

**Joint Office Communication workplan 2021**

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| **Key results** | **Expected output** | **activity** | **Time** | **Lead Unit/Agency/Portfolios** | **Financial costs (USD)** | **Performance’s indicators** |
| 1.The new visual identity of the Joint Office is created and implemented | a) New logo created, shared and adopted by All Staff JO **\***b) Reformulation of the mission, vision and values of the JO**\***graphic standards manual produced and disseminatedc) The JO website is created and operationalizedd) Keep up a strong and solid presence on social and digital mediae) producing of Visibility materials f) creation of a UNDP, UNFPA, UNICEF image database\*\* | Hiring a consultancy for the rebranding of the Joint Office:- creation of the new logo; review of the JO´s mission, vision, and valuesHiring a consultancy for design the website layoutConsolidate the FB and create an InstagramHiring company for the production of materialsHiring a photograph  | April/May During the year |  | 2,500.00 USD13,500.00 USD5,000.00 USD2,000.00 USD | JO Instagram  |
|  **Sub Total 41,000. 00 USD** |
| **2.Effective Joint Office´s Visibility increased:**Enhance visibility by communicating the concrete development results, included the JO response to COVID/19 and recovery process Donor and partner visibility promoted  | a) The activities of the agencies are referenced and disseminated, on external channels, for example at the regional level UNDP, UNFPA an UNICEF communication channels b) ) The activities of the agencies are referenced and disseminated through the JO newsletter, social mediaa) Keeping donor community informed on the efficient use of provided fundsb)Keeping key audiences informed on the contributions of donor communityc)Mainstream donor and partner visibility rules into communication activities of relevant projects | Produce and send articles, pictures, videos and small stories with best practices Produce and disseminate 4 newsletters, one of them special on gender equality and empowermentsending information: newsletter, sharing content and photos published on social networks and website | During the yearApril, July, out, decDuring the year |  | 6,000.00 USD1,000.00 USD |  |
|  **Sub Total 7,000.00** |
| 3.**Media, partners, society, institutions, understand and reports the JO work and the** delink process  | Media and communication advisors knowledge about the Joint Office ‘structure and work improved: the delinking process, present structure of the JO, the agencies and their respective mandates, the CV Program and they know how to know the dilink well and how to separate the JO from the United Nations CoordinationNational partners knowledge about the Joint Office is improved and they know how to know the delink well and how to separate the JO from the United Nations Coordination | training session with journalists and fieldtrip to a project financed with Program´s funds Held a short information session during the meeting with the partners  | June/julyJune/july | CA with support of Proj. Local Development  | 3,000.00 USD |  |
| 4. **. Advocacy and promotion of SDGs: The SDGs are known by the population, partners, media** | the SDGs are appropriated by the population trough effective actions and the media, which wrote articles about them | Organize a quiz on SDG to engage young people highlight 2 SGD per month: Production of one small story video and photo story on each SDGIdentifying the best stories and individual or community on SDG Create linkage between SDGs and key development results of portfolios. | During the yearDuring the year | UNCG Team | 5,000.00 USD |  |
|  **Sub Total 8,000.00 USD** |
| 5. Important dates related with the Agencies mandate celebrated  | society takes notice and gets involved in the celebration of the dates: [World Population Day](https://www.un.org/en/observances/world-population-day)[International Youth Day](https://www.un.org/en/observances/youth-day)[International Day of Democracy](https://www.un.org/en/observances/democracy-day) International Day for the Eradication of Poverty International Children DayHuman Rights Day  |  | JulyAugust September October November December  | UNFPA—SRHR and PopulationPortfolio of YouthPortfolio of GovernancePortfolio of Employment, Inclusive GrowthUNICEFUNFPA—SRHR |  |  |
|  **TOTAL 56,000.00** |

\* Proposals to be discussed with the staff

\*\* it is necessary to create a high resolution image bank to be used, preventing us from using photos that are not ours. These photos will be used with the articles, stories, reports that are created and disseminated on our channels.