

# **Van-KIRAP Communications Strategy**

**August 2022**



**Sustainable, transformative and resilient for a Blue Pacific**



# VANKIRAP COMMUNICATIONS STRATEGY

Version 2.9  
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Author: Nick Howlett, Communications Co-ordinator, VanKIRAP

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# Executive Summary

The Vanuatu Klaemet Infomesen blong Redy, Adapt mo Protekt (VanKIRAP) Project supports the Government of Vanuatu to institute a paradigm shift towards the standardized and mainstreamed use of science-based climate information, at multiple timescales, to support resilient development pathways in Vanuatu. It addresses information gaps and priority needs of target beneficiaries at the national, provincial and local community levels across five priority sectors, agriculture, fisheries, infrastructure, tourism and water.

VanKIRAP's goal is increase the ability of decision-makers, communities and individuals in Vanuatu, including those in the five target sectors, to plan for and respond to the long and short-term impacts of climate variability and change, using climate information services (CIS).

VanKIRAP has four components whose objectives are:

1. Strengthening the VMGD platform to provide quality climate data and information for CIS.
2. Demonstrating the value of CIS at the sectoral and community levels.
3. Developing CIS tools and engaging with stakeholders through outreach and communications.
4. Strengthening the institutional capacity for long-term implementation of CIS in decision-making.

This Communications Strategy directs the strategic communications activities of the Project in order to achieve VanKIRAP's goals and objectives. The

Strategy has three Strategic Communications Objectives:

- A. Ensure that VMGD is Vanuatu's primary source of climate and weather information;
- B. Inform audience(s) about the availability of all VMGD/VanKIRAP-produced CIS products, and motivate them to use them.; and
- C. Promote engagement with VMGD/VanKIRAP-produced CIS products by demonstrating their practicality and relevance.

The Project has identified three main constituent stakeholder audiences to be reached under these objectives: an internal audience made up of Project staff, VMGD staff and staff of related agencies, and two external audiences, the general public and stakeholders from each of the Project's priority sectors.

This Communications Strategy sets out the findings of previous research about the demographic make-up and preferences of the target audiences, as well as identifying gaps in the research that need to be filled.

The VanKIRAP Communications Strategy is intended to be a 'living' document, that is regularly reviewed and adjusted over the life of the Project.

It also reviews all media channels relevant to achieving the Project objectives, prioritising them in terms of owned, earned and paid channels.

It then sets out a set of key messages for each target audience, and a set of strategies for disseminating these messages externally and internally.

The Communications Strategy also provides details on tactics—the executional details—for each communication strategy, along with a tactical plan with timelines/frequencies, and budget.

Lastly, the Strategy provides a monitoring and evaluation framework by which the outcomes of each strategy, and indeed, of the entire VanKIRAP Communications Program, may be measured.

# Background

## Context

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The Pacific Islands Forum's 2018 Boe Declaration on Regional Security states that “climate change remains the single greatest threat to the livelihoods, security and wellbeing of the peoples of the Pacific and our commitment to progress the implementation of the Paris Agreement”.

Vanuatu, as a state signatory to the Boe Declaration, also recognises climate change as a strategic threat to the environmental, social, and economic wellbeing of the nation.

After the Paris Agreement was signed in 2015, the Vanuatu Government, the Vanuatu Ministry of Meteorology and Geohazards, was restructured, establishing a dedicated Department of Climate Change and appending ‘Climate Change’ to the Ministry’s name to reflect how seriously the Government views this threat.

In 2016, the Government published the National Sustainable Development Plan 2016 to 2030 to guide national development. This document recognises that mainstreaming climate information is a crucial tool in the country’s arsenal for dealing with the threat of climate change.

Making climate information more widely available for policymaking and planning at all levels is an essential objective for the resilience of the nation.

## About the VanKIRAP Project

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The ‘Climate Information Services for Resilient Development in Vanuatu’ project, is known in Vanuatu as the Vanuatu Klaemet Infomesen blong Redy, Adapt mo Protekt, or VanKIRAP.

The Project is hosted and managed by the Vanuatu Meteorological and Geo-hazards Department (VMGD), a division of the Vanuatu Ministry of Climate Change Adaptation, Meteorology, Geo-Hazards, Energy, Environment and Disaster Management, and the Secretariat of the Pacific Regional Environmental Program (SPREP). VanKIRAP is funded by the Green Climate Fund (GCF).

VanKIRAP (‘The Project’) supports the Government of Vanuatu to institute a paradigm shift towards the standardized and mainstreamed use of science-based climate information, at multiple timescales, to support resilient development pathways in Vanuatu. It addresses information gaps and priority needs of target beneficiaries at the national, provincial, and local community levels across five priority sectors, agriculture, fisheries, infrastructure, tourism and water.

More specifically, the Project is building technical capacity to harness and manage climate data; develop and deliver practical Climate Information Services (CIS) tools and resources; support enhanced co-ordination and dissemination of tailored information; enhance CIS information and technology infrastructure; and support the application of relevant CIS through real-time development processes.

## Project goal

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The VanKIRAP Project's goal is to increase the ability of decision-makers, communities, and individuals in Vanuatu, including those in the five target sectors, to plan for and respond to the long and short-term impacts of climate variability and change, using climate information services (CIS).

## Project Objectives

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The Project has four components whose objectives are:

1. Strengthening the VMGD platform to provide quality climate data and information for CIS.
2. Demonstrating the value of CIS at the sectoral and community levels.
3. Developing CIS tools and engaging with stakeholders through outreach and communications.
4. Strengthening the institutional capacity for long-term implementation of CIS in decision-making.

## Purpose of this Communications Strategy

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This Strategy directs the strategic communications activities of the Project in order to achieve its goal and objectives.

# Alignment

During the design phase of this document, a number of multilateral, regional, national, subnational, and organisational guiding and policy documents have been consulted to ensure that the communications objectives and strategies of the Project are in alignment.

## Multilateral

- ▶ United Nations Sustainable Development Goals 6, 9, 11, 13, 14

## Regional

- ▶ Pacific Islands Meteorological Strategy 2017-2026
- ▶ Pacific Roadmap for Strengthened Climate Services 2017-2026

## Green Climate Fund

- ▶ Learning-Oriented Real-Time Impact Assessment (LORTA) Programme: A Brief on a Potential Impact Evaluation Design for Climate Information Services for Resilient Development Planning in Vanuatu (FP035) 2022
- ▶ Mainstreaming Gender in Green Climate Fund Projects 2017
- ▶ Vanuatu Country Programme 2021

## SPREP

- ▶ 2017–2028 SPREP Strategic Plan
- ▶ SPREP Identity Guide
- ▶ SPREP Publication Guidelines

## National

- ▶ Vanuatu National Sustainable Development Plan 2016–2030

- ▶ Vanuatu Framework for Climate Services 2016
- ▶ VMGD Strategic Plan 2014-2023

## VanKIRAP

- ▶ Assessment of Current Information, Meteorological Services and Risk Management Systems and Arrangements to Use them for the Project 2019
- ▶ VanKIRAP Agricultural and Climate Information Services Policy Review, Action, and Communication Plan 2018
- ▶ VanKIRAP Fisheries and Climate Information Services Policy Review, Action, and Communication Plan 2019
- ▶ VanKIRAP Infrastructure and Climate Information Services Policy Review, Action, and Communication Plan 2019
- ▶ VanKIRAP Tourism and Climate Information Services Policy Review, Action, and Communication Plan 2019
- ▶ VanKIRAP Water and Climate Information Services Policy Review, Action, and Communication Plan 2019
- ▶ Indicator Plan and Logframe 2021
- ▶ Sector Case Study Plans 2021
- ▶ Community Engagement Strategy and Action Plan 2021-2023
- ▶ Environmental and Social Safeguards Plan 2019
- ▶ Monitoring and Evaluation Plan 2019
- ▶ Gender Equality, Disability and Social Inclusion Action Plan 2020
- ▶ Traditional Knowledge Strategy and Implementation Plan 2020



# Acronyms

<b>APCC</b>	APEC Climate Centre	<b>OGCIO</b>	Office of the Government Chief Information Officer
<b>APEC</b>	Asia-Pacific Economic Cooperation	<b>OOH</b>	Out of home advertising
<b>BoM</b>	Bureau of Meteorology (Australia)	<b>PDF</b>	Portable document file format
<b>CCC</b>	Community Climate Centre	<b>PPP</b>	Purchasing Power Parity
<b>CIS</b>	Climate Information System	<b>PR</b>	Public relations
<b>CMS</b>	Content Management System	<b>ROI</b>	Return on investment
<b>CSIRO</b>	Commonwealth Scientific and Industrial Research Organisation (Australia)	<b>SPREP</b>	Secretariat of the Pacific Regional Environmental Program
<b>CSS</b>	Cascading stylesheets	<b>SEO</b>	Search engine optimisation
<b>CWG</b>	Communication Working Group	<b>SMS</b>	Short messaging system
<b>DARD</b>	Department of Agriculture and Rural Development	<b>SWOT</b>	Strengths, weaknesses, opportunities, weaknesses
<b>DCC</b>	Department of Climate Change	<b>TBC</b>	To be confirmed
<b>ENSO</b>	El Niño–Southern Oscillation	<b>TBV</b>	Televisen Blong Vanuatu
<b>FM</b>	Frequency modulation	<b>TK</b>	Traditional knowledge
<b>GA</b>	Google Analytics	<b>ToR</b>	Terms of reference
<b>GCF</b>	Green Climate Fund	<b>URL</b>	Universal Resource Locator
<b>IT</b>	Information technology	<b>UX</b>	User experience
<b>KMS</b>	Knowledge Management System	<b>VanKIRAP</b>	Vanuatu Klaemet blong Redy, Adapt mo Protekt Project
<b>KPI</b>	Key performance indicator	<b>VBTC</b>	Vanuatu Broadcasting and Television Corporation
<b>MCC</b>	Ministry of Climate Change Adaptation, Meteorology, Geo-Hazards, Energy, Environment and Disaster Management	<b>VMGD</b>	Vanuatu Meteorology and Geo-Hazards Department
<b>M&amp;E</b>	Monitoring and evaluation	<b>VNSO</b>	Vanuatu National Statistics Office
<b>MIPU</b>	Ministry of Infrastructure and Public Utilities	<b>YoY</b>	Year-on-year / Year over year
<b>NAB</b>	National Advisory Board on Climate Change and Disaster Risk Reduction		
<b>NDMO</b>	National Disaster Management Office		
<b>NPHC</b>	National Population and Housing Census		

# I. SITUATIONAL ANALYSIS

# SWOT Analysis

## Internal analysis – VMGD and VanKIRAP

### STRENGTHS

National repository of climate and weather data

National repository of climate and weather expertise

Team of staff trained in analysing and understanding climate data

Significant quantity of climate and weather data available to institution

Access to real-time data

Access to remote sensing tools and human observation on the ground

Network of staff around the country

Relatively well-resourced and regarded ministry (Govt budget and external partners)

Existing relationships established with partner agencies in country

Track record attracting and housing projects

National focal point/point of entry for important external partners

Lots of expertise available at call from external partners

Solid knowledge management infrastructure already set up that can house Project CIS products and other documentation

Moral imperative to prepare and protect society from natural hazard events and climate change: good for staff morale

Some communications tools already set up and attracting relatively large audiences – e.g. website, Facebook accounts

Relatively well-established and resourced in-house IT team

### WEAKNESSES

Processes: chain of command for information products (esp. warnings) not clear resulting in responses to hazard events by VMGD that are harmful to VMGD's mission, to the public interest, and to public perception of VMGD

Capacity: The volume and breadth of climate and weather data appears to be overwhelming VMGD's ability to translate it into meaningful, actionable information for end users

Frequent changes in VMGD leadership harm institutional memory, effectiveness, and group cohesiveness

Insufficient focus given to climate information on public-facing communications products

Some existing comms products are deficient:

Website is clunky, slow, and not mobile friendly	Many VMGD climate and weather projects are similar; project and departmental nomenclature are only meaningful to insiders	with audience, especially social media advertising.
Majority of website users are not located in Vanuatu		
Website is underutilised, and audience size and engagement is declining year on year	Meteorological jargon needs to be explained in clear language	Chance to create a well-defined but discrete 'climate' brand identity for the VMGD to house CIS products, and help give them more prominence
Website is not promoted via online advertising		
Website mostly being used for weather forecasts and hazard warnings: means climate content is not being promoted enough	<b>OPPORTUNITIES</b>	<b>THREATS</b>
Warning products based on previous paper-based products e.g. cyclone tracking map	New climate information products to be produced that utilise under-used data sources	Negative public opinion and minimal positive media presence of VMGD is a major political risk to securing ongoing operational funding
VMGD social media presence is not used strategically to demonstrate value of VMGD	Project internal communications could help upskill VMGD staff in science communication, media presentation, data presentation	Competing information sources (e.g. Vanuatu Rainfall and Agroforestry Outlook Facebook group) seem to be better at gauging needs of end users and responding to them
Responses to audience feedback by admins of VMGD Facebook page are hostile to end users	Offering improved CIS/weather products could recover much of the lost public trust	Competing information sources can respond more nimbly to changes in audience needs/feedback
Processes used to produce current CIS products rely on lots of manual intervention and consume lots of personnel hours	Building new website and app could serve as the foundation of future communicative capacity	Commercial weather/climate apps more polished in terms of presentation
Automated/programmatic production processes under-utilised	New website and app could serve as 'flagship' products that signal VMGD's capacity to deliver, and solidify reputation	Commercial weather/climate apps filling gaps in VMGD offerings, more widely available, have greater access to market-ready resources so can quickly add features
116 number insufficiently promoted, consequently under-utilised by audience	Leverage weather and climate data needs of other Govt agencies to build rapport and collaboration	Natural disasters – can impact VMGD and VanKIRAP staff, offices, and equipment
Very little media presence of VMGD experts	Greater presence and even sponsorships at community events would help regain trust and visibility	
	Social media could be used to demonstrate usefulness of VMGD's work, and build rapport	

## External SWOT analysis – external audience(s) and communicative environment

### STRENGTHS

Audience is relatively familiar with the concept of climate change and its effects – have previously identified it as a major threat

Excellent understanding of value of timely climate/weather forecasts and predictions

Audience uses detailed, localised, and well-honed traditional knowledge systems in daily life to observe and make sense of climatic and weather events

Rural population (and to some extent, urban population too) lives intertwined daily life with close observation of environmental indicators of climatic and weather events

Vernacular language literacy is very high compared to all other languages

### WEAKNESSES

Specific audience needs, attitude and preferences is not well researched; data is lacking

Some indications from previous research are that many lack solid understanding of the scientific basis of climate change, including the difference between weather and climate

Audience lacks specific, local, and actionable knowledge about local effects, ability to forecast and how to mitigate/adapt

Concern that some environmental indicators of climatic and weather events becoming less reliable due to rapid pace of climate change; TK indicators may be losing some of their usefulness due to the rapid pace of climate change

Rural and urban audiences have disproportionate rate of access and use of different media

Majority of audience believes that the Government does not listen to them

Over 60% of population do not use internet

Internal classifications of VMGD climate and donor-funded projects are not well understood, nor particularly relevant or useful to audience

### OPPORTUNITIES

Mobile phone access and use is high across the country, and is where most internet access occurs, making online platforms a natural foundation for Project communication

Internet & social media appear to have displaced word of mouth and traditional media as main sources of information – comms should take advantage of this shift in behaviour

Proportion of population with internet access is growing – investments now in setting up digital platforms and online content delivery will

continue to reap benefits into the future, increasing ROI over time

Social media esp. Facebook dominates internet use and is de facto 'public sphere' in Vanuatu: cultivating a positive and welcoming social media presence – and responding quickly to queries – could redefine VMGD's relationship with its authorising environment and generate support and buy-in

Developing a social media advertising calendar would help grow audience and engagement

Paid advertising represents good value for ROI as it is underutilised in most available forms in Vanuatu, especially social media

Community management: dedicating resources and personnel to ongoing community management likely to offer a large ROI for reputation, and offers a streamlined audience feedback mechanism

Workforce of five Project target sectors is largest segment of total national workforce, and predominantly rural

Younger audience demonstrates a high level of technological proficiency and interest – making them a natural cohort for more interactive forms of communication/influencing family and friends/citizen scientists

Rural online audience larger than urban – targeting their specific needs could help drive demand for CIS, and build reputation and audience buy-in/cut through

Disabled audience is mostly rural – taking their settings and needs into consideration when producing CIS products will help them	Audiences judge current performance of Project and VMGD on past performance – recent instances of VMGD not providing timely forecasts, warnings may harm future uptake. The underperformance of Weather and Geoscience products may have impacted audience perception of the Climate Division and Climate Information Services	Natural hazard events can impact delivery of communications products to external audience
Creating an integrated communications strategy would provide network effects that mutually reinforce messaging and increase engagement		
Creation of climate brand identity focused on usefulness for end users would aid audience understanding and uptake	Negative perceptions are a substantial hindrance to improving engagement	
People not reached by internet can be reached by other means in a integrated strategy; word of mouth critically important to informational and engagement objectives	Technological barriers to entry – disparities in mobile and broadband connectivity	
Community climate centres could play a central role in engagement of non-internet audience as part of integrated communications strategy	Social barriers to entry – education levels	
Producing CIS products in vernacular languages will produce greater levels of reach and engagement, and build reputation and audience buy-in/cut through	Socio-economic barriers to entry – relatively low PPP and access to cash economy very limited outside of urban areas prevents access to technology and networks for a significant part of the population	
Producing CIS products that not only incorporate but celebrate climate/weather TK will build reputation and audience buy-in	General audience perhaps more familiar and trusting of Vanuatu Rainfall and Agro-Meteorology Outlook Facebook group than VMGD and Project Facebook pages	
Combining climate/weather TK with other CIS knowledge models in new ‘hybrid’ CIS products will bring greater reach and engagement, and positive reputation	Excellent weather apps from o/s already dominating local market, Project-produced app would have to be on par or better to compete	
<b>THREATS</b>	Facebook as public square: platform can be harmful to deliberative discourse, and privileges sensations and controversy over information; may be normalising harmful behaviours in audience	

## Analysis of SWOT findings

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### **Internal resources – VMGD and VanKIRAP**

VMGD and the VanKIRAP Project are advantageously positioned due to the Department's national status and the enormous meteorological and climatological expertise and data they share. They are well-connected and relatively well-resourced, and their work is driven by a societal and moral imperative to protect Vanuatu from natural hazards and from climate change.

On the other hand, issues and constraints around leadership, capacity, current communications products, and processes are impeding the production and dissemination of CIS products by both.

The Project represents a significant opportunity to resolve some of these issues, and amplify the expertise and data into relevant, trustworthy and useful CIS products. There are many media channels that are relatively underutilised (or that have not previously been used at all) that will help give VMGD and the Project more prominence as important sources of climate information.

Before that can happen, however, they will need to work at countering negative public opinion on perceived faults with the timeliness and relevance of their previous communications. They will need to leverage their expertise and resources to counter competition from popular amateur channels and commercial sources that are growing in use within the two key target audiences.

### **External audiences – the general public and target sector stakeholders**

Both audiences have a foundational understanding of climate change and how it affects them, but they would like to know more, particularly if they can use it in their day-to-day lives. They understand the value of weather forecasts and prediction, gained from the insights of thousands of years of lived experience stored in the traditional knowledge used to make sense of weather and climate phenomena every day in communities across the archipelago.

Our understanding of audience needs, attitude and practices is incomplete, although they lack scientific knowledge about climate, and want specific information that they can use themselves to adapt and mitigate climate change, in Bislama and vernacular languages. Access and use of different media channels is not evenly spread between rural and urban audience segments, they don't believe that the Government listens to their needs, and 60% do not use the internet.

Despite the last figure, access and use of mobile phones is very high everywhere in Vanuatu, and there are more internet users located in rural areas than urban areas, so both are important media channels for communicating with these audiences. Social media have displaced traditional media as main sources of information in recent years, and most internet use in the country actually takes place on Facebook, the most popular social media platform in the country.

Growing organisational reputation and new CIS products and platforms on social media is a wise investment, as the audience is large and growing.

Particular attention needs to be given to the needs of youth, disabled people, and rural dwellers.

An integrated communication strategy that gives consistency of messages and presentation across different communications channels is crucial, as it will ensure that messaging is mutually reinforcing, that both online and offline segments receive the same information and are persuaded to take advantage of VMGD and VanKIRAP's CIS products and platforms. For this to work, all products and platforms must centre audience needs for actionable climate information, as well as centring the concepts of 'climate' and 'climate information' to the fullest extent possible, in each media channel, and in naming and branding.

In rural areas, Community Climate Centres will be central to achieving greater reach and engagement. Delivering CIS products and platforms that integrate TK with other CIS knowledge models in vernacular language will build reputation and audience buy-in.

There are barriers to achieving reach and engagement, however. Across all external audiences and segments, there is an expectation of rapid, reliable, and useful information from VMGD immediately before and during natural hazard events. Audiences will react with hostility to VMGD if these expectations are not met. Negative perceptions of past performance are a major impediment to Project objectives, and significant effort and resources will need to be allocated to addressing and reversing these perceptions. An integrated communication strategy that applies consistent messaging and demonstrates the relevance of the CIS products and platforms will be the most suitable means to restore and maintain reputation.

# Audience analysis

Vanuatu's total population in 2022, based on the 2020 National Population and Housing Census, is approximately 314,000.

The Project's target audience is all of the population aged over 15 years, which numbers approximately 192,825.

The Project has previously identified three main constituent stakeholder audiences comprising one internal segment and two external segments.

The Internal segment consists of VMGD staff, plus a secondary internal audience of staff of related agencies such as NAB and NDMO, and the wider Ministry of Climate Change.

The two external segments are (1) the general public and (2) stakeholders from each of the Project's five focal sectors, agriculture, fisheries, infrastructure, water, and tourism, including key decision makers from each responsible government ministry/line agency.

Key decision makers in the Vanuatu Government are a fourth 'informal' audience. While not identified by the Project per se, this audience should be given due consideration as it contains a number of highly influential people who could be utilised to help the Project get buy-in and to promote the Project's key messages.

It should also be noted that these audiences are not discrete entities; there is inevitably some overlap between them, and they can be further segmented by location, age, gender, and other demographic features.

To further understand the Project's audiences, the following section summarises the findings of

previous Vanuatu audience research, as well as data about Vanuatu's online audiences, derived from Google Analytics data for the VMGD website, and commercial sources.



# Audience findings summary

## Location

- ▶ 74% rural, 26% urban
- ▶ Rural population concentrated around provincial centres
- ▶ Total over 15 population is 192,825, of which:
- ▶ Urban: 47,362
- ▶ Rural: 145,404
- ▶ Port Vila: 35,312
- ▶ Luganville: 12,049

## Age

- ▶ Population is relatively young: 56% under 25.

