

(2) To inform the beneficiary population

and other stakeholders about the Action, the role of the partner, as well as the EU's support and funding to the project.

(3) To coordinate and work with the partners to develop "common" communication and visibility activities that optimize their cost-effectiveness and minimize duplication of efforts.

10. SPECIFIC OBJECTIVES

10.1 REGIONAL INSTITUTIONS

(a) To raise awareness throughout the project of the EU's contribution to the project and its long-term interest in supporting sustainable energy solutions as a means to improving livelihoods and living standards through reduced electricity cost;

(b) To stress the importance of renewable energies (RE) and energy efficiency (EE) and the role of CARIFORUM in implementing the project, and in mustering support from the public by

sending clear messages about the high relevance of RE and EE installations in the region;

(c) To coordinate and communicate best practice examples in the region to increase confidence in RE and EE systems; and

(d) To collect energy data from the region and make then available to relevant stakeholder to better deal with new market conditions.

10.2 NATIONAL INSTITUTIONS

(a) To raise awareness of the EU's support for sustainable energies and other SDG objectives on an ongoing basis;

(b) To sensitize national governments during planning and implementation on

the best ways to benefit from sustainable energies and on the support measures the eu-funded projects are offering, as well as explaining and developing methods of delivery in a participatory manner, with the objective of mustering community buy-in

and ownership of the project to ensure sustainability; and

(c) To prove the sustainable energy model

(RE and EE technologies) to private companies, banks and particularly to new investor groups that may be interested but not yet involved in those projects.



10.3 ENERGY END-USERS

(a) To enhance the visibility throughout the project of EU-funded projects incorporating private sector business models;

(b) To promote inclusion and agency from early on, on behalf of private companies,

leading to more viable methods of a sustainable electricity distribution; and

(c) To gather interest from investors and banks for RE and EE projects leading up to project commencement and in regard to the possibility of future projects.

10.4 CIVIL SOCIETY ORGANIZATIONS

To raise awareness throughout the project of the EU's contribution to the project and its long-term interest in supporting sustainable energy solutions as a means to improving livelihoods and living standards through reduced electricity cost;

To stress the importance of renewable energies (RE) and energy efficiency (EE) and the role of CARIFORUM in implementing the project, and in mustering support from the public by

sending clear messages about the high relevance of RE and EE installations in the region; and

To capture stories and data on the impact of the project's activities on local communities across CARIFORUM.

11 ACHIEVING THE OBJECTIVES

An aerial photograph of a coastal town and harbor. The foreground shows a dense cluster of buildings with various colored roofs (red, blue, grey). In the middle ground, a harbor area contains several large ships, including a red and white cargo ship and a smaller red ship. The background is a vast expanse of blue water under a hazy sky.

THE FOLLOWING TABLE HIGHLIGHTS THE PROPOSED TAPSEC COMMUNICATION & VISIBILITY ACTIVITIES FOR THE PERIOD SEPTEMBER TO DECEMBER 2018.

TABLE 1 HIGHLIGHTS THE OPERATIONAL ASPECTS OF EACH ACTIVITY, WHILE TABLE 2 HIGHLIGHTS THE TARGET AUDIENCES AND KEY MESSAGES.

