

Draft communications strategy for GMS-EOC

Feedback and Responses from 1st July

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Agenda

- Why is communication important?
- Main features of EOC's communications strategy
- Three examples of communication products
- What is the outcome?

Why is communication important?

It is a means:

To raise awareness

To share information and results

To inform and educate

To establish experiences and good practices

To connect stakeholders and players

To strengthen reforms

To inspire policy changes

2008-2012

Communications Strategy

Priority target groups:

- Policy makers, politicians, parliamentarians
- Local, national and international media
- Youth groups and other civil society key stake holders

2008 – 2012

Communications strategy

Goals:

- To heighten awareness among policy makers, politicians and parliamentarians on the importance of protecting the environment and promoting sustainable use of natural shared resources in the GMS
- To establish and raise awareness of the GMS-EOC's integrated approach on environment and development among national, regional and international media channels
- To involve youth and other civil society key stake holders in order to establish a high degree of knowledge and awareness on environmental issues in their home region

Example: Primer on SEA and Tourism

- **Target group:** Policy makers in the GMS countries from ministry of tourism (secondary target group could be international travel agents that focus on sustainable tourism)
- **Sender:** ADB, EOC in collaboration with relevant counterparts
- **Message:** Through Strategic Environment Assessments it is possible to mainstream environmental considerations into tourism planning and improving the tourism sector
- **Goal:** To share lessons learned of sector-specific SEAs and demonstrate the relevancy of this approach
- **Content:** A short, clear and substantial introduction to approach, structure and outcome. Possibly a set that is targeted to different subgroups such as high-level decision makers and senior officials and a more comprehensive guide for implementers
- **Medium:** A printed publication
- **Communication setting:** Stand-alone as well as part of conference, workshops, etc

Example of environment training for media

- **Target group:** National media
- **Sender:** GMS EOC
- **Message:** Putting environment in the news is part of protecting it
- **Goal:** To establish rapport with national media and give journalists knowledge of the subregional projects that take environment and the protection of natural resources into account
- **Media:** Training workshop with site visits
- **Communication setting:** Stand alone (possibly as a series and could be arranged in partnership with other stakeholders)

Example of campaign for Youth

- **Target group:** Youth that already has some degree of interest in the environment
- **Message:** When you think about the environment, you are thinking about your future
- **Content:** A mix of information, facts and dynamic features that allow for interaction and invite participation (e.g. allow for upload of images of landscapes, comments, vox pops etc)
- **Medium:** Focus on social and political networking tools – new media, perhaps a web site
- **Communication setting:** One of hundreds of thousands of web pages – would need to be part of a campaign with some PR leading the target group to the web site

What is the outcome?

- With a common framework for communication about environment, the messages reach more people
- When more audiences know about the work that is already in progress, there will be additional interest in action on environment
- Common communication about the subregional initiatives will create a stronger subregional body of influence

Feedback from WGE and responses from 1st July 2008

- Parliamentarians and decision makers are too busy and the communications strategy needs to consider this.

Positive public events are a possible tool for motivating parliamentarians and decision makers to support our agenda

- Media can be motivated to cover environmental issues for the short term but the strategy should bring them on board for the long term

Take them to actual sites to have longer term impact in their minds and commitment.

Feedback from WGE and responses from 1st July 2008

- Youth Groups must be one of the primary target groups for the communications strategy.

NOTED

- Women's Groups must also be included as one of the targets for this communications strategy

NOTED to be part of the civil society organizations that are listed as one of the target groups

- The communications strategy should ensure appropriate communications media and channels are used in each of the countries. **NOTED**

Thank you for your attention!