## Educational attainment

- ▶ Urban dwellers more highly educated due to access to institutions, earning power
- ▶ Port Vila has highest concentration of tertiary educated people in the country

## Language

- ▶ Vernacular languages and Bislama are more widely spoken than English or French – 97%
- ▶ Top 10 vernacular languages make up 43% of the total; top 20 make up 66%
- ▶ 2.1% speak English as their first language
- ▶ 0.8% speak French as their first language
- ▶ The proportion who say Bislama is their first language is highest in urban areas – 31% v. 11% in rural areas
- ▶ English language literacy is higher than that for vernacular languages and for French
- ▶ Literacy and numeracy rates are higher in urban areas

## Workforce

- ▶ Total workforce size in 2020 was 78,729
- ▶ Five Project target sectors employ approx. 45,054 or 58% of the total workforce
- ▶ Project target sector workforce is 89% rural, 11% urban

- ▶ Agriculture and Fisheries – 35,438 (45% of total workforce) (disaggregated figures not available)
- ▶ Infrastructure – 4,925 (6% of total workforce)
- ▶ Tourism – 4,874 (6% of total workforce)
- ▶ Water – 267 (0.3% of total workforce)
- ▶ Public sector — not a Project target sector, but critical to Project success because it employs almost all key decision makers
- ▶ Public sector – 10,345 (13% of total workforce)
- ▶ Urban/rural split for govt sector 53% rural/47% urban

## Gender and disabled people

- ▶ Urban women have higher levels of educational attainment, but less than urban men
- ▶ Women make up 45% of the workforce
- ▶ Women are employed in higher numbers (47%) in public sector versus private sector (38%)
- ▶ No major differences in literacy rates between men and women for English, French, Bislama or vernacular languages— trends are similar
- ▶ Women have slightly lower rate of numeracy nationally; women's numeracy much lower in rural areas than urban areas
- ▶ Men more likely to use the internet, and this trend is stronger in rural areas
- ▶ 5-8% of population have a disability
- ▶ Disabled people four times as likely to reside in rural areas

## Trends from previous research

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- ▶ Comparison between 2013 research into citizen's access to information, and results of 2020 Census:
- ▶ Geographical disparities of media access and use still extant
- ▶ Big shift: proportionally more rural internet users than urban users

- ▶ 2.5x more internet users, but 60% of population still not using internet
  - ▶ Mobile phones are still a defining feature of the communicative landscape
  - ▶ 89% of internet use occurs on a mobile phone
  - ▶ Internet & social media appear to have displaced word of mouth and traditionally media as main sources of information
  - ▶ Social media now the main reason for accessing the internet
  - ▶ 44% say the internet and Facebook are the most important means of accessing news and information; this trend is much higher in urban areas (52%) than rural areas (32%)
  - ▶ Television still an important means of accessing news for urban dwellers
  - ▶ Mobile phones are an especially important means of accessing news for rural dwellers, by a factor of 1.5
  - ▶ Rural dwellers are much more likely to use solar power, due to lack of electrical grids in most locations.
  - ▶ Gender disparities remain, with men still more likely to have access to the internet.
  - ▶ People do not trust Govt to listen to their views: research by Transparency International found that 84% of Vanuatu people surveyed believe that the Government never, rarely, or occasionally takes citizens' views into account.
- ▶ 65.9% of cellular mobile connections in Vanuatu are broadband connections
  - ▶ 112,300 social media users in the country
  - ▶ Facebook is the most widely used social media platform with 107,400 active monthly users, but market share declining
  - ▶ 97% of Facebook users in Vanuatu access the platform on a mobile phone
  - ▶ the average Vanuatu user will like 6 posts, make 7 comments, share 1 post, and click on 5 ads per month
  - ▶ Facebook Messenger and Instagram the two other most used social media platforms
  - ▶ TikTok has an anecdotally large youth following, but no data is available to confirm this
  - ▶ Rural internet users less likely to use home or work broadband internet connections, and less likely to use free wifi or school connections compared to urban users
  - ▶ Facebook accounted for 80% of web traffic to third-party websites in 2021
  - ▶ Mobile phones 58% of Vanuatu web traffic in 2021
  - ▶ Google search engines dominate Vanuatu's search market, accounting for 92.6% of all search queries in 2021
  - ▶ Social media audiences tend to contain more women than men. 51% of Facebook's Vanuatu audience are women, 49% men.
  - ▶ 61% of the Vanuatu Instagram audience are women, 39% men.
- ▶ 92% were new users
  - ▶ 96% of Vanuatu traffic came from Port Vila, 4% from over parts of Vanuatu (figure may not be completely reliable, however due to ISP data)
  - ▶ Vanuatu traffic to website equates to 15% of the total internet users in Vanuatu
  - ▶ Average bounce rate was 36.4%
  - ▶ average number of pages viewed per session was 14.8
  - ▶ average session duration was 05:01
  - ▶ average page load time was 4.98 seconds
  - ▶ Age demographics:
    - 18-24: 17%
    - 25-34: 27%
    - 35-44: 19%
    - 45-54: 18%
    - 55-64: 10%
    - 65+: 9%
  - ▶ Gender split 51% women, 49% men
  - ▶ Women had a higher bounce rate, looked at less pages per session, and spent less time on the website per session than men
  - ▶ Rural users had a lower bounce rate, looked at significantly more pages per session, and spent significantly more time on the website per session than urban users
  - ▶ Audience acquisition:
    - 93% of users accessed the site using a browser set to English; 3% French
    - 62% of Vanuatu visitors were acquired from organic search
    - Search query data not available in Google Analytics, unfortunately
    - Limited data was available for search engine queries to the site; available data suggests that 93% of users arrive seeking information.
    - 32% visited the website directly (most likely as repeat visitors)

#### Online audience (2021)

- ▶ 125,100 total internet users in Vanuatu
- ▶ 58% of Vanuatu internet users are rural, 42% urban
- ▶ 4G and 3G mobile network connectivity available on most islands, but unreliable in many locations
- ▶ Fixed fibre Internet access limited to urban areas surrounding Port Vila and Luganville

#### VMGD website audience (2021)

- ▶ 36% of all website traffic came from Vanuatu, or 18,662 users
- ▶ 2021 visitation down 19% on 2020 visitation

- 5% came from social media
- 1.6% were referred by other websites
- Google accounts for 98% of all Vanuatu search traffic
- Facebook accounts for 99% of all Vanuatu social traffic
- ▶ Content preferences:
  - 96% of Vanuatu page views were for the top 20 pages
  - 17 of the 20 top pages were forecast related
  - In February 2022, all five top keyword searches were volcano related.
  - Climate related content accounted for only 0.5% of all Vanuatu visitation, or 4,594 page views in total
  - The average bounce rate for climate pages was slightly higher than the overall Vanuatu average
  - Time spent on climate content was 68% less compared to the overall Vanuatu average
- ▶ 61% of Vanuatu users accessed the website using a mobile phone.

#### VMGD Facebook page audience (2022)

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- ▶ Page has a total of 19,459 followers;
- ▶ 63.7% are from Vanuatu (12,401);
- ▶ 54.6% are located in Port Vila (10,625);
- ▶ 6% are located in Luganville (1,168);
- ▶ Smaller amounts of followers are located in nearby countries with sizeable Vanuatu expatriate populations: Australia, 12.4%; Fiji, 6.7%; NZ, 3.5%; New Caledonia, 1.6%; and Solomon Islands, 1.4%;
- ▶ Page age demographics:
  - 18-24: 14%
  - 25-34: 37%
  - 35-44: 26%
  - 45-54: 13%
  - 55-64: 6%
  - 65+: 4%
- ▶ Page audience gender split is 50.6% women, 49.4% men;
- ▶ 2022 page reach was 281,469, up 21.6% on 2021;
- ▶ Total page visits in 2022 were 54,371, up 187.2% on 2021;
- ▶ There were 3,397 new pages likes, up 7.8% on 2021;
- ▶ Visits, page reach and engagement spike considerably during severe weather and geohazard events.

# Proposed audience baseline research

It is imperative that the VanKIRAP Communications Strategy is informed by a deep understanding of audience demography, knowledge, attitudes and practices around information sources, weather, climate, climate change and CIS.

The topics listed below form the basis of a baseline survey design to be conducted prior to the development and rollout of VanKIRAP's CIS products, and prior to the revision of existing products. Additionally, this survey is intended to plug the gaps in knowledge of the audience that exist based on previous research, as well as providing up-to-date information on the data gathered in the 2013 Citizen's Access to Information survey, and the 2020 Census discussed earlier.

Ideally, the survey should be repeated every six months (midline) and at the end of the Project (endline) as the main element of the monitoring and evaluation of the VanKIRAP's communications effectiveness.

Sections A and B allow a broad understanding of household assets and composition to be used as controls, if necessary. These can be applied at baseline, midline and endline.

Sections C and D may be omitted from follow up surveys, as their intention is to inform the design of VanKIRAP's CIS products.

Section G offers open-ended questions on CIS – these questions may replicate those in section F.

Sections H and I focus on risk perception and coping behaviours. These can be applied at baseline, midline and endline.

## **Additional survey instruments**

It is suggested that small group discussions and survey instruments (e.g. focus groups, one-on-one interviews, user testing, embedded voice-of-the-consumer surveys, single-question pop-up surveys) be used to extend and supplement the baseline audience survey, which is already quite lengthy. Sectoral audiences will require separate and tailored research instruments. Additional qualitative research will be needed to gather deeper audience insights across all audience segments, especially during CIS product development and subsequent monitoring of user satisfaction.

Other research techniques that may be suitable for the CIS production work may include a Cognitive Style Index (CSI) questionnaire, which could be used to map out preferences for different CIS approaches. Other research techniques to map audience motivations and behaviours may also be used such as perceptual mapping, black box modelling, and empathy maps.

## **BASELINE AUDIENCE RESEARCH TOPICS**

### **A. Demographic and household information**

1. Gender
2. Age
3. Household size
4. Location (province, island, village/town)
5. Disability
6. Occupation
7. Sources of Income
8. Main language spoken - Self-identification as part of five target sectors (e.g. do you raise livestock, do you farm crops, do you catch fish for sustenance or to sell, etc.)

### **B. Education**

1. Education level attained

2. Written literacy (self-assessment scale, to allow for disaggregation by language)
3. Oral literacy (self-assessment scale, to allow for disaggregation by language)
4. Numeracy (self-assessed)

#### **C. Access to technology**

1. Access to electricity
2. Main source of electricity
3. Access to internet
4. Type of internet access
5. Quality/reliability of internet access
6. Device(s) used to connect to internet
7. How many devices available in the household
8. Frequency of use of internet
9. Media equipment in the home
10. Number of media equipment
11. Radio wavebands received
12. Main reason(s) for accessing internet
13. Main household members who use internet/other media equipment.

#### **D. Information channels – knowledge, attitudes, practices**

1. Awareness of each information channel (1 Q set per medium?)
2. Frequency of use of each information channel
3. Main sources of information
4. Use of main information channels – frequency in last week
5. Use of main information channels – time(s) of day used in last week
6. Reasons for not using media channels
7. Trust in face-to-face social interaction – friends/family, church leaders, chiefs, provincial government officials, national govt officials (does this need to be more specific – e.g. DARD Field Officers, Fisheries field officers?)

8. Trust in broadcast media – domestic/international radio, domestic/international TV
9. Trust in printed media – domestic/international magazines, domestic/international newspapers
10. Trust in social media – Facebook, WhatsApp, Instagram, TikTok, Twitter

#### **E. Climate and weather – knowledge and attitudes**

1. Awareness of weather concepts (Likert scale): meteorology, forecast, outlook, weather vs climate, etc.
2. Awareness of climate concepts (Likert scale) – sea level rise, global heating, melting glaciers, increasing rainfall etc.
3. Awareness of impact of climate change on Vanuatu
4. Awareness of impact of climate change on sectors
5. Prioritisation of climate as an issue with impact on daily life (worth prioritising within list of other topics, e.g. law & order, politics, land issues, education, health, etc?)
6. Have your household been personally affected by a severe weather or climate event? (e.g. cyclone, storm surge, flooding, damage to garden, heavy rainfall, drought, water supply affected, damaged crops, livestock injured or killed, coral bleaching, fish kill, salinisation, reduced fish catch, soil erosion, damaged roads, damaged bridges, prevented from travelling by sea, prevented from travelling by air, damage to tourism business)
7. Attitudes to impact of climate change on Vanuatu at national level
8. Attitudes to impact of climate change on Vanuatu at provincial level
9. Attitudes to impact of climate change on Vanuatu at sectoral level

10. Attitudes to impact of climate change on Vanuatu at local level

#### **F. Use of information channels for climate & weather information – knowledge, attitudes, practices**

1. Awareness of VMGD
2. Awareness of VanKIRAP
3. Awareness of VanKIRAP & VMGD-owned CIS products
4. Awareness of VBTC-owned climate & weather information channels
5. Awareness of other climate & weather information channels (e.g. Facebook groups, commercial mobile apps)
6. Main CIS products used (group by category)
7. Patterns of use of VBTC-owned climate & weather information channels – platform choice, frequency per week, time of day, time spent using
8. Patterns of use of other climate & weather information channels – platform choice, frequency per week, time of day, time spent using
9. Patterns of website use (all websites) – platform choice, frequency per week, time of day, time spent using
10. Patterns of website use – VMGD website: platform choice, frequency per week, time of day, time spent using
11. Main reason(s) for visiting VMGD website
12. Usefulness of information on VMGD website (Likert scale)
13. Patterns of use of search engines: platform choice, frequency per week, time of day, time spent using
14. Patterns of use of social media use: platform choice, frequency per week, time of day, time spent using
15. Patterns of use of TK: frequency per week, time of day, time spent using

16. Evaluation of effectiveness of TK use
17. Patterns of use of VanKIRAP & VMGD CIS products – choice of product, frequency per week, time of day, time spent using
18. (Household) practices of risk reduction undertaken to mitigate effects of climate change
19. Perceived value of CIS products used
20. Attitudes towards VanKIRAP & VMGD CIS products
21. Attitudes towards VBTC-owned climate & weather information channels
22. Attitudes towards other climate & weather information channels
23. Trust in Vanuatu Govt overall
24. Trust in VMGD for weather info
25. Trust in VMGD for climate info
26. Trust in VMGD for volcano info
27. Trust in VMGD for tsunami info
28. Trust in VMGD during natural disasters
29. Trust in owned and other CIS sources
30. Attitudes towards feedback mechanisms – on what platforms, formats, venues do people feel comfortable giving their feedback
31. Open-ended question – what is the single-most effective change that VMGD could make to how it provides climate information, in your opinion?

#### **G. Open-ended questions (coded ex post)**

1. In the past when received information from CIS,
  - What did you do?
  - What were the advantages or disadvantages of the behaviour?
  - What did other people do?
  - What do you think about their behaviour?
  - What do you think other people should have done?

#### **H. Scale of perceived risk (scale of 1 no risk – 10 max risk)**

1. How likely do you think it is that you could be impacted by climate change in the near future?
2. What likelihood is there that people from your family and friends may be affected by climate change in the near future?
3. How likely do you think the impacts of climate change will be in general?

#### **I. Scale of factors relating to perceived risk (scale of 1 disagree – 10 agree)**

1. Being affected by climate change concerns me
2. Everything related to climate change frightens me.
3. I couldn't care less about being affected by climate change
4. I am very concerned that somebody close to me may be affected by climate change
5. I can easily reduce the dangers of the impacts of climate change
6. How serious the consequences of climate change will be for me all depends on myself.
7. Climate change is not going to affect me.
8. Climate change will become increasingly dangerous over time
9. Climate change will continue to affect future generations
10. The experts know how to manage climate change
11. The risks associated with climate change have different effects according to the environment in which you are living (poverty, among others)
12. Climate change is something completely new for us all.

# Priority audience matrix

## Stakeholder mapping

The Project's stakeholders are those groups affected by the Project's actions. There are external and internal project stakeholders, who can be further demarcated in terms of priority.

### Audience prioritisation

Audiences are ranked here according to an audience priority matrix, to indicate their relative strategic importance for VanKIRAP's communications efforts. Audiences can be distinguished as either 'primary' or 'secondary'

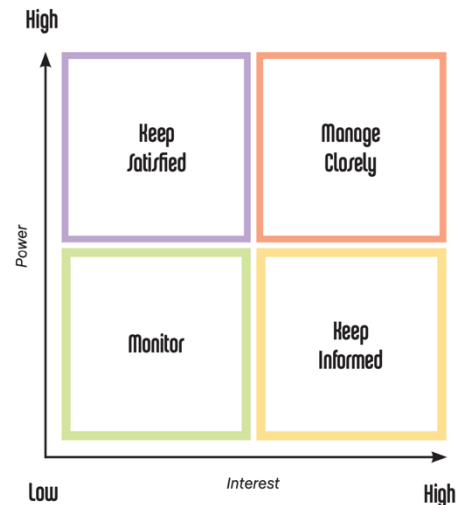
colour-coded in the target audience matrix (below) as follows:

**High Power/High Interest** — *manage closely*

**High Power/Low Interest** — *keep satisfied*

**Low Power/High Interest** — *monitor*

**Low Power/Low Interest** — *keep informed*



based on whether or not they are in the upper quadrant of the above diagram. Primary audiences are those in the upper half of the diagram, who are high in power, and need to be kept satisfied and managed closely. Secondary audiences are those that are low in power and are in the lower half and need to be monitored or kept informed. They are

## PRIMARY

Audience	Demographic	Motivation	Informational needs	Priority Level	Communication strategy
<b>VanKIRAP staff</b>	Age: adult, various ages Gender: mixed Location: mostly urban	<ul style="list-style-type: none"> <li>Team cohesion</li> <li>Locate information</li> <li>Form new knowledge</li> <li>Administer Project</li> <li>Monitor Project deliverables</li> <li>Report on Project deliverables</li> </ul>	<ul style="list-style-type: none"> <li>Keep knowledge up to date</li> <li>See CIS products in use</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>	High Power/High Interest – manage closely	Use owned media to: <ul style="list-style-type: none"> <li>build team cohesion</li> <li>ensure consistent presentation, communication formats and communication schedule</li> <li>Demonstrate CIS products in action</li> <li>facilitate a participatory process of iterative improvement</li> </ul>
<b>Communications working group</b>	Age: adult, various ages Gender: mixed Location: mostly urban	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge about Project</li> <li>Monitor Project deliverables</li> <li>Give feedback to Project Communications Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>See CIS products in use</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>	High Power/High Interest – manage closely	Use owned media to: <ul style="list-style-type: none"> <li>Demonstrate CIS products in action</li> <li>facilitate a participatory process of iterative improvement</li> </ul>
<b>VMGD staff</b>	Age: adult, various ages Gender: mixed Location: mostly urban	<ul style="list-style-type: none"> <li>Team cohesion</li> <li>Locate information</li> <li>Form new knowledge</li> <li>Monitor Project</li> </ul>	<ul style="list-style-type: none"> <li>Keep meteorological and climate knowledge up to date</li> <li>See CIS products in use</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>	High Power/High Interest – manage closely	Use owned media to: <ul style="list-style-type: none"> <li>build cohesion with VanKIRAP team</li> <li>Demonstrate CIS products in action</li> <li>ensure consistent communication with VanKIRAP team</li> <li>facilitate a participatory feedback process</li> </ul>
<b>Dept. of Climate Change staff</b>	Age: adult, various ages Gender: mixed Location: mostly urban	<ul style="list-style-type: none"> <li>Team cohesion</li> <li>Locate information</li> <li>Form new knowledge</li> <li>Monitor Project</li> </ul>	<ul style="list-style-type: none"> <li>Keep climate knowledge up to date</li> <li>See CIS products in use</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>	High Power/High Interest – manage closely	Use owned media to: <ul style="list-style-type: none"> <li>build cohesion with VanKIRAP team</li> <li>Demonstrate CIS products in action</li> <li>ensure consistent communication with VanKIRAP team</li> <li>facilitate a participatory feedback process</li> </ul>
<b>Ministry of Climate Change staff</b>	Age: adult, various ages Gender: mixed Location: mostly urban	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Know about Project</li> <li>Understand Project</li> <li>Monitor Project</li> </ul>	<ul style="list-style-type: none"> <li>Keep climate knowledge up to date</li> <li>See CIS products in use</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>	High Power/Low Interest – keep satisfied	Use owned media to: <ul style="list-style-type: none"> <li>build cohesion with VanKIRAP team</li> <li>Demonstrate CIS products in action</li> <li>ensure consistent communication with VanKIRAP team</li> <li>facilitate a participatory feedback process</li> </ul>



Audience	Demographic	Motivation	Informational needs	Priority Level	Communication strategy
<b>National Disaster Management Office (NDMO) and Department of Local Authorities (DLA) staff</b>	Age: adult, various ages Gender: mixed Location: mostly urban	<ul style="list-style-type: none"> <li>Team cohesion</li> <li>Locate information</li> <li>Form new knowledge</li> <li>Know about Project</li> <li>Understand Project</li> <li>Monitor Project</li> </ul>	<ul style="list-style-type: none"> <li>Keep meteorological and climate knowledge up to date</li> <li>See CIS products in use</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>	High Power/High Interest – manage closely	Use owned media to: <ul style="list-style-type: none"> <li>build cohesion with VanKIRAP team</li> <li>Demonstrate CIS products in action</li> <li>ensure consistent communication with VanKIRAP team</li> <li>facilitate a participatory feedback process</li> </ul>
<b>Staff of Government agencies serving the five target sectors</b>	Age: adult, various ages Gender: mixed Location: Split between rural and urban	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Know about Project</li> <li>Understand Project</li> <li>Monitor Project</li> </ul>	<ul style="list-style-type: none"> <li>Keep climate knowledge up to date</li> <li>See CIS products in use</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>	High Power/High Interest – manage closely	Use owned media to: <ul style="list-style-type: none"> <li>build cohesion with VanKIRAP team</li> <li>Demonstrate CIS products in action</li> <li>ensure consistent communication with VanKIRAP team</li> <li>facilitate a participatory feedback process</li> </ul>

## SECONDARY

Audience	Demographic	Motivation	Informational needs	Priority Level	Communication strategy
<b>Key decision makers in Government agencies servicing the five target sectors</b>	Age: adult, various ages Gender: mixed Location: Split between rural and urban	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Know about Project</li> <li>Understand Project</li> <li>Monitor Project</li> </ul>	<ul style="list-style-type: none"> <li>Keep climate knowledge up to date</li> <li>See CIS products in use</li> <li>Understand audience(s)</li> <li>Know what staff are working on</li> </ul>	High Power/High Interest – manage closely	Use owned media to: <ul style="list-style-type: none"> <li>build cohesion with VanKIRAP team</li> <li>Demonstrate CIS products in action</li> <li>ensure consistent communication with VanKIRAP team</li> <li>facilitate a participatory feedback process</li> </ul>
<b>Senior staff of other Vanuatu Government agencies other than five target sectors</b>	Age: adult, various ages Gender: mixed Location: Split between rural and urban	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Know about Project</li> <li>Understand Project</li> </ul>	<ul style="list-style-type: none"> <li>Keep climate knowledge up to date</li> <li>See CIS products in use</li> <li>Understand audience(s)</li> <li>Know what colleagues are working on</li> </ul>	High Power/Low Interest – keep satisfied	Use owned media to: <ul style="list-style-type: none"> <li>Demonstrate CIS products in action</li> </ul>
<b>SPREP staff</b>	Age: adult, various ages Gender: mixed Location: mostly external to Vanuatu	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Administer Project</li> <li>Monitor Project deliverables</li> <li>Report on Project deliverables</li> </ul>	<ul style="list-style-type: none"> <li>Keep knowledge of Project up to date</li> <li>See Project CIS products demonstrated</li> <li>Understand audience(s)</li> </ul>	High Power/High Interest – manage closely	Use owned media to: <ul style="list-style-type: none"> <li>ensure consistent communication</li> <li>demonstrate Project outputs</li> <li>facilitate a participatory feedback process</li> </ul>
<b>Staff of other regional agencies e.g. SPC</b>	Age: adult, various ages Gender: mixed	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Administer Project</li> </ul>	<ul style="list-style-type: none"> <li>Keep knowledge of Project up to date</li> </ul>	Low Power/Low Interest – keep informed	Use owned media to: <ul style="list-style-type: none"> <li>ensure consistent communication</li> <li>demonstrate Project outputs</li> </ul>

Audience	Demographic	Motivation	Informational needs	Priority Level	Communication strategy
	Location: mostly external to Vanuatu	<ul style="list-style-type: none"> <li>Monitor Project deliverables</li> </ul>	<ul style="list-style-type: none"> <li>See Project CIS products demonstrated</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>		<ul style="list-style-type: none"> <li>facilitate a participatory feedback process</li> </ul>
<b>GCF staff</b>	Age: adult, various ages Gender: mixed Location: external to Vanuatu	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Administer Project</li> <li>Monitor Project deliverables</li> <li>Report on Project deliverables</li> </ul>	<ul style="list-style-type: none"> <li>Keep knowledge of Project up to date</li> <li>See Project CIS products demonstrated</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>	High Power/Low Interest – keep satisfied	Use owned media to: <ul style="list-style-type: none"> <li>ensure consistent communication</li> <li>demonstrate Project outputs</li> <li>facilitate a participatory feedback process</li> </ul>
<b>Staff of international partner organisations e.g. WMO, CSIRO</b>	Age: adult, various ages Gender: mixed Location: external to Vanuatu	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Know about Project</li> <li>Understand Project</li> <li>Monitor Project</li> <li>Report on Project deliverables</li> </ul>	<ul style="list-style-type: none"> <li>Keep knowledge of Project up to date</li> <li>See Project CIS products demonstrated</li> <li>Understand audience(s)</li> <li>Know what peers are working on</li> </ul>	Low Power/High Interest – monitor	Use owned media to: <ul style="list-style-type: none"> <li>build cohesion with VanKIRAP team</li> <li>ensure consistent communication with VanKIRAP team</li> <li>facilitate a participatory feedback process</li> </ul>