	ACTIVITIES	CHANNEL	RESPONSIBLE	DEADLINE
1	Convene CARICOM Energy Month Planning Committee	CARICOM Energy & TAPSEC Network	CARICOM Energy & TAPSEC (GIZ)	SEP 7, 2018
2	CSEF VI Media Launch	Social Media Websites Local & Regional Media	CARICOM Energy & TAPSEC (GIZ)	NOV 1, 2018
3	Selection of Contractor for Development of TAPSEC Website	Direct Invitation to Bid	TAPSEC (GIZ)	OCT 15, 2018
4	Selection of Contractor for Development of TAPSEC Promotional Material (Jerseys, T's Caps, etc.)	Direct Invitation to Bid	TAPSEC (GIZ)	SEP 28, 2018
5	Launch of CARICOM Energy Website	Social Media Websites Local & Regional Media	CARICOM Energy & TAPSEC (GIZ)	OCT 25, 2018
6	Launch of New CARICOM Energy Newsletter	Social Media Websites CARICOM Energy Email List	CARICOM Energy & TAPSEC (GIZ)	OCT 25, 2018
7	Procurement of TAPSEC Communications Equipment	N/A	TAPSEC (GIZ) & Vendor	OCT 19, 2018
8	CARICOM Energy Month Features on RE & EE projects from across the Region	Social Media Websites Local & Regional Media CARICOM Energy & TAPSEC Newsletters	CARICOM Energy TAPSEC TAPSEC Partners	OCT 19, 2018
9	Delivery of Completed TAPSEC Website	N/A	Contractor	NOV 12, 2018
10	Launch of CARICOM Energy Month	Social Media Websites Mass Media CARICOM Energy	CARICOM Energy & TAPSEC (GIZ)	NOV 1, 2018
11	Features on Graduate Student Research from across CARICOM	Social Media Websites Media CARICOM Energy & TAPSEC Newsletters	CARICOM Energy TAPSEC (GIZ) Universities	NOV 1, 2018
12	Launch of New TAPSEC Website & Social Media Pages	Social Media Websites Media CARICOM Energy & TAPSEC Newsletters	TAPSEC (GIZ)	NOV 19, 2018
13	Launch of TAPSEC Newsletter	Social Media Websites TAPSEC Email List	TAPSEC (GIZ)	NOV 19, 2018
14	Release of TAPSEC Infomercial in English, Spanish & Dutch	Social Media Websites YouTube Regional Cable TV Networks	Contractor	NOV 19, 2018
15	Delivery of TAPSEC Promotional Material (Batch 1)	N/A	Contractor	NOV 12, 2018
16	TAPSEC Partners Dinner (Formal Event)	Dinner, Social Gathering & Networking Event	TAPSEC (GIZ) & CARICOM Energy	NOV 19, 2018
17	Launch of First TAPSEC Documentary	Social Media Websites Media CARICOM Energy & TAPSEC Newsletter	TAPSEC (GIZ) & Contractor	NOV 20, 2018
18	Launch of Annual Energy Journalism & Creators Awards	Social Media Websites Media CARICOM Energy & TAPSEC Newsletter	TAPSEC (GIZ) & CARICOM Energy	NOV 20, 2018
19	Delivery of TAPSEC Promotional Material (Batch 1)	N/A	Contractor	DEC 10, 2018
20	Delivery of TAPSEC-branded material to TAPSEC Partners (Jerseys, T's, Caps, 2019 Planners & Calendars, & Personalized TAPSEC 'Thank You' Cards.	Courier Service & Personal Delivery	TAPSEC (GIZ)	DEC 17, 2018

	ACTIVITIES	AUDIENCE	KEY MESSAGE
1	Convene CARICOM Energy Month Planning Committee	N/A	N/A
2	CSEF VI Media Launch	All TAPSEC Stakeholders	Clean energy, good governance, and regulation are key to creating a sustainable energy pathway within the Caribbean.
3	Selection of Contractor for Development of TAPSEC Website	N/A	N/A
4	Selection of Contractor for Development of TAPSEC Promotional Material (Jerseys, T's Caps, etc.)	N/A	N/A
5	Launch of CARICOM Energy Website	All TAPSEC Stakeholders	An Informed, engaged and inspired audience is the first step to a sustainable energy pathway within the Caribbean.
6	Launch of New CARICOM Energy Newsletter	All TAPSEC Stakeholders	An Informed, engaged and inspired audience is the first step to a sustainable energy pathway within the Caribbean.
7	Procurement of TAPSEC Communications Equipment	N/A	N/A
8	CARICOM Energy Month Features on RE & EE projects from across the Region	All TAPSEC Stakeholders	We all have a role to play in creating a sustainable energy pathway.
9	Delivery of Completed TAPSEC Website	N/A	N/A
10	Launch of CARICOM Energy Month	All TAPSEC Stakeholders	Clean energy, good governance, regulation, and collaboration are key to creating a sustainable & resilient energy pathway within the Caribbean.
11	Features on Graduate Student Research from across CARICOM	All TAPSEC Stakeholders	Mainstreaming home-grown research and innovation within the energy sector, is essential to a sustainable energy transition within the Caribbean, and increased uptake of EE & RE Tech.
12	Launch of New TAPSEC Website & Social Media Pages	All TAPSEC Stakeholders	A sustainable energy transition requires a 'whole-of-society' commitment to innovation, good governance, better regulation, and change.
13	Launch of TAPSEC Newsletter	All TAPSEC Stakeholders	An informed, engaged and inspired audience is the first step to a sustainable energy pathway within the Caribbean.
14	Release of TAPSEC Infomercial in English, Spanish & Dutch	All TAPSEC Stakeholders	We have a role to play in creating a sustainable energy pathway.
15	Delivery of TAPSEC Promotional Material (Batch 1)	N/A	N/A
16	Launch of First TAPSEC Documentary	All TAPSEC Stakeholders	We will win the fight against energy poverty in the Caribbean. These stories give new meaning to the notion that: 'Where there is a will, there is a way'.
17	TAPSEC Partners Dinner	Representatives of National, Regional and Civil Society Institutions/ Organizations	We appreciate your commitment to this regional network, and to the development of a sustainable energy pathway within the Caribbean. Indeed, we all have a role to play in creating a sustainable energy pathway.
18	Launch of Annual Energy Journalism & Creators Awards	Regional & Local Media and Creator Community	There is immense power in a single story: The power to inspire, influence, inform, educate, and engage. Stories impact people. People impact nations.
19	Delivery of TAPSEC Promotional Material (Batch 1)	N/A	N/A
20	Delivery of TAPSEC-branded material to TAPSEC Partners (Jerseys, T's, Caps, 2019 Planners & Calendars, & Personalized TAPSEC 'Thank You' Cards.	TAPSEC Partners & Key Stakeholders: Representatives of National, Regional and Civil Society Institutions/ Organizations	We appreciate your commitment to this regional network, and to the development of a sustainable energy pathway within the Caribbean. Indeed, we all have a role to play in creating a sustainable energy pathway.

