

Capacity Development for Local Government (CDLG) Project
Communication and Visibility Plan

1. Overall communication objectives

- a) Strengthen visibility of GOSL's plans to enhance the local governance system as supported by the EU and UNDP.
- b) Influence Sri Lankan policy makers by sharing the key learnings, positive results and impact of the programme, thereby encouraging continued investment in strengthening service delivery.
- c) Enhance perception of UNDP and EU as committed partners in supporting national efforts towards developing an inclusive and responsive local governance system which is critical for promoting peace and ensuring sustainable development.
- d) Secure commitment of LA leadership towards the project aims

2. Key messages

1. **Improving the capacity** of elected institutions for development and service delivery is key to developing a more **accountable, inclusive and responsive local government**.
2. A more responsible local government will help to increase **public trust in institutions** and help address some of the root causes of the conflict.
3. **Delivering better services** is critical to promoting **peace** and ensuring **sustainable development**

“**Deliver better**” will be a key tagline of the communications plan and the central theme will be how this project is driving local government to deliver better services to the people in order to support peace and development.

3. Target groups and specific objectives for each target group

Identified target audiences	Specific Objectives
Local Community Members (focus on women and youth), Community leaders, CBOs, Civil society organisations, LG associations, women’s networks, youth fronts.	<ul style="list-style-type: none">• To ensure that beneficiaries are aware of the roles of UNDP and the EU in strengthening local governance• To disseminate information on project activities• To influence the attitudes and behaviors through the messages related to project objectives• Raise awareness on local development planning

<p>LA leadership, LA functionaries, Ministry of Local Government, Finance Commission, SLILG, Provincial MDTUs, first time elected youth and women councillors, Divisional/district administration officials (focus on women and youth), Community development officers and local organizations, Divisional/District Secretary, Development/Planning officials, Pradeshiya Sabhas and Provincial Councils</p>	<ul style="list-style-type: none"> • To provide awareness on the project plans and budgets and the progress • To influence the attitudes and behaviours through the messages related to project objectives • To share results and lessons to increase the opportunities for replicating best practices in non- project locations where applicable • To establish critical partnerships that will support effective implementation of the project activities and sustainability
<p>Relevant ministries, NGO forums, private sector, civil society organizations, general public</p>	<ul style="list-style-type: none"> • To provide awareness on the project progress, achievements and impact • To use their influence to spread the message • To share results and lessons learned increase the opportunities for replicating best practices in non- project locations • To ensure coordination, and avoid overlap • To advocate for institutional change practices • To establish critical partnerships that will support sustainability
<p>Donors, media, UN and the EU</p>	<ul style="list-style-type: none"> • To provide awareness on the impact to establish project and stakeholder credibility • To share results and lessons learned to increase the opportunities for replicating best practices in non- project locations • To advocate for changes at policy and institutional level • To establish critical partnerships that will support sustainability

4. Communication activities, timeline and budget

The following activities have been detailed based on the three-year duration of this project:

Communication activity / tool	Details	Period	Budget [USD]
YEAR 01			
Project Inception: Introductory video	An introductory video explaining the project	Q1 2020	20,000
Project brochure	A brief brochure on the initiatives of the project		

Webpage	Set up of a webpage on this project on the UNDP website		
Press release	Inception press releases in EST		
Project launch	Formal project launch at the UN Compound with key Government stakeholders, development partners, civil society representation and the media		
Visibility items (i.e. display panels, banners, plaques, t-shirts etc.)	Display visibility items (with EU and UNDP logos as agreed upon in a simple branding guideline template). Branded t-shirts and stationery items for officials during training events for example diaries / calendars with inspirational quotes on good governance from influential leaders in all 3 languages.	Q2 2020	
Knowledge Products	Design and development of any training manuals to help deliver innovative capacity building	Q3 2020	
YEAR 02 and Year 03			
Social Media	UNDP Facebook posts, albums, Instagram and Twitter updates on events and activities accompanying the common hashtag for the project #DeliverBetter. Drafted feature stories and videos to be boosted on social media channels for maximum reach	Throughout	50,000
5 Feature stories and 5 short videos	To highlight the impact of the project. These stories will be housed both on the website and the UNDP Exposure page whilst the videos will be on the UNDP Youtube page.	Q2 & Q3 2021; Q2 and Q3 2022	
Press Releases and Media Monitoring	Press releases developed in EST and shared with media Press releases can also be on thematic issues or project updates.	At important project milestones	
Blog posts and opinion editorials by prominent local bloggers / media institutions	Blog posts and opinion editorials on local governance issues that the project seeks to address (e.g. female political representation, citizen engagement in local planning etc.)	At important project milestones	

Newsletter	To be designed and disseminated to partners and local officials involved in the project	Q3 2021 Q3 2022	
YEAR 04			
Social Media	UNDP Facebook posts, albums, Instagram and Twitter updates on events and activities accompanying the common hashtag for the project #DeliverBetter. Drafted feature stories and videos to be boosted on social media channels for maximum reach	At important project milestones	30,000
5 feature stories and 5 videos	To highlight the impact of the project. These will be disseminated online on social media channels and offline on the media. It be housed both on the website and the UNDP Exposure page .	Throughout	
Newsletter	To be designed and disseminated to partners and local officials involved in the project	Q3 2022	
Press Releases and Media Monitoring	Press releases developed in EST and shared with media Feature stories will also be placed on the media	At important project milestones	
End of project full video and feature story	Featuring the journey of selected local government officials over the project duration	Q3 2023	
Total for Year 1, 2 &3			USD 100,000

5. Analytics of communications and visibility products

Social Media Coverage	No. of engagement on social media posts
Media Coverage	No. of placements in the media over the project duration
Success of Project	Interviews provided by selected LA officials
Visibility	No. of visibility items
Webpage / Exposure	No. of web hits.
E-Newsletter	No. of clicks

6. Human Resources

The UNDP project manager will hold overall responsibility for the Communications strategy. The UNDP communications team will be responsible for the implementation of the communication and visibility plan.

7. Budget

The total Budget for the duration of the project will be approximately USD 100,000 that will be used for travel, translation, printing, video development and related costs. This is 0.9% of the total budget for the action.

8. Communications and Visibility Focal Point

Kenosha Kumaresan

Communications and Engagement Analyst

kenosha.kumaresan@undp.org

Kendra Ann Gomez

Communications and Engagement Assistant

kendra.gomez@undp.org

Lakmaal Rodrigo

Data Visualization Specialist

lakmaal.rodrido@undp.org