## PRIMARY

Audience	Demographic	Motivation	Informational needs	Priority Level	Communication strategy
<b>General public</b>	Age: various ages Gender: mixed Location: rural and urban	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Act on knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of availability of information about weather and climate</li> <li>Know where to find information about weather and climate</li> <li>Learn basic information about weather and climate</li> <li>Develop/deepen knowledge based on weather and climate information</li> <li>See how weather and climate knowledge can be used</li> <li>Be persuaded to actively use weather and climate knowledge on a regular basis</li> <li>How to provide feedback on CIS products</li> </ul>	High Power/High Interest – manage closely	<p>Use owned media, earned media and paid media to:</p> <ul style="list-style-type: none"> <li>Ensure consistent presentation, communication formats and communication schedule</li> <li>Provide reliable, and relevant climate and weather information</li> <li>Re-establish trust and organisational reputation</li> <li>Relate audience TK to insight given by CIS products and platforms</li> <li>Provide CIS products and platforms in top 10 vernacular languages</li> <li>Demonstrate trustworthiness of CIS products and platforms</li> <li>Generate buy-in</li> <li>Demonstrate CIS products in action</li> <li>Generate engagement with CIS products and platforms</li> <li>Convert audience into repeat users of CIS products and platforms</li> <li>Facilitate a participatory process of iterative improvement</li> </ul>
<b>People employed in each of the five target sectors</b>	Age: various ages Gender: mixed Location: rural and urban	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Act on knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of availability of information about weather and climate relevant to their sector</li> <li>Know where to find information about weather and climate relevant to their sector</li> <li>Learn basic information about weather and climate</li> <li>Develop/deepen knowledge based on weather and climate information</li> </ul>	Low Power/High Interest – monitor	<p>Use owned media, earned media and paid media to:</p> <ul style="list-style-type: none"> <li>Ensure consistent presentation, communication formats and communication schedule</li> <li>Provide reliable, and sector-relevant climate and weather information</li> <li>Relate audience's sectoral TK to sectoral insight given by CIS products and platforms</li> <li>Provide CIS products and platforms in top 10 vernacular languages</li> <li>Demonstrate trustworthiness of CIS products</li> <li>Generate buy-in</li> <li>Demonstrate CIS products in action in sector</li> </ul>

Audience	Demographic	Motivation	Informational needs	Priority Level	Communication strategy
			<ul style="list-style-type: none"> <li>See how weather and climate knowledge can be used in their sector</li> <li>Be persuaded to actively use weather and climate knowledge on a regular basis</li> <li>How to provide feedback on CIS products</li> </ul>		<ul style="list-style-type: none"> <li>Generate engagement with sectoral CIS products and platforms</li> <li>Convert audience into repeat users of CIS products and platforms</li> <li>Facilitate a participatory process of iterative improvement</li> </ul>
<b>General public</b>	Age: various ages Gender: mixed Location: rural and urban	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Act on knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of availability of information about weather and climate</li> <li>Know where to find information about weather and climate</li> <li>Learn basic information about weather and climate</li> <li>Develop/deepen knowledge based on weather and climate information</li> <li>See how weather and climate knowledge can be used</li> <li>Be persuaded to actively use weather and climate knowledge on a regular basis</li> <li>How to provide feedback on CIS products</li> </ul>	High Power/High Interest – manage closely	<p>Use owned media, earned media and paid media to:</p> <ul style="list-style-type: none"> <li>Ensure consistent presentation, communication formats and communication schedule</li> <li>Provide reliable, and relevant climate and weather information</li> <li>Re-establish trust and organisational reputation</li> <li>Relate audience TK to insight given by CIS products and platforms</li> <li>Provide CIS products and platforms in top 10 vernacular languages</li> <li>Demonstrate trustworthiness of CIS products and platforms</li> <li>Generate buy-in</li> <li>Demonstrate CIS products in action</li> <li>Generate engagement with CIS products and platforms</li> <li>Convert audience into repeat users of CIS products and platforms</li> <li>Facilitate a participatory process of iterative improvement</li> </ul>

## SECONDARY

Audience	Demographic	Motivation	Informational needs	Priority Level	Communication strategy
Members of the media	Age: various ages Gender: mixed Location: rural and urban	<ul style="list-style-type: none"> <li>Locate information</li> <li>Form new knowledge</li> <li>Disseminate knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of availability of information about weather and climate relevant to their sector</li> <li>Know where to find information about weather and climate relevant to their sector</li> <li>Learn basic information about weather and climate</li> <li>Develop/deepen knowledge based on weather and climate information</li> <li>See how weather and climate knowledge can benefit society</li> <li>Potential story angles</li> </ul>	High Power/High Interest – manage closely	Use owned media to: <ul style="list-style-type: none"> <li>Ensure consistent presentation, communication formats and communication schedule</li> <li>Provide reliable, and relevant climate and weather information</li> <li>Demonstrate trustworthiness of CIS products</li> <li>Demonstrate CIS products in action</li> <li>Help rebuild trust and organisational reputation</li> <li>Help promote CIS products and platforms</li> <li>Generate positive publicity for CIS products and platforms</li> <li>Generate positive publicity for Project and partners</li> <li>Generate buy-in from media in order to generate buy-in from primary audience</li> </ul>

# Communication Channels

Below is a list of available media channels/platforms suitable for tactical use by the Project to achieve its communications objectives.

## **Types of media**

Owned media is any media channel/platform owned by VMGD or the Project.

Earned media is any coverage generated organically by VMGD or the Project, without being paid for.

Paid media is any media channel/platform that VMGD or the Project purchases.

## **Current use**

If a channel is currently in use by VMGD or the Project, this status is noted in the table.

## **Demographics**

The relevance of each communication channel for demographic groupings by age, gender, languages and location are indicated in the table.

## **Audience reception**

Each of the communication channels here represent an audience with its own discrete mode of message reception. Each can be characterised as either active or passive.

Passive audiences receive a message from the medium/channel through unplanned encounters and have no influence on the messages.

Active audiences actively seek out information to fulfil a need and interact with the medium/channel to express their views and interests.

## Owned media

Channel	In use now	Age		Gender		Language				Audience type		Location			Offline audience
		<25	>25	F	M	Bislama	English	French	Vernacular	Active	Passive	Rural	Urban	O/s	
VMGD website	●	●	●	●	●	●	●	●	●	●	X	●	●	●	X
VanKIRAP profile page – nab.vu	●	●	●	●	●	X	●	●	X	●	X	●	●	●	X
VanKIRAP profile page – sprep.org	●	●	●	●	●	X	●	●	X	●	X	●	●	●	X
VanKIRAP profile page –GCF website	●	●	●	●	●	X	●	X	X	●	X	●	●	●	X
VMGD mobile app	X	●	●	●	●	●	●	●	●	●	X	●	●	X	X
VMGD Facebook page	●	●	●	●	●	●	●	●	●	●	X	●	●	●	X
VanKIRAP Facebook page	●	●	●	●	●	●	●	●	●	●	X	●	●	●	X
Printed CIS products	●	●	●	●	●	●	●	●	●	X	●	●	●	X	●
Brochures	●	●	●	●	●	●	●	●	●	X	●	●	●	X	●
Posters	●	●	●	●	●	●	●	●	●	X	●	●	●	X	●
Event banners	●	●	●	●	●	●	●	●	●	X	●	●	●	X	●
Email lists	X	●	●	●	●	●	●	●	X	X	●	●	●	●	X
Email marketing campaigns	X	●	●	●	●	●	●	●	X	X	●	●	●	X	X
Webinars	X	●	●	●	●	●	●	X	X	●	X	●	●	X	X
Media releases	●	●	●	●	●	●	●	●	X	X	●	X	●	●	X
Case studies	X	●	●	●	●	●	●	●	X	X	●	●	●	●	X
Community climate centres	X	●	●	●	●	●	X	X	●	●	X	●	X	X	●
Co-produced VBTC TV channel	X	●	●	●	●	●	X	X	●	X	●	X	●	X	●
YouTube/Vimeo channel	X	●	●	●	●	●	●	●	●	X	●	●	●	●	X
TikTok account	X	●	X	●	●	●	●	●	●	●	X	●	●	●	X
Instagram account	X	●	X	●	●	●	●	●	●	●	X	●	●	●	X
Twitter account	X	●	●	●	●	X	●	●	●	●	X	●	●	●	X
Citizen science activities	X	●	●	●	●	●	●	●	●	●	X	●	●	X	●

Channel	In use now	Age		Gender		Language				Audience type		Location			Offline audience
		<25	>25	F	M	Bislama	English	French	Vernacular	Active	Passive	Rural	Urban	O/s	
Staff learning seminars	X	●	●	●	●	●	●	X	●	●	X	X	●	X	X
Staff events	●	●	●	●	●	●	X	X	●	●	X	●	●	X	●
116 toll free number	●	●	●	●	●	●	●	●	X	●	X	●	●	X	●

## Earned media

Channel	In use now	Age		Gender		Language				Audience type		Location			Offline audience
		<25	>25	F	M	Bislama	English	French	Vernacular	Active	Passive	Rural	Urban	O/s	
Word of mouth	●	●	●	●	●	●	●	●	●	●	X	●	●	●	●
<b>Newspapers</b>															
Daily Post newspaper	●	●	●	●	●	X	●	X	X	X	●	X	●	●	●
Vanuatu Business Review	X	●	●	●	●	X	●	X	X	X	●	X	●	●	●
Vanuatu Life and Style	X	●	●	●	●	X	●	X	X	X	●	X	●	●	●
<b>Magazines</b>															
Espresso magazine	X	●	●	●	●	X	●	●	X	X	●	X	●		●
<b>Websites</b>															
vbtc.vu	X	●	●	●	●	●	●	●	X	●	X	●	●	●	X
Regional org websites	●	●	●	●	●	X	●	●	X	●	X	●	●	●	X
Organic search traffic	●	●	●	●	●	●	●	●	X	●	X	●	●	●	X
<b>Social media pages/accounts</b>															
Shares, comments, likes etc.	●	●	●	●	●	●	●	●	X	●	X	●	●	●	X
VBTC Facebook page	X	●	●	●	●	●	●	●	X	●	X	●	●	●	X
Partner Facebook pages	●	●	●	●	●	X	●	●	X	●	X	●	●	●	X
<b>Television coverage</b>															



Channel	In use now	Age		Gender		Language				Audience type		Location			Offline audience
		<25	>25	F	M	Bislama	English	French	Vernacular	Active	Passive	Rural	Urban	O/s	
Televisen blong Vanuatu	X	●	●	●	●	●	●	●	X	X	●	●	●	X	●
<b>Radio coverage</b>															
Radio talkback	●	●	●	●	●	●	X	X	X	●	X	●	●	X	●
Radio Vanuatu	●	●	●	●	●	●	●	●	X	X	●	●	●	X	●
Femme Pawa 99FM	X	●	●	●		●	●	X	X	X	●	X	●	X	●
Paradise FM	X	●	●	●	●	●	●	●	X	X	●	X	●	X	●
Buzz FM	X	●	●	●	●	X	●	X	X	X	●	X	●	X	●
FM 107	X	●	●	●	●	●	●	●	X	X	●	X	●	X	●

## Paid media

Channel	In use now	Age		Gender		Language				Audience type		Location		Offline audience
		<25	>25	F	M	Bislama	English	French	Vernacular	Active	Passive	Rural	Urban	
Newspaper advertising														
Daily Post newspaper	●	●	●	●	●	●	●	●	✗	✗	●	✗	●	●
Vanuatu Business Review	✗	●	●	●	●	✗	●	✗	✗	✗	●	✗	●	●
Vanuatu Life and Style	✗	●	●	●	●	✗	●	✗	✗	✗	●	✗	●	●
Magazine advertising														
Espresso magazine	✗	●	●	●	●	✗	●	●	✗	✗	●	✗	●	●
Television advertising														
Televisen blong Vanuatu	✗	●	●	●	●	●	●	●	✗	✗	●	✗	●	●
Radio advertising														
Radio Vanuatu	✗	●	●	●	●	●	●	●	✗	✗	●	●	●	●
Femme Pawa 99FM	✗	●	●	●	✗	●	●	✗	✗	✗	●	✗	●	●

Channel	In use now	Age		Gender		Language				Audience type		Location		Offline audience
		<25	>25	F	M	Bislama	English	French	Vernacular	Active	Passive	Rural	Urban	
Paradise FM	X	●	●	●	●	●	●	●	X	X	●	X	●	●
Buzz FM	X	●	●	●	●	●	●	●	X	X	●	X	●	●
FM 107	X	●	●	●	●	●	●	●	X	X	●	X	●	●
<b>Search advertising</b>														
Google	X	●	●	●	●	X	●	●	X	X	●	●	●	X
Bing	X	●	●	●	●	X	●	●	X	X	●	●	●	X
<b>Online display advertising</b>														
Google Ad Network	X	●	●	●	●	X	●	●	X	X	●	●	●	X
<b>Out of home advertising</b>														
VMM	X	●	●	●	●	●	●	●	●	X	●	X	●	●
Billboards.vu	X	●	●	●	●	●	●	●	●	X	●	X	●	●
Ignition Media	X	●	●	●	●	●	●	●	●	X	●	X	●	●
<b>Automated SMS</b>														
Vodafone	X	●	●	●	●	●	●	●	●	●	X	●	●	●
Digital	X	●	●	●	●	●	●	●	●	●	X	●	●	●
<b>Mobile apps</b>														
Digicel GoLoud	X	●	●	●	●	X	●	●	X	●	X	●	●	X
Digicel Loop	X	●	●	●	●	X	●	●	X	●	X	●	●	X
<b>Social media advertising</b>														
Facebook	X	●	●	●	●	●	●	●	●	●	X	●	●	X
Messenger	X	●	●	●	●	●	●	●	●	●	X	●	●	X
Instagram	X	●	●	●	●	●	●	●	●	●	X	●	●	X
TikTok	X	●	●	●	●	●	●	●	●	●	X	●	●	X
<b>Paid television programming</b>														
Televisen blong Vanuatu	X	●	●	●	●	●	●	●	X	X	●	X	●	●

Channel	In use now	Age		Gender		Language				Audience type		Location		Offline audience
		<25	>25	F	M	Bislama	English	French	Vernacular	Active	Passive	Rural	Urban	
Paid radio programming														
Radio Vanuatu	X	●	●	●	●	●	●	X	X	X	●	●	●	●
Femme Pawa 99FM	X	●	●	●	X	●	●	X	X	X	●	X	●	●
Paradise FM	X	●	●	●	●	●	X	X	X	X	●	X	●	●
Buzz FM	X	●	●	●	●	X	●	X	X	X	●	X	●	●

# Strategic review of comms channels/products

This section of the Communications Strategy evaluates the use of existing communications channels by VMGD and Project, seeking to identify strategic issues that may be impeding the use of each channel.

The review offers a constructive critique in the form of suggested improvements to the issues identified. The issues identified in this section form the basis of the strategies expressed in the Internal Communications Strategy and the Integrated External Communications Strategy, while some of the more minor issues and suggested improvements will be addressed within in the Tactical Plan.

## A. Owned media — existing Project and VMGD CIS products

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
A1. <b>Rainfall site maps/Current Climate Status graphics</b>	<i>Displayed on the VMGD website, with a separate tab for each province. Maps show locations of rainfall measuring sites and synoptic sites across each island. Climate status is represented by four gauge charts for coral bleaching, ENSO, rainfall, and SST</i>	
	Only available in English	Produce product in all three official languages
	Provinces not listed by population size or alphabetically	Show province tabs alphabetically
	Maps only show locations	Consider removing the rainfall maps if data is not available or too labour intensive to produce
	No rainfall or max/min temperatures data is shown	Add rainfall or max/min temperatures
	Climate status graphs are small, and given less prominent than the accompanying explanatory text, and are identical for all six provinces	Consider using the same text for all provinces, and letting the graphical map explain any variances, to save production time and labour

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	Each gauge graph has a different scale and colour code	Make gauge graphs larger or consider combining each with a heatmap using the same colour code as each, layered under a map of the archipelago, so the climate status for each category is more readily apparent for each part of Vanuatu. A gradient scale could be displayed underneath showing the same scale as currently shown in the gauges
	Text refers to “the Bureau” (BOM?)	Replace references to BOM with VMGD
	Explanatory text is grammatically incorrect	Correct grammar of explanatory text
A2. <b>Climate Information Services: Health Reports</b>	<i>Produced from site AWS data and available for each location via the VMGD website, where it is displayed as a graphic and downloadable as a PDF. The climate information presented is highly relevant to its intended targeted audience and is a comprehensive summary of relevant key information in an easy to digest infographic format</i>	
	Locations not organised by population size or alphabetically;	Present locations alphabetically
	Two locations (airports) contain no data;	Remove these locations
	Only available in English;	Produce product in all three official languages
	Some indicators could be even more meaningful if the full month’s data were also included, as sparklines;	Include full month of data as sparklines for ease of comprehension
	Requires scientific knowledge and statistical literacy to interpret;	Simplify with plain language where possible, link to separate glossary products if space does not permit
	Observations do not provide actionable insights e.g. how does rainfall or air temperature affect health; unclear to end users how they should use or interpret retrospective data in relation to their daily lives;	Using feedback from audience research, redesign using a user-centred approach focused on actionable insights, including descriptive text which explains how and why end users can interpret and use the data; consider combining retrospective data with outlooks/forecast data to add context
	Data on UV radiation, air quality, allergies, asthma are absent;	Include data on UV radiation, air quality, allergies, asthma
	Large JPEG graphic not a suitable format for mobile or low-bandwidth users	Ensure all content is suitable for mobile and low-bandwidth users;
A3. <b>Climate Information Services: Agriculture Reports</b>	<i>Produced from site AWS data and available for each location via the VMGD website, where it is displayed as a graphic and downloadable as a PDF. The climate information presented is highly relevant to its intended targeted audience and is a comprehensive summary of relevant key information in an easy to digest infographic format</i>	

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	Locations not organised by population size or alphabetically	Present locations alphabetically
	Two locations (airports) contain no data	Remove these locations
	Only available in English	Produce product in all three official languages
	Soil moisture graphic is not immediately comprehensible for non-technical audience; requires scientific knowledge and statistical literacy to interpret	Simplify with plain language where possible, link to separate glossary products if space does not permit
	Some indicators could be even more meaningful if the full month's data were also included, as sparklines	Include full month of data as sparklines for ease of comprehension
	No wind or rainfall accumulation data given	Include data on wind or rainfall accumulation
	Observations do not give actionable insights e.g. what available soil moisture content level/air temperature might be ideal for planting a certain crop	Using feedback from audience research, redesign using a user-centred approach focused on actionable insights, including descriptive text which explains how and why end users can interpret and use the data
	Unclear to end users how they should use or interpret retrospective data in relation to their daily lives	Consider combining retrospective data with outlooks/forecast data to add context
	Large JPEG graphic not a suitable format for mobile or low-bandwidth users	Ensure all content is suitable for mobile and low-bandwidth users
A4. <b>Climate Information Services: Energy Reports</b>	<i>Produced from site AWS data and available for each location via the VMGD website, where it is displayed as a graphic and downloadable as a PDF. The climate information presented is highly relevant to its intended targeted audience and is a comprehensive summary of relevant key information in an easy to digest infographic format</i>	
	Locations not organised by population size, or alphabetically	Present locations alphabetically
	Two locations (airports) contain no data	Remove these locations
	Only available in English	Produce product in all three official languages
	Some graphs have no y axis legend, making them hard to understand	Label all graph axes
	Requires scientific knowledge and statistical literacy to interpret	Simplify with plain language where possible, link to separate glossary products if space does not permit

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	Observations do not provide actionable insights e.g. how does rainfall or air temperature affect health	Using feedback from audience research, redesign using a user-centred approach focused on actionable insights, including descriptive text which explains how and why end users can interpret and use the data
	Unclear to end users how they should use or interpret retrospective data in relation to their daily lives	Consider combining retrospective data with outlooks/forecast data to add context
	Large JPEG graphic not a suitable format for mobile or low-bandwidth users	Ensure all content is suitable for mobile and low-bandwidth users
A5. <b>Vanuatu Climate Update (VCU)</b>	<i>Well-designed two-page document. Comprehensively coverages ENSO, rainfall outlook, trade winds, SSTs, cloud cover, and meteorological models. Visual focus is given to ENSO outlook, retrospective rainfall, retrospective drought, coral reef health, rainfall forecast, and rainfall outlook on the first page, and a glossary and historical rainfall chart on the second page</i>	
	Designed as a print document only	VCU should primarily be an online publication that uses a predominantly graphic presentation. It should have its own page on the VMGD website and should also be delivered as an email newsletter. Text summaries can be given as a product selection on the 116 toll-free number and on radio, and over Zoom to community climate champions. A shortened summary trimmed down to key points only could be delivered as an SMS or series of text messages
	Contains too much text. The two-page PDF format is too short to fit all the required content, so meaning is sacrificed	Shorten text content, redesign to replace text with graphics where possible; split into a series of subsidiary or interlinked publications
	<i>Highlight column:</i> It would be better to separate out retrospective data and outlooks	Separate out retrospective data and outlooks as they cover different timescales and should not be confused
	<i>Retrospective rainfall:</i> a colour-coded map would better communicate the contents of this table	Produce maps with simplified colour palettes
	<i>Retrospective drought:</i> a colour-coded map would better communicate the contents of this table	Produce maps with simplified colour palettes
	<i>Coral reef outlook:</i> a colour-coded map would better communicate the contents of this table	Produce maps with simplified colour palettes
	<i>Rainfall forecast:</i> a colour-coded map would better communicate the contents of this table. Remove 'Climate outlook' from the section title: this is redundant	Produce maps with simplified colour palettes; remove 'Climate outlook' from the section title

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	<i>3-month rainfall outlook:</i> colour coded map is excellent, although it is not immediately apparent what the percentages in the pie charts are (probabilities?). The numbers in the pie charts do not add up to 100%, so should be expressed in another graphical way (e.g. gradient or heatmap). Plus and minus symbols would more simply express the concepts 'above' and 'below'. The table contains a lot of data, which is not necessary for a more general audience– a link could be given to a website with this data	Redesign to improve user comprehension; use alternative graph/chart format; double-check accuracy of data; use plus/minus symbols; produce simplified version for general audience
	<i>General outlook section:</i> the short paragraphs for each climate phenomenon could be more succinct if expressed using a single graphic for each phenomenon with minimal symbols. Sparklines could be a useful graphic approach for this	Redesign section so that text content is expressed graphically; use sparklines when comparing different datasets that cover the same time series, for better comprehension
	<i>Glossary section:</i> the explanations are text heavy and use a lot of space. These could be moved to a separate publication or page on the VMGD website, freeing up space that could instead display weather and climate outlook and forecast data	Move glossaries to a website page, or simplify the terms used; use freed up space to display weather and climate outlook and forecast data
	<i>Historical rainfall chart:</i> while this is interesting data, taking up space with the same information on every Climate Update is not recommended. It would be better to include this information elsewhere, in a separate publication or VMGD website page. Alternatively, if user feedback indicates a preference for keeping it, it could be simplified by replacing the tabular data with a sparkline for each weather station location	Move historical rainfall chart to a separate publication and website, or replace with sparklines for each weather station
	No links to other relevant VMGD/VanKIRAP information	The VCU could include other relevant Project and partner content. For example, a small box on a sector case study with a link to find out more, or an example of a traditional knowledge indicator relevant to a climate/weather phenomenon discussed in each edition e.g. drought, cyclone
A6. ENSO (El Niño–Southern Oscillation) update	<i>Mostly text-based product, available only on the VMGD website. Content is split into nine subheadings, each displayed as a separate tab: Summary, El Niño Oscillation MJO, Cloud, Rainfall, SST, MSLP, Model Outlooks, and SPCZ. Five of these contain images, graphics generated from NOAA, BOM and other unnamed sources</i>	



CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	Too text heavy	Shorten text content, redesign to replace text with graphics where possible; split into a series of subsidiary or interlinked publications; eliminate redundant copy, edit copy to be more concise
	No Bislama or French version	Produce update in all three official languages
	Text describes images that are in multiple locations, or that are not visible	Double-check and correct all link references
	Graphics– some broken links, working link graphics too small or low resolution	Double-check and correct all link references, replace small/low resolution images with better quality, high-resolution versions; use simplified graphics more prominently to aid comprehension;
	Too complex for easy comprehension by non-scientific audience; requires scientific knowledge and statistical literacy to interpret	Simplify with plain language where possible
	Layout mixes glossary/explanations from time-dependent bulletin content	Differentiate update content from glossary/explanatory content; either edit to include only glossary terms relevant to the current edition of the publication, or move glossary to separate publication (preferably online)
	No hierarchy of text or visible cues to guide the reader i.e. subheadings, bold or italic text	Group explanatory content together to make update key messages more prominent; revise text to include subheadings, bold and italic text where appropriate
<b>A7. Early Action Rainfall Watch</b>	<i>Monthly three-page PDF summary of recent rainfall patterns available as a downloadable file on the VMGD website</i>	
	Only available in English	Produce product in all three official languages
	Requires scientific knowledge and statistical literacy to interpret	Simplify with plain language where possible
	Document mixes summary, historical data, current status, and outlook over varying timescales throughout in an apparently unorganised manner	Most of the first page could be presented as a single rainfall map graphic – this would make most of the text and the rainfall status table redundant; this graphic should be produced in 1, 3–, 6– and 12-month versions to show how rainfall has changed over time. This could be shown as an animated graphic or video on screen-based devices, and a set of static images on print-only versions (similar to the rainfall forecast graphics on the second page); The general information about drought projections to 2090 and time periods and impacts should be provided as a separate publication with the table summarised in a pictorial format instead of just text