11.1 BRANDING

11.1.1 Logo

The TAPSEC Logo will be designed to reflect the overall programme objective - which is to support the implementation of the CARICOM Energy Policy (CEP), the Caribbean Sustainable Energy Roadmap and Strategy (C-SERMS), and the National Renewable Energy Policy of the Dominican Republic.

"The plant and the sun represent the principle of growth and are linked directly to the objectives of the TAPSEC - these being, inter alia: (a) Growth in RE penetration; (b) Growth in EE improvements; (c) Social growth; and, most importantly, (d) Sustainable economic growth.

The colours originally selected (light blue, dark blue, red and gold) were deliberate, and are such that the four major partners - EU (dark blue and gold), Germany (red and gold), CARICOM (dark blue and light blue) and the Dominican Republic (dark blue and red) - are represented

Moreover, the sun captures the fact that the majority of the renewable resources supported within the TAPSEC (solar, wind, waste -to-energy and ocean thermal energy) are solar-based, and the proposed colours attempt to capture the various options (gold - solar; light blue - wind; dark blue - ocean energy; and red - waste to energy, as well as geothermal)." Dr. Devon Gardener

11.1.2 Promotional Material

The TAPSEC logo will be displayed on all project-related promotional material, including: Business Cards, Calendars (2019, 2020, 2021), Jerseys (polos), T-Shirts, Caps,

Writing Pads, Pens, Pencils, Folders, Planners, Portfolios, Flash-drives, Pull-ups, and Banners.

All TAPSEC project team members will be provided with specially-designed custom cotton jerseys (polos) and T-shirts - and caps where necessary. This is to ensure consistency in the corporate image of the TAPSEC programme. These will be worn at official TAPSEC events and missions as advised by the programme's Communications Officer, and through the directive of the TAPSEC Team Leader.

11.1.3 TAPSEC Secretariat

The official TAPSEC secretariat will be branded for consistency with the programme's messaging, colour scheme, and general design criteria with the guidance of a professional interior designer. TAPSEC satellite offices will also

carry programme identifiers to facilitate branding and visibility. Identifiers may include mobile pull-ups, framed jumbo posters/ displays (bearing high resolution imagery depicting Sustainable Energy work within CARIFORUM).

11.1.4 TAPSEC Staff

TAPSEC Staff: All TAPSEC substantive staff will be provided with an annual allotment of 300 business cards bearing the TAPSEC and GIZ logos. These cards will be used to supplement networking at conferences, workshops, field missions, and other

official and non-official project events and activities. TAPSEC staff will also be encouraged to collect business cards and contact information from officials, experts, delegates, influencers, and other persons working within the sustainable energy space. These contacts will be added to the

official TAPSEC mailing list. All TAPSEC substantive and project staff will be provided with custom jerseys (polos), T-shirts and caps to ensure that the project's corporate image is maintained. (See 'Branding' & 'Promotional Material' for details)



11.2 PUBLIC RELATIONS

11.2.1 Participation in Industry Events

TAPSEC communications personnel will actively participate in various regional and international events (conferences, workshops, trade shows, networking events, project launches, etc.) within the Sustainable Energy space to facilitate one-on-one and face-to-face promotion of the TAPSEC project - its successes and strategic partnerships.

The goal is to secure strategic partnerships that can lead to increased/ improved visibility of TAPSEC among targeted audience segments.

11.2.2 Infomercials

TAPSEC infomercials will be between 30

and 60 seconds in length, and will highlight the key elements of the project - including the official name, the overall objective, key expected outcomes and impact, the donor, and key regional partners. They may be produced for radio or viewing audiences using professional grade audio and video recording systems.

