

## Communications Working Group

UNDAP Outcome						2011-12 Budget	Core	\$0	One Fund	100%		
<b>8 UNCT operationalises coherence, effective advocacy and communication strategies</b>						<b>\$437,737</b>	Non Core	\$0	\$437,737			
UNDAP Output						2011-12 Budget	Core	\$0	One Fund	100%		
<b>1 Evidence-based external advocacy and communication strategy is developed and implemented</b>						<b>\$255,700</b>	Non Core	\$0	\$255,700			
Risks and Assumptions						<b>Adequate resources available; Planning for events demonstrate integration and contribution to relevant existing strategies (do not represent stand-alone events); Mandate of UNCG enables enforcement of the use of Brand and Style Book</b>						
Output Targets												
a. Evidence-based external advocacy and communication strategy is developed and implemented; Baseline: Monthly media monitoring reports; Jun/2012 target: No systematic media monitoring in place; Jun/2015 target: Media monitoring monthly reports generated and shared with all agencies; End year analysis produced												
b. Perception of UN commitments and performance by key stakeholders (Government, Development Partners, Media and CSOs); Baseline: 2008 survey; 2011 UNCG evaluation; Jun/2012 target: Improvement in stakeholder perceptions across 10 key areas of UN performance; Jun/2015 target: Improvement in stakeholder perceptions across 10 key areas of UN performance												
c. # and quality of hits on the UN Tanzania website; Baseline: Inconsistent website monitoring; Jun/2012 target: Website monitoring system regularised; Baseline established; Jun/2015 target: Increase in number and quality of hits on UN Tanzania site; quarterly reports shared												
UNDAP Key Action		Considerations		Area		Budget		2011-12 Budget	Core	\$0	One Fund	100%
1 Develop high quality briefing packs, message briefs and presentations of UN priorities, with and for the engagement of key stakeholders (DPs, media, CSOs, and Government); Develop web site and release regularly UN Tanzania Public Report		Priority issues and messaging clearly identifies the added advantage of the UN; Gender equity, human rights, environment and capacity development integrated as core elements in all messaging and briefing packs; Include pages on PWG commitments and progress on issues such as human rights, gender and environment; Environment-friendly materials used in campaigns				\$300,000 RCO		<b>\$75,000</b>	Non Core	\$0	\$75,000	
								<b>25%</b>				
#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding		
1	Establishing a UN stand at the Saba Saba Trade Fair	Gender equity, human rights, environment and capacity development integrated as core elements in all messaging and briefing packs; Environment-friendly materials used in campaigns	Jul 2011	Jul 2011			Hoyce Temu	Economic Growth, Education, Health & Nutrition, HIV/AIDS, Social Protection, WASH, Governance, Emergencies, Gender, Environment, Refugees, Human Rights WG	Both Mainland and Zanzibar	Budget*	\$5,000	
										Core	\$0	
										Non Core	\$0	
										One Fund	\$5,000	
										*{Inputs:- Direct/Other: 5,000 (100%) }		

2	Production of UN Calendar, Internal Planner with UNDAP milestones, Holiday Card among other materials	Include pages on PWG commitments and progress on issues such as human rights, gender and environment; Environment-friendly materials used	Sep 2011	Jun 2012	UN Agency	Sala Patterson		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$30,000 \$0 \$0 \$30,000	
								*{Inputs:- Consultancies: 30,000 (100%), }			
3	Development of in-depth UN multi-media packages for web and media distribution	Priority issues and messaging clearly identifies the added advantage of the UN; Gender equity, human rights, environment and capacity development integrated in messaging; include details on PWG progress on human rights, gender and environment	Feb 2012	Jun 2012	UN Agency	Sala Patterson	Economic Growth, Education, Health & Nutrition, HIV/AIDS, Social Protection, WASH, Governance, Emergencies, Gender, Environment, Refugees, Human Rights WG	Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$20,000 \$0 \$0 \$20,000	
								*{Inputs:- Consultancies: 20,000 (100%), }			
4	Production of TV documentary programmes on UNDAP programming and UN partnerships with key stakeholders	Priority issues and messaging clearly identifies the added advantage of the UN; Gender equity, human rights, environment and capacity development integrated in; Include PWG progress on issues such as human rights, gender and environment	Jan 2012	Jun 2012	UN Agency	Sala Patterson	Economic Growth, Education, Health & Nutrition, HIV/AIDS, Social Protection, WASH, Governance, Emergencies, Gender, Environment, Refugees, Human Rights WG	Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$20,000 \$0 \$0 \$20,000	
								*{Inputs:- Consultancies: 20,000 (100%), }			
UNDAP Key Action		Considerations	Area			Budget		2011-12 Budget	Core	\$0	One Fund 100%
2 Systematically coordinate media monitoring of UN communication campaigns		Assessment incorporates questions on issues of gender equity, human rights and environment to identify (if any) UN communication impact in these areas				\$80,000 UNICEF		\$20,000	Non Core	\$0	\$20,000
								25%			
#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding	
1	Establish and activate media monitoring agreement with reputable company on behalf of UN	Assessment incorporates questions on issues of gender equity, human rights and environment to identify (if any) UN communication impact in these areas	Sep 2011	Jun 2012	Media		Jacqueline Namfua		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$20,000 \$0 \$0 \$20,000
								*{Inputs:- Consultancies: 20,000 (100%), }			