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	Despite the name, the document does not provide actionable insights that makes clear how end users should use or interpret the information presented in their daily lives	Using feedback from audience research, redesign using a user-centred approach focused on actionable insights, including descriptive text which explains how and why end users can interpret and use the data
	Large JPEG graphic not a suitable format for mobile or low-bandwidth users	Ensure all content is suitable for mobile and low bandwidth users
	Contains spelling and grammatical errors, and some extraneous details	Grammar and spelling need to be corrected and edited for further clarity, and extraneous details deleted (e.g. weather station available data periods)
	Map graphics too small in size to read easily	Map graphics need to be at least half an A4 page in dimension for audience members with impaired vision
	Other sources and publications referenced, but not linked to	Mentions of other publications or information sources (e.g. ENSO handbook, other government departments) should link to the correct publications and websites for all online formats
A8. <b>Vanuatu Climate Summary</b>	<i>PDF format document available monthly from VMGD website. Very comprehensive, including data about all major weather/climate observations recorded in the preceding month</i>	
	No new editions produced since January 2020. While useful as a synthesis of observations about Vanuatu weather and climate, it is apparent that preparation of this document requires a large number of resources to produce. It also lacks a readily identifiable intended readership, both potential reasons why it has not been produced for more than two and a half years	It is suggested that unless sufficient resources are available to restart production of this document series, it should be discontinued, and the resources reallocated to production of CIS products that better meet the needs of general and sectoral audiences. Also, there is some content duplication between this publication and the Vanuatu Climate Update; it is preferable to merge them into a single publication
	Website heading misidentifies this product as 'Early Action Rainfall Watch	Use correct product heading
	Only available in English	Produce update in all three official languages
	Requires scientific knowledge and statistical literacy to interpret	Simplify with plain language where possible
	Text content, as with other products, restates the graphic content	Remove extraneous text content
	Contains several grammar and spelling errors	Correct grammar and spelling
A9. <b>Vanuatu Ocean Outlook</b>	<i>Monthly two-page PDF outlook of weather and climatic conditions relating to the ocean, available as a downloadable file on the VMGD website. It contains sections on current ocean status, a summary of the previous month's ocean-related observations, SST, sea level, four-week coral</i>	

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	<i>bleaching outlook monthly chlorophyll forecast, convergence zone outlook, highest and lowest tide forecasts for Luganville and Port Vila harbours, and moon phases</i>	
	Only available in English	Produce product in all three official languages
	Requires scientific knowledge and statistical literacy to interpret	Simplify with plain language where possible; tabulated data should be given in graphic/pictorial format where possible
	Document mixes summary, current status, monthly outlooks, and seasonal outlooks, plus information on how to apply the information	Ensure that information provided for each timescale is structurally separate from other timescale data, and visual and textual hierarchies used to aid comprehension of differences
	Website heading misidentifies this product as 'Early Action Rainfall Watch'	Use correct heading
	Contains grammar and spelling errors and some vague language	Grammar and spelling need to be corrected and edited for further clarity
	Map graphics are too small	Map graphics need to be at least half an A4 page in dimension for audience members with impaired vision
	Applications given are general and are not specific to the conditions forecast in the outlooks	Ensure all applications given are specific to the forecasted conditions
	Gauge charts have inconsistent colours	Use consistent colours
	Summary mentions trade winds, but there is no outlook for winds	Add a wind outlook section
	Large JPEG graphic not a suitable format for mobile or low-bandwidth users	Ensure all content is suitable for mobile and low bandwidth users
A10. <b>Vanuatu Agromet Bulletin</b>	<i>PDF format outlook document available from VMGD website. Contains outlook for ENSO status, temperature, rainfall, highest and lowest tides, moon phases, and 'climate smart' recommendations for crop cultivation</i>	
	Only available in English	Produce product in all three official languages
	Layout needs improvement	Redesign and combine Climate Services Report for Agriculture and Vanuatu Agromet Bulletin into a single product for each location
	Map graphics are too small	Map graphics need to be at least half an A4 page in dimension for audience members with impaired vision; consider using simple animations in screen-based versions

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	Some text is illegible	Ensure all text is legible and use a minimum font size
	Not clear why tide data is included in a product targeting agriculture	Remove redundant tide data section
	'Climate smart' recommendations for crop cultivation appear to be generic and not tied to the outlook period	To increase relevance, 'Climate smart' crop cultivation recommendations should be tailored to the climate/weather forecast conditions contained in each specific edition
	No outlooks given for soil moisture in root zone, or for growing conditions	Create new outlook sections for soil moisture in root zone and growing conditions
	Does not provide any sector-specific or actionable advice that pertains to the climate/weather features included in the Bulletin	Using feedback from audience research, redesign using a user-centred approach focused on actionable insights; ensure all advice given is tailored to the climate/weather forecast conditions or season contained in each specific edition
	Mixes forecast and retrospective data	Differentiate between past observations and outlook/forecasts
A11. <b>Tourism Climate Outlook</b>	<i>Newly developed monthly four-page PDF outlook of weather and climatic conditions relevant for the tourism sector, available as a downloadable file on the VMGD website.</i> <i>Contains monthly outlooks for rainfall, temperature, sea level, SST, coral bleaching, ENSO, volcanic alert summary, tides, moon phases, TK, and a page on "climate smart" recommendations for the tourism sector</i>	
	Available in English and partially in Bislama in the same document	Produce product in three separate versions in each official language
	Requires scientific knowledge and statistical literacy to interpret	Simplify with plain language where possible
	Map graphics are small and difficult to read, especially for older and sight-impaired readers — temperature maps particularly hard to interpret	Map graphics need to be at least half an A4 page in dimension for audience members with impaired vision
	Highlights section not necessary for a short document	Delete highlights section
	Tide outlook and moon phase sections should use graphics or pictograms for easier comprehension	Replace text with graphics/pictograms in this section
	TK section needs images of indicators to aid comprehension and recognition	Add images of TK indicators
	"Climate smart" recommendations section is generic and not tailored to expected outlook outlined in preceding sections	To increase relevance, 'Climate smart' recommendations should be tailored to the climate/weather forecast conditions contained in each specific edition

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	Table text difficult to read and comprehend	Tabulated data should be given in graphic/pictorial format where possible
	Contains grammar and spelling errors	Correct grammar and spelling
	Large JPEG graphic not a suitable format for mobile or low-bandwidth users	Ensure all content is suitable for mobile and low bandwidth users
<b>A12. Fisheries Climate Outlook</b>	<i>Newly developed monthly four-page PDF outlook of weather and climatic conditions relevant for the fisheries sector, available as a downloadable file on the VMGD website.</i> <i>Contains monthly outlooks for rainfall, temperature, sea level, SST, chlorophyll, coral bleaching, ENSO, tides, moon phases, and a page on “climate smart” recommendations for the fisheries sector</i>	
	Available in English and partially in Bislama in the same document	Produce product in three separate versions in each official language
	Requires scientific knowledge and statistical literacy to interpret	Simplify with plain language where possible
	Map graphics are small and difficult to read, especially for older and sight-impaired readers — temperature maps particularly hard to interpret	Map graphics need to be at least half an A4 page in dimension for audience members with impaired vision
	Highlights section not necessary for a short document	Delete highlights section
	Tide outlook and moon phase sections should use graphics or pictograms for easier comprehension	Replace text with graphics/pictograms in this section
	TK section needs images of indicators to aid comprehension and recognition	Add images of TK indicators
	“Climate smart” recommendations section is general and not tailored to expected outlook outlined in preceding sections	To increase relevance, ‘Climate smart’ recommendations should be tailored to the climate/weather forecast conditions contained in each specific edition
	Table text difficult to read	Tabulated data should be given in graphic/pictorial format where possible
	Some grammar and spelling errors	Correct grammar and spelling
<b>A13. Maps</b>	<i>Series of maps meant to show decadal trends for rainfall, tropical cyclones and SST since the 1970s, available on VMGD website</i>	
	Only available in English	Produce product in all three official languages
	No maps available for TC and SST categories	TC and SST maps should be produced, and other map categories should also be considered for production where decadal data is also available

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	Requires scientific knowledge and statistical literacy to interpret	Simplify with plain language where possible
	Appears to be a product originally produced for a presentation or as a print product (not optimised for screen)	Content (decadal time series) suggests that this product will work best as a screen-based product, where animation can be used to elucidate the time series it presents; a 'big picture' summary of what the trends represent for Vanuatu's climate, and where the trends are likely to be heading, should be given
	Map graphics presented as a single large graphic showing four decades, with small text used for description of decadal trends, and same legend repeated four times; decades not labelled, so not clear which map refers to which decade	Needs a redesign to make graphics larger for audience members with vision impairment, to remove the redundant legend and make the explanatory text separate and more legible
	Large JPEG graphic not a suitable format for mobile or low-bandwidth users	Ensure all content is suitable for mobile and low-bandwidth users and tailored to each format
A14. <b>Climate Education video</b>	<i>VMGD website page with links to Cloud Nasara video. Links shown for La Niña and El Niño brochures, but links do not work. Cloud Nasara video available in all three official languages and was originally produced in 2009(?) with funding from PACCSAP, Vanuatu Red Cross, BOM, and CSIRO VMGD and SPC-GIZ. Video explains basic concepts behind SPCZ, La Niña and El Niño</i>	
	Content and presentation need refreshing	Commission an updated version in more modern screen ratio and in non-proprietary formats, as part of a wider series that explaining different climate and weather phenomena
	Video only available in Windows Media, a proprietary format	Release new video content using an open source video format
	Links broken	Fix links
	4:3 screen ratio is obsolete	Release new video content using an more modern screen ratio such as 16:9
	Actionable insights given are minimal	Ensure that actionable insights are given more prominence
	Narrator mispronounces 'La Niña' and 'El Niño';	Ensure correct pronunciation on new video products
	Ni-Vanuatu characters are drawn in a style that closely resembles representation of dark-skinned people used in 19 <sup>th</sup> and early 20 <sup>th</sup> century racist propaganda in the US, and Nazi propaganda of the 1930s-40s	Use less controversial, less 'caricatured' presentation of ni-Vanuatu people
	<i>Collects data for user request for data from VMGD</i>	

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
A15. <b>Climate data request form</b>	Form only available in English	Produce product in all three official languages
	PDF version should be optimised for filling out online (and test data should be removed)	Produce new optimised PDF version and ensure old test data is deleted from new version
	Online form data fields are not optimised for ease of use by end users and data capture	Revise online version so all data collection fields are user friendly and capture optimised data
	Some tick boxes missing	Correct missing tick boxes
	Questions need to be optimised for easier entry of data type (e.g. date ranges)	Rewrite and optimise questions
	Explanations not provided for each category of data	Add explanatory text for each category of data
	Form should be redesigned using a more modern form platform to allow for easier collection and future revision	Produce as an online form using a more modern online form builder
	'Purpose' section should have a document upload request to replace some of the text fields	Add document upload request to replace redundant text fields
A16. <b>Project newsletter</b>	Designed for print only (currently PDF only)	Produce product as email newsletter and web version
	Available in English only	Produce product in all three official languages
	Sporadically published	Establish monthly editorial calendar and firm production and publishing deadlines
	Requires scientific knowledge and statistical literacy to interpret	Include TK content and actionable insights tailored to specific needs of audience segments
	Too long and dense for non-expert audiences	(a) Show excerpts only for longer articles, not full articles in newsletter, instead linking to full articles on Project website, to boost open and click through rates of each newsletter edition; (b) Use more image content; (c) Provide text and visual cues/hierarchies to help audience navigate the newsletter and to increase reader interest
A17. <b>Printed CIS products</b>	Channel not following a dedicated communications strategy	Bring channel inside an Integrated Communications Strategy
	No coherent, recognisable identity that strongly communicates climate focus of Project	Set up Integrated Communications Strategy and Project Brand Identity to centre climate, and establish strong visual identity and brand voice
	Look and feel not consistent across all products	Apply consistent style using Project Brand Identity

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
	Presentation, text and images needs improvement	Outsource production to professional graphic design agency/commission professional graphic design agency to produce templates; provide products in top 10 vernacular languages as well
	Production processes labour intensive	Utilise templates; utilise programmatic features of commercial design software to automate placement of text and images from sources such as databases, web applications, xml data
	No dedicated repository for downloadable PDF versions of printed material	Establish repository of Project communications materials on Project nab.vu profile page
A18. <b>Media releases</b>	Channel not following a dedicated communications strategy	Bring channel inside an Integrated Communications Strategy
A19. <b>Public events</b>	Channel not following a dedicated communications strategy	Bring channel inside an Integrated Communications Strategy

## B. Owned media— existing Project and VMGD digital channels

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
B1. <b>VMGD website</b>	<i>Functional but basic website. Considerable scope for improvement</i>	Build new website following up-to-date best practices
	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy
	Navigation not straightforward	Redesign navigation to make all content more accessible
	Climate content not given prominence	Make climate content more prominent; give incentives to users to access climate content, drive traffic from other sources
	SEO not optimised	Optimise all page content
	Site URLs not optimised for human readability or SEO	Automate 'pretty' permalinks for all URLs
	Search engines blocked by site robots.txt	Edit robots.txt to fix
	Design of site not mobile-first, poor performance in mobile browsers	Redesign site as a mobile-first website
	Outdated CMS does not comply with current best practices	Replace Joomla with a more modern CMS or web application framework
	Not compliant with Web Content Accessibility Guidelines (WCAG) 2.1 standards for disabled users	Make compliant to meet needs of disabled users
	Major security issue — outdated CMS version	Upgrade security; update CMS
	Major security issue — JavaScript libraries outdated	Upgrade security; update JavaScript libraries



	Major security issue — missing security headers	Upgrade security; fix security headers
	Major security issue — no website application firewall	Upgrade security; install cloud-based WAF e.g. Cloudflare
	Minor security issue — server leaking PHP version	Upgrade security; obscure PHP version on server
	Website hosted on single server, no redundancy	Upgrade security; add load-balancing and latency-aware failover servers in other locations in Vanuatu and o/s for redundancy
	Large and slow to load — home page is 2Mb, numerous unnecessary or unoptimized resources	Optimise website content and resources
	Only available in English	Govt mandates all three official languages; also make main website pages available in top 10 vernacular languages
B2. <b>VanKIRAP profile page — nab.vu</b>	<i>Functional, nicely presented project page that works well as a local knowledge repository for the Project</i>	Bring channel inside Project's Integrated Communications Strategy
	Slow to load	Optimise website content and resources, upgrade server, Add load-balancing and latency-aware failover servers in other locations in Vanuatu and overseas for redundancy
	CMS outdated	Update CMS, review website security and upgrade
	Project content incomplete	Keep content up to date; ensure Project content mirrors that on SPREP and GCF websites; post material in French and Bislama and vernacular languages
	No navigation menu for Project communications materials	Add navigation menu structure for Project communications materials
B3. <b>VanKIRAP profile page — sprep.org</b>	Project content incomplete	Keep content up to date; ensure Project content mirrors that on NAB and GCF websites
B4. <b>VanKIRAP profile page — GCF website</b>	Project content incomplete	Keep content up to date; ensure Project content mirrors that on SPREP and NAB websites
B5. <b>VMGD Facebook page</b>	Channel not following a dedicated communications strategy	Bring channel inside an Integrated Communications Strategy
	Page set up incomplete	Finish set up and optimise
	Low follower count	(a) Use always-on paid Facebook advertising to build follower count (b) Run paid advertising campaigns on Facebook to bring people to the page based on relevance of content (c) Run offline promotions/competitions to get new followers (d) Include page URL in Project's other online and offline communications to attract followers (e) Direct traffic to the Page from other channels e.g. websites
	Content posts not regular	Establish editorial calendar and schedule multiple posts in advance
	Minimal sharing of posts from Project page	Set target for recommended number of posts per week

B6. <b>VanKIRAP Facebook page</b>	Channel not following a dedicated communications strategy	Bring channel inside an Integrated Communications Strategy
	Page set up incomplete	Finish set up and optimise
	Low follower count (±2,300 as of June 2022)	(a) Use always-on paid Facebook advertising to build follower count (b) Run paid advertising campaigns on Facebook to bring people to the page based on relevance of content (c) Run offline promotions and competitions to attract new followers (d) Include page URL in Project's other online and offline communications to attract followers (e) Direct traffic to the Page from other channels e.g. websites
	Low audience engagement rate on most posts	(a) Publish more content that attracts highest levels of user engagement – video and images attract the most engagement; (b) use paid advertising; (c) boost all posts; (d) create 'always-on' ads to encourage audience engagement rate (e) Events should have live video feeds that use recognisable and trusted 'influencers' as presenters; (f) Cross-promote content via partner Facebook pages, including with pre-arranged content partnerships; (g) Use Facebook's geotargeting features to engage audience in specific locations; (h) Use Facebook's audience segmentation features to engage audience segments based on interests, age group, gender, and other relevant demographics.
	Content posts not regular	Establish editorial calendar, with at least one video and two image-heavy posts, and schedule multiple posts in advance to ensure efficient use of staff time
	Minimal sharing of posts from Project page	(a) Set target for recommended number of posts per week of 2-4 posts; (b) Advertise Facebook page on other platforms and media to encourage follows and grow audience size
	Some posts lack relevance	Establish guidelines for relevance and limit number of admins/editors
	Some posts identical to VMGD page	Differentiate content to help shore up brand identity

### C. Earned media

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
C1. <b>Word of mouth</b>	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy
	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
C2. <b>Daily Post newspaper</b>	Coverage not tracked	Add to database of Project coverage
	Coverage not analysed for sentiment	Add coverage to consumer intelligence/social listening tool to examine sentiment
C3. <b>Regional org websites</b>	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy
	Coverage not tracked	Add to database of Project coverage
	Coverage not analysed for sentiment	Add coverage to consumer intelligence/social listening tool to monitor sentiment
	Links not added to NAB Project profile page	Add coverage links to NAB Project profile page
C4. <b>Organic search traffic</b>	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy
	No SEO to increase relevance, search engine ranking or reach	Establish SEO strategy
	Search traffic only partially monitored	Set up dashboard to consistently monitor search traffic, and report on changes
C5. <b>Social media shares, comments, likes etc</b>	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy
	No organic and paid social media and community management strategy to boost reach and engagement of social media interaction	Establish organic and paid social media and community management strategy
	Social media interactions not captured for review	Set up dashboard to consistently monitor social media audience interaction, and report on changes; add social media audience interaction to consumer intelligence/social listening tool to monitor sentiment
C6. <b>Partner Facebook pages</b>	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy
	No organic and paid social media and community management strategy to boost reach and engagement of social media interaction	Establish organic and paid social media and community management strategy
	Social media interactions not captured for review	Set up dashboard to consistently monitor social media audience interaction, and report on changes; add social media audience interaction to consumer intelligence/social listening tool to monitor sentiment
	More consistency needed for sharing content with partner pages	Ensure agreement with partners on sharing, and reflect this in social media strategy
C7. <b>Radio talkback</b>	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy
	Coverage not analysed for sentiment	Add coverage to consumer intelligence/social listening tool to monitor sentiment
C8. <b>Radio Vanuatu coverage</b>	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy
	Coverage not analysed for sentiment	Add coverage to consumer intelligence/social listening tool to monitor sentiment

#### D. Paid media

CHANNEL/PRODUCT	EVALUATION	SUGGESTED IMPROVEMENTS
D1. <b>Newspaper advertisements</b>	Channel not following a dedicated communications strategy	Bring channel inside Project's Integrated Communications Strategy
	Ad placements not tracked	Add to database of Project communications outputs

## E. Shared recommendations — all products

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- E1. All Project and partner CIS products must be strongly aligned to strategic objectives and follow the Project's Communication Strategy;
- E2. All CIS products should be produced in response to audience requirements; user-centred design is the key organising principle of each product.
- E3. All CIS products need to incorporate VanKIRAP's key messages for general and sectoral audiences;
- E4. All products should be made available in a variety of mediums and on different channels so that all of the audience is reached;
- E5. All products should also be soliciting feedback where possible; print products should clearly request customer feedback and display the appropriate contact information; recorded broadcast products should contain contact information, while live broadcast products should routinely ask audience members for their feedback and provide contact information. Online products should include a link to a customer satisfaction survey or similar 'voice of the customer'-type feedback mechanism. Each instance containing unique identifiers for the source of the feedback (e.g. custom URL parameters such as utm\_source, utm\_medium, utm\_campaign), so that feedback can be measured by source;
- E6. Web accessibility standards should be followed when developing online products so that vision or hearing-impaired audience members can access them;
- E7. Colour palettes used need to be suitable for people with colour blindness;
- E8. Where possible, CIS products should be produced programmatically from automated tools and databases, and standard text descriptions should be developed for all conceivable climate/weather condition combinations described by each product, so that use of production time and resources can be made more efficient through automation (or semi-automation);
- E9. Screen-based formats that include simple animations of weather/climate phenomena aid audience comprehension and are preferable to print versions of the same data. All products that contain time series (i.e. outlooks and forecasts) should be produced as screen-based animations;
- E10. All website CIS products should be kept in a public archive so that they are preserved for posterity and available for future audiences to access.

# Matching comms channels to audience segments

## **Differentiation of primary external audiences**

The audience research summarised above indicates that there is little to differentiate the two primary audiences, the general public and target sector stakeholders. In fact, there is considerable overlap between the two, and in some ways, the sectoral audiences are a subset of the general public audience. Demographically, the two external audiences can be treated as a single entity. The single important differentiating factor when appraising communications strategy is the sectoral audiences' need for messaging to their respective sectors; the communications channels used to reach and engage them are the same as those used to address the general public.

## **Age groups**

In terms of age groups, all media channels may be used with all age groups; several owned media channels, TikTok, Instagram and some school-based citizen science activities are most suitable for reaching the under-25 age group.

## **Gender**

All media channels may be used to reach both men and women. However, Port Vila radio station Femme Pawa 99FM presents a unique proposition for reaching women in the capital, as it is the only dedicated media channel that specifically targets women listeners.

## **Language**

Most owned media channels may be used to reach Bislama speakers, with the exception of overseas-based online channels. Face-to-face communications channels will typically use Bislama only. Earned media channel content in Bislama is most likely to come from social media, television, and radio.

Bislama literacy rates are high, and it is the national lingua franca, so it is imperative that all communications with external audiences be in Bislama whenever possible, which should result in an increased amount of earned media coverage in Bislama and will maximise audience buy-in and engagement.

Vanuatu has 113 living vernacular languages, and literacy is highest of all in these languages. The top ten vernacular languages are spoken by about 50% of the total population, so it is recommended that the Project devote resources to making CIS products and platforms available in these languages in order to reach a larger audience, gain reputation and maximise engagement.

Online channels are more likely to use English, and less likely to use French. English speakers are served by almost every channel, while Francophones are best served by radio.

Use of Bislama, English and French as Vanuatu's three official languages is mandated by the Vanuatu Government for all public communications, so all communications via owned media channels should be available made where possible in all three languages.

At present, there is little professional communication undertaken in vernacular languages in any sector in Vanuatu, with the exception of some religious organisations (who may offer commercial translation services in vernacular languages that the Project could engage). About half of the owned media channels could be used to communicate material in vernacular languages. Earned media and paid media offer only a few opportunities for communicating in vernacular languages. As noted in the summary of previous

audience research, vernacular languages are underserved by existing VMGD and Project communications, so a substantial strategic opportunity exists to ramp up communications in vernacular languages as a means of achieving maximum buy-in and engagement of external audiences, particularly when communicating content with a TK component.

### **Location**

Urban audiences will be well served by all of the communications channels listed. Rural audiences have access to less channels, but this is unlikely to result in any reduction in reach and engagement, as they are the largest segment of Vanuatu's online audience by far, and can be accessed via mobile phone, Radio Vanuatu, and community outreach activities such as the Community Climate centres.

The overseas stakeholder audience will be reached through internal communications channels.

### **Audience reception**

Owned and earned media channels are evenly spread between active and passive reception, while paid media channels are mostly passively received, except for some online channels which allow audiences to provide feedback in the form of comments, likes or shares. It is important to that the Project's dissemination strategies use both active and passive reception, as the serendipitous and unplanned audience encounters typical of passively received messaging balance out the more transactional nature of actively received messaging.

### **Reaching offline audiences**

60% of Vanuatu's population does not use the internet. It is important therefore to give weight to the needs of this audience segment, and due reflection on what communication channels can be used to reach them with the project's messages.

The owned media channels with the greatest primary external audience footprint, social media, mobile apps, and the VMGD website, will have no traction with this offline segment. The main communications channels VMGD and the Project should use to reach this segment are face-to-face ones — events, citizen science activities, and more traditional methods such as printed materials. Many within the offline audience segment live rurally, so traditional media such as newspapers and television, while useful in reaching the urban offline audience, will be of limited value for generating earned media coverage. Community climate centres will be critical for generating word-of-mouth interest and trust for this group.