11.2.3 Radio and Television Ads

TAPSEC radio adverts will be between 15 and 30 seconds, and will serve the purpose of promoting local events such as interactive radio programmes, exhibitions, and other public events and activities organized in collaboration with TAPSEC partners.

TAPSEC promotional material will be

made available (where appropriate) at TAPSEC-sponsored events - including

workshops, conferences, media events, etc.

11.3 DOCUMENTATION

11.3.1 Factsheets

A TAPSEC fact-sheet will be prepared for distribution at regional workshops and conferences, capturing key details about the programme's objectives, activities, sponsor(s) and partnerships.

Links to the TAPSEC fact-sheet will also be embedded into the websites and newsletters of TAPSEC and partner institutions across the region.

11.3.2 Press Kit

A press kit will also be prepared for distribution to regional media houses to increase the project's visibility. A copy of the press kit will be made available for direct download on the TAPSEC Website, and will also be sent to media houses ahead of, during, or immediately following project-related media/ press events.

The press kit will include: An overview of TAPSEC (donors, partners, stakeholders, project team, geographical focus, expected outcomes and impact), published media (articles, press releases, videos, interviews), contact information, social media pages, and FAQs.

11.3.3 Newsletter

A TAPSEC Newsletter will be produced on a weekly/ monthly basis, highlighting original and curated content related to the

work of TAPSEC's broad network of partners and key stakeholders on Energy Efficiency, Renewable Energy, and other related work-streams. Great attention will be placed on producing and curating the most compelling sustainable energy-related content. Regional sustainable energy conferences and events will also be promoted via this media.

The newsletter will incorporate relevant high-resolution imagery, graphic content, and other attractive design elements to capture and maintain the attention and interest of the potential audience.

Particular focus will be placed on the human, social and technological aspects of sustainable energy, capturing stories in various formats - including articles, blogs, video documentaries, short films, podcasts and recorded interviews (video and audio).

Subscription links for the TAPSEC Newsletter will be provided on the TAPSEC and CARICOM Energy websites and social media pages. TAPSEC partners will also be encouraged to cross-link the TAPSEC Newsletter within their various online platforms and social media pages where possible. A newsletter sign-up page will also be created on the TAPSEC website.

The TAPSEC Newsletter layout will be designed using the Canva Premium service, while distribution, subscription and



analytics will be facilitated through the MailChimp Premium service.

11.3.4 News & Special Features

Particular emphasis will be placed on the preparation of a consistent stream of news items (broadcast), articles (print, online), and special features (broadcast, print, online) across TAPSEC participating states. This will be done in collaboration with the Communications teams of TAPSEC partners, Government Information Services of participating states, local and regional media houses, and a cadre of freelance journalists, broadcasters, commentators, and content creators across the region.

11.4 AUDIO-VISUAL

11.4.1 Video Content

The human brain processes video 60,000 times faster than text. Original video content will therefore play a central role in the implementation of this strategy. While people are generally more hesitant to read heavy blocks of text, videos appear effortless, and can be consumed very quickly.

With video content being one of the major drivers of contemporary social and technological change, great emphasis will be placed on creating high-quality, high-resolution, original video content. Keen attention will be placed on building compelling narratives and story-lines for documentaries and exclusive interviews.

The goal will be to create monthly video features highlighting persistent challenges, opportunities and successes in the areas of Energy Efficiency and Renewable Energy within the region.

These video features will also explore the interrelation between Sustainable Energy, Climate Change Adaptation, Resilience, Social Development, and the Rural-Urban Nexus.

Short videos will also be periodically prepared as supplements for articles and other featured online publications.

TAPSEC will produce short documentaries on various subjects including (but limited to): 'Exploring Clean Energy: A Region in Transition'; 'Energy Poverty - The Economics of Energy in the Caribbean' (Why is the cost of energy a burden to the poor?); 'In the Eye of the Storm: Building a Resilient Energy Sector Across the Atlantic'; and 'The Caribbean Changing Course with Smart-Energy Buildings'.

YouTube and Vimeo accounts will be created to upload all video content prepared on behalf of, and through the support of TAPSEC.

These video features and short documentaries will be promoted via TAPSEC and other social media pages, and in collaboration with influencers, industry leaders, and organizations with large social media followings. Discussions to this effect have already commenced with TAPSEC partners and social media influencers.

11.4.2 Photography

The use of high-resolution imagery will form a major part of TAPSEC's efforts to attract a large regional audience to its various online platforms and content. A high-resolution DSLR camera, with multiple high-quality lenses, will be purchased to facilitate this work.

