

**UNDP-Malawi Country Office Communications Strategy 2012-2016**

**Background**

UNDP has been supporting the Government of Malawi to achieve its development objectives since the country’s attainment of independence in 1964.

With vast experience especially in the areas of good governance, poverty reduction, environment and climate change, HIV and AIDS, UNDP in Malawi is implementing its 2012-2016 Country Programme Document which is fully aligned to the Government of Malawi’s overarching development agenda, the Malawi Growth and Development Strategy (MGDS) II and the United Nations Development Assistance Framework (UNDAF).

The 2012-2016 UNDP-Malawi Country Office Programme Document focuses on four broad components namely; (1) sustainable economic and inclusive growth, disaster risk management; (2) climate change, environment and sustainable development; (3) MDGs achievement, gender and HIV; and (4) governance and public sector reform.

UNDP is closely working with Government of Malawi, UN Agencies and other development partners to implement this new Programme and support Government achieve its development objectives and attain the Millennium Development Goals (MDGs),

Communication is therefore key to ensure that UNDP successfully implements its Programme and effectively supports Government to achieve its development priorities as outlined in the MGDS. Communication ensures that all stakeholders are constantly kept aware of the activities of the organisation including lessons learned and knowledge accumulated. Communication therefore plays a critical role in ensuring the learning organisation as UNDP and forms an integral part of knowledge management.. Additionally, communication is central if UNDP is to maintain viable and profitable partnerships where stakeholders access information on finances and how they are spent to meet the set national goals of Malawi.

**Rationale**

This 2012-2016 Communications Strategy is therefore aimed at creating awareness of the impact of UNDP’s work as stipulated in the 2012-2016 Country Programme Document among all stakeholders including UNDP staff using different strategies and approaches.

The Communications Strategy also aims at facilitating knowledge management by documenting and communicating UNDP’s expertise and knowledge in capacity development and providing advisory services in the current development trends in Malawi.

The strategy will set out annual workplans with clear objectives and activities to be achieved in the short, medium and long term.

**Expected Results**

This strategy is designed based on six broad results namely;

1. Public knowledge, information and understanding of UNDP’s work in Malawi is enhanced
2. Strengthened partnership with stakeholders such as Government, development partners, media, civil society and the private sector
3. Advocacy to influence on particular policy agenda is conducted
4. UNDP internal and external branding promoted
5. Internal communication strengthened
6. Joint UN Communications enhanced

**Target Audience**

1. ***UNDP staff***

Well informed staff on the organisation’s mission, values and goals usually act as major ambassadors for the institution. This strategy therefore will target both UNDP Malawi staff and UNDP regional and global staff with several strategies aimed at increasing their awareness of our work.

1. ***Government of Malawi/Implementing Partners***

Government is a major partner in our work. Most of the programmes and projects that we carry out in Malawi and globally are aimed at supporting the Government to use development resources effectively and efficiently to achieve the objectives of the country’s national goals and achieve MDGs and other internationally agreed goals. Government is therefore a key audience as we implement our new Country Programme.

1. ***Development Partners***

Development Partners provide us with resources to carry out our projects and programmes. The resources they provide us are tax payer’s money in their home countries. Therefore they are held accountable for the resources they provide to us. This strategy identifies development partners as a key audience because they need to be kept informed on how their tax payers’ money is being spent.

1. ***Media***

Media disseminates information to larger audiences. It’s therefore important for UNDP to implement a robust media relations strategy to keep our stakeholders and the general public informed about our role and activities. Through good editorial pieces and story angles, we can achieve cost effective means to channel ideas and information to stakeholders.

1. ***Civil Society***

Civil society plays a key role of providing checks and balances on the Government to ensure that for example human rights are upheld, people live a better and conducive life, among others. Civil Society is therefore a key audience as we implement our new programme.