Mobile use is also high with this segment, so the use of automated SMS systems is the only paid media channel other than radio advertising on Radio Vanuatu that will be able to generate message cut-through for this segment.

### **Paid media**

A strategy of utilising paid media more intensively will deliver much higher audience reach and engagement, particularly because the Vanuatu advertising marketplace is itself underutilised by advertisers, so it is cost effective to reach people through advertising (especially for urban audiences).

Paid advertising puts the advertiser in control of content, placement, frequency and (usually)

position, so provide greater control over message dissemination. It is recommended therefore that the Project prioritise paid media as a key element of the Project's integrated communications strategy.

## II. STRATEGIC COMMUNICATIONS OBJECTIVES



# External audience communication objectives

**OBJECTIVE 1: Make VMGD Vanuatu's primary source of climate and weather information.**

*Objective in detail: To consolidate VMGD's reputation as the nation's premier source of high quality, reliable and trusted climate and weather information by doubling audience size and engagement by 30 November 2023.*

VMGD as the national meteorological and geo-hazards agency possesses an abundance of scientific expertise and knowledge about weather, natural hazards, and climate. As well as its role as a repository of knowledge, VMGD is also a source of expert advice for other Government agencies and the private sector. It is the focal point for scientific collaboration with international partners within the Pacific Islands region and further afield.

VMGD as a national agency is also mandated with providing weather, geo-hazard, and climate information to the general public. Due to a number of factors, some outside the agency's control, its record in this area is mixed. Consequently, there is a trust deficit that presents challenges to the creation and uptake by audiences of VMGD's current (and future) CIS product offerings.

This strategic objective seeks to redress reputational issues and to build greater stakeholder trust via the promotion of VMGD's existing portfolio of CIS products and the new CIS products developed under VanKIRAP.

This strategic objective will bring benefits across all of the Project's objectives and activities. It will reposition VMGD's knowledge and expertise by developing improved communications platforms that are entry points to relevant, high-quality, dependable, and actionable climate information.

**OBJECTIVE 2: Inform audience(s) about the availability of all VMGD/VanKIRAP-produced CIS products and motivate them to use them.**

*Objective in detail: To inform audience(s) about the availability of all VMGD/VanKIRAP-produced CIS products to improve awareness, understanding, create demand, motivate use, and reinforce positive perceptions of VMGD CIS products, for an overall increase in use and reported perception of value (from baseline) of VMGD CIS products of 50% by 30 November 2023.*

The available evidence indicates that the audience reach of previous climate information

communications initiatives has been limited, and that existing CIS and VMGD platforms are under-utilised.

Making the audience aware of what CIS products are available and how they can be used is essential to achieving the Project outcome of having sectors and communities embedding CIS products in their own situational awareness and policy planning processes. The successful development of improved communications platforms and new CIS products will rely heavily on achieving maximum patronage; making the audience aware of these platforms and products is fundamental to this.

This strategic objective will bring benefits across all of the Project's objectives and activities, but especially aligns with the objectives of components 2 and 3.

This strategic objective will use the Project's Gender Equality, Disability and Social Inclusion (GEDSI) Action Plan will be used to ensure that people of different genders, disabled people and other groups are also reached in a manner that recognises their needs.

The creation and distribution of content targeted at sector stakeholders and the general public will improve understanding, reinforce positive perceptions of VMGD and VanKIRAP and their CIS products. Most critically, it will also stimulate demand, tying it strongly to Objective #3.

### **OBJECTIVE 3: Promote engagement with VMGD/VanKIRAP-produced CIS products by demonstrating their practicality and relevance.**

*Objective in detail: To increase engagement of general public and sector stakeholders with*

### **VMGD/Project-produced CIS tools by collaboratively developing a range of communications materials and special events that meet their specific needs and foster buy-in and facilitate a participatory process of iterative improvement based on end user evaluation, for a 33% overall increase in audience engagement by 30 November 2023.**

Creating awareness is an important first step in increasing the ability of decision makers, communities, and target sector stakeholders to plan for, and respond to, the impacts of climate variability and change.

Enabling long lasting behavioural change, however, requires deeper audience engagement. The interest of individual audience members needs to be stimulated if they are to start using CIS products in their daily lives.

Two elements are key to achieving this strategic objective. The first is active audience participation: engagement will only be optimal if the CIS platforms and products meet the needs of target sector stakeholders and communities. Addressing needs self-identified by the audience through a collaborative process and leveraging the power of peer-to-peer and peer-to-expert connections will enable the CIS platforms and products to be more meaningful and practical, and therefore more impactful.

Context is the other key to this strategic objective. By connecting the CIS products to people's everyday lives, and incorporating existing knowledge systems, the usefulness of the CIS platforms and products will become more obvious, driving up engagement.

For most of the Project's target sectors, stakeholder engagement with existing CIS products is already high relative to that of the general public. There is still scope for lifting engagement through the optimisation of existing user interfaces and CIS products, and the creation of novel CIS products tailored to end user needs through a collaborative process.

For the general public, and especially for people living in rural communities, the primary sense-making model for understanding climate and weather variability in Vanuatu is traditional knowledge (TK), and the languages most people in Vanuatu use to discuss TK matters are vernacular languages. Embedding TK and vernacular languages—and encouraging people to the compare and contrast TK with other climate knowledge modalities—will allow audiences to perceive the relevance of the CIS platforms and products to their daily lives, also driving up engagement further.

The Project's Traditional Knowledge Strategy will guide the implementation of this strategic objective, and the Project's Gender Equality, Disability and Social Inclusion (GEDSI) Action Plan will guide the process of developing CIS products so that the needs of different genders, disabled and other groups are met, and members of these groups are engaged also.

This strategic objective aligns specifically with the objectives and activities outlined under components 2 and 3 of the Project.

# Internal audience communications objectives

**OBJECTIVE 1: Build communications capacity of Project members by enhancing their self-assessed competency in knowledge sharing and communication by 33% by Project completion date.**

Internal communication is the foundation of any organization and its success. This objective seeks to embed a culture of communicative competence in VanKIRAP that will help the Project successfully deliver its goals and objectives. By fostering an open, idea sharing culture, an engaged team that understands its environment and its audiences, and the value of strategic communication, VanKIRAP will be able to better support, drive and develop the mainstreaming of climate information across the national, provincial, and local community levels.

Strong internal communication is also critical for achieving the Project's external strategic communication objectives. It will ensure that the messaging aimed at external audiences is more meaningful to them, and consequently more engaging. Collaboration by a more focused and cohesive Project team with audiences will produce more enduring behaviour change regarding use of CIS products and platforms in audience members' daily lives.

**OBJECTIVE 2: Disseminate evidence of the Project's work and impact throughout the duration of the Project, as needed (ad hoc/monthly quarterly/annually).**

The Project is accountable not only to its target audience beneficiaries, but also to its national partners, host organisation, its managing entity, and its funding entity. Promoting the Project's work is important not just so that external audiences are aware of CIS products and platforms, but so that important internal audiences can see and appreciate the full depth and breadth of what the Project has been able to achieve. Publicising the Project's work to internal audiences can also provide additional indicators that can be used in monitoring and evaluation, and reporting.

# III. MESSAGING

# Key messages

**Objective 1 — Consolidate VMGD's reputation as Vanuatu's primary source of high quality, reliable and trusted climate information.**

## All audiences

<b>1.1</b>	VMGD's role is to provide everyone in Vanuatu with information about climate, weather and natural hazards
<b>1.2</b>	VMGD is Vanuatu's primary source of high quality, reliable and trusted climate information
<b>1.3</b>	VMGD is the national climate information agency
<b>1.4</b>	VMGD is the national meteorological and geo-hazards agency
<b>1.5</b>	VMGD is a repository of knowledge about climate, weather and natural hazards
<b>1.6</b>	VMGD is a source of expertise about climate, weather and natural hazards that everyone in Vanuatu can access
<b>1.7</b>	VMGD is a source of expertise about climate, weather and natural hazards for the private sector
<b>1.8</b>	VMGD's information is high quality
<b>1.9</b>	VMGD's information is reliable
<b>1.10</b>	VMGD's information is up to date

<b>1.11</b>	VMGD's information is trustworthy
<b>1.12</b>	VMGD's information is actionable and useful in your daily life
<b>1.14</b>	VMGD's information is timely
<b>1.15</b>	Optional: Other sources of information do not have local presence or on-the-ground expertise
<b>1.16</b>	Optional: Other sources of information may not be as reliable, trustworthy or relevant as VMGD's

## All target sector audiences

<b>1.17</b>	VMGD is the best source for climate and weather information that is specific and relevant to each sector
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### Message priority



HIGH



LOW

**Objective 2 — Inform audience(s) about the availability of VMGD/VanKIRAP-produced CIS products.**

All audiences

**Weather – basic concepts**

<b>2.1</b>	Weather is what is happening in the atmosphere in any one location at any particular time
<b>2.2</b>	Weather is affected by many different things – like the ocean, the sun, the Earth’s rotation, or the atmosphere
<b>2.3</b>	Weather affects us all, in small ways, like being too cold or too hot, and in big ways, like when a cyclone threatens our homes
<b>2.4</b>	People have studied the weather since the beginning of human civilisation
<b>2.5</b>	The study of weather is called ‘meteorology’
<b>2.6</b>	Meteorologists study the weather conditions using many different tools, from local rain gauges to satellites orbiting above the Earth
<b>2.7</b>	From what they observe, meteorologists can make predictions — called forecasts and outlooks — about what weather is

	likely to happen soon in a particular location
<b>2.8</b>	Meteorologists produce weather forecasts about what is going to happen on the sea, on land, and in the air, and what might happen in the near future
<b>2.9</b>	Weather forecasts can tell us about what temperature, humidity, wind speed, solar radiation, cloud cover will be in the near future
<b>2.10</b>	Weather prediction is not 100% accurate, it is based on probabilities (likelihood of something happening)
<b>2.11</b>	Nevertheless, weather forecasts help us to plan for weather events
<b>2.12</b>	Some examples are checking the weather before leaving the house, so you know to bring an umbrella in case it rains
<b>2.13</b>	Another example is hearing that a cyclone is forecast for a few days’ time, and using that time to prepare by making sure your family and home are secure, and your crops and livestock are protected

**Climate – basic concepts**

<b>2.14</b>	Climate and weather are closely related, but different
<b>2.15</b>	Climate is the average weather in a region over a period of time, including extreme conditions
<b>2.16</b>	To get accurate information about a region’s climate, you need to have at least 30 years of weather records for that region
<b>2.17</b>	The study of long-range weather patterns is called ‘climatology’
<b>2.18</b>	Climate is studied in different ways
<b>2.19</b>	Tiny areas of averaged weather, for example for an area the size of a single village, are called microclimates
<b>2.20</b>	Mesoclimates are areas of averaged weather the size of a small island
<b>2.21</b>	Areas of averaged weather the size of a whole country are called macroclimates
<b>2.22</b>	TBC: messages about ENSO and SPCZ and seasonal climate
<b>2.23</b>	The average climate over the whole planet is called the global climate

<b>2.24</b>	Climatologists make forecasts about what an areas' climate in going to be like in the future
<b>2.25</b>	Climate forecasts can tell us about how weather patterns are likely to change in the future – in the oceans, on land, and in the atmosphere
<b>2.26</b>	Climate forecasts can tell us what trends we are likely to experience for sea level rise, annual rainfall, annual temperature, droughts, intensity of solar radiation, intensity of tropical cyclones and other severe weather events
<b>2.27</b>	Climate forecasts are important because they help us plan for and adapt to changes in the climate, for example, whether you should build a house near the sea if climate change might mean increasing storm surges and stronger cyclones in your area

#### Traditional weather and climate knowledge

<b>2.28</b>	TK has been used to make weather and climate forecasts for thousands of years
<b>2.29</b>	TK and CIS indicators can be similar
<b>2.30</b>	TK and CIS can work together to help people observe weather and climate

<b>2.31</b>	Climate change means that indicators and patterns that have been reliable in the past may be less reliable in the future
<b>2.32</b>	TK and CIS can work together to help warn people when an adverse weather and climate event is approaching

#### Latest findings from IPCC on global climate change

<b>2.33</b>	Human activity is causing rapid changes to the global climate
<b>2.34</b>	These changes are happening all over the world, are intensifying, and are unprecedented
<b>2.35</b>	Average global temperatures are rising – now 1.1 degrees warmer than the year 1850
<b>2.36</b>	The warmer temperatures are melting ice in the Arctic and Antarctic
<b>2.37</b>	The warmer temperatures are melting glaciers
<b>2.38</b>	Melting ice is causing sea levels to rise at the fastest rate seen in 3,000 years
<b>2.39</b>	Extremely hot days are happening more frequently, and are getting hotter

<b>2.40</b>	Heavy rainfall events are happening more frequently, and are getting heavier
<b>2.41</b>	Drought is increasing in some regions, including the Pacific Islands
<b>2.42</b>	Fire weather is increasing
<b>2.43</b>	The ocean is warming, acidifying, and losing oxygen
<b>2.44</b>	In the atmosphere, the amount of greenhouse gases are at the highest levels seen in 2 million years
<b>2.45</b>	Greenhouse gases are gases produced by burning fossil fuels – mainly carbon dioxide — and gases caused by other human activities such as land clearing and agriculture, such as methane
<b>2.46</b>	Methane is also given off when arctic permafrost melts because of the warmer temperatures caused by climate change
<b>2.47</b>	We can stop some of these changes to our climate from getting worse, but the world needs to act now
<b>2.48</b>	Some climate changes will take thousands of years to reverse, e.g. ocean temperature, ice sheets melting, sea level rise



<b>2.49</b>	But many can be slowed or stopped completely by reducing emissions of greenhouse gases
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#### Climate change and its impacts on the Pacific Islands region

<b>2.50</b>	Pacific Island countries are not cause climate change – PICS contribute less than 0.014% of global emissions
<b>2.51</b>	Pacific Island countries are some of the most vulnerable countries in the world to climate change
<b>2.52</b>	In the Pacific Islands region, we already experience slow changes to climate such as warmer temperatures on land, changes in rainfall, warmer sea temperatures, sea level rise, and ocean acidification
<b>2.53</b>	Sea level rise is happening faster in the tropical Pacific than most other parts of the world
<b>2.54</b>	The Pacific Islands region is also seeing rapid climate changes: more strong tropical cyclones in some areas, bigger storm surges, more droughts, more extreme rainfall, more variability in local climates, and more frequent severe heatwaves

<b>2.55</b>	Slow onset climate changes are a major risk to Pacific Islands' water and food security, human health, damage to villages, towns, roads and other infrastructure, and our economies
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<b>2.56</b>	The rapid climate changes we are experiencing in the Pacific Islands region reduce the habitability of larger islands, submerge some reef islands, reduce marine and coastal biodiversity and fishery catches, and reduce biodiversity on land
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#### Climate change and its impacts on Vanuatu

<b>2.57</b>	Climate change means droughts and floods are becoming more regular events in Vanuatu
<b>2.58</b>	Climate change means that Vanuatu is experiencing stronger tropical cyclones that cause more storm surges and rainfall, but fewer than before
<b>2.59</b>	Climate change is causing the sea level to rise, causing coastal inundation, saltwater intrusion of aquifers, and higher risks of damage from storm surges
<b>2.60</b>	Long-term sea-level rise threatens livelihoods and infrastructure in Vanuatu
<b>2.61</b>	Vanuatu is warming and is expected to warm more during this century. Warming

	is expected to be between 0.7°C–2.9°C (depending on rate of global emissions)
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<b>2.62</b>	Climate change is warming the sea surface temperature, causing coral reefs to bleach
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<b>2.63</b>	Coral bleaching threatens the future of Vanuatu's coral reefs
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<b>2.64</b>	El Niño events mean drier wet seasons, and much less rainfall, and can bring drought
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<b>2.65</b>	La Niña events mean wetter wet seasons, more rainfall – and higher possibility of floods
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<b>2.66</b>	Fisheries must be carefully and sustainably managed to ensure the ongoing viability of fisheries as the ocean climate changes
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<b>2.67</b>	Climate change is likely to mean that Vanuatu will be able to grow fewer crops, of poorer quality, in the future.
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<b>2.68</b>	Climate change worsens poverty and inequality in Vanuatu
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<b>2.69</b>	But... adapting to climate change can reduce these risks
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<b>2.70</b>	Having access to good climate information can help everyone plan, adapt and protect Vanuatu
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## Climate information

<b>2.71</b>	Climate information is information about climate and changes to the climate
<b>2.72</b>	Climate information services are climate information packaged for use by specific users to help them make decisions and plans
<b>2.73</b>	Climate information services provide the most recent knowledge about climate science and support adaptation and mitigation strategies by individuals, communities and governments
<b>2.74</b>	In Vanuatu, many kinds of people use climate information services, from individuals through to government leaders
<b>2.75</b>	The VanKIRAP Project aims to strengthen the use of climate information services in Vanuatu, by increasing the ability of decision-makers, communities, and individuals across five target sectors – agriculture, fisheries, infrastructure, tourism and water – to plan for and respond to the impacts of climate change with climate information services

## Where to find CIS products and how they can help you

<b>2.76</b>	VMGD's CIS products can help you in many ways (overview only – more details given in messages for Objective 3)
<b>2.77</b>	VMGD's CIS products are accessible from the <b>mobile app</b> (TBC) for free
<b>2.78</b>	VMGD's CIS products are accessible from the VMGD website for free
<b>2.79</b>	VMGD's CIS products are accessible from the VMGD hotline on 116 for free
<b>2.80</b>	VMGD's CIS products are accessible from the VMGD automated SMS information service for free
<b>2.81</b>	VMGD's CIS products are accessible from your local Community Climate Centre for free
<b>2.82</b>	There are many CIS products available from VMGD that can help you
<b>2.83</b>	<b>Vanuatu Climate Update helps you to...</b>
<b>2.84</b>	<b>ENSO update helps you to...</b>
<b>2.85</b>	<b>El Niño/La Niña outlook helps you to...</b>
<b>2.86</b>	<b>Tropical Cyclone Outlook helps you to...</b>
<b>2.87</b>	<b>Vanuatu Ocean Outlook helps you to...</b>
<b>2.88</b>	<b>Early Alert Rainfall Watch helps you to...</b>

## Sectoral CIS (all sectoral audiences)

<b>2.89</b>	Tailored information on rainfall — daily, seasonal, and medium-range forecasts — is available from VMGD
<b>2.90</b>	Tailored information on rainfall is available for national and provincial-level management
<b>2.91</b>	Tailored information on the effect of rain on water catchments is available for national and provincial-level management
<b>2.92</b>	Real time weather information is available from VMGD for national-level and provincial-level management
<b>2.93</b>	Real time weather information is available from VMGD specific to the needs of each sector
<b>2.94</b>	Tailored information on marine weather — daily, seasonal, and medium-range forecasts — is available from VMGD
<b>2.95</b>	Cloud coverage and other aviation weather information is available from VMGD
<b>2.96</b>	Early warnings from VMGD can give advance notice of hazardous events, so that individuals, households, communities and government can manage and prepare for these risks

**Objective 3 — Promote engagement with VMGD/VanKIRAP-produced CIS products by demonstrating their practicality and relevance.**

All audiences – preliminary messages for use prior to introducing case studies

3.1	Here is how CIS products are used elsewhere in the world	3.7	Here is how some stakeholders already use VMGD's sea level rise products to communicate risk
3.2	Here is how CIS products are used elsewhere in the Pacific Islands region	3.8	Here is how some stakeholders already use VMGD's CIS products to do climate resilient planning
3.3	Here is how we already use CIS tools in Vanuatu	3.9	Here is how some stakeholders already use VMGD's early warning products to plan for climate events (e.g. El Niño/La Niña, ENSO, rainfall, drought)
3.4	Here are the CIS products that are available here in Vanuatu... (TBC: add in one message per theme and one per product)	3.10	Here is how some stakeholders already use VMGD's early warning products to plan for extreme weather events (e.g. cyclones, flooding, high seas, landslides, storm surges etc.)
3.5	VMGD's CIS products use multimodel climate projections	3.11	Here is how some stakeholders already use VMGD's CIS products to triangulate TK indicators (and vice versa)
3.6	Multimodel climate projections are important because they allow us to use substantial amounts of complex data to make predictions of what is likely to happen to our weather and our climate in the future	3.12	Here is how some stakeholders already use VMGD's CIS products for climate adaptation and mitigation activities
		3.13	Here is how some stakeholders use VMGD's CIS products in a participatory manner (i.e. in bottom-up community decision-making)
		3.14	Key messages taken from case studies from Project sites (TBC)

**General case study ideas for all audiences**

# Sector-specific messages

## Message priority



HIGH



LOW

## Agriculture sector audience

### Part I – provide basis for understanding the practicality and relevance of CIS tools

4.1	Most agriculture in Vanuatu relies on rainfall, especially smallholder farms and subsistence farmers
4.2	Climate change means more variability in annual rainfall and stronger extreme rainfall events, resulting in impacts on soil health, pests and disease, harm to livestock, and crop yields
4.3	Changes in rainfall distribution, both in terms of the amounts of rain and when and where it falls may have harm seedlings in planting seasons, reduce growth and provide conditions that promote plant pests and diseases
4.4	Very wet or very dry conditions encourage build-up of pests and disease outbreaks, fungal and viral diseases, and invasive species
4.5	Extreme rainfall events – and poor farming practices – are affecting the health of agricultural land
4.6	Soil erosion and loss of soil fertility is occurring due to improperly managed deforestation and environmental degradation

4.7	Agricultural water supplies can be negatively affected by both El Niño and La Niña events
4.8	Agricultural water supplies are being affected by salination from sea level rise
4.9	Drought combined with higher temperatures can lead to greater evaporation, reduced availability of water for agriculture and thermal stress on plants
4.10	Extremely hot conditions can impact the health of livestock
4.11	Tropical cyclones can devastate crops and kill livestock – especially Category 3, 4 and 5 cyclones
4.12	Rapid changes in the climate may mean TK about planting seasons might be less reliable compared to the past
4.13	Both slow onset and rapid climate change events can have large impacts on Vanuatu's national food security and livelihoods of smallholder farmers
<b>Part II – Demonstration</b>	
4.14	Here are some ways that smallholder farmers can use VMGD's CIS products to adapt and/or mitigate to changes in the climate

<b>4.15</b>	Here is how to use VMGD's seasonal climate outlook to help manage your farm, crops and/or livestock
<b>4.16</b>	Here is how to use tailored information on rainfall for national– and provincial-level management of agricultural areas
<b>4.17</b>	Here is how to use tailored information on the effect of rain on agricultural water supplies
<b>4.18</b>	Here is how to use early warnings from VMGD of hazardous events to manage and prepare your farm, crops and/or livestock
<b>4.19</b>	Here are some indicators from TK and from VMGD's CIS products that warn of an impending event that might affect water supply
<b>4.20</b>	Here are some ways that VMGD's CIS products can be used to plan for the effects of a severe flooding event
<b>4.21</b>	Here are some ways that VMGD's CIS products can be used to plan for the effects of a tropical cyclone
<b>4.22</b>	Here are some ways that VMGD's CIS products can be used to secure water supplies before a cyclone hits
<b>4.23</b>	Here are some ways that VMGD's CIS products may help farmers modify their agricultural practices (e.g. planting

	different crops/varieties, companion planting, agroforestry, mulching) to cope with wetter or drier conditions
<b>4.24</b>	Here is some information on how climate change may affect certain crops
<b>4.25</b>	Here is some information on crops that are more climate resistant
<b>4.26</b>	Here is a new crop planting calendar updated to show the best times to plant in wetter-than-normal or drier-than-normal conditions

#### Optional

<b>4.27</b>	Here's how VMGD's National Agrometeorology/Decision Support System for Agriculture can help... (TBC)
<b>4.28</b>	Case study key message (TBC)

**Part I – Provide basis for understanding the practicality and relevance of CIS tools**

5.1	Climate change is likely to impact marine and coastal biodiversity and fishery catches in Vanuatu waters
5.2	Climate change could potentially affect Vanuatu's national food security and the livelihoods of fishers
5.3	Ocean temperatures are warming in the waters around Vanuatu
5.4	Warming ocean temperatures may increase the incidence of ciguatera fish poisoning on Vanuatu's coral reefs
5.5	The ocean around Vanuatu is acidifying, making it harder for coral and shellfish to add calcium carbonate
5.6	Vanuatu is experiencing sea level rises higher and more rapid than in other parts of the world
5.7	Some reef islands are disappearing beneath the ocean due to sea level rise
5.8	Vanuatu is experiencing stronger tropical cyclones, storm surges and extreme rainfall events
5.9	Runoff from extreme rainfall events pollutes coastal waters and reefs