11.4.3 Clean Energy Podcast

TAPSEC will proactively explore the prospect of collaborating with its strategic and implementing partners on the development of a podcast series - recorded on a monthly basis. With the growing popularity of this media, a 'Clean Energy Podcast' provides yet another useful avenue for engaging, educating and inspiring a wide cross section of CARIFORUM nationals.

Each edition of the 'Clean Energy Podcast' will be linked on the TAPSEC and CARICOM Energy websites, and will be promoted through social media pages, newsletters and other media currently being managed by TAPSEC partners and principal stakeholders.

11.5 ONLINE VISIBILITY

The official TAPSEC website will be the central to the programme's online activities. It will incorporate the latest web-design and technical performance specifications and standards, including:



11.5.1 A Semi-Flat Design

This is intended to improve the overall user experience with faster loading pages due to the simplicity of the design elements. The goal is to ensure that visitors to the TAPSEC website understand the content, with just enough depth to make it a captivating experience.

The depth and feel of the design will be consistent throughout the website, with the same design cues being applied to all pages.

11.5.2 Video Content

With the goal of presenting information in a visual way that does not overwhelm visitors, the TAPSEC website will apply a card-like design that breaks content into bite-size pieces. This also creates a clean and organized layout, by avoiding the overuse of text.

A large amount of curated and original content - presented in different formats - will be available on the TAPSEC website. The card design will help visitors to readily identify content related to their specific areas or themes of interest.

11.5.3 Large and Attractive Typography

The TAPSEC website will consistently utilize a set typography across all pages. The selected typography will be based on those prescribed within the GIZ/ EU Corporate Design Guidelines, but will be one that accurately reflects the nature of TAPSEC's work.

The selected font should indicate that the TAPSEC network and platform is keen on functionality, accurate information, effective communication, networking, and innovation. The selected font MUST be supported by the most widely-used browsers, personal computers, and mobile devices.

11.5.4 Large, Responsive Hero Images

Large, Responsive Hero Images: The use of large, high-resolution hero images on the TAPSEC website will be used to visually tell the story of TAPSEC's work within CARIFORUM without the overuse of text.

The selected hero images will be responsive across different platforms and devices - from desktop and personal computers, to tablets and smartphones.

11.5.5 Background Videos

Very similar to the hero images, background videos will be used strategically on the TAPSEC website to optimize the use of space that may have otherwise been used for text. These videos will be high-resolution, visually striking, and concise - using compelling narratives and story-lines.

When visitors land on the TAPSEC website, they will be greeted by either a striking hero image, or a background video. All background videos will be shot and uploaded at a minimum resolution of 1080p high-definition (HD). Efforts will however be made to ensure that all background videos are presented in 4K

resolution (ultra high-definition).

11.5.6 Hamburger Menus

The TAPSEC website is expected to host a large amount of content covering multiple thematic areas, and geared towards different audience segments. The use of a conventional long menu will therefore prove impractical - both aesthetically, and logistically.

The use of this clean, distraction-free design element is an effort to ensure that users find the information they need in a convenient and timely manner.

11.5.7 Social Media Icons

Social media has revolutionized the way we communicate - the way we share and acquire information.

Facebook, Instagram, Twitter, LinkedIn, and YouTube are among the most widely used platforms, and present tremendous opportunities for sharing online content, and engaging large targeted audiences.

The TAPSEC website will therefore incorporate the use of social media icons on all media - thus encouraging visitors to the site to share content that resonated with them in one way or another - and will also provide links to TAPSEC social media pages.

11.5.8 Independent Publishers

In an effort to gain greater regional and global traction for ongoing and prospective

Renewable Energy (RE) and Energy Efficiency (EE) initiatives within CARIFORUM, TAPSEC will engage a number of popular/ high-profile independent publishers covering under-reported themes such as RE and EE.

Among the publishing houses to be engaged are Thomson Reuters (Thomson Reuters Foundation) and Forbes. TAPSEC will leverage its positioning within

GIZ and its network of regional and international partners to submit pitches to these organizations, and to secure publication slots.

TAPSEC will also collaborate with recognized regional and international journalists and writers to cover success stories emerging from various project and related activities.



11.6 SOCIAL MEDIA

The TAPSEC Communications Team will maintain several TAPSEC-branded social media pages, including Twitter, Facebook, LinkedIn, and Instagram. A YouTube account will also be maintained.

It is understood that each social media platform attracts specific audience segments based primarily on age, professional interests/ inclination, personal interests, and geographical location (traction of specific platforms vary based on the country or region).