1. ***Private Sector***

The Private Sector is commonly referred to as the engine of the economy. They are a key target audience especially our programmes and projects under Component 1 of the UNDP-Malawi 2012-2016 Country Programme on sustainable economic and inclusive growth. Our objective is to increase private sector’s motivation to seek co-operation with UNDP.

1. ***General Public***

Ordinary Malawians who are mostly beneficiaries of the UNDP supported poverty alleviation projects and programmes need to be constantly informed about efforts being made to improve their livelihoods. This Communications strategy will therefore outline strategies aimed at enhancing the general public’s knowledge on our work.

**Communication Channels**

To reach the targeted audiences, this strategy outlines the appropriate tools and channels for each audience as shown in the table below

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| **Target Audience** | **Communication tools/Channels** |
| UNDP staff | Quarterly Newsletters, internal awareness events, news flashes, intranet, Teamworks. Emails, Annual Reports, website, facebook |
| Government of Malawi/Implementing Partners | Implementing Partners Review Meetings, Tripartite meetings, quarterly Heads of Missions (HOMS) /Heads of Cooperation (HOCS) meetings newsletters, Annual Report, website, Facebook, brochures, documentaries. |
| Donors | Annual Report, website, quarterly newsletters, brochures, breakfast meetings project sheets, joint field visits, Opinion pieces, social media |
| Media | Press Releases, Media Advisories, Press Conferences, Media trainings and workshops breakfast meetings, media awards, facebook |
| Civil society | Annual report, quarterly newsletters, website, meetings, social media, public debates |
| Private sector | Annual Report, website, quarterly newsletters, working lunches. Facebook |
| General public | Media such as newspapers, radio and TV. Public debates, Facebook |