5.10	Tropical cyclones often damage coral reefs
5.11	Higher sea surface temperatures are causing coral bleaching events that harm Vanuatu's coral reefs
5.12	Changes in ocean circulation patterns may affect fish populations and the aquatic food web as species move to new locations more conditions suitable for their lifecycle
5.13	Changes in ocean circulation patterns may mean TK about fish spawning seasons may be less reliable compared to the past

**Part II – Demonstration**

5.14	Here is how to use tailored information on rainfall for national– and provincial-level management of fisheries
5.15	Here is how to use tailored information on the effect of rain on water catchments for national– and provincial-level management of marine resources
5.16	Here is how to use real time weather and climate information for national-level management of marine resources
5.17	Here is how to use VMGD's ENSO update to manage marine resources

5.18	Here is how to use tailored information on marine weather to stay safe at sea
5.19	Here is how to use early warnings from VMGD of hazardous events to manage marine resources and protect fishing vessels
5.20	Here are some indicators from TK and from VMGD's CIS products that warn of an impending event that might affect marine resources
5.21	Here are some ways that VMGD's CIS products can be used to plan for the effects of a severe flooding event on marine resources
5.22	Here are some ways that VMGD's CIS products can be used to plan for the effects of a tropical cyclone on marine resources
5.23	Here are some indicators from TK and from VMGD's CIS products that may warn of an impending extreme rainfall event
5.24	Here are some indicators from TK and from VMGD's CIS products that may warn of an impending coral bleaching event
5.25	Here are some indicators from TK and from VMGD's CIS products that may warn of an impending ciguatera event

<b>5.26</b>	Here are some indicators from TK and from VMGD's CIS products that may show that a fish species is migrating
<b>5.27</b>	Here are some indicators from TK and from VMGD's CIS products that may show that a fish species' spawning season is changing
<b>5.28</b>	Here are some ways that VMGD's CIS products can be used to secure fishing vessels before a cyclone hits
<b>5.29</b>	Case study key message (TBC)

**Part I – Provide basis for understanding the practicality and relevance of CIS tools**

	<i>Climate Drivers</i>	<i>Impacts and Consequent Risks</i>
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**FLOOD MANAGEMENT INFRASTRUCTURE**

**Coastal Flood Containment Structures (Embankments, Seawalls, Spurs)**

<b>6.1</b>	<i>Increased coastal inundation and frequency and/or intensity of flooding from storm events; sea level rise</i>	<ul style="list-style-type: none"> <li>Submersion or destruction of infrastructure, leading to increased flooding of coastal buildings and assets, potential loss of life.</li> <li>Change in distribution of storm events may result in wider areas of impact or impacts on areas without sea wall protection</li> </ul>
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**River Flood Containment Structures (Embankments, Levees, Dikes, Diversion Channels)**

<b>6.2</b>	<i>Increased frequency of extreme precipitation events and flooding</i>	<ul style="list-style-type: none"> <li>Higher precipitation can generate higher flows and increase erosion of structures and riverbanks, as well as riverbed instability, thereby</li> </ul>
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		<p>lowering flood protection.</p> <ul style="list-style-type: none"> <li>More intense precipitation events generate larger floods which can submerge or destroy structures, leading to increased damages, and potential loss of life in floodplains and river valleys</li> </ul>
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**TRANSPORTATION INFRASTRUCTURE**

**Roads**

<b>6.3</b>	<i>Increase in extreme temperature, rainfall, wind, cyclones, and solar radiation</i>	<ul style="list-style-type: none"> <li>Damage to roads from landslides, flooding and ground movement can block access to essential emergency services, food supplies and, in the longer term, disturb access to markets and other economic opportunities</li> </ul>
<b>6.4</b>	<i>Increased frequency of extreme precipitation events and flooding</i>	<ul style="list-style-type: none"> <li>Most stormwater drainage systems have been designed based on historic precipitation data. It is possible that they will not withstand more intense and frequent events, thereby</li> </ul>

		leading to roads washouts and flooding of assets
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**Bridges**

<b>6.5</b>	<i>Increased variation in wet/dry spell</i>	<ul style="list-style-type: none"> <li>Damage to bridge structures and stability can result in significant safety risks, disruption in access and potential loss of asset</li> </ul>
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**Airports**

<b>6.6</b>	<i>Increase in extreme wind, storms and rainfall intensity</i>	<ul style="list-style-type: none"> <li>Changes in climate effects can increase weather delays and grounding of planes. Low lying coastal airports may be damaged by increased height of storm surge. These impacts have the potential to reduce the provision of essential and emergency aid supplies to remote communities. Heavy cloud can affect aviation safety.</li> </ul>
<b>6.7</b>	<i>Increased variation in wet/dry spells, solar</i>	<ul style="list-style-type: none"> <li>Degradation of the quality of sealed and unsealed runway</li> </ul>



	<i>radiation; increased frequency of high temperature</i>	surfaces, including damage to foundations, leading to grounding of planes and other risks described above
<b>Ports and Maritime Facilities</b>		
<b>6.8</b>	<i>Increased cyclone intensity and frequency; increased temperature</i>	<ul style="list-style-type: none"> <li>• Extreme wave action can lead to port closures and reduction in supply of essential and emergency goods and services, including development aid.</li> <li>• Damage from more frequent intense cyclones may lead to increased maintenance, repairs, and replacement assistance.</li> <li>• Tropical cyclones and storms can affect marine safety.</li> </ul>
<b>6.9</b>	<i>Sea level rise and ocean acidification</i>	<ul style="list-style-type: none"> <li>• Ocean acidification is likely to increase corrosion rates of port structures.</li> <li>• Height of wharfs, cranes, and jetties may become inadequate for ships as the sea level rises</li> </ul>
<b>All Buildings (Public and Residential Use, Settlements, and Cultural Heritage)</b>		
<b>6.10</b>	<i>Increased temperature and number of hot days and heat wave events</i>	<ul style="list-style-type: none"> <li>• Warmer temperatures may cause increased demand for energy to cool buildings, which could overwhelm the grid and lead to outages; at the same time, there would be a decrease in the electricity consumption for heating needs in colder climates if average annual winter temperatures increase</li> </ul>
<b>6.11</b>	<i>Sea level rise</i>	<ul style="list-style-type: none"> <li>• Sea level rise is already damaging some buildings in coastal areas due to increased coastal erosion</li> </ul>
<b>6.12</b>	<i>Change in the frequency and intensity of tropical cyclone activity and associated storm surge</i>	<ul style="list-style-type: none"> <li>• Increased exposure of coastal structures to winds and flooding damage (such as through coastal flooding or heavy rainfall events)</li> <li>• Loss of power for cooling, heating and lighting</li> </ul>
<b>6.13</b>	<i>Increased variability in wet/dry spells</i>	<ul style="list-style-type: none"> <li>• Increased damage to building foundations due to moisture-related ground movements, especially in regions with clay soils; damage to buildings and foundations due to flooding</li> </ul>



## Part II – Demonstration

<b>6.6</b>	Here is how to use tailored information on rainfall for national– and provincial-level management of infrastructure
<b>6.7</b>	Here is how to use tailored information on the effect of rain on water catchments for national– and provincial-level management of infrastructure
<b>6.8</b>	Here is how to use real time weather and climate information for national-level management of infrastructure – e.g. bridges over flood-prone rivers
<b>6.9</b>	Here is how to use tailored information on marine weather to manage infrastructure
<b>6.10</b>	Here is how to use cloud coverage and other aviation weather information to manage aviation infrastructure
<b>6.11</b>	Here is how to use early warnings from VMGD of hazardous events to manage and prepare
<b>6.12</b>	Here are some indicators from TK and from VMGD's CIS products that warn of an impending event that might affect infrastructure
<b>6.13</b>	Here are some ways that VMGD's CIS products can be used to plan the location of buildings/infrastructure so that they

	are less likely to be affected by a severe weather event
<b>6.14</b>	Here are some ways that VMGD's CIS products can be used to plan for the effects of a severe flooding event
<b>6.15</b>	Here are some ways that VMGD's CIS products can be used to plan for the effects of a tropical cyclone
<b>6.16</b>	Here are some indicators from TK and from VMGD's CIS products that warn of an impending flood
<b>6.17</b>	Here are some things you can do with VMGD's CIS products to prepare infrastructure for a flood event
<b>6.18</b>	Here are some ways that VMGD's CIS products can be used to secure infrastructure before a cyclone hits

### Optional

<b>6.19</b>	Here's how VMGD's Decision Support System for Infrastructure can help... (TBC)
<b>6.20</b>	Case study key message (TBC)

**Part I – Provide basis for understanding the practicality and relevance of CIS tools**

<b>7.1</b>	Heavy rainfall and flooding can damage bungalows and resort buildings
<b>7.2</b>	Storm surges from cyclones or tropical storms can damage bungalows and resort buildings close to shorelines and riverbanks
<b>7.3</b>	Sea level rise is already affecting some low-lying areas, and this is expected to worsen
<b>7.4</b>	Cyclonic winds can affect bungalows, resorts and tour activity buildings
<b>7.5</b>	Tropical cyclone events can cause a downturn in tourist numbers and negative reputation for the destination
<b>7.6</b>	Coral bleaching events can cause a downturn in tourist numbers and negative reputation for the destination
<b>7.7</b>	Tropical cyclones and storms can affect marine safety
<b>7.8</b>	Heavy cloud can affect aviation safety

**Part II – Demonstration**

<b>7.9</b>	Here is how to use sea level rise scenario models to plan the development of your tourism business located near coasts or rivers
<b>7.10</b>	Here is how to use tailored information on rainfall for management of tourism businesses
<b>7.11</b>	Here is how to use tailored information on rainfall for national– and provincial-level management of tourism areas
<b>7.12</b>	Here is how to use real time weather and climate information for to manage tourism businesses – e.g. tourism businesses close to riverbanks, shoreline
<b>7.13</b>	Here is how to use real time weather and climate information for national-level management of tourism areas – e.g. tourism businesses close to riverbanks, shoreline
<b>7.14</b>	Here is how to use early warnings from VMGD of hazardous events to manage and prepare
<b>7.15</b>	Here are some indicators from TK and from VMGD’s CIS products that warn of an impending event that might affect tourism businesses
<b>7.16</b>	Here are some ways that VMGD’s CIS products can be used to plan the location of bungalows, resort and tour activities

	so that they are less likely to be affected by a severe weather event
<b>7.17</b>	Here are some indicators from TK and from VMGD’s CIS products that warn of an impending flood
<b>7.18</b>	Here are some indicators from TK and from VMGD’s CIS products that warn of an impending drought
<b>7.19</b>	Here are some indicators from TK and from VMGD’s CIS products that warn of an impending cyclone
<b>7.20</b>	Here are some things you can do with VMGD’s CIS products to prepare your tourism business for a flood event
<b>7.21</b>	Here are some things you can do with VMGD’s CIS products to prepare your tourism business for a drought event
<b>7.22</b>	Here are some ways that VMGD’s CIS products can be used to prepare your tourism business for a cyclone
<b>7.23</b>	Here are some ways that VMGD’s CIS products can be used to keep visitors safe when a marine safety warning is issued
<b>7.24</b>	Here are some ways that VMGD’s CIS products can be used to keep visitors safe when an aviation safety warning is issued

## Optional

<b>7.25</b>	Here's how VMGD's Decision Support System for the Tourism Sector can help... (TBC)
<b>7.26</b>	Case study key message (TBC)

**Part I – provide basis for understanding the practicality and relevance of CIS tools**

<b>8.1</b>	Climate change means more variability in annual rainfall and stronger extreme rainfall events
<b>8.2</b>	Flooding – and poor farming practices – are affecting the health of Vanuatu's rivers and river estuaries
<b>8.3</b>	Water quality can be negatively affected by both El Niño and La Niña events
<b>8.4</b>	Water supplies are being negatively affected by rising sea levels

**Part II – Demonstration**

<b>8.5</b>	Here is how to use tailored information on rainfall for national– and provincial-level management of water resources
<b>8.6</b>	Here is how to use tailored information on the effect of rain on water catchments for national– and provincial-level management of water resources
<b>8.7</b>	Here is how to use real time information for national-level management of water resources – e.g. Sarakata river catchment
<b>8.8</b>	Here is how to use early warnings from VMGD of hazardous events to manage and prepare
<b>8.9</b>	Here are some indicators from TK and from VMGD's CIS products that warn of an impending event that might affect water supply
<b>8.10</b>	Here are some ways that VMGD's CIS products can be used to plan for the effects of a severe flooding event
<b>8.11</b>	Here are some ways that VMGD's CIS products can be used to plan for the effects of a tropical cyclone
<b>8.12</b>	Here are some indicators from TK and from VMGD's CIS products that warn of an impending flood

**8.13**

Here are some things you can do with VMGD's CIS products to prepare for a flood event

**8.14**

Here are some ways that VMGD's CIS products can be used to secure water supplies before a cyclone hits

**Optional**

**8.15**

Here's how VMGD's Decision Support System for Water can help...(TBC)

**8.16**

Case study key message (TBC)

# IV. DISSEMINATION STRATEGIES

# A. Integrated External Communications Strategies

**OBJECTIVE A1 — To consolidate VMGD’s reputation as the nation’s premier source of high quality, reliable and trusted climate and weather information by doubling audience size and engagement by 31 October 2023.**

## **Strategies**

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**A1.1** Develop new overarching brand identity (including a style guide for text content, visual content, ‘tone’ and ‘voice’) for VMGD and Project CIS products and platforms, based on audience research, that:

1. places ‘climate’ and ‘climate information’ at the core of the brand identity
  2. centres the usefulness of the CIS products for end users
  3. ensures consistency, mutually reinforces Project messaging, and boosts audience engagement.
- 

**A1.2** Create integrated public relations campaign to counter negative perceptions within audience about VMGD & build trust in VMGD’s ability to provide timely and relevant CIS.

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**A1.3** Redevelop the VMGD website [vmgd.gov.vu](http://vmgd.gov.vu) and new mobile app to create an enhanced national platform that enables end users to easily locate high quality climate information that they need.

---

**A1.4** Set SEO strategy including keywords, search engine rank, for organic and paid search to increase visibility of VMGD website climate content, boost relevance & reach.

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## Strategies

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**A1.5** Optimise social media content and content calendar for VMGD Facebook page to maximise audience reach and engagement for VMGD website and other CIS products and climate-related content developed by VMGD, the Project and Project partners.

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**A1.6** Create a new partnership with national broadcaster VBTC and a dedicated weather & climate unit to:

1. Embed VMGD's climate (and weather) information services within the national broadcaster;
2. Embed VMGD as the preferred source for climate (and weather) information services on the national broadcaster; and
3. Embed VMGD's CIS-based expertise in reporting about climate, weather, and extreme events.

---

**A1.7** Create a new partnership with Trading Post Ltd, owner of national newspaper Vanuatu Daily Post and its sister radio station, Buzz FM to:

1. Embed VMGD as the preferred source for climate (and weather) information services in Trading Post Ltd's media properties; and
2. Embed VMGD's CIS-based expertise in reporting about climate, weather, and extreme events in daily news coverage of the Vanuatu Daily Post and Port Vila FM station Buzz FM.

---

**A1.8** Establish toll-free SMS climate & weather information service and revitalise 116 recorded phone information service.

---

**OBJECTIVE A2 — To inform audience(s) about the availability of all VMGD/VanKIRAP-produced CIS products to improve awareness, understanding, create demand and reinforce positive perceptions of VMGD CIS products, for an overall increase in reported perception of value (from baseline) of VMGD CIS products of 50% by 31 October 2023.**

## Strategies

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**A2.1** Produce and implement a public relations campaign based on audience research to increase awareness, positive sentiment and reported trust in VMGD's CIS products.

---

**A2.2** Create and distribute content about generalised concepts to provide a foundation for audience understanding of CIS.

---

**A2.3** Create and distribute more in-depth and practical content designed to persuade and motivate the audience to use VMGD CIS products and create positive perceptions of VMGD & its CIS products and platforms.

---

**A2.4** Create informational content for target sector audiences about climate change & its implications for the five target sectors, and link this to content about how sector stakeholders can use VMGD CIS products in their daily work to solve information deficits.

---

**A2.5** Develop program of regular team visits and virtual workshops with rural Community Climate Centres to content tailored for CCC audiences derived from Strategies A2.1, A2.2, and A2.3 above, so that these audiences are aware of and understand VMGD CIS products and platforms, so that demand for them is created, and positive perceptions of VMGD are reinforced.

---

**OBJECTIVE A3 — To increase engagement of general public and sector stakeholders with VMGD/Project-produced CIS tools by collaboratively developing a range of communications materials and special events that meet their specific needs and foster**

**buy-in and facilitate a participatory process of iterative improvement based on end user evaluation, for a 33% overall increase in audience engagement by 31 October 2023.**

## **Strategies**

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**A3.1** Based on needs identified by initial audience research, collaborate with Communications Working Group (CWG) and sample groups drawn from the general public to improve content, focus and format of existing and new CIS products.

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**A3.2** Based on needs identified by initial audience research, collaborate with sample groups drawn from sectoral audiences to improve content, focus and format of existing and new CIS products.

---

**A3.3** Building on the content and approach developed for Strategy A2.3, develop preliminary content prior to launch of case studies (to be developed in Strategy A3.4 below) to demonstrate how CIS products are used elsewhere (globally and elsewhere in region), and how people in Vanuatu are already engaging with CIS products.

---

**A3.4** Develop case studies that drill down further from the content presented in Strategy A3.3 to demonstrate how VMGD CIS products can provide the information needed to achieve specific tasks.

---

**A3.5** Develop target sector content, in two parts:

1. *Foundation* – develop understanding of the practicality and relevance of sectoral CIS products
  2. *Demonstration* – display how VMGD's sectoral CIS products can provide the information needed to achieve tasks specific to each sector
- 

**A3.6** Develop sectoral case studies that drill down further from the content presented in Strategy A3.5 to demonstrate how VMGD's sectoral CIS products can provide the information needed to achieve tasks specific to each sector.

---

**A3.7** Manage paid social media to ensure audience interaction and engagement is maximised.

---

**A3.8** Set up social media sharing calendar and agreements with partners and donors on what, with whom, how often and where posts may be shared.

---

**A3.9** Establish branded YouTube channel to house and share video content, engage larger audience.

---

**A3.10** Establish branded Instagram, TikTok and Twitter accounts to share content, engage with larger audience on these platforms.

---

**A3.11** Set up and manage out-of-home (OOH), web, mobile and search advertising to mutually reinforce strategic messaging, and boost audience engagement.

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**A3.12** Utilise sponsored, co-branded and partner public events to promote VanKIRAP CIS products.

## **B. Internal**



# Communications Strategies

**OBJECTIVE B1 — Build communications capacity of Project members by enhancing their self-assessed competency in knowledge sharing and communication by 50% by Project completion date.**

## **Strategy**

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**B1.1** Raise internal awareness of communications approaches, progress & best practices.

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**B1.2** Provide communications capacity building to Project members around communication/knowledge sharing/outreach.

**OBJECTIVE B2 — Disseminate evidence of the Project's work and impact throughout the duration of the Project, as needed (ad hoc/monthly quarterly/annually).**

## **Strategy**

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**B2.1** Manage and share communications products with project partners via owned media and content sharing.

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**B2.2** Promote work and impact via paid social media, newspaper advertising and earned media.

# Strategy evaluation

In this section, all of the external and internal dissemination **strategies** detailed in the preceding section are evaluated.

Firstly, each strategy is assigned a numeric value from 1 to 5, against the following criteria:

- A. Strategy creates positive perception:**  
*1 least change —> 5 most change*
- B. Strategy affects message:**  
*1 no control over message —> 5 Project controls message*
- C. Effort to implement:**  
*1 will tax Project capacity —> 5 draws on Project strengths*
- D. Cost to implement:**  
*1 most expensive —> 5 least expensive*
- E. Potential reach to other audiences:**  
*1 no impact on others —> 5 Project can reach other audiences*

The scores should be used principally to gain a comparative understanding of the how the strategies for each objective complement each other and may also be used to help determine resources allocated to each strategy.

## Evaluation — External Communications Strategies

**OBJECTIVE A1 — To consolidate VMGD’s reputation as the nation’s premier source of high quality, reliable and trusted climate and weather information by doubling audience size and engagement by 31 October 2023.**

**Strategy A1.1** Develop new overarching brand identity (including a style guide for text content, visual content, ‘tone’ and ‘voice’) for VMGD and Project CIS products and platforms, based on audience research, that:

1. places ‘climate’ and ‘climate information’ at the core of the brand identity
2. centres the usefulness of the CIS products for end users
3. ensures consistency, mutually reinforces Project messaging, and boosts audience engagement.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					

**Strategy A1.2** Create integrated public relations campaign to counter negative perceptions within audience about VMGD & build trust in VMGD’s ability to provide timely and relevant CIS.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A1.3** Redevelop the VMGD website vmgd.gov.vu and new mobile app to create an enhanced national platform that enables end users to easily locate high quality climate information that they need.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A1.4** Set SEO strategy including keywords, search engine rank, for organic and paid search to increase visibility of VMGD website climate content, boost relevance & reach.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A1.5** Optimise social media content and content calendar for VMGD Facebook page to maximise audience reach and engagement for VMGD website and other CIS products and climate-related content developed by VMGD, the Project and Project partners.

Evaluative criteria	1	2	3	4	5

**Strategy A1.5** Optimise social media content and content calendar for VMGD Facebook page to maximise audience reach and engagement for VMGD website and other CIS products and climate-related content developed by VMGD, the Project and Project partners.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A1.6** Create a new partnership with national broadcaster VBTC and a dedicated weather & climate unit to:

1. Embed VMGD's climate (and weather) information services within the national broadcaster;
2. Embed VMGD as the preferred source for climate (and weather) information services on the national broadcaster; and
3. Embed VMGD's CIS-based expertise in reporting about climate, weather, and extreme events.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A1.7** Create a new partnership with Trading Post Ltd, owner of national newspaper Vanuatu Daily Post and its sister radio station, Buzz FM to:

1. Embed VMGD as the preferred source for climate (and weather) information services in Trading Post Ltd's media properties; and
2. Embed VMGD's CIS-based expertise in reporting about climate, weather, and extreme events in daily news coverage of the Vanuatu Daily Post and Port Vila FM station Buzz FM.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A1.8** Establish toll-free SMS climate & weather information service and revitalise 116 recorded phone information service.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**OBJECTIVE A2 — To inform audience(s) about the availability of all VMGD/VanKIRAP-produced CIS products to improve awareness, understanding, create demand and reinforce positive perceptions of VMGD CIS products, for an overall increase in reported perception of value (from baseline) of VMGD CIS products of 50% by 31 October 2023.**

**Strategy A2.1** Produce and implement a public relations campaign based on audience research to increase awareness, positive sentiment and reported trust in VMGD's CIS products.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A2.2** Create and distribute content about generalised concepts to provide a foundation for audience understanding of CIS.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A2.3** Create and distribute more in-depth and practical content designed to persuade and motivate the audience to use VMGD CIS products and create positive perceptions of VMGD & its CIS products and platforms.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A2.4** Create informational content for target sector audiences about climate change & its implications for the five target sectors, and link this to content about how sector stakeholders can use VMGD CIS products in their daily work to solve information deficits.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A2.5** Develop program of regular team visits and virtual workshops with rural Community Climate Centres to content tailored for CCC audiences derived from Strategies A2.1, A2.2, and A2.3 above, so that these audiences are aware of and understand VMGD CIS products and platforms, so that demand for them is created, and positive perceptions of VMGD are reinforced.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**OBJECTIVE A3 — To increase engagement of general public and sector stakeholders with VMGD/Project-produced CIS tools by collaboratively developing a range of communications materials and special events that meet their specific needs and foster buy-in and facilitate a participatory process of iterative improvement based on end user evaluation, for a 33% overall increase in audience engagement by 31 October 2023.**

**Strategy A3.1** Based on needs identified by initial audience research, collaborate with Communications Working Group (CWG) and sample groups drawn from the general public to improve content, focus and format of existing and new CIS products.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				

E. Impact on other audiences	no impact on other audiences	< >	Project can reach other audiences
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**Strategy A3.2** Based on needs identified by initial audience research, collaborate with sample groups drawn from sectoral audiences to improve content, focus and format of existing and new CIS products.