UNDAP Key Action	Considerations	Area	Budget	2011-12 Budget	Core	\$0	One Fund	100%
3 Conduct mid- and end-term assessments of DPs, Government, CSO and media partners' attitudes towards UN	Assessment incorporates questions on issues of gender equity, human rights and environment to assess understanding of UN presence in these areas		\$80,000 UNIC	\$20,000	Non Core	\$0		\$20,000
				25%				

#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding
1	Develop communication activities based on KAPS survey feedback	Assessment incorporates questions on issues of gender equity, human rights and environment to assess understanding of UN presence in these area	Oct 2011	Jun 2012	UN Agency		Stella Vuzo		Both - Select regions/districts	Budget* \$20,000 Core \$0 Non Core \$0 One Fund \$20,000
										UNIC *{Inputs:- Consultancies: 20,000 (100%), }

UNDAP Key Action	Considerations	Area	Budget	2011-12 Budget	Core	\$0	One Fund	100%
4 Coordinate inter-agency efforts to mark identified UN/International Days to advance strategic advocacy goals (e.g. UN Day, Stand-up Against Poverty, International Women's Day, World AIDS Day, Environment)	Messaging around collaborative UN events integrate issues of gender, human rights and environment as key themes		\$160,000 UNIC	\$40,000	Non Core	\$0		\$40,000
				25%				

#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding
1	Support commemoration of agreed UN Days	Messaging around collaborative UN events integrate issues of gender, human rights and environment as key themes	Jul 2011	Jun 2012	UN Agency		Stella Vuzo	Economic Growth, Education, Health & Nutrition, HIV/AIDS, Social Protection, WASH, Governance, Emergencies, Gender, Environment, Refugees, Human Rights WG	Both Mainland and Zanzibar	Budget* \$40,000 Core \$0 Non Core \$0 One Fund \$40,000
										*{Inputs:- Consultancies: 3,000 (8%), Direct/Other: 37,000 (93%) }

UNDAP Key Action	Considerations	Area	Budget	2011-12 Budget	Core	\$0	One Fund	100%
5 Develop inter-agency advocacy strategies on gender and human rights; Implement strategies in cooperation with IAGG and UNHRG, Government, CSOs and media partners	Strategies should ensure greater media space for the poorest and most vulnerable/marginalized groups		\$400,000 UNICEF	\$100,000	Non Core	\$0		\$100,000
				25%				

#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding
1	Development of inter-agency advocacy and communication strategy on gender	Strategies should ensure greater media space for the poorest and most vulnerable/marginalized groups especially girls and women	Jul 2011	Jun 2012			Sara Cameron	Gender	Both Mainland and Zanzibar	Budget* \$0 Core \$0 Non Core \$0 One Fund \$0
										*{Inputs:- }

