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## ANNEX VI – COMMUNICATION AND VISIBILITY PLAN SUPPORT TO IMPLEMENTATION OF THE JUSTICE SECTOR REFORMS PROJECT

### **A. BACKGROUND**

The Communication and Visibility Plan presents a general strategy and describes impact-oriented activities devoted to communication and visibility for the European Union (EU) funded “Support to Implementation of the Justice Sector Reforms Project in Lesotho”. The Project is a continuation of the technical assistance and complementary measures provided by the EU under the Emergency Support to Judiciary Assistance in Lesotho previously executed by the Southern Africa Development Community (SADC).

In line with UNDP Programme and Operation Policies and Procedures, the project management arrangements proposed will include a Project Board, Project Implementation Committee and Project Management Team. The structures will have full participation of the EU, Government of Lesotho, CSOs and strategic partners will oversee project implementation and guide communication and visibility processes. Human and material resources for communication and visibility will be shared among the partners and stakeholders to achieve better coordination of the actions and maximizing the available budget

The proposed Communication and Visibility Plan is being developed and during the initiation phase of the project, UNDP in consultation with the EU and Government of Lesotho will elaborate on the specificities of the activities guided by communication expert services from Government and EU. Accordingly, the specific plan will be rolled out under the leadership of UNDP Resident Representative in coordination with partners and with the support of the Project Manager.

### **B. OBJECTIVES**

#### ***1. Overall purpose of the Communication and Visibility Plan***

The overall purpose of the Communication and Visibility Plan is to ensure compliance to EU and UNDP visibility requirements and properly communicate on the project goals. This shall be achieved by ensuring valuable communication about the project to national partners, international development community, civil society, academia, professional society and adequately inform external stakeholders and the Basotho public about the activities and results of the project, ensuring a wide engagement of key targeted stakeholders and present targeted consistent messages of the project for specific groups of audience targeted.

To achieve the above broad objective, the Communication and Visibility Plan will specifically aim to:

- Create a visual and brand identity for the project.
- Inform and raise awareness around the project and its activities, objectives and impact on the trial of high-profile criminal cases and overall reforms in the justice sector.
- Develop effective, consistent and appropriate messaging of interest to the target groups with regards to the project.
- Encourage audience to actively participate in the project and reforms process.
- Provide appropriate, consistent and clear project visibility for EU funding to the project.



## 2. Target groups and specific objectives for each target group

The dissemination and communication actions of **Communication and Visibility Plan** will be implemented consistently throughout lifecycle of the project as defined by UNDP Programme and Operation Policies and Procedures that is at the Justification of the Project (JoP); Definition of the Project (DoF); Initiation of the Project (InoP), Implementation of the Project (ImoP) and; Closing of the Project (CoP). The activities implemented during the JoP, DoP and InoP phases will include developing specific materials and tools for identified target audiences. These materials and tools, together with the project visual identity, provide the basis to build on for the communication activities that will be developed at a later stage. The rationale for this approach is that at the beginning of the project, the main aim is to raise awareness on the existence of the project itself, and to engage with the specific targeted groups: lawyers, CSOs, judiciary members, civil servants and direct beneficiaries. During the ImoP and CoP, the focus will shift towards communicating results. Table 1 below summarizes the target groups, specific objectives and engagement in specific phases of the project cycle.

Table 1: - Communication and Visibility Plan Target Group, Objectives and Project Phase

Target Group	Specific Objectives	Project Phase				
		JoP	DoP	InoP	ImoP	CoP
Government of Lesotho	To emphasize the contribution of EU, UNDP and SADC as partners with Basotho in transforming Lesotho by strengthening the justice system; To ensure national ownership of the project results					
Civil Society Organizations (CSO)	To inform CSOs about EU and UNDP support for the national reforms to guarantee access to justice; To ensure that CSOs are knowledgeable and effectively participate in the project activities.					
Lawyers and Professional Groups	To inform lawyers and professional groups in the justice sector about EU and UNDP support for the national reforms to guarantee access to justice; To ensure that the lawyers and professional groups in the justice sector are knowledgeable and effectively participate in the project activities.					
Project Beneficiaries – (Judiciary/ Civil Service)	To ensure that the Judiciary/Civil Service develop communication and visibility plans that adhere to both EU and UNDP requirements; To disseminate communication and visibility products in accordance with both EU and UNDP among the direct beneficiaries.					



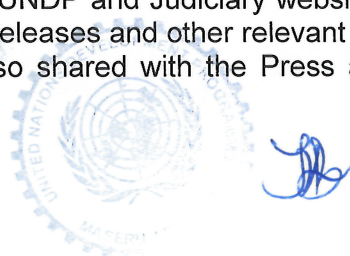
Target Group	Specific Objectives	Project Phase				
		JoP	DoP	InoP	ImoP	CoP
Local and International Media	To raise awareness and emphasize on EU and UNDP support to the national reforms to guarantee access to justice; To disseminate the activities and results of the project local and international audience; To produce human interest stories on the EU and UNDP support to impartial and speedy trial of high profile criminal cases; To achieve balanced reporting and media coverage of trial of high profile criminal cases.					
The Academia	To catalyze research and stimulate intellectual discourse on the national reforms: To stimulate development of jurisprudence in Lesotho.					
The Basotho Public	To emphasize the contribution of EU and UNDP as partners with Lesotho in promoting Rule of law, access to justice, fair, impartial and speedy trial of high-profile criminal cases; To enhance national ownership and sustain public support for the national reforms.					
Development Partners, SADC and International community in Lesotho	To raise awareness of EU and UNDP support to the national reforms to guarantee access to justice; To ensure coordination and complementarity of the international support; To sustain support for implementation of broader reforms and mobilize additional resources for reforms.					