Evaluative criteria	1	2	3	4	5
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A. Strategy creates positive perception					
	least change	< >			most change
B. Strategy affects message					
	no control over message	< >			Project controls message
C. Effort to implement					
	will tax Project capacity	< >			draws on Project strengths
D. Cost to implement					
	more expensive	< >			less expensive
E. Impact on other audiences					
	no impact on other audiences	< >			Project can reach other audiences

**Strategy A3.3** Building on the content and approach developed for Strategy A2.3, develop preliminary content prior to launch of case studies (to be developed in Strategy A3.4 below) to demonstrate how CIS products are used elsewhere (globally and elsewhere in region), and how people in Vanuatu are already engaging with CIS products.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change	< >			most change
B. Strategy affects message					
	no control over message	< >			Project controls message
C. Effort to implement					
	will tax Project capacity	< >			draws on Project strengths
D. Cost to implement					
	more expensive	< >			less expensive
E. Impact on other audiences					
	no impact on other audiences	< >			Project can reach other audiences

**Strategy A3.4** Develop case studies that drill down further from the content presented in Strategy A3.3 to demonstrate how VMGD CIS products can provide the information needed to achieve specific tasks.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change	< >			most change
B. Strategy affects message					
	no control over message	< >			Project controls message

**Strategy A3.4** Develop case studies that drill down further from the content presented in Strategy A3.3 to demonstrate how VMGD CIS products can provide the information needed to achieve specific tasks.

Evaluative criteria	1	2	3	4	5
C. Effort to implement					
	will tax Project capacity	< >			draws on Project strengths
D. Cost to implement					
	more expensive	< >			less expensive
E. Impact on other audiences					
	no impact on other audiences	< >			Project can reach other audiences

**Strategy A3.5** Develop target sector content, in two parts:

1. Foundation – develop understanding of the practicality and relevance of sectoral CIS products, &
2. Demonstration – display how VMGD's sectoral CIS products can provide the information needed to achieve tasks specific to each sector.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change	< >			most change
B. Strategy affects message					
	no control over message	< >			Project controls message
C. Effort to implement					
	will tax Project capacity	< >			draws on Project strengths
D. Cost to implement					
	more expensive	< >			less expensive
E. Impact on other audiences					
	no impact on other audiences	< >			Project can reach other audiences

**Strategy A3.6** Develop sectoral case studies that drill down further from the content presented in Strategy A3.5 to demonstrate how VMGD's sectoral CIS products can provide the information needed to achieve tasks specific to each sector.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change	< >			most change
B. Strategy affects message					
	no control over message	< >			Project controls message



**Strategy A3.6** Develop sectoral case studies that drill down further from the content presented in Strategy A3.5 to demonstrate how VMGD's sectoral CIS products can provide the information needed to achieve tasks specific to each sector.

Evaluative criteria	1	2	3	4	5
C. Effort to implement	will tax Project capacity		< >		draws on Project strengths
D. Cost to implement	more expensive		< >		less expensive
E. Impact on other audiences	no impact on other audiences		< >		Project can reach other audiences

**Strategy A3.7** Manage paid social media to ensure audience interaction and engagement is maximised.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception	least change		< >		most change
B. Strategy affects message	no control over message		< >		Project controls message
C. Effort to implement	will tax Project capacity		< >		draws on Project strengths
D. Cost to implement	more expensive		< >		less expensive
E. Impact on other audiences	no impact on other audiences		< >		Project can reach other audiences

**Strategy A3.8** Set up social media sharing calendar and agreements with partners and donors on what, with whom, how often and where posts may be shared.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception	least change		< >		most change
B. Strategy affects message	no control over message		< >		Project controls message
C. Effort to implement	will tax Project capacity		< >		draws on Project strengths

**Strategy A3.8** Set up social media sharing calendar and agreements with partners and donors on what, with whom, how often and where posts may be shared.

Evaluative criteria	1	2	3	4	5
D. Cost to implement	more expensive		< >		less expensive
E. Impact on other audiences	no impact on other audiences		< >		Project can reach other audiences

**Strategy A3.9** Establish branded YouTube channel to house and share video content, engage larger audience.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception	least change		< >		most change
B. Strategy affects message	no control over message		< >		Project controls message
C. Effort to implement	will tax Project capacity		< >		draws on Project strengths
D. Cost to implement	more expensive		< >		less expensive
E. Impact on other audiences	no impact on other audiences		< >		Project can reach other audiences

**Strategy A3.10** Establish branded Instagram, TikTok and Twitter accounts to share content, engage with larger audience on these platforms.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A3.11** Set up and manage out-of-home (OOH), web, mobile and search advertising to mutually reinforce strategic messaging, and boost audience engagement.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy A3.12** Utilise sponsored, co-branded and partner public events to promote VanKIRAP CIS products.

Evaluative criteria	1	2	3	4	5
F. Strategy creates positive perception					
	least change < > most change				
G. Strategy affects message					
	no control over message < > Project controls message				
H. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
I. Cost to implement					
	more expensive < > less expensive				
J. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

## Rankings — Internal Communications Strategies

**OBJECTIVE B1 — Build communications capacity of Project members by enhancing their self-assessed competency in knowledge sharing and communication by 50% by Project completion date.**

**Strategy B1.1** Raise internal awareness of communications approaches, progress & best practices.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy B1.2** Provide communications capacity building to Project members around communication/knowledge sharing/outreach.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**OBJECTIVE B2 — Disseminate evidence of the Project's work and impact throughout the duration of the Project, as needed (ad hoc/monthly quarterly/annually).**

**Strategy B2.1** Manage and share communications products with project partners.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

**Strategy B2.2** Promote work and impact through paid social media, newspaper advertising and earned media.

Evaluative criteria	1	2	3	4	5
A. Strategy creates positive perception					
	least change < > most change				
B. Strategy affects message					
	no control over message < > Project controls message				
C. Effort to implement					
	will tax Project capacity < > draws on Project strengths				
D. Cost to implement					
	more expensive < > less expensive				
E. Impact on other audiences					
	no impact on other audiences < > Project can reach other audiences				

# V. TACTICAL PLAN

## A. Integrated External Communications Tactics

**Objective A1** | **To consolidate VMGD's reputation as the nation's premier source of high quality, reliable and trusted climate and weather information by doubling audience size and engagement by 31 October 2023.**

### Strategy A1.1

Develop new overarching brand identity (including a style guide for text content, visual content, 'tone' and 'voice') for VMGD and Project CIS products and platforms, based on audience research, that:

1. places 'climate', 'climate information' and 'climate resilience' at its core
2. centres the usefulness of the CIS products for end users, and relates new CIS tools to existing TK and TK practices
3. ensures consistency, mutually reinforces Project messaging, and boosts audience engagement.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>i. External creative agency to establish a brand identity and style guide</li> <li>ii. Ensure that all communications products and platforms published by the Project conform to the style guide by establishing a review and approval process for all Project communications</li> <li>iii. Integrate brand identity internally inside VMGD (and related Government agencies)</li> </ol>
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>• General audience</li> <li>• Target sector audiences</li> </ul>
<b>Target media</b>	All
<b>Messages</b>	<p><i>External audiences:</i></p> <ul style="list-style-type: none"> <li>• Climate is the long-term pattern of weather</li> <li>• People in Vanuatu have always observed climate and weather (TK)</li> <li>• Climate is changing because of human activities</li> <li>• Changes in Vanuatu's climate are going to affect Vanuatu's people, environment, and society</li> <li>• We need to know how this is going to affect Vanuatu's people, environment, and society</li> <li>• VMGD's role is to provide everyone in Vanuatu with information about climate, weather, and natural hazards so that people can manage the effects of climate change on their lives</li> <li>• VMGD's main activity is to produce climate information</li> <li>• VGMD Climate Information Services are important and useful and add value to your daily life</li> </ul> <p><i>Internal audiences:</i></p> <ul style="list-style-type: none"> <li>• Climate information is very important to our audiences</li> <li>• The Project's work producing Climate Information Services helps Vanuatu's people to stay safe and prosperous in a changing climate</li> <li>• We are helping Vanuatu to adapt and be resilient to climate change</li> </ul>

	<ul style="list-style-type: none"> <li>The products we produce must be relevant and useful to our audiences</li> </ul>
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>Communications Co-ordinator (manager)</li> <li>Communications Officer (contractor liaison, integration, and implementation of contractor outputs)</li> <li>External creative agency (contractor)</li> </ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"> <li>Tender: published by 31 August 2022</li> <li>Implementation: ongoing September – December 2023</li> </ul>
<b>Special considerations</b>	Working concept/title: Climate Watch Vanuatu
<b>Risks</b>	VMGD and related agencies continue to operate in siloes, producing information that isn't integrated inside the overarching brand identity, potentially confusing audiences
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>Estimated audience reach</li> <li>Measured from audience baseline taken prior to launch, qualitative and quantitative improvement in awareness and recognition of: <ul style="list-style-type: none"> <li>What climate means;</li> <li>What climate change means;</li> <li>What climate change means for Vanuatu;</li> <li>What climate change means at a local level;</li> <li>What climate information means;</li> <li>What CIS products are, and</li> <li>How CIS products can help end users</li> </ul> </li> </ul>
<b>Budget</b>	USD15,000—20,000 (part of Creative Agency retainer agreement). USD1,000 also allocated for ToR writing/contingencies
<b>Post-project sustainability</b>	<ul style="list-style-type: none"> <li>Creating a strong brand identity and style guide during the Project's lifespan will produce ongoing long-term benefits for VMGD (and related agencies') staff understanding of key mission, role and effectiveness</li> <li>Creating a strong brand identity and style guide during the Project's lifespan will improve audience understanding of the importance of climate and climate information</li> <li>Conformance to a strong brand identity will keep audiences engaged and using VMGD CIS products</li> <li>Messaging, and implementation of brand identity using a style guide will provide a template for ongoing brand management by VMGD</li> </ul>

## Strategy A1.2

Create integrated public relations campaign to counter negative perceptions within audience about VMGD & build trust in VMGD's ability to provide timely and relevant CIS.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>External PR agency to produce public relations campaign</li> <li>Implement campaign across all Project media and communications</li> </ol>
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<b>Target audience</b>	<ul style="list-style-type: none"> <li>• General audience</li> <li>• Target sector audiences</li> </ul>
<b>Target media</b>	All
<b>Messages</b>	1.1 VMGD's role is to provide everyone in Vanuatu with information about climate, weather, and natural hazards 1.2 VMGD is Vanuatu's primary source of high quality, reliable and trusted climate information 1.3 VMGD is the national climate information agency 1.4 VMGD is the national meteorological and geo-hazards agency 1.5 VMGD is a repository of knowledge about climate, weather, and natural hazards 1.6 VMGD is a source of expertise about climate, weather, and natural hazards that everyone in Vanuatu can access 1.7 VMGD is a source of expertise about climate, weather, and natural hazards for the private sector 1.8 VMGD's information is high quality 1.9 VMGD's information is dependable 1.10 VMGD's information is up to date 1.11 VMGD's information is trustworthy 1.12 VMGD's information is actionable and useful in your daily life 1.13 VMGD's information is timely 1.14 Optional: Other sources of information do not have local presence or on-the-ground expertise) 1.15 Optional: Other sources of information may not be as dependable, trustworthy or relevant as VMGD's) 1.16 VMGD is the best source for climate and weather information that is specific and relevant to each sector
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor liaison, integration, and implementation of contractor outputs)</li> <li>• External public relations agency (contractor)</li> </ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"> <li>• Tender: published by 31 August 2022</li> <li>• Implementation: September – December 2022</li> </ul>
<b>Special considerations</b>	<ul style="list-style-type: none"> <li>• Social listening app Brandwatch will be used to monitor audience sentiment</li> <li>• The PR campaign set out in Communications Strategy A2.1 is intended to follow on from this activity</li> </ul>
<b>Risks</b>	<ul style="list-style-type: none"> <li>• Audience will only be convinced if they can actual new and improved VMGD products are highly useful and visible;</li> <li>• Negative audience sentiment to weather/climate events and/or VMGD responses to these may impact the implementation of this strategy. Sentiment should be monitored closely using Brandwatch and other audience monitoring methods, and PR agency will need to produce a crisis response strategy to counter any negative sentiment if detected</li> </ul>
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>• Estimated audience reach</li> <li>• Qualitative and quantitative improvement in trust of VMGD to be measured from audience baseline taken prior to launch</li> </ul>
<b>Budget</b>	USD10,000 (part of PR Agency retainer agreement) Brandwatch web application software licence



**Post-project sustainability**

- Creating positive perceptions during Project lifespan will produce long-term benefits for VMGD post-Project
- Messaging, execution, crisis response plan will provide a template for future reputation management efforts by VMGD

**Strategy A1.3**

Redevelop the VMGD website vmgd.gov.vu and new mobile app to create an enhanced national platform that enables end users to easily locate high quality climate (and weather & geohazard) information that they need.

<b>Tactics</b>	<ul style="list-style-type: none"><li>i. Web development agency to develop and host a new mobile app and website that allows audiences to access all current and planned CIS products</li><li>ii. Set up agreements with OGCI and telecommunications providers to zero-rate outgoing data for all end users</li><li>iii. Use SEO to maximise audience visibility, engagement, and use</li><li>iv. Promote new mobile app and website across all media</li><li>v. Monitor mobile app and website use to adapt tactics, content and promotion as required</li></ul>
<b>Target audiences</b>	<ul style="list-style-type: none"><li>• General audience</li><li>• Target sector audiences</li></ul>
<b>Target media</b>	<ul style="list-style-type: none"><li>• Website</li><li>• Mobile application</li></ul>
<b>Messages</b>	<ul style="list-style-type: none"><li>• VMGD has a new, improved website</li><li>• You can use the website or mobile app to find all of the climate information that you need for your daily life</li><li>• VMGD now has a mobile app where you can find all of the climate information that you need for your daily life</li></ul>
<b>Responsible personnel</b>	<ul style="list-style-type: none"><li>• Communications Co-ordinator (manager)</li><li>• Communications Officer (contractor liaison, integration, and implementation of contractor outputs)</li><li>• VMGD IT staff (contractor technical liaison, integration, and implementation of contractor outputs)</li><li>• External web development agency (contractor)</li><li>• SEO agency (contractor)</li></ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"><li>• Tender: published by 30 September 2022</li><li>• Work started on website and app by 31 October 2022</li><li>• Zero-rating agreements in place by 1 November 2022</li><li>• Delivery of first drafts: 15 January 2023</li><li>• Delivery of production versions: 28 February 2023</li><li>• Full SEO integration by 15 February 2023</li><li>• Promotion of website and app: January–June 2023</li><li>• Monitoring: ongoing</li></ul>
<b>Special considerations</b>	<ul style="list-style-type: none"><li>• Low-data versions needed for areas with poor data connectivity</li></ul>

	<ul style="list-style-type: none"> <li>• Translate into top 10 vernacular languages for maximum audience reach, engagement and trust</li> <li>• TK indicators to be incorporated across the website and app</li> </ul>
<b>Risks</b>	<ul style="list-style-type: none"> <li>• User acceptance testing must be undertaken with different audience segments to ensure user acceptance</li> <li>• Integrations with existing and new data sources may require additional time or resources</li> <li>• Integrations with existing and new data sources must be tested thoroughly prior to production use</li> <li>• Website data must be managed and parsed programmatically to ensure reliability (no more manual data entry)</li> <li>• Redundant hosting is essential in case of hazard events</li> </ul>
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>• Successful implementation of new website and integration of new and existing CIS products</li> <li>• Audience recall of climate concepts and CIS products measured via embedded online surveys</li> <li>• Per metric minimum increase of 50% by 31 October 2023 measured against baseline taken prior to commencement of this Strategy for: <ul style="list-style-type: none"> <li>○ Number of unique visitors;</li> <li>○ Time spent on site;</li> <li>○ Mobile unique visitors;</li> <li>○ Vanuatu audience size, and</li> <li>○ Dwell time on climate information pages</li> <li>○ Decrease bounce rate by 33% by 31 October 2023</li> <li>○ Reported perception of value of VMGD website by 31 October 2023</li> </ul> </li> </ul>
<b>Budget</b>	<p>Up to USD250,000 (Website and mobile app developer agreement)</p> <p>n.b. Outputs from SEO agency, Videographer/photographer, creative agency, content producer, PR/event agency, translation agency etc. will also contribute to these products.</p>
<b>Post-project sustainability</b>	<ul style="list-style-type: none"> <li>• Having high quality, relevant and useful website and mobile app CIS products will greatly enhance VMGD's reputation</li> <li>• The website and mobile app can be used as a platform for future products, announcements, updates from VMGD</li> <li>• Audiences will be highly likely to form new consumption habits that will be useful in their daily lives</li> <li>• Involvement of VMGD IT staff will provide capacity building</li> </ul>

#### Strategy A1.4

Set SEO strategy including keywords, search engine rank, for organic and paid search to increase visibility of VMGD website climate content, boost relevance & reach.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>SEO agency to develop SEO strategy</li> <li>Set up SEO on VMGD website to maximise audience visibility, engagement and use of VMGD CIS products</li> <li>Keep SEO updated as content or strategies change</li> <li>Monitor search engine ranking and traffic and adjust tactics as required</li> </ol>
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>• General audience</li> <li>• Target sector audiences (as required)</li> </ul>

<b>Target media</b>	Search engine traffic
<b>Message(s)</b>	TBC – will depend on keywords chosen for SEO Strategy
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor liaison, integration, and implementation of contractor outputs)</li> <li>• VMGD IT staff (contractor technical liaison, integration, and implementation of contractor outputs)</li> <li>• SEO agency (contractor)</li> <li>• External web development agency (contractor)</li> </ul>
<b>Timeline/ frequency</b>	<ul style="list-style-type: none"> <li>• Tender: published by 15 September 2022</li> <li>• Work started on strategy by 1 November 2022</li> <li>• Full SEO integration by 15 March 2023</li> </ul>
<b>Special considerations</b>	N/A
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Increase Vanuatu search volume for vmgd.gov.vu by 50% by 31 October 2023, measured against baseline taken prior to commencement of this Strategy</li> <li>▪ Get vmgd.gov.vu into top 3 of Google.com search page by 31 August 2022 for most relevant keywords</li> <li>▪ Get vmgd.gov.vu into #1 position on Google.com search page by 20 December 2022 for most relevant keywords</li> </ul>
<b>Budget</b>	USD7,000 (SEO agency retainer agreement)
<b>Post-project sustainability</b>	<ul style="list-style-type: none"> <li>• Establishing a SEO strategy will set up VMGD's website and mobile app for ongoing audience findability and visibility post-project</li> <li>• Involvement of VMGD IT staff will provide capacity building</li> </ul>

### Strategy A1.5

Optimise social media content and content calendar for VMGD Facebook page to maximise audience reach and engagement for VMGD website and other CIS products and climate-related content developed by VMGD, the Project and Project partners

<b>Tactics</b>	<ul style="list-style-type: none"> <li>i. Capture all VanKIRAP, VMGD, DCC, MCC, NDMO, partner org, provincial, national and international events of significance in a calendar</li> <li>ii. Capture publication/launch dates for new or updated CIS products in a calendar</li> <li>iii. Plan social media content based around these the calendars in (i) and (ii)</li> <li>iv. Research and write content for each calendar event, differentiating content for different audience segments and prioritising posts with images and video and copy optimised for highest audience engagement and reach</li> <li>v. Monitor audience interactions on website and social media (and on other channels) for opportunities to interact and increase engagement with further posts</li> <li>vi. Monitor media for news, weather or climate events that present opportunities to produce relevant, engaging content</li> <li>vii. Review all performance metrics on a weekly basis for insights on audience engagement, and use these insights to modify scheduling and</li> </ul>
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	content
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>General audience</li> <li>Target sector audiences</li> </ul>
<b>Target media</b>	Social media
<b>Message(s)</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>Communications Co-ordinator (manager)</li> <li>Communications Officer (implementation)</li> </ul>
<b>Timeline/frequency</b>	3–5 posts per week per social media channel; more as needed, especially when a weather or climate event is active or approaching
<b>Special considerations</b>	<ul style="list-style-type: none"> <li>Use Brandwatch to monitor audience sentiment closely and adjust posts/follow-up posts as required</li> <li>Some posts should be published in the top 10 vernacular languages for maximum audience reach, engagement and trust</li> </ul>
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>Estimated audience reach</li> <li>Audience recall of climate concepts and CIS products measured via online surveys and Brandwatch sentiment analysis</li> <li>Brandwatch sentiment analysis – change in positive sentiment for VMGD/CIS products</li> <li>Per metric minimum increase of 50% by 31 October 2023, measured against baseline taken prior to commencement of this Strategy for: <ul style="list-style-type: none"> <li>Unique visitors;</li> <li>Vanuatu follower count, and</li> <li>Engagement rate</li> <li>Audience size for VMGD CIS products of 50% by 31 October 2023</li> <li>Reported perception of value of VMGD CIS products of 50% by 31 October 2023</li> </ul> </li> </ul> <p>Metrics gathered natively by social media channels, Zoho Social, and Brandwatch should be used to produce monthly and quarterly reporting on progress against above KPIs.</p>
<b>Budget</b>	N/A (managed and implemented by Project staff)
<b>Post-project sustainability</b>	Metrics gathered during Project lifespan will provide the basis for subsequent social media strategy and content development by VMGD

### Strategy A1.6

Create a new partnership with national broadcaster VBTC and a dedicated weather & climate unit to:

1. Embed VMGD's climate (and weather) information services within the national broadcaster;

2. Embed VMGD as the preferred source for climate (and weather) information services on the national broadcaster; and
3. Embed VMGD's CIS-based expertise in reporting about climate, weather, and extreme events.

<b>Tactics</b>	<p>Establish partnership with national broadcaster that provides for the following:</p> <ol style="list-style-type: none"> <li>i. Team of two presenters ('Climate Watch' team), one woman and one man, with meteorology or climatology credentials/expertise</li> <li>ii. Daily climate and weather segment presented as part of VBTV news bulletins by Climate Watch team on VBTC channels (morning and evening), with TV and online versions to include broadcast graphics of animated, chroma-keyed synoptic charts and other content to help explain climate and weather phenomena, terminology, and events</li> <li>iii. Climate Watch team to be used ad hoc to provide expert commentary about climate and weather across all other VBTC-owned channels and programs</li> <li>iv. Integrate VanKIRAP's key messages in daily climate/weather segment where applicable and relevant to audience</li> <li>v. Monthly 'Climate Watch' program on VBTC television, radio, and streaming channels</li> <li>vi. Twice annual radio talkback show about climate and weather topics, aired at start and end of annual cyclone season</li> <li>vii. Included airtime of up to 672 x 30-second radio ad spots and 336 x 30-second TV ad spots per annum</li> <li>viii. Project and VMGD experts to be VBTC's preferred trusted and source for climate and weather information</li> </ol>
<b>Target audience</b>	VBTC's radio, television and social media audience. This medium is suitable for communications targeting both the general audience and sectoral audiences
<b>Target media</b>	VBTC's owned radio stations, television station, and social media accounts; all content shared on Project and VMGD online channels
<b>Messages</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor technical liaison, integration, and implementation of contractor outputs)</li> <li>• Climate Watch presenters</li> <li>• Project/VMGD subject matter experts (as required)</li> <li>• VBTC staff and management</li> </ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"> <li>• Partnership agreement signed by 30 September 2022</li> <li>• Meteorologist/climatologist presenters hired by 31 October 2022</li> <li>• Meteorologist/climatologist presenters media trained by 30 November 2022</li> <li>• Daily programming broadcast graphics and related content developed by 31 December 2022</li> <li>• Pilot climate/weather bulletins to air on VBTC radio, TV, and streaming channels by 15 January 2023</li> <li>• Integration of other Project/VMGD-developed programming and content by 28 February 2023</li> <li>• Advertising airtime to be used for Project promotions up to 20 December 2023</li> <li>• Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	TK indicators to be included in programming as appropriate
<b>Risks</b>	<ul style="list-style-type: none"> <li>• A previous attempt to embed VBTC staff within VMGD appears to have failed due to poorly defined terms of reference, insufficient oversight, and target</li> </ul>

	<p>metrics. To avoid this, the ToR for the partnership should be tightly structured and contain strict targets, implementation must be closely managed, and result metrics closely observed;</p> <ul style="list-style-type: none"> <li>• Remainder of Project term may not be sufficient to fully embed Project and VMGD climate and weather expertise sufficiently within the national broadcaster; VBTC management has indicated that 3-5 years of programming is needed to create trust and viewing/listening habits in VBTC's audience. See 'Post-Project sustainability' section below for discussion of how to manage this risk.</li> <li>• Partnership would be highly dependent on the presenters as the public face of project/VMGD climate and weather expertise. Additional experts should be identified, and their media skills developed ready to fill in or replace the main presenters as needed;</li> <li>• VBTC's financial situation is highly dependent on Vanuatu Govt grants and commercial revenue, which are in turn dependent on Vanuatu's economic situation. This is probably a low risk during the remaining Project lifespan, but the suggestions for post-Project sustainability should be followed to manage this risk.</li> <li>• The salaries offered by VBTC are often not competitive with salaries offered by the private sector and for some public sector positions. See 'Post-Project sustainability' section below for discussion of how to manage this risk.</li> <li>• VBTC continues to use non Project/VMGD climate/weather experts in their stories. Exclusivity use of Project/VMGD expertise is not a requested feature of the partnership agreement, as it would conflict with VBTC's policies on editorial independence. The best way to manage this risk is to ensure that the partnership brings significant value and prestige to VBTC, and to closely monitor the content of any programming that uses other climate/weather experts to rebut any incorrect information and to request the right of reply.</li> </ul>
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Measured from audience baseline taken prior to launch, qualitative and quantitative improvement in awareness and recall of climate and VMGD/VanKIRAP CIS products</li> <li>▪ From commencement of initiative until 20 December 2023, broadcast of: <ul style="list-style-type: none"> <li>○ 2 x daily radio and TV Climate Watch weather and TV news segments;</li> <li>○ Daily Climate Watch segments also streamed on VBTC's Facebook page and shared by Project and VMGD Facebook pages (measured by no. of impressions, no. of plays, total no. of engagements and engagement rate);</li> <li>○ 12 x monthly Climate Watch programs broadcast;</li> <li>○ Climate Watch programs also streamed on VBTC's Facebook page and shared by Project and VMGD Facebook pages (measured by no. of impressions, no. of plays, total no. of engagements and engagement rate);</li> <li>○ 3-6 pieces of ad hoc weekly expert commentary or programming about CIS or climate/weather related topics that (a) integrate VanKIRAP's key messages <i>and</i> (b) feature Project/VMGD experts or are produced using Project/VMGD CIS-based expertise;</li> <li>○ 2 x climate and weather radio talkback programs aired prior to start and following end of cyclone season (October-April);</li> <li>○ 672 30-second radio ads broadcast across VBTC-owned radio stations;</li> <li>○ 336 30-second TV ads broadcast on Televisen Blong Vanuatu (TBV);</li> </ul> </li> <li>▪ Estimate audience reach per platform</li> <li>▪ Brandwatch sentiment analysis for VBTC Facebook streaming content and comments – change in positive sentiment for VMGD/CIS products</li> </ul>
<b>Budget</b>	USD100,000 (VBTC partnership agreement)
<b>Post-project sustainability</b>	<p>It is recommended that VMGD develop a new project proposal that secures ongoing funding from donors to continue this strategy for an additional 2-4 years so that:</p> <ul style="list-style-type: none"> <li>• VMGD climate and weather expertise can be fully embedded within VBTC;</li> <li>• Provision of climate and weather information from VMGD becomes normalised within VBTC;</li> <li>• VBTC's delivery of climate and weather information is fully trusted by audiences, and they develop regular consumption habits for CIS;</li> <li>• The 'Climate Watch' presentation team is seen as a trusted and reliable source for climate and weather information by audiences — and become accepted as national media personalities.</li> <li>• It is recommended that an attractive salary and incentives package (i.e. above prevailing market rates for similar roles) be offered to the presenters by any</li> </ul>

future Project that provides continuity for the implementation of this strategy.