2	Development of inter-agency advocacy and communication strategy on human rights	Strategies should ensure greater media space for the poorest and most vulnerable/marginalized groups especially girls and women	Jul 2011	Jun 2012			Sara Cameron	Human Rights WG	Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$0 \$0 \$0 \$0	
3	Inter-agency cooperation on the development and broadcast of radio programming on gender and human rights issues	Strategies should ensure greater media space for the poorest and most vulnerable/marginalized groups especially girls and women	Jul 2011	Jun 2012	Media	CSO partners in gender and human rights	Sara Cameron	Gender, Human Rights WG	Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$75,000 \$0 \$0 \$75,000	
4	Inter-agency cooperation on outreach activities focused on human rights and gender issues	Strategies should ensure greater media space for the poorest and most vulnerable/marginalized groups especially girls and women	Jul 2011	Jun 2012	Media, UN Agency		Jacqueline Namfua	Gender, Human Rights WG	Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$25,000 \$0 \$0 \$25,000	
UNDAP Key Action		Considerations	Area			Budget	2011-12 Budget		Core	\$0	One Fund	100%
6	Develop and implement UN Tanzania Brand and Style Book; Develop Joint photography database and share among all agencies via Intranet	Photographs reflect gender, human rights and environmental issues and UN priorities, action and progress				\$40,000	RCO	\$700	Non Core	\$0	\$700	
<b>2%</b>												
#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding		
1	Burn CDs of the UN Image database and deliver to each agency	Photographs reflect gender, human rights and environmental issues and UN priorities, action and progress	Aug 2011	Aug 2011	UN Agency		Sala Patterson		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$700 \$0 \$0 \$700	
2	Presentation to the UNCTM and agreement on use of the UN brand incorporating One UN and other agency logos.	Guidelines also take into consideration visually impaired audiences and include reference to online platforms,	Jul 2011	Jun 2012			Sala Patterson		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$0 \$0 \$0 \$0	

**2 UN staff, media professionals, and youth groups are able to communicate effectively on development issues**

**Availability of female journalists; Receptivity on human and gender rights issues, despite cultural tensions; Agency rules governing spokespersons are harmonized to enable the UN to speak with "one voice"; Spokespersons in Kiswahili can be identified in all key programme areas; Systematic and meaningful engagement of GIOs; All youth groups have adequate capacity and funding to engage and be engaged**

2011-12 Budget	Core	\$0	One Fund	100%
\$92,037	Non Core	\$0		\$92,037

Output Targets

- a. Depth and scope of entries/nominations for investigative journalism awards; Baseline: Annual journalism awards 2010 results; Jun/2012 target: Agreement with MCT on quality indicators for investigative journalism; Indicators applied in 2011 awards; Jun/2015 target: Improvement in depth and scope of entries/nominations for investigative journalism awards
- b. # of UN Tanzania staff participating in media interviews; Baseline: Records not kept; Jun/2012 target: Media monitoring system developed; Baseline created; Jun/2015 target: Increase in number of UN Tanzania staff taking part in media interviews
- c. # of UN Clubs and Chapters; Baseline: TBD; Jun/2012 target: Increase in number of Model UN groups, on baseline; Jun/2015 target: Increase in number of Model UN groups, on baseline

UNDAP Key Action	Considerations	Area	Budget	2011-12 Budget	Core	\$0	One Fund	100%
1 TA to media partners - including trainings and briefings - to enable effective investigative journalism into key human rights, gender equity, environment, emergency and development issues of concern to UNCT	Messaging incorporates issues of gender, human rights and environment as key themes; Gender balance among journalists supported		\$120,000 UNESCO	\$28,037	Non Core	\$0	\$28,037	23%

#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding
1	Consultations with media on mainland (Mwanza) and Zanzibar	Messaging incorporates issues of gender, human rights and environment as key themes; Gender balance among journalists supported	Jul 2011	Jun 2012		Media Council of Tanzania	Al-Amin Yusuph	Communications	Both Mainland and Zanzibar	Budget* \$7,000 Core \$0 Non Core \$0 One Fund \$7,000
									*{Inputs:- Direct/Other: 7,000 (100%) }	
2	Media trainings on investigative journalism on Mainland and Zanzibar for award-winning journalists	Messaging incorporates issues of gender, human rights and environment as key themes; Gender balance among journalists supported	Jul 2011	Jun 2012	Academia	SAUT, SJMC, Zanzibar Journalism, Tumaini University	Al-Amin Yusuph	Communications	Both Mainland and Zanzibar	Budget* \$21,037 Core \$0 Non Core \$0 One Fund \$21,037
									*{Inputs:- Cash: 10,000 (48%), Direct/Other: 11,037 (52%) }	

UNDAP Key Action	Considerations	Area	Budget	2011-12 Budget	Core	\$0	One Fund	100%
2 Develop capacities of UN staff to act as spokespersons on all key UN issues including communication in Kiswahili; Develop flexible system to enable rapid response to questions from media	Spokespersons identified on gender, human rights, environment and capacity development as well as PWG priorities		\$120,000 UNICEF	\$29,000	Non Core	\$0	\$29,000	24%

#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding
1	Coordinate media training for key UN spokespersons in English and Kiswahili including HOA, Deputy Reps and Programme staff	Spokespersons identified on gender, human rights, environment and capacity development as well as PWG priorities	Jul 2011	Jun 2012	UN Agency		Jacqueline Namfua		Both Mainland and Zanzibar	Budget* \$15,000 Core \$0 Non Core \$0 One Fund \$15,000
									*{Inputs:- Consultancies: 12,000 (80%), Direct/Other: 3,000 (20%) }	