The use of each platform will be justified by the audience segment that it is geared towards. The content posted on each

platform will also be customized to suit the audience.

TAPSEC's social media presence will be leveraged to facilitate networking within a broad network of regional and international partners and stakeholders, and will also keep the TAPSEC network updated (in Real-time) on project-related success stories, activities (workshops, conferences, meetings, webinars, symposiums, etc.), and published material (articles, featured stories, documentaries, podcasts, infomercials, etc.).



11.7 KNOWLEDGE MGMT

Knowledge Management and Network & Platform Coordination

11.7.1 CARICOM Energy Knowledge Hub

TAPSEC will co-facilitate the CARICOM Energy Knowledge Hub, offering critical communications and visibility support through various media - including the TAPSEC website and social media pages.

11.7.2 Caribbean Sustainable Energy Forum

TAPSEC will support the communications and visibility work of the Caribbean Sustainable Energy Forum (CSEF), ensuring adequate build-up, representation, participation, and continued post-conference engagement on key topics and outcomes of the annual event.

11.7.3 Regional Media Tours & Workshops

Invite leading regional media houses (print, broadcast, and television) to participate in media tours and workshops intended to highlight the work of TAPSEC partners and key stakeholders working within the Renewable Energy and Energy Efficiency Space.

Invited participants will then be encouraged to regularly produce articles, news items, and programs (radio and television), geared towards local and regional audiences.

This activity is expected to increase the media's awareness of innovations,

opportunities and challenges within the RE and EE space. It is also intended to increase the general public's awareness of these innovations, opportunities, and persistent challenges, and how they can be a part of the solution.

11.7.4 Engaging Regional Media and Communications Institutions of Higher Learning

TAPSEC will pursue collaborations with the Caribbean Institute for Media and Communications (CARIMAC), the Errol Barrow Center for Creative Imagination (EBCCI), and The UWI Film Department, in an effort to:

(1) Engage undergraduate and graduate students and faculty on the subjects of Renewable Energy, Energy Efficiency, and cross-cutting subjects such as Climate Change, Resilience, and Sustainable Urban and Rural Development - highlighting the stories of how people and society are responding to such issues; and

(2) Promote the use of related case material within the curriculum of these institutions, and the production of related original content as coursework and thesis submissions.

Students will be invited to pitch creative ideas, and will be incentivised by way of small research grants to engage in coursework and research that capture unique aspects of how people and society are responding to sustainable energy and related themes. The outputs may be in the form of literature, audio, video content,

music or any other artistic form that appropriately highlights TAPSEC's core and related themes.

11.7.5 Annual Energy Journalism and Creators Awards

TAPSEC will launch an annual 'Journalism Award' for journalists across CARIFORUM covering topics related to 'Renewable Energy' and 'Energy Efficiency'. The launch will be formally announced at the Sixth Caribbean Sustainable Energy Forum (CSEF VI), while the annual awards ceremony will be imbedded into the CARICOM Energy Month, and the biennial Caribbean Sustainable Energy Forum (CSEF).

Each award will be named after a pioneer of Renewable Energy, Energy Efficiency, and closely related sustainability work within CARIFORUM - ensuring a balanced geographical representation of award names. Pioneers may have contributed in the areas of research, civil society and grassroots work, public policy, the creative industries, or multilateral cooperation.

Awards will be presented to the top Journalists and Content Creators from across the region, in the following categories:

- (1) Journalist of the Year (Overall Winner - CARIFORUM)
- (2) Creator of the Year (Overall Winner - CARIFORUM)
- (3) Energy Article of the Year
- (4) Energy Blog of the Year
- (5) Documentary Film of the Year



These categories are subject to change, while additional categories may be added in consultation with TAPSEC partners and key stakeholders.

11.7.6 Webinars

TAPSEC will collaborate with its strategic and implementing partners in arranging webinars to engage and inform key stakeholders - including experts, researchers, academics, policymakers, civil society and business leaders - on various relevant tools, approaches and initiatives.

11.7.7 Capacity4Dev.eu

This is the European Commission's knowledge sharing platform for development cooperation, where you can share, learn and collaborate with over 20,000 members worldwide. TAPSEC will leverage the various stakeholder engagement tools available on this platform.



12. RESOURCES

TAPSEC will seek to capitalize on its internal capacity in still and motion photography, graphic design, and the production of original content through the procurement of dedicated project equipment. This will reduce TAPSEC's over-dependence on private contractor services, particular for media that require a quick turnover. Contractors will however be engaged on major assignments, and will supplement the work of the Communications Team.