### C. COMMUNICATION ACTIVITIES

#### 3. *Main activities that will take place during the implementation period of the Action*

Activities of the Communication and Visibility Plan will be conducted throughout the project lifetime of 12 months. The activities and resources will aim at achieving maximum awareness and impact amongst the target groups. Strategic dissemination and communication activities within the Project will entail:

- Newsletters to regularly inform on the project progress to internal and external stakeholders. It will be disseminated based on a network of contacts including development partners, academic institutions, lawyers and other professional societies, CSOs, Government and other stakeholders.
- Development and timely update of the web-based information (Facebook, twitter, website). UNDP and Judiciary websites will include information about the project as well as press releases and other relevant project material. All the information about the project will be also shared with the Press and Information Officer of the EU delegation to be



included into the EU website.

- Presence on social media and the development of Facebook and twitter posts that are published on the official accounts of EU, UNDP, Judiciary, Government of Lesotho and SADC about success stories and events.
- Local and International Press conferences, Press releases and op-eds to media with wide outreach: newspapers, radio and TV.
- Launching of the project event, to gather beneficiaries, Government authorities and other international partners with the aim of informing about project goals, activities plan and raise awareness on EU funding.
- Public events and visits (Partnership development meetings, workshops).
- Organization of seminars and discussions with participation of target groups and academia.
- Planning and implementing Public Awareness activities: providing information events for journalists involved into the subjects (Information Days) and motivational activities for mass media (competitions), Day of Europe (once a year), UN Day and other commemorative occasions.
- Collaboration with local organizations (CSOs,) to create innovative communications tools (comics, contest, development of apps., blogs with animated videos)

All the activities will be implemented in accordance with article 8 of the General Conditions of the contribution agreement between the EU-UNDP and in line with the Joint Visibility Guidelines for EC-UN actions in the field in cooperation with the Delegation of the European Union in Lesotho. This cooperation will be made effective by working in close coordination with the Press and Information Officer responsible for coordinating the overall EU communication strategy in the country. At the same time, that will assure compliance with EU and UNDP visibility requirements.

#### **4. Communication tools chosen**

There is a wide range of tools available for communications work, and the key for this project will be to select a mix of tools in order to reach the divers audiences outlined above. It is therefore proposed to use a variety of instruments including web-based social media, mass media, events, as well as press-releases and leaflets, and visibility materials using all relevant opportunities which are open for the cooperation.

In terms of visibility, implementing partners and beneficiaries will be required to use EU logo and UNDP logo in all the dissemination materials, publications, banners or any other digital media funded by the project. They will be required to use their normal stationery in letterheads or fax headers sheets, but shall be required to add the EU and UNDP logos in addition to the phrase *"This project/activity is funded by the European Union and Implemented by UNDP in collaboration with SADC"* when communicating on matters related to the project. Other specific requirements set out in article 8 of the General Conditions would be adhered to.

Some communication and dissemination tools are proposed below, regardless of the inclusion of other creative and relevant tools/vectors that might be defined by the experts to be engaged for this purpose.

- Dissemination and information/awareness raising events.
- *Information and visibility material:* a) Project leaflets or brochures for distribution to all partners and to potential beneficiaries and other interested stakeholders; b) Banners: plastic or textile banners shall be produced when specified in the communication strategy of an action. They are intended to serve as a backdrop for special events such as inaugurations and conferences; c) Newsletters will be produced and circulated via email or websites to regularly inform on the project progress to all our audiences. d) Photographs showing the progress of all actions shall be taken where appropriate to document the progress of activities and events related to these; e) Videos will be produced by the project team providing complementary audio-visual information to the website and made available in other dissemination platforms.




- *Websites*: UNDP website will include information about the project as well as press releases and other relevant dissemination material. All the information about the project will be also shared with the Press and Information Officer of the EU Delegation to be included into the EU website.
- *Press conferences and releases*: shall be issued at the start of all actions. It is more likely to use Facebook and other social media far reaching. In addition, traditional media (newspaper, radio stations and television channels) will be addressed. Specific media will be identified depending on project needs.
- *Social media*: a) UNDP will use twitter to provide short updates about relevant meetings, training and visits and using it as a platform for both the regular and special communication activities; b) UNDP will also use Facebook to communicate the same stories as on websites and twitter, to reach a wider audience.
- *Workshop*: UNDP will ensure EU visibility during workshops, by having roll-up banners and EU's logos on facilitators' visual presentations.

## **D. RESOURCES**

### **5. Human Resources**

The budget for the proposed intervention has incorporated a budget line to cover communication and visibility activities. The Project Team does not have a dedicated communications expert as part of the Management unit. There shall be further consultations for additional support to implement the communication and visibility activities linked to the supplementary budget of SADC residual funds whenever confirmed available by EU. The UNDP Resident Representative with support of the Project Manager will directly coordinate with EU and Government for the overall implementation of the joint communications and visibility activities and will lead the implementation of the Communication and Visibility Plan activities.

### **6. Financial Resources**

The cost of the Communication and Visibility activities and materials amounting to € 12,000.00 or 1.09% of the total budget is included in the project budget. However, it is anticipated that a supplementary budget shall be developed once SADC residual funds are confirmed by EU to raise the proportion to €109,367.06 or 10% of the total budget.