**2012 Annual Workplan**

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| **Strategic objective** | **Target audience** | | **Activities** | | **Responsible officer (s)** | | **Success indicators** | | **Budget** | | **Timeframe** | |
| 1. **Enhancing public knowledge, information and understanding of UNDP’s work in Malawi** | | Government/Implementing Partners, donors, civil society, private sector and general public | | (1) 4 Quarterly Newsletters  (2) Annual Report  (3) Media coverage for special events such as HDR launches, signing of MOUs, Field visits to showcase results, Project/programme launches etc ***See Annex Two for all key events*** | | Communications Associate/Communications Assistant  Communications Associate/Clusters  Communications Associate/Communications Assistant and clusters | | Production of 4 quarterly Newsletters  Upload Newsletter on website  Number of website hits  Production of 2011 Annual Report  At least 30 news stories in Newspapers and 30 in electronic media | | $5,000 (designing and printing fees)  $ 4,000 (Editing, designing and printing fees)  $5,000 (DSA and travel expenses to successful projects/Programmes) for Communications Personnel to write stories | | Jan-March 1st Edition  May-June 2nd Edition  July-September 3rd Edition  October-December 4th Edition  Latest June 2012  January to December 2012 |
|  | |  | | (4) Place at least 6 opinion pieces in the Newspaper on key events/issues as articulated in the CPD | | Communications Associate, Communications Assistant and Senior Managers | | At least 6 opinion pieces placed in newspapers | | No cost | | January to December 2012 |
| (5) Write 5 feature stories on successful projects | | Communications Associate, Communications Assistant | | 5 feature stories published in newspapers | | No cost | | July to December 2012 |
|  | |  | | (6) Issue atleast 5 Press Releases and 5, Media Advisories on key events/issues | | Communications Associate, Communications Assistant | | 5 Press Releases issued/placed on website  5 Media Advisory issued. | | No cost | | August 2012 to December 2012 |
| (7) Conduct at least 3 Press Conferences on major events/issues | | Communications Associate, Communications Assistant, clusters | | Atleast 3 Press Conferences conducted | | $1000 (refreshments and snacks) | | August to December 2012 |
| (8) Place at ;least 2 pictorial focuses of major events in Newspapers | | Communications Associate, Communications Assistant | |  | | $3000 (Advertising fees) | | November 2012 |
| (9) Update/edit Country Office Website | | Communications Associate Web Editor Consultant | |  | | $5,000 (Consultant and maintenance fees) | | January to December 2012 |
|  | | | | (10) Update Project sheets on website and update the Country Office Facebook page with latest information and make it more interactive | | Communications Associate/Web Editor | |  | | From the $5,000 budgeted for website | |  |
| (11) Produce 4 posters based on the CPD components | | Communications Associate, Communications Assistant, clusters | | 4 posters produced and displayed around the office premise | | $8,000 (Designing and printing costs) | | August to December 2012 |
| (12) Produce 2013 calendars  (13) Produce 2012 Annual Report | | Communications Associate, Communications Assistant  Clusters, Communications Associate | | 400 Wall and 200 desk calendars produced and distributed to staff and stakeholders | | $ 6,000 (designing and printing costs)  $5,000 (Editing, designing and printing fees) | | December 2012 |
| 1. **Strengthen partnerships with stakeholders** | | Government (Implementing Partners), donors, media, civil society, private sector | | 1. Conduct Implementing Partners Review Meetings | | Clusters/Communications Associate, Communications Assistant | | Media coverage of implementing partners review meeting | | No cost for media coverage | |  |
| 1. Conduct Tripartite meetings | | Clusters/Communications Associate, Communications Assistant | | Write Newsletter and website stories | | No cost | |  |
| 1. Conduct joint field visits | | Clusters, Communications Associate, Communications Assistant | | At least two joint field visits with Government and donors covered in the media  Newsletter and website stories written | | $3,000 (DSA and travel expenses for Communications unit to write stories, take pictures etc) | | August to December 2012 |
| 1. Sponsor two awards in the UN supported World Press Freedom Day Media Awards in the MDGs category | | Communications Associate | |  | | $2,000 | | May 2012 |
|  | |  | | 1. Conduct two trainings for journalists on reporting on development news | | Communications Associate, Communications Assistant | | Two trainings conducted | | $10000 (Venue, meals, snacks, DSAs, trainers fees) | | August 2012 and  November 2012 |
| 1. In conjunction with Media Council of Malawi, Conduct one training on conflict reporting | | Communications Associate, Communications Assistant | | One training for journalists on conflict resolution conducted | | $20,000 (Venue, meals, snacks, DSA’s Trainers fees) | | December 2012 |
|  | |
| 1. **Support key global advocacy campaigns at national level** | | Government/Implementing Partners, donors, media, civil society, Private sector, general public | | 4 international days celebrated in Malawi (see Annex 1 for the commemorative days) | | Communications Associate, Communications Assistant | | 4 international days commemorate in Malawi and widely covered by the media | | $4,000 | |  |
| 1. **Promote the UNDP brand internally and externally** | | UNDP staff, Government, donors, media, civil society, | | 1. Ensure that the new logo is used on all official brands e.g email signatures, business cards, envelopes, banners flyers etc | | Communications Associate, Communications Assistant, ICT department | | All Official documents contain the new logo  All staff have a standard email signature | | No cost | | August to December 2012 |
| 1. **Enhance internal communication** | | UNDP staff | | 1. Keep staff updated on major issues related to our work 2. Update Office intranet 3. Establish a special notice board for UNDP published articles 4. Conduct one learning session on the importance of communicating results | | Communications Associate, Communications Assistant  ICT unit, Communications Associate, Communications Assistant | |  | | $100 to purchase notice board  $5,000 Consultant fees and lunch and tea for one day | | On-going  August 2012  October 2012 |
|  | |  | |  | |  | | **TOTAL BUDGET $90, 100** | |  |

**Annex I:** International days directly linked to our work

* 15 September, International Day of Democracy (Work with Governance Cluster on appropriate activities)
* 17 October, International Day for Eradication of Poverty (Work with GMDGA Cluster on appropriate activities)
* 9 December, International Anti Corruption Day (Work with Governance Cluster on appropriate activities)
* 10 December, Human Rights Day (Work with Governance Cluster on appropriate activities )