The following equipment will be purchased upon approval of this strategy

to ensure early integration into the Communications work-stream:

12.1 Still and Motion Photography

- 1 DSLR Camera (Full-frame CMOS Sensor, 4K video capability, 30+ megapixels, Dual Pixel CMOS autofocus)
- 2 DSLR Camera Lenses
- 1 Backup Camera Battery
- 1 Easy-Travel Movie & Photography Tripod



12.1.1 Audio

- 1 Camera-mounted Microphone
(Recommended: Rode Video Mic Pro)
- 1 Digital Audio Recorder
(Recommended: Zoom H6)
- 2 Lapel Microphones (Recommended:
Sennheiser EW 100 G3)

12.1.2 Protective Carrying Cases

- 1 Protective Carrying Case (With
compartment for Notebook computer)
- Waterproof Tough Case for Lapel
Microphones

12.2 Hardware

- 1 13 inch Notebook Computer (To
facilitate in-house and in-field video,
photo, and graphics editing |
Compatible with all proposed software)
- 1 One Terabyte Portable External Drive
- 2 64G SD Cards

12.3 Software

Video Editing Software (Recommended:
Final Cut Pro 2018)

Photo and graphics editing software
(Recommended: Adobe Creative Suite)

Microsoft Office Suite (Word, Excel,
PowerPoint)

13. IMPLEMENTATION BUDGET (YR1)

A budget of €300,000 has been allocated for communication activities within the project through 2021. This section of the strategy however proposes a budget for the first year of implementation of the project's communication activities (September 2018 to August 2019).

While a more detailed (activity-by-activity) budget will be provided within the four quarterly Communication & Visibility plans for the next year, the 'Implementation Budget (Year 1)' outlines the budgetary allocations for each broad 'Category' of activities.

All project activities are geared towards achieving the project objectives, and are

detailed in sections 11 and 12 of this strategy.

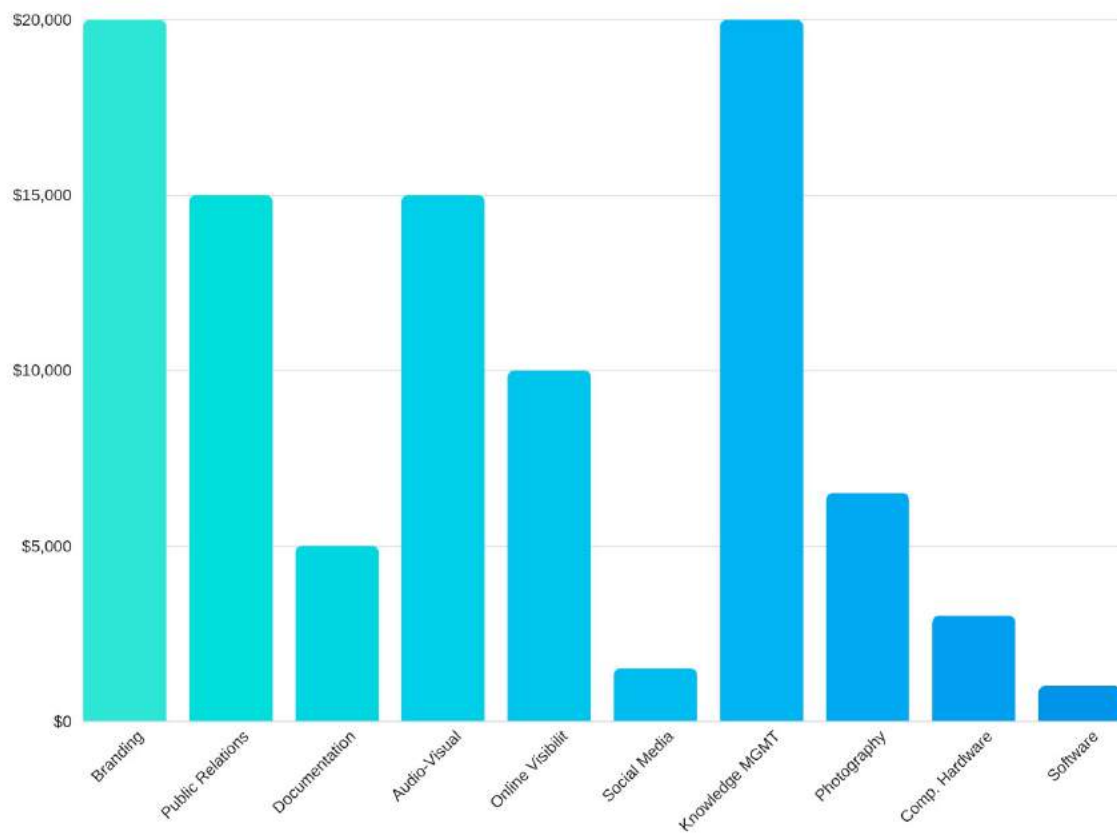
A Microsoft Excel spreadsheet has been prepared to track expenditure within each category - clearly highlighting:

