

Creation of a Regional Seas Communication Task Force

*The single biggest reason that communications campaigns fail is that they don't begin with a clearly stated definition of the **desired end result**. Each successful communications campaign starts by focusing on outcomes.*

Heidi Savelli Soderberg, UNEP
MCEB/GPA/RS



Contents



Then, today



Communication



RS Communications Task Force



Potential Activities - Discussion

Today

- **Climate change?**
 - Emerging issues
 - Emerging initiatives/projects/think tanks overlapping or duplicating RS mandate
 - Stand out – branding, visibility, re-positioning
 - Strategic communication

What is Communications?

- Press release?
- Face-to-face conversations?
- Video? Spaces for debate?
- Share knowledge and change behaviour
- Information – giving out
- Communication – getting through

Which Communication? Message-Based and Dialogue-Based

TO INFORM (changing awareness and/or knowledge)

TO LISTEN (building trust, ensuring understanding, assessing situation)

TO PERSUADE (changing attitudes and/or behaviors)

TO ENGAGE (interacting, empowering, building consensus for change)

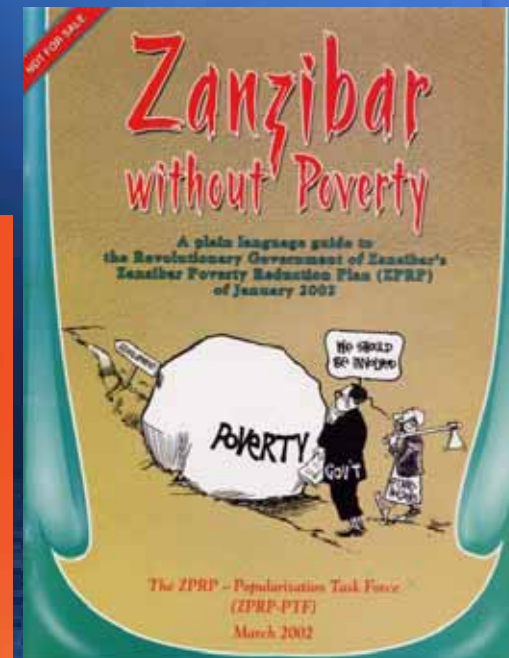
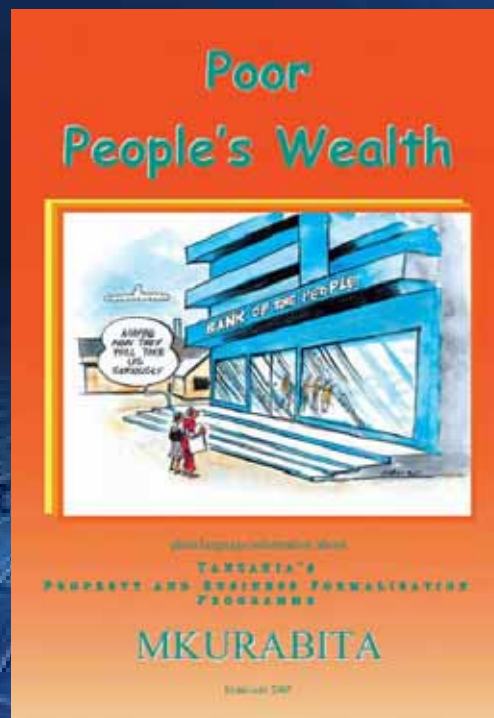
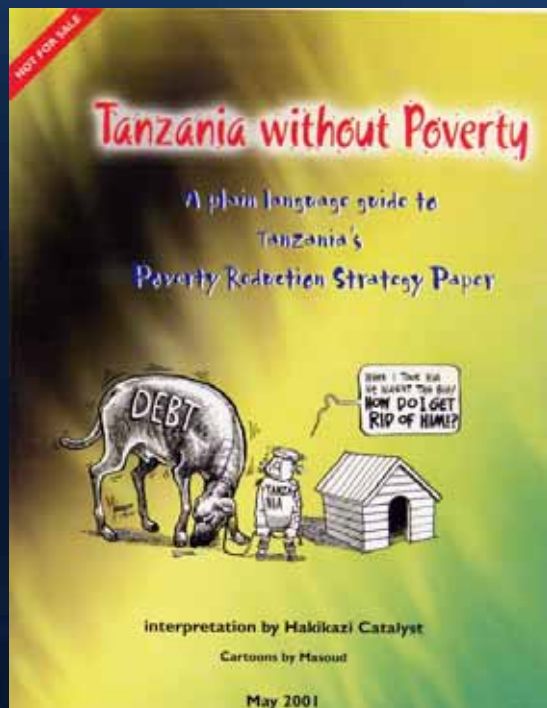
TO ADVOCATE (promoting, influencing)

TO MOBILIZE (activating, enhancing ownership)

Unicef: Goodwill Ambassadors



Tanzania: Plain Language Guides of Poverty Documents



Communications: The Big Picture

Strategic Communications

- Beyond dissemination
- Creates engagement
- Makes a difference

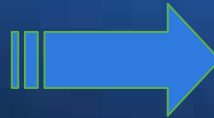
Communications: The Big Picture

Communications Begins
with Project Planning

- At the beginning, not at the end
- Budget – communication must be part of it (X%)

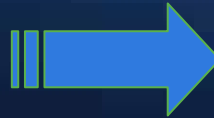
Different Communication Types for Different Purposes

*Internal
Communication*



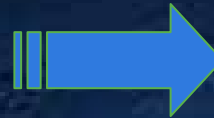
*Creating a common
platform for messages and
programs.*

*Inst./Corporate
Communication*



*Communicating what we do
and how we do it; building
trust in the institution and
support for development.*

*Advocacy
Communication*



*Issue campaigns to accelerate
action on key global public
goods - including at the
country level.*

*Development
Communication*



*Integrating communication and
assessing political and
development risks for more
effective strategy and design
leading to better outcomes.*

Communications: The Big Picture

Strategic Thinking Revisited

- Analysis
- Focus on the big picture
- Channels of communication
- Key stakeholders

OUTCOMES

STAGE 1 - Audit

Where are we now?

Situation analysis

SWOT

Existing initiatives and benchmarks for

Measurement

Perceptions

STAGE 3 - Strategy & Plan

How do we get there?

Activities, messages and timescale by audience

Communications Planning

STAGE 2 - Objectives

Where do we want to be?

Overall goals, measurable objectives per stakeholder/audience

STAGE 4 - Result

How did we do?

Quantify outcome: objectives met? Did we get value? Lessons learned?

Building a Communications Strategy

Tactics and Tools

- Fit with the objectives
- Adapt for specific audiences
- Short-term and long-term

Building a Communications Strategy

Reaching Government Decision-Makers

- Policy briefs
- Face-to-face
- Through media
- Through knowledge multipliers
- Through the general public
- Through partners

Regional Seas Communications Task Force

- Purpose: To provide a consultative forum to improve knowledge management and communicational framework of the Regional Seas Programmes to allow exchange of information, common strategies, outreach activities and access to global policy forums



Functions

- To facilitate exchange of information between RS to strengthen knowledge management and increase synergies;
- To enhance the visibility of the RS – common strategies in priority areas;
- Assist in the identification of emerging issues;
- Assist in development/review/distribution of policy briefs/RAR;
- Evaluate strengths/weaknesses of RS communication efforts, assist in dev/diss info

- Sharing
- Exchange
- Support
- Regional → global → regional
- Capacity building
- Evaluation







Thank You!

LOGO

DevComm Methodological Process: Main Steps

