# Annual Work Plan Jan- Dec, 2021

# Country: Rwanda

**Narrative Summary**

Strategic and skillful communications is essential to UNDP’s work in Rwanda; it broadens the impact of policies, facilitates governance reforms and build strong partnerships. Smart and tactical communications reinforce effective resource mobilization and project delivery. It helps UNDP balance its role as a decentralized organization that responds to national needs and a global organization that shares its vast knowledge. External and internal communications—nationally, regionally and globally— are critical to achieving development results and conveying UNDP’s messages.

This document is designed to support and promote the smooth transmission of UNDP’s corporate strategy, Country Programme visibility and development results. It will help develop new and strengthen existing partners and contribute to enhanced knowledge sharing and resource mobilization.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Objective: Support UNDP Rwanda’s Communications and Advocacy efforts to showcase Results, increase visibility and strengthen partnerships** | | | | | | | | | |
| **Results Area:** | **Planned Activities** | **Indicator** | **Time Frame** | | | | **Responsible** | **Budget (USD)** | **Comments** |
| Q1 | Q2 | Q3 | Q4 |
| Q1 | Q2 | Q3 | Q4 |
| **Result 1:**  **Effective showcasing of UNDP’s programmes/ projects’ implementa-**  **tion and results to target audience** | Supporting and training senior management, programme managers and comms team to write and edit publishable op-eds, report and additional pieces of content. | At least 6 materials produced and published per quarter | X | X | X | X | Communications Unit and Management | 30,000 | The communications team will facilitate the process with the support of a consultant. Sessions will be provided with a 9 months timeframe. |
| Publish Op-Eds/ articles in Newspapers and to be shared on UNDP Rwanda website and social media. | At least 9 materials produced and published per quarter | X | X | X | X | Comms Unit, Management and programme managers | 0 |  |
| Revise the Country Programme Document and produce summary with key Highlights to be shared via social media channels and website. | CPD summary available by end 1st quarter | X |  |  |  | Comms Unit |  |  |
| TV Program to showcase UNDP Country Programme results presented by RR, DRR or a delegate | 3 TV programs per year. | X | X | X | X |  | 7,000 | The TV programs will be on selected thematic areas. |
| **Result Areas**: | **Planned Activities** | **Indicator** | **Time frame** | | | | **Responsible** | Budget (USD) | Comments |
| Q1 | Q2 | Q3 | Q4 |
| **Result 2:**  **Enhanced UNDP Rwanda visibility, information sharing including online** | Enhance UNDP’s social media presence through posting quality content, and creation of social media packages in accordance with events and themes | At least 500 additional followers on UNDP Rwanda social media platforms |  | X | X | X | Comms Unit | 0 | Regular activity |
| Procure UNDP (logos) visibility and branding materials | Visibility and branding materials available |  | X | X | X | Comms Unit | 5,000 |  |
| Produce Quarterly UN Newsletter | 1 Newsletter per quarter published and disseminated | X | X | X | X | Comms Unit and Programme Units | 0 |  |
| Content management for UNDP Rwanda website | Website updated | X | X | X | X | Comms Unit | 0 |  |
| Create Twitter package with beneficiary photos and hashtags | Social media package for key events | X | X | X | X | Comms Unit and Programme Units | 0 |  |
| Photo of the month in relation to Thematic areas | 1 photo in a month posted. | X | X | X | X | Comms Unit | 0 |  |
|  | Promote other relevant partners’ work on UNDP Channels | Retweets of corporate messages as well as other relevant work from different partners. | X | X | X | X | Comms Unit | 0 |  |
|  | Promote the use and visibility of the new UNDP logo including visibility materials e.g Notebooks, banners, T-shirts, pens, etc. | List of materials produced | X | X | X | X | Comms Unit and Management | 0 |  |
| **Result Area**: | **Planned Activities** | **Indicator** | **Time frame** | | | | **Responsible** | Budget (USD) | Comments |
| Q1 | Q2 | Q3 | Q4 |
| **Result 3:**  **Strengthened partnerships with Donors and the Government** | Increase strategic engagement with Donors and partner through information sharing online and communications products | Summaries of UNDP’s work shared with key partners | X | X | X | X | Comms Unit, Programme Units and Management | 0 |  |
| Promote UNDP work with key partners on Social media | List of key partners engaged with on social media | X | X | X | X | Comms Unit | 0 |  |
| Invite partners to International Days, advocacy and outreach activities and other key events to mingle and formally thank them for their partnership. | Key partners attend the International Days and other UNDP Events | X | X | X | X | Management, Programme Unit and Comms Unit | 0 | Management and Programme Unit to provide funds |
| End of Year “Thank you card” to key Development Partners and Government Officials for the collaboration | All key partners receive “Thank you” cards |  |  |  | X | Management and Comms Unit | 0 |  |
| Identify and partner with Government Communications focal points to support dissemination on UNDP’s work | Annual meeting with some Communications focal points of some key Government partners |  |  | X | X | Comms team Management |  |  |
| **Result Area**: | **Planned Activities** | **Indicator** | **Time frame** | | | | **Responsible** | Budget (USD) | Comments |
| Q1 | Q2 | Q3 | Q4 |
| **Result 4:**  **Strengthened media relations** | Develop media database/ mapping for reference and engagement including mobile & emails | Media list available and in use | X | X | X | X | Comms Unit | 0 |  |
| UNDP and Editors Forum meeting | Annual media breakfast meeting |  |  |  | X | Comms Unit, Magament and Programme Units | 1,000 |  |
| Create partnership with selected media houses in Rwanda and Selected journalists to cover UNDP activities on field. | To partner with at least 3 journalists to publish UNDP Rwanda content. At least 4 stories published. | X | X | X | X | Comms Unit | 1,000 |  |
| Create partnerships with social media influencers to share content | At least 2 social media influencers onboard | X | X | X | X | Comms Unit | 3,000 |  |
| **Result Area**: | **Planned Activities** | **Indicator** | **Time frame** | | | | **Responsible** | Budget (USD) | Comments |
| **Result 5: Enhanced and effective internal Communications** | Use of the communications unit events calendar by the other units to ensure preparedness. | Calendar updated every week | X | X | X | X | Programme units and comms Unit | 0 |  |
| Regular communications and sharing information with all staff via WhatsApp and e-mails | Key information shared | X | X | X | X | Management and Comms Unit | 0 |  |
| Develop communications packages for events as a consultative process, engaging and consulting communications unit in the development of strategies | N/A | X | X | X | X | Programmes Units and Comms Unit | 0 |  |
| Meetings for communications unit with RR to ensure messaging on brand is in-line with RR’s/ office priorities | Meetings held monthly | X | X | X | X | RR, Comms Unit | 0 |  |
| **TOTAL (USD) + Staff cost** |  | | | | | | | **113,000** | |