- The total allocation by 'Category'
- The percentage of the overall budget for Year 1 allocated to each 'Category'
- Monthly expenditure - by 'Category'
- Total amount spent per 'Category' (in Euros and as a percentage of category allocation)
- Funds available per category (in Euros and as a percentage of category allocation)

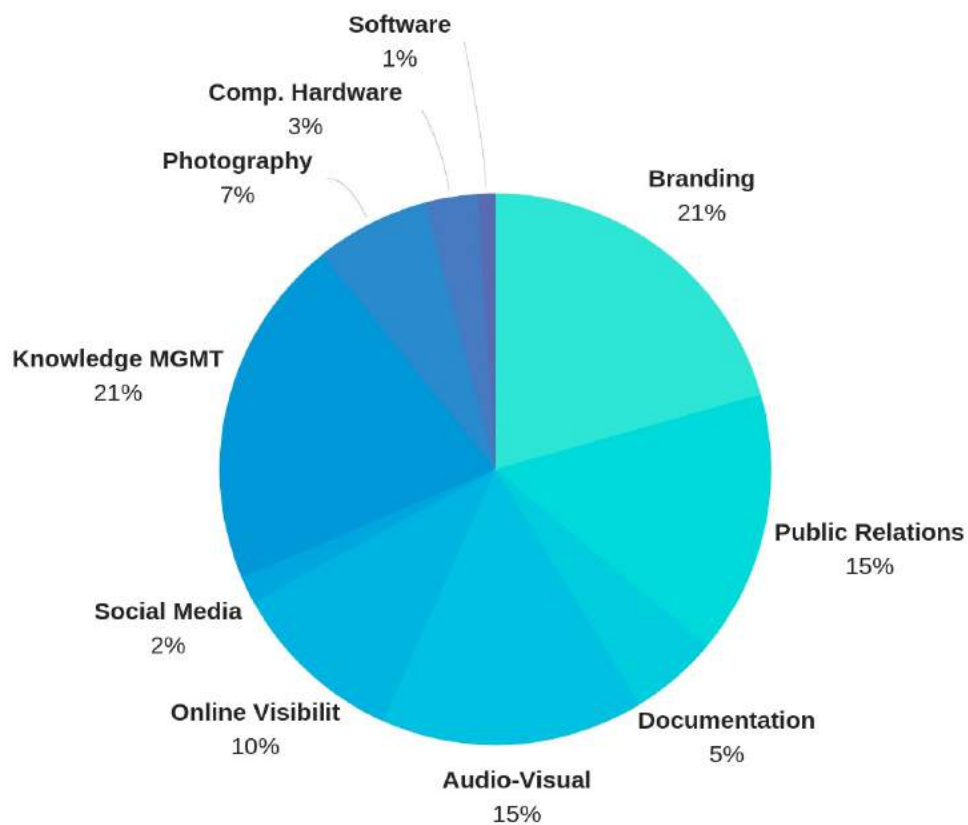
Implementation Budget (Year 1)


CATEGORY	TOTAL BUDGET	% OF BUDGET	AMOUNT SPENT TO DATE
11.1 Branding	\$ 20,000	21%	\$ -
11.2 Public Relations	\$ 15,000	15%	\$ -
11.3 Documentation	\$ 5,000	5%	\$ -
11.4 Audio-Visual Content	\$ 15,000	15%	\$ -
11.5 Online Visibility	\$ 10,000	10%	\$ -
11.6 Social Media	\$ 1,500	2%	\$ -
11.7 Knowledge Management	\$ 20,000	21%	\$ -
12.1 Photography (Still and Motion)	\$ 6,500	7%	\$ -
12.2 Computer Hardware	\$ 3,000	3%	\$ -
12.3 Software (Video, Audio, Photography & Graphics Editing)	\$ 1,000	1%	\$ -
TOTALS	\$ 97,000		\$ -

Budget Distribution Table (%)



Budget Distribution Chart (%)



A close-up photograph of a person's hands writing on a white notepad with a yellow pen. The background is blurred, showing a person's arm and a desk. The text is overlaid on the left side of the image in a bold, white, sans-serif font.

**THERE IS IMMENSE
POWER IN A SINGLE
STORY: THE POWER
TO INSPIRE, THE
POWER TO EDUCATE,
AND THE POWER TO
ENGAGE.**

TAPSEC 2018-2021