**2015 ANNUAL WORK PLAN**

**PROJECT TITLE:** ENHANCING PUBLIC KNOWLEDGE, INFORMATION AND UNDERSTANDING OF UNDP’S WORK IN MALAWI AS WELL AS CONDUCTING ADVOCACY TO INFLUENCE PARTICULAR POLICY AGENDA

**PROJECT NUMBER: 00081713**

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| Results and Resources Framework |
| * 1. **Intended Outcome as stated in the 2012-2016 Country Programme Document:** *create awareness of the impact of UNDP’s work among all stakeholders including UNDP staff using different strategies and approaches.*   2. **Outcome indicator: as stated in the UNDP Malawi Communication Strategy 2012-2016** |
| **2.Outputs**  **2.1. Public knowledge, information and understanding of UNDP’s work in Malawi is enhanced:**  Indicator 1. Number of Annual Reports Produced (Baseline: 1 annually, Target: 1 annually)  Indicator 2. Number of feature stories on successful projects published annually (Baseline: 0(2013), Target: 3 annually)  Indicator 3: Score above 9 points in the UNDP annual website evaluation conducted by headquarters (Baseline : 9 points (2011), Target : 10 in subsequent years)  **2..2 Strengthened partnerships with the media**  Indicator 1: Number of media awards sponsored by UNDP annually (Baseline: 2 (previous year), Target: 2 by 2015)  Indicator 2: Number of trainings in development related conducted annually (Baseline: 0, Target: 1 annually)  **2..3. Advocacy to influence parliament to enact bills (**Political Parties Regulation Bill and Environment Management Bill)  Indicator 1: Number of bills enacted (Baseline: 0, Target: 1 annually)  Indicator 2: Number of opinion pieces disseminating information on contemporary global initiatives published annually (Baseline: 0, Target 2 annually)  **2.4. Internal communication enhanced**  Indicator 1: Number of trainings conducted annually on communication skills, public speaking (Baseline: 0, Target: 1 annually)  Indicator 2: Number of Newsflash produced and circulated to staff timely (Baseline: 4 (2014), Target: 6 annually) |
| **Applicable Key Result Area** |
| **Project ID (ATLAS Award ID): 00081713**  **Project Output ID: 0009-889**  **Project Title: Enhancing Public Knowledge, Information and understanding of UNDP’s work in Malawi as well as conducting advocacy to influence particular policy agenda** |