2	Conduct quarterly inter-agency media briefings on UNDAP progress	Spokespersons identified on gender, human rights, environment and capacity development as well as PWG priorities	Sep 2011	Jun 2012		Media houses	Jacqueline Namfua		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$3,000 \$0 \$0 \$3,000	
3	Workshop on strategic communication planning for UN Communication Focal Persons, Government Information Officers and award-winning journalists. Includes development of flexible communication response system on key UNDAP/ development issues	Spokespersons identified on gender, human rights, environment and capacity development as well as PWG priorities	Oct 2011	Jun 2012	UN Agency	Government information officers from Mainland and Zanzibar	Jacqueline Namfua		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$11,000 \$0 \$0 \$11,000	
UNDAP Key Action		Considerations	Area			Budget	2011-12 Budget		Core	\$0	One Fund	100%
3	Actively participate in regular joint network meetings, consultations and information sharing with Government Information Officers (GIOs)	Gender, human rights and environment issues feature strongly in consultations with GIOs				\$20,000	UNDP	\$5,000	Non Core	\$0	\$5,000	25%
#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding		
1	Development and implementation of joint action plan with government information officers on Mainland and Zanzibar	Gender, human rights and environment issues feature strongly in consultations with GIOs	Jun 2011	Aug 2011		Key Government partners on Mainland and Zanzibar	David Mbulumi		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$5,000 \$0 \$0 \$5,000	
UNDAP Key Action		Considerations	Area			Budget	2011-12 Budget		Core	\$0	One Fund	100%
4	Expand and organize youth Model UN's (NMU and EAMUN) in collaboration with United Nations Association, YUNA and UN Clubs Tanzania Network	Model UN development to be linked through interactive processes on website, social media etc				\$160,000	UNIC	\$30,000	Non Core	\$0	\$30,000	19%
#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding		
1	Sponsor participation of one girl and one boy in the Global Model UN	Model UN development to be linked through interactive processes on website, social media etc. Focus on gender, human rights and environment issues	Aug 2011	Aug 2011		YUNA, UNA, UNCTN	Usia Nkhoma ledama		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$5,000 \$0 \$0 \$5,000	
2	Support the National Model UN Conference	Model UN development to be linked through interactive processes on website, social media etc. Focus on gender,	Oct 2011	Oct 2012			Usia Nkhoma ledama		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$12,000 \$0 \$0 \$12,000	

3 Support participation in the East Africa Model UN in Nairobi for 10 participants	Model UN development to be linked through interactive processes on website, social media etc. Focus on gender, human rights and environment issues	Sep 2011	Sep 2012		Usia Nkhoma ledama		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$5,000 \$0 \$0 \$5,000
								*{Inputs:- Direct/Other: 5,000 (100%) }	
4 Coordinate with UN Clubs of Tanzania Network and Youth of the United Nations to carry out outreach to secondary schools and universities to established UN clubs and chapters	Model UN development to be linked through interactive processes on website, social media etc. Focus on gender, human rights and environment issues	Jul 2011	Jun 2012		YUNA, UNA, UNCT	Usia Nkhoma ledama	Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$8,000 \$0 \$0 \$8,000
								*{Inputs:- Direct/Other: 8,000 (100%) }	

UNDAP Output

**3 Improved staff understanding of UN Tanzania**

Risks and Assumptions

**Mechanism proves effective in encouraging regular and systematic take-up of intranet by staff; UNGC can link all information flows (newsletters, calendar of events, contacts, data, images, results evidence etc) on the intranet; Securing a critical mass of staff responses to surveys**

2011-12 Budget	Core	\$0	One Fund	100%
\$20,000	Non Core	\$0		\$20,000

Output Targets

a. # and quality of hits on the UN Tanzania Intranet site; Baseline: TBD; Jun/2012 target: Increase in number and quality of hits on UN Tanzania Intranet site; Jun/2015 target: Increase in number and quality of hits on UN Tanzania Intranet site

b. % staff showing in-depth understanding of UN Tanzania and UNDAP; Baseline: 2010 staff survey; Jun/2012 target: Increase in number staff demonstrating in-depth knowledge of UN Tanzania; Jun/2015 target: Increase in number staff demonstrating in-depth knowledge of UN Tanzania