### Strategy A1.7

Create a new partnership with Trading Post Ltd, owner of national newspaper *Vanuatu Daily Post* and its sister radio station, Buzz FM to:

1. Embed VMGD as the preferred source for climate (and weather) information services in Trading Post Ltd's media properties; and
2. Embed VMGD's CIS-based expertise in reporting about climate, weather and extreme events in daily news coverage of the *Vanuatu Daily Post* and Port Vila FM station Buzz FM.

<b>Tactics</b>	<p><b>Establish partnership with national newspaper publisher and leading Port Vila radio broadcaster Trading Post Ltd that provides for the following:</b></p> <ol style="list-style-type: none"> <li>i. Daily publication of Project/VMGD climate and weather banner section 'Climate Watch' on front page of national newspaper <i>Vanuatu Daily Post</i>, and above the fold on dailypost.vu;</li> <li>ii. Daily broadcast of 'Climate Watch' climate and weather segment to air as part of Buzz FM news bulletins;</li> <li>iii. Integrate VanKIRAP's key messages in daily climate/weather products where applicable;</li> <li>iv. Project and VMGD experts to be Trading Post Ltd's preferred and trusted source for climate and weather information</li> <li>v. At least two stories published or broadcast per week that integrate the Project's key messages and are produced using Project/VMGD expertise or CIS products</li> </ol>
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>• Readership of <i>Vanuatu Daily Post</i> and dailypost.vu</li> <li>• Listeners of Buzz FM</li> </ul>
<b>Target media</b>	<ul style="list-style-type: none"> <li>• National newspaper <i>Vanuatu Daily Post</i></li> <li>• Website dailypost.vu</li> <li>• Port Vila radio station Buzz FM</li> </ul>
<b>Message</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor technical liaison, integration, and implementation of contractor outputs)</li> <li>• Project/VMGD subject matter experts (as required)</li> <li>• Trading Post Ltd's staff and management</li> </ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"> <li>• Partnership agreement signed by 30 September 2022</li> <li>• Daily newspaper and dailypost.vu website section developed and published by 31 October 2022</li> <li>• Daily broadcast of 'Climate Watch' climate and weather segment with Buzz FM news bulletin in production by 30 November 2022</li> <li>• Integration of other Project/VMGD-developed programming ongoing to 20 December 2023</li> <li>• Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	TK indicators to be included in publishing and programming, as appropriate

<b>Risks</b>	Trading Post Ltd continues to use non Project/VMGD climate/weather experts in their stories. Exclusivity use of Project/VMGD expertise is not a requested feature of the partnership agreement, as it would conflict with Daily Post and Buzz FM policies on editorial independence. The best way to manage this risk is to ensure that the partnership brings significant value and prestige to VBTC, and to closely monitor the content of any programming that uses other climate/weather experts to rebut any incorrect information and to request the right of reply.
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>Estimate audience reach per platform</li> <li>Audience recall of climate concepts and CIS products measured via online surveys/focus groups</li> <li>From commencement of 31 October 2022 until 20 December 2023, production of: <ul style="list-style-type: none"> <li>Daily publication of Project/VMGD climate and weather banner section 'Climate Watch' on front page of national newspaper <i>Vanuatu Daily Post</i>, and above the fold on <a href="http://dailypost.vu">dailypost.vu</a>;</li> <li>Daily broadcast of 'Climate Watch' climate and weather segment to air as part of Buzz FM news bulletins;</li> <li>2-3 ad hoc stories per week published in each Trading Post Ltd outlet of expert commentary or programming about CIS or climate/weather related topics that (a) integrate VankIRAP's key messages <i>and</i> (b) feature Project/VMGD experts or are produced using Project/VMGD CIS-based expertise.</li> </ul> </li> </ul>
<b>Budget</b>	USD22,000 (Vanuatu Media Marketing Ltd partnership agreement)
<b>Post-project sustainability</b>	<p>One year of implementation should be adequate for showing how providing CIS adds value and prestige to Trading Post Ltd media outlets. It is also recommended that VMGD develop a new project proposal that secures ongoing funding from donors to continue this strategy for an additional 1-3 years so that:</p> <ul style="list-style-type: none"> <li>VMGD climate and weather expertise can be fully embedded within Trading Post Ltd media outlets;</li> <li>Provision of climate and weather information from VMGD becomes normalised within Trading Post Ltd media outlets;</li> <li>Trading Post Ltd's delivery of climate and weather information is fully trusted by their audiences, and they develop regular consumption habits for CIS.</li> </ul>

### Strategy A1.8

Establish toll-free SMS climate & weather information service and revitalise 116 recorded phone information service.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>IT company to develop a new SMS climate &amp; weather information service (inc. operating procedures) that allow audiences to access selected CIS products via SMS</li> <li>Set up SMS-based automated system to deliver climate and weather information</li> <li>Review audience use of 116 number for insights on how to improve uptake and engagement</li> <li>Develop new operating procedures for 116 recorded phone information service</li> <li>Implement new outgoing SMS and call service agreements with telecommunications providers to allow for zero cost for end users of both SMS-based information system and 116 recorded phone information service</li> <li>Promote SMS-based information system and 116 recorded phone information service to audience via other owned channels (as part of Strategies A1.5, A1.6, A1.7, A2.1—A2.5)</li> </ol>
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>General audience</li> <li>Target sector audiences</li> </ul>
<b>Target media</b>	<ul style="list-style-type: none"> <li>SMS-based information system</li> <li>116 recorded phone information service</li> </ul>
<b>Messages</b>	<ul style="list-style-type: none"> <li>Relevant and up-to-date Information about climate and weather in your area from VMGD is available via an SMS-based system</li> </ul>



	<ul style="list-style-type: none"> <li>• Here is what climate and weather information is available with the SMS-based system, and here is how to access it</li> <li>• Relevant and up-to-date Information about climate and weather in your area is available from VMGD via the 116 recorded toll-free number</li> <li>• Here is what climate and weather information is available with the 116 recorded toll-free number, and here is how to access it</li> </ul>
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor technical liaison, integration, and implementation of contractor outputs)</li> <li>• Project/VMGD staff (as required)</li> <li>• Staff and management of telecommunications companies (service contractors)</li> </ul>
<b>Timeline/ frequency</b>	<ul style="list-style-type: none"> <li>• 116 recorded phone information service audience data reviewed by 31 August 2022</li> <li>• New toll-free outgoing SMS and call service agreements with telcos developed by 31 August 2022</li> <li>• Recommendations from review of 116 audience data finalised by 6 September 2022</li> <li>• Toll-free outgoing SMS and call service agreements signed by 6 September 2022</li> <li>• Changes to operating procedures of 116 number completed and VMGD staff trained by 14 September 2022</li> <li>• Revised 116 number in operation by 15 September 2022</li> <li>• Tender for SMS system published by 15 September 2022</li> <li>• IT company contracted by 21 September 2022</li> <li>• Work on SMS system commenced by 1 October 2022</li> <li>• First draft version of SMS system delivered by 10 October 2022</li> <li>• Production version of SMS system delivered by 21 October 2022</li> <li>• VMGD staff trained on SMS system operating procedures by 31 October 2022</li> <li>• User acceptance testing completed and production version of SMS system operational by 10 November 2022</li> <li>• Promotion of revised 116 phone information system – 1 September 2022 through to 20 December 2023 (starting with teaser campaign prior to launch)</li> <li>• Promotion of SMS information system – 1 November 2022 through to 20 December 2023 (starting with teaser campaign prior to launch)</li> <li>• Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	The two phone-based information services should be functionally identical – i.e. menu structure etc. should provide the same kind of information on both channels
<b>Risks</b>	Promotion of toll-free services may increase patronage, and a higher volume of patronage may exceed budget allocated for outgoing SMS and calls. A cap on total costs should be a part of the telco service agreements, and all promotions must make explicit that the services will be toll-free only up to a certain level of patronage. Alternatively, a time limit on toll-free usage could be given (e.g. six, nine months) so that audiences can get accustomed to the services and to paying for access.
<b>Monitoring &amp; evaluation</b>	<p><i>116 recorded phone information service:</i> (1) per metric minimum increase of 30% by 15 March 2023, and (2) 10% minimum increase on all 15 March metrics by 20 December 2023, measured against baseline taken prior to commencement of this Strategy for:</p> <ul style="list-style-type: none"> <li>▪ Number of callers;</li> <li>▪ Time spent on call;</li> <li>▪ Number of calls originating outside of Port Vila (if available);</li> <li>▪ Number of calls requesting climate information.</li> </ul> <p><i>SMS-based phone information service:</i> (1) per metric minimum increase of 30% by 1 May 2023, and (2) 10% minimum increase on all 1 May metrics by 20 December 2023, measured against baseline taken prior to commencement of this Strategy for:</p>

	<ul style="list-style-type: none"> <li>▪ Number of SMS requests received;</li> <li>▪ Number of SMS requests originating outside of Port Vila (if available);</li> <li>▪ Number of SMS requests for climate information.</li> </ul> <p>A product satisfaction or net promoter score-type survey may also be used to test levels of audience satisfaction, product value and relevance of each information service, using anonymised samples gathered from users of each service.</p>
<b>Budget</b>	USD72,000
<b>Post-project sustainability</b>	One year of implementation should be adequate for developing regular audience consumption habits for each service, and the active promotion of the services should see increase the number of users compared to before this strategy's implementation. Each service should be reviewed prior to the completion of the Project in order to plan follow up steps.

<b>Objective A2</b>	<b>To inform audience(s) about the availability of all VMGD/VanKIRAP-produced CIS products to improve awareness, understanding, create demand and reinforce positive perceptions of VMGD CIS products, for an overall increase in reported perception of value (from baseline) of VMGD CIS products of 50% by 31 October 2023.</b>
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<b>Strategy A2.1</b> Produce and implement a public relations campaign based on audience research to increase awareness, positive sentiment and reported trust in VMGD's CIS products.	
<b>Tactics</b>	i. External PR agency to produce public relations campaign ii. Implement campaign across all media
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>• General audience</li> <li>• Target sector audiences</li> </ul>
<b>Target media</b>	All
<b>Messages</b>	Reinforce key messages set out in Strategy A1.1 (Messages 1.1–1.17), plus:  <i>General audience</i> 2.28 TK has been used to make weather and climate forecasts for thousands of years 2.29 TK and CIS indicators can be similar 2.30 TK and CIS can work together to help people observe weather and climate 2.31 Climate change means that indicators and patterns that have been dependable in the past may be less reliable in the future 2.32 TK and CIS can work together to help warn people when an adverse weather and climate event is approaching 2.71 Climate information is information about climate and changes to the climate 2.72 Climate information services are climate information packaged for use by specific users to help them make decisions and plans

	<p>2.73 Climate information services provide the most recent knowledge about climate science and support adaptation and mitigation strategies by individuals, communities, and governments</p> <p>2.74 In Vanuatu, many kinds of people use climate information services, from individuals through to government leaders</p> <p>2.76 VMGD's CIS products can help you in many ways (overview only – more details to be given in strategies for Objective 3)</p> <p>2.77 VMGD's CIS products are accessible from the mobile app (name TBC) for free</p> <p>2.78 VMGD's CIS products are accessible from the VMGD website for free</p> <p>2.79 VMGD's CIS products are accessible from the VMGD hotline on 116 for free</p> <p>2.80 VMGD's CIS products are accessible from the VMGD automated SMS information service for free</p> <p>2.81 VMGD's CIS products are accessible from your local Community Climate Centre for free</p> <p>2.82 There are many CIS products available from VMGD that can help you</p> <p><i>All target sector audiences</i></p> <p>2.89 Tailored information on rainfall — daily, seasonal, and medium-range forecasts — is available from VMGD</p> <p>2.90 Tailored information on rainfall is available for national and provincial-level management</p> <p>2.91 Tailored information on the effect of rain on water catchments is available for national and provincial-level management</p> <p>2.92 Real time weather information is available from VMGD for national-level and provincial-level management</p> <p>2.93 Real time weather information is available from VMGD specific to the needs of each sector</p> <p>2.94 Tailored information on marine weather — daily, seasonal, and medium-range forecasts — is available from VMGD</p> <p>2.95 Cloud coverage and other aviation weather information is available from VMGD</p> <p>2.96 Early warnings from VMGD can give advance notice of hazardous events, so that individuals, households, communities and government can manage and prepare for these risks</p>
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor liaison, integration, and implementation of contractor outputs)</li> <li>• External public relations agency (contractor)</li> </ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"> <li>• Tender: published by 30 September 2022</li> <li>• Implementation: December 2022 — October 2023</li> </ul>
<b>Special considerations</b>	<ul style="list-style-type: none"> <li>▪ Campaign should run after the implementation of the integrated PR campaign set out in Communication Strategy A1.2, and in tandem with Communications Strategies A2.2, A2.3 and A2.4.</li> <li>▪ It is intended that this campaign will be used to promote new Project/VMGD CIS products as they are released, so timing of product-specific messaging will need to be coordinated</li> <li>▪ Will need online and offline streams to deal effectively with differing needs of these audience segments</li> <li>▪ Sub-campaigns can be considered if audience awareness of particular owned media channels is low, e.g. for 116 toll-free phone number</li> <li>▪ Particular attention should be paid to organising public events, and attending events organised by partners such as local observances of international days, regional events, and national, thematic, and provincial holidays, for greater visibility</li> <li>▪ Translate some content into in top 10 vernacular languages for maximum audience reach, engagement and trust</li> </ul>
<b>Risks</b>	<p>Negative audience sentiment to weather/climate events and/or VMGD responses to these may impact the implementation of this strategy. Sentiment should be monitored closely using Brandwatch and other audience monitoring methods, and PR agency will need to produce a crisis response strategy to counter any negative sentiment if detected</p>

<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Estimated audience reach;</li> <li>▪ Number of content items published;</li> <li>▪ Measured from audience baseline taken prior to launch, minimum increases of 50% from baseline by 30 October 2023 for all metrics: <ul style="list-style-type: none"> <li>▪ Awareness, recognition and recall of: <ul style="list-style-type: none"> <li>▪ Who VMGD is and they do</li> <li>▪ What 'climate information' is</li> <li>▪ What CIS products are</li> <li>▪ How CIS products can help end users</li> <li>▪ What CIS products are available from VMGD</li> <li>▪ Positive sentiment for VMGD &amp; VMGD's CIS products</li> <li>▪ Reported trust in VMGD &amp; VMGD's CIS products</li> </ul> </li> </ul> </li> </ul>
<b>Budget</b>	USD1,000 allocated for scoping of Strategy outputs, plus USD15,000 as part of PR Agency retainer agreement
<b>Post-project sustainability</b>	<ul style="list-style-type: none"> <li>• While this Strategy is intended to only run during the Project's lifespan, it will provide ongoing audience awareness, positive sentiment and trust</li> <li>• This campaign may be used as a template for future VMGD communications strategies and PR campaigns</li> </ul>

## Strategy A2.2

Create and distribute content about general weather and climate concepts to provide a foundation for audience understanding of CIS.

<b>Tactics</b>	<ul style="list-style-type: none"> <li>i. Content producer to produce concept note for 12 x 'Climate Watch' programs incorporating the key messages below</li> <li>ii. Content producer and production company to write and produce video content for each group of key messages below</li> <li>iii. Produce 12 x 'Climate Watch' programs to air on VBTC, based on (i)</li> <li>iv. Produce adapted versions of Climate Watch material for social media, radio, social media and YouTube</li> <li>v. Produce adapted Climate Watch content for printed collateral and newspaper editorial/advertorial/advertising</li> </ul>
<b>Target audience</b>	General audience
<b>Target media</b>	<ul style="list-style-type: none"> <li>• Television</li> <li>• Radio</li> <li>• Print</li> <li>• Web</li> <li>• Social media (organic and paid)</li> <li>• YouTube</li> </ul>
<b>Messages</b>	<ul style="list-style-type: none"> <li>2.1—2.13 Weather – basic concepts</li> <li>2.14—2.27 Climate – basic concepts</li> <li>2.28—2.32 Traditional weather and climate knowledge</li> <li>2.33—2.49 Latest findings from IPCC on global climate change</li> <li>2.50—2.56 Climate change and its impacts on the Pacific Islands region</li> <li>2.57—2.70 Climate change and its impacts on Vanuatu</li> </ul>

<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor liaison, integration, and implementation of contractor outputs)</li> <li>• Content producer (main contractor)</li> <li>• Project/VMGD subject matter experts (as required)</li> <li>• VBTC staff and management (as contractor)</li> <li>• Video/photographer (as contractor)</li> </ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"> <li>• Tenders published by 15 September 2022</li> <li>• Draft content outline produced by 15 November 2022</li> <li>• Content outline approved by 30 November 2022</li> <li>• Content production commenced by 15 December 2022</li> <li>• Draft video/program content produced by 31 January 2023</li> <li>• First 'Climate Watch' program to air by 28 February 2023</li> <li>• Other formats – development and distribution ongoing through to 20 December 2023 (timeline TBC)</li> <li>• Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	The 12 x 'Climate Watch' programs developed through the partnership with VBTC (see Communication Strategy A1.6) is the main communication channel for content developed under this Strategy. The content is also to be distributed as part of Communications Strategies A1.3, A1.5, A1.7, A2.5, A3.7, A3.9, A3.10
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<p>Measured from audience baseline taken prior to launch, minimum increases of 50% from baseline by 30 October 2023, measured against baseline taken prior to commencement of this Strategy for all metrics:</p> <ul style="list-style-type: none"> <li>• Number of programs and adapted content pieces produced;</li> <li>• Estimated audience size per platform;</li> <li>• Awareness, recognition and recall of the following concepts: <ul style="list-style-type: none"> <li>○ What weather means</li> <li>○ What climate means</li> <li>○ What meteorology means</li> <li>○ What climatology means</li> <li>○ Traditional weather indicators/knowledge</li> <li>○ What climate change means</li> <li>○ What climate adaptation means</li> <li>○ What climate mitigation means</li> <li>○ What climate resilience means</li> <li>○ What climate change means for the Pacific Islands region</li> <li>○ What climate change means for Vanuatu</li> </ul> </li> </ul>
<b>Budget</b>	<p>Delivery of outputs for this Strategy is included in the following costs:</p> <ul style="list-style-type: none"> <li>• Video/photography services retainer agreement (USD110,000)</li> <li>• Content producer/writer retainer agreement (USD65,000)</li> <li>• VBTC partnership agreement (USD100,000)</li> </ul>

	Some content development and distribution costs may also be shared across other budget lines.
<b>Post-project sustainability</b>	The content produced under this Strategy are expected to remain relevant and useful for at least 3-5 years after Project completion. It may be repurposed into new versions and new products by VMGD and/or subsequent projects.
<b>Strategy A2.3</b> Create and distribute more in-depth and practical content designed to persuade and motivate the audience to use VMGD CIS products and create positive perceptions of VMGD & its CIS products and platforms.	
<b>Tactics</b>	i. Content producer to produce concept note for two 'Climate Watch' programs incorporating the key messages below ii. Content producer and production company to write and produce video content for each group of key messages below iii. Produce 2 x 'Climate Watch' programs to air on VBTC, based on (i) iv. Produce adapted versions of Climate Watch material for social media, radio, social media, and YouTube v. Produce adapted Climate Watch content for printed collateral and newspaper editorial/advertorial/advertising
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>General audience</li> <li>Target sector audiences</li> </ul>
<b>Target media</b>	All
<b>Messages</b>	2.71—2.75 Climate information 2.76—2.88 Where to find CIS products and how they can help you
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>Communications Co-ordinator (manager)</li> <li>Communications Officer (contractor liaison, integration, and implementation of contractor outputs)</li> <li>Content producer (main contractor)</li> <li>Project/VMGD subject matter experts (as required)</li> <li>VBTC staff and management (as contractor)</li> <li>Video/photographer (as contractor)</li> </ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"> <li>Tenders published by 15 September 2022</li> <li>Draft content outline produced by 15 November 2022</li> <li>Content outline approved by 30 November 2022</li> <li>Content production commenced by 15 February 2022</li> <li>First draft content produced by 15 March 2023</li> <li>First finished content to commence distribution 21 March 2023</li> <li>Development and distribution ongoing through to 20 December 2023 (content schedule TBC)</li> <li>Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	<ul style="list-style-type: none"> <li>Content may be distributed across traditional and digital media; focal channels are CCCs, events and media partners VBTC and <i>Daily Post</i>/Buzz FM</li> <li>Translate some items into in top 10 vernacular languages for maximum audience reach, engagement and trust</li> </ul>

<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Measured from audience baseline taken prior to launch, minimum increases of 50% from baseline by 30 October 2023, measured against baseline taken prior to commencement of this Strategy for all metrics: <ul style="list-style-type: none"> <li>○ Number of programs and adapted content pieces produced;</li> <li>○ Estimated audience reach per platform;</li> <li>○ Awareness, recognition and recall of the following concepts: <ul style="list-style-type: none"> <li>▪ what climate information is</li> <li>▪ what climate information systems are</li> <li>▪ what CIS products are available from VMGD</li> <li>▪ What CIS platforms VMGD offers</li> <li>▪ Where you can access CIS products from</li> <li>▪ how having access to more climate information can help you to plan and adapt for climate change</li> <li>▪ How CIS can benefit you in your area</li> <li>▪ How specific VMGD CIS products can benefit you and your community</li> </ul> </li> </ul> </li> <li>▪ Increase in audience size for VMGD CIS products of 50% by 31 October 2023</li> <li>▪ Increase in reported perception of value of VMGD CIS products of 50% by 31 October 2023</li> <li>▪ Brandwatch sentiment analysis – change in positive sentiment for VMGD/CIS products</li> </ul>
<b>Budget</b>	<p>Delivery of outputs for this Strategy is included in the following costs:</p> <ul style="list-style-type: none"> <li>• Video/photography services retainer agreement (USD110,000)</li> <li>• Content producer/writer retainer agreement (USD65,000)</li> <li>• VBTC partnership agreement (USD100,000)</li> </ul> <p>Some content development and distribution costs may also be shared across other budget lines.</p>
<b>Post-project sustainability</b>	The content produced under this Strategy are expected to remain relevant and useