**United Nations Development Programme**

**Country: Kyrgyz Republic**

**CO Communication Annual Work Plan 2018**

**Communications Context:**

UNDP’s global presence, position as backbone of the UN development system, and leader in development: our role is unique and vital, and we must be able to communicate about it clearly, publicly, and proactively. In the Administrator’s words, “Our voice and messages must be heard in programme countries and donor capitals, and by policy-makers, partners, and the communities we work with and on behalf of”

UNDP’s external communications efforts in 2018 should have an improved focus on communicating for innovative visibility and resource mobilization with equal presence of women and men. Another area of focus will be furthering Agenda 2030 and the vision of the Strategic Plan. To support achievement of both objectives, the third objective is to strengthen our efforts to reach key audiences via strategic media.

**Objectives:**

1. Enhanced UNDP Kyrgyz Republic visibility in country and globally;

2. Promotion of SDGs and human development agenda and priorities of Country programmes – UNDP KR has one communication team work generating various innovative products;

3. Effective client-oriented, gender-sensitive UNDP communications network.

**Output 1:** An information package educating external/ internal publics on UNDP activities, projects, programmes, mandate, and advocating for issues stated in UNDP Kyrgyz Republic's Strategy Note is produced.

**Output 2:** Vibrant communication network able to produce up-to-date information and mainstream communication skills and abilities into programmatic activities is established.

**Output 3:** Effective client and results oriented, gender-sensitive UNDP communication network.

**Audience:**

***National partners:*** State bodies; Civil society organizations, including women’s movements; Citizens of the Kyrgyz Republic;

***Development partners:*** Donors and international organizations.

Period of work: Jan 2018-Dec 2018

Key Result Area (Strategic Plan): CO communications/public relations

PID: 00040112

Atlas Award ID: 00036768

2018 AWP budget (Bishkek): USD 20 ,800.00

Total allocated resources:

2015 AWP budget (Bishkek): USD **372,000.00**

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Regular (TRAC) USD 372,000.00

Unfunded budget: 0.00

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Agreed by UNDP:

Deputy Resident Representative

Name: Ms. Aliona Niculita Date \_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity 1** |  |  |  |  |  |  |  |  |  | |  |
| **Output 1**  An information package educating external/ internal publics on UNDP activities, projects, programmes, mandate, and advocating for issues stated in UNDP Kyrgyz Republic's Strategy Note is produced.  ***Baseline:***   1. UNDP Strategic Note, CO communication strategy, UNDP external communications action plan   ***Indicators:***   1. Number of gender-sensitive printed and promulgated UNDP publications, annual report, regular update of a corporate web-site   ***Targets:***   1. All national & development partners are aware of UNDP activity results through its publications, web-site in three languages and Social Media. | **Activity Result 1.1**  Widening the spread of information amongst national and international partners through publications, reports and UNDP branding items | x | x | x | x | Communication unit  Communication unit |  |  |  | |  |
| ***Action 1.1.1.***  “Bayan” magazine- Programme & ABD (Programme/projects key results, articles, interviews, blogs etc.) |  | x |  | x | Communication and Projects budget | Contract | Contractor/ Bayan- 2 issues during the year /design/art/layout | | **6 000** |
| ***Action 1.1.2.***  UNDP profile/fact-sheet in three languages | x |  | x |  | Communication budget | Design/printing | UNDP profile, 3 version/ | | **300** |
| ***Action 1.1.3.***  Production of UNDP corporate branding items (e.g., folders, souvenirs, notebooks, pens, gadgets, smart bracelets and other possible visibility items, New Year greeting cards, etc.) | x | x | x | x | Office/communications budget | Design/printing |  | | **5 000** |
| **Activity Result 1.2.** Enabling environment on access to information through UNDP ICT tools |  |  |  |  |  |  |  | |  |
| ***Action 1.2.1.***   * Launch of Kyrgyz language version website page * Russian website design to be launched in coordination with HQ * UNDP Kyrgyz Republic web-site: News, blogs, programme and project information, publications, global SDGs related information are updated regularly and are accessible to all citizens with substantive gender focus | x | x | x | x | Communication budget | In house | In house | |  |
| **Subtotal:** | | | | | | | | **11300** | |  |
| **Activity 2** |  |  |  |  |  |  |  |  |  | |  |
| **Output 2**  Vibrant communication network able to produce up-to-date information and mainstream communication skills and abilities into programmatic activities is established.  ***Baseline:***   1. There is a need for regular wide broadcast of UNDP activity results, SDGs among national and development partners through all possible media   ***Indicators:***   1. Number of UNDP Kyrgyz Republic related news, videos, talk-shows on TV, in informational resources and newspapers, number of engaging blog posts, followers on FB, Twitter, Instagram   ***Targets***:   1. Updated Media analysis on promotion of UNDP activity results in Mass Media | **Activity Result 2.1**  UNDP’s image and results are widely promoted amongst national and development partners through interviews and other types of media Interaction and at least one video demonstrating results of UNDP activity |  |  |  |  | Communication unit |  |  |  | |  |
| ***Action 2.1.1***  UNDP activity results videos | X | X | X | X | Projects budget | Contract/direct purchase |  | |  |
|  | | | | | | | |  | |  |
| **Activity Result 2.2**  UNDP activity is permanently broadcasted and communicated in Mass Media & has vibrant social media work |  |  |  |  | Communication unit |  |  |  | |  |
| ***Action 2.2.*** ***1***  Discussions and promotionof UNDP activity results, SDGs related information materials, newspaper and Kloop subscriptions, photo materials that equally represent women and men. | X | x | x | x | Communications/projects budget | Interviews/TV shows/articles/banners/publication stands/  translation in Media resources/photographing/social media | **700** | |  |
| ***Action 2.2.2***  Press-tours  Media-monitoring Omnibus survey | X | x | x |  | Projects budget | Contract | **5800** | |  |
| UNDP corporate web-site blogs | X | x | x | x |  |  |  | |  |
| **Subtotal** | | | | | | | | **700** | | **5800** |
| **Activity Result 3** |  |  |  |  |  |  |  |  |  | |  |
| **Output 3**  Effective client and results oriented, gender-sensitive UNDP communication network.  ***Baseline:***  The network with national partners needs to be improved and regularly sustained.  ***Indicators:***   1. The range of national partners of UNDP Kyrgyz Republic is widened in academic, innovation, media spheres   ***Targets***:  Academic, innovation & media spheres representatives are actively engaged into UNDP activity | **Activity Result 3.1**  UNDP communication network is wide-ranging through cooperation with youth/women and girls with innovative think tanks |  |  |  |  | Communication unit together with UN Gender Thematic Group |  |  |  | |  |
| ***Action 3.1.1***  UNDP widely communicates through marking UN international days, Including International Women’s Day, Girls’ Day and 16 Days of Activism against gender-based violence campaign facilitated by UN Women |  | X | x | x | Projects budget |  |  | |  |
| ***Action 3.1.2***  UNDP innovative lab promotion |  | x | x | x | Projects budget | Development of media campaign | **In house** | |  |
|  | | | | | | | |  | | |
| **Activity Result 3.2**  Professional capacity of UNDP CO/PMU/RC office communication staff members and media partners is developed |  |  |  |  | Communication unit | Communication budget/  Programmes budget |  |  |  | |
| ***Action 3.2.2***  Participation in RBEC/HQ communication CoP/HQ/CO/ABD organized communication events |  | x | x | x |  | Office budget | Venue/transportation/trainer’s fees/DSAs/meal/printing | **3 000** | |  |
| **Subtotal** | | | | | | | | **3000** | |  |
| **Grand total** | | | | | | | | **15000** | | **5800** |