UNDAP Key Action	Considerations	Area	Budget	2011-12 Budget	Core	\$0	One Fund	100%
1 Distribute Umoja newsletter to all staff on monthly basis; Regular briefings of all staff	Messaging incorporates issues of gender, human rights and environment		\$40,000 RCO	\$10,000	Non Core	\$0		\$10,000
				25%				

#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding	
1	Production, translation and distribution of UMOJA newsletter at least every two months	Stories incorporate issues of gender, human rights and environment	Jul 2011	Jun 2012	UN Agency		Hoyce Temu		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$2,500 \$0 \$0 \$2,500
								*{Inputs:- Consultancies: 2,500 (100%), }			
2	Production of UMOJA video/audio clips for web	Stories incorporate issues of gender, human rights and environment	Jul 2011	Jun 2012	UN Agency		Sala Patterson		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$4,000 \$0 \$0 \$4,000
								*{Inputs:- Consultancies: 4,000 (100%), }			
3	Briefings with UN Staff twice per year	Messaging incorporates issues of gender, human rights and environment	Jul 2011	Jun 2012			Hoyce Temu		Both Mainland and Zanzibar	Budget* Core Non Core One Fund	\$3,500 \$0 \$0 \$3,500
								*{Inputs:- Direct/Other: 3,500 (100%) }			

UNDAP Key Action	Considerations	Area	Budget	2011-12 Budget	Core	\$0	One Fund	100%
2 Conduct annual staff assessment of understanding of UNDAP and UN Tanzania; Redress knowledge gaps	Incorporate assessment of HRBA and mainstreaming of gender, environment and capacity development		\$40,000 RCO	\$10,000	Non Core	\$0	\$10,000	25%

#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding
1	Conduct baseline study of staff understanding on UNDAP and progress achieved at end of year one	Ensure full participation of staff across the grades; sensitivity to gender, human rights and environmental issues to be tested	Feb 2012	Jun 2012	UN Agency		Sala Patterson		Both Mainland and Zanzibar	Budget* \$10,000 Core \$0 Non Core \$0 One Fund \$10,000
*{Inputs:- Consultancies: 10,000 (100%), }										

UNDAP Output	Risks and Assumptions	2011-12 Budget	Core	\$0	One Fund	100%
4 UNCG's capacities to implement coordinated, relevant communication strategies are enhanced	Consultant available to provide assistance to agencies with limited communication capacities; Sufficient technical capacity and contributions for a quality review process	\$70,000	Non Core	\$0	\$70,000	

#### Output Targets

a. Relevant inter-agency advocacy campaigns effectively coordinated; Baseline: TBD; Jun/2012 target: Consultant appointed to coordinate inter-agency advocacy campaigns; Advocacy priorities identified; Campaigns formulated and implemented according to agreed annual workplan; Jun/2015 target: Advocacy priorities identified; Campaigns formulated and implemented according to agreed annual workplan

UNDAP Key Action	Considerations	Area	Budget	2011-12 Budget	Core	\$0	One Fund	100%
1 Appoint consultant to coordinate inter-agency advocacy campaigns, on agreed topics of interest	Encourage ToT for capacity development of national staff		\$200,000 UNICEF	\$50,000	Non Core	\$0	\$50,000	25%

#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding
1	Coordinate advocacy and communication work on behalf of UNCG providing specific support for agencies with lower communication capacity	Encourage ToT for capacity development of national staff	Jul 2011	Jun 2012	UN Agency		Sara Cameron	Gender, Human Rights WG	Both Mainland and Zanzibar	Budget* \$50,000 Core \$0 Non Core \$0 One Fund \$50,000
*{Inputs:- Consultancies: 50,000 (100%), }										

UNDAP Key Action	Considerations	Area	Budget	2011-12 Budget	Core	\$0	One Fund	100%
2 Review and revise UNCG Communication Strategy annually, integrating lessons learnt	Ensure full participation of staff across the grades		\$40,000 RCO	\$20,000	Non Core	\$0	\$20,000	50%

#	Activity Description	Considerations	Start	End	IPs	Other Partners	Responsible Staff	Collaborating WGs	GeoArea	Budget and Funding
1	Communication strategy revised and updated based on the KAPs results	Ensure full participation of staff across the grades in devising strategy; strategy to include activities related to human rights, gender and the environment	Jan 2012	Mar 2012	UN Agency		Sala Patterson		Both Mainland and Zanzibar	Budget* \$20,000 Core \$0 Non Core \$0 One Fund \$20,000
*{Inputs:- Consultancies: 20,000 (100%), }										