**2013 ANNUAL WORK PLAN**

**PROJECT TITLE: ENHANCING PUBLIC KNOWLEDGE, INFORMATION AND UNDERSTANDING OF UNDP’S WORK IN MALAWI**

**PROJECT NUMBER: 00081713**

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| **Expected Result** | **Activities** | **Target Audience** | **Budget/source of funds** | **Timeframe** |
| 1. **Public knowledge, information and understanding of UNDP’s work in Malawi is enhanced** | 1. Produce 4 Newsletter editions | UNDP staff, UN agencies, Implementing Partners, Development Partners, civil society organisations, general public | $25,000 (designing and printing fees)  **Costs to be met from the 1 % contributions from projects** |  |
| 1. Produce 2013 Annual Report | UNDP staff, UN agencies, Implementing Partners, Development Partners, civil society organisations, general public | $4,000 (designing , editing and printing fees  **Costs to be met from the 1 % contributions from projects** | November 2012 to February 2013 |
| 1. Arrange media coverage for key events i.e.   -HDR launch  -Visit by Administrator to UNDP-Malawi Country Office  -Project/programme signing ceremonies  -Handover of equipment | Media, general public |  | -HDR-November  -Visit by Administrator-October  -Handover of equipment –July  Signing ceremonies |
| 1. Invite media to atleast 2 field visits to showcase successful results | Media, general public | $3,000 (DSA and transport costs)  **Costs to be met from projects** | August & December |
| 1. Liaise with cluster leaders and Programme Analysts to write opinion pieces on   -Rio+20 conference  -Gender  -Elections  -HIV and AIDS  -Human Rights | UNDP staff, UN agencies, Implementing Partners, Development Partners, civil society organisations, general public | No cost | June (Rio+ 20 conference)  August (Gender)  October (Elections)  December (HIV/AIDS, Human Rights) |
|  | 1. Write atleast 5 feature stories for publication on successful projects | Government/Implementing Partners, Development Partners, civil society organisations, general public | $2,000 (DSA and transport costs)  **Costs to be met from projects** | August (DCP)  September (UNVs)  October (FIMA)  November ( Youths)  December (Human Rights) |
| 1. Issue at least 3 Press Releases and 3 Media Advisories on key events i.e. HDR launch, visit by Administrator, handover of equipment to Kamuzu Central Hospital | Government/ Implementing Partners Development Partners, civil society organisations, general public | No cost | -Handover of medical equipment to KCH  -October-Visit by Administrator  -November-HDR launch |
| 1. Conduct atleast 3 Press Conferences on major events | Government/ Implementing Partners Development Partners, civil society organisations, general public | $500 (snacks and drinks  Costs to be met from projects | - Visit by Administrator  -November –HDR launch  -December-Human Rights Day |
| (ix) Update Country office Website | Government/ Implementing Partners Development Partners, civil society organisations, general public | $2,000 (Web Editor Consultant fees)  Costs to be met from the 1% contributions from projects | January to December |
| 1. Update Country Office Facebook page | Government/ Implementing Partners Development Partners, civil society organisations, general public | No cost | January to December 2012 |
|  | 1. Produce posters featuring the 2012-2016 CPD | Government/ Implementing Partners Development Partners, civil society organisations, general public | $5,000 (designing and printing fees)  Costs to be met from projects | October 2012 |
| 1. Produce 2012 Calendars | UNDP staff, UN agencies, Implementing Partners, Development Partners, Civil Society | $4,000 (designing and printing fees)  Costs to be met from the 1 % contribution from projects | November 2012 |
|  | 1. Place atleast 2 advertorials in the Newspaper on visit by Administrator and launch of HDR | UNDP staff, UN agencies, Implementing Partners, Development Partners, Civil Society and the general public | $5,000 advertising fees  Costs to be met from projects | -October-Visit by Administrator  -November HDR launch |
| 1. **Strengthened Partnership with the media** | 1. Sponsor two awards in the UN supported World Press Freedom Day Awards (MDGs category) | Media | $2,000 (purchasing of trophies)  Costs to be met from the 1 % contribution from projects | May 2012 |
| 1. Conduct two trainings for journalists on reporting on development news | Media | $ 10,000 (trainers fees, venue, food and DSA)  Costs to be met from the 1 % contribution from projects | September and December 2012 |
|  | 1. In conjunction with the Media Council of Malawi, conduct one training for journalists on conflict reporting | Media | $15,000 (trainers fees, venue, food, DSA)  Costs to be met from the 1 % contribution from projects |  |
| 1. **Advocacy to influence particular policy agenda conducted** | 1. International days with UNDP specific mandates commemorated   -15 September, International Day of Democracy  -17 October, International day for the Eradication of Poverty  -9 December, International Anti Corruption Day  -10 December, Human Rights Day | UNDP staff, UN agencies, Implementing Partners, Development Partners, Civil Society, media and the general public | $5,000 for activities  Costs to be met from projects | September to December 2012 |
|  | 1. Disseminate information on contemporary global initiatives such as Rio +20, MDGs Acceleration Framework, Paris Declaration of Aid Effectiveness through public debates and opinion pieces | UNDP staff, UN agencies, Implementing Partners, Development Partners, Civil Society, media and the general public | $7,000 for activities  Costs to be met from projects | -June (Rio +20 opinion piece)  -September MDGs Acceleration  Debate  -November Opinion piece on Aid Effectiveness |
| 1. **Internal communication enhanced** | 1. Make a presentation to staff on the UNDP information policy (use of logo, speaking to the media, PowerPoint presentations etc 2. Update Country Office Intranet and make it user friendly 3. Send news flushes to staff to keep them updated with what’s going on in the organisation | UNDP staff  UNDP staff  UNDP Staff | No cost  No cost  No cost | September 2012  From September 2012  Whenever there is an issue to share |
| 1. **Joint UN Communication Strengthened** | 1. Organise one town hall meeting on governance   ii) Write atleast one story for UN Newsletter and UN Website | UN staff | Costs to be met from the UN Communications Group budget | To be confirmed  Effective September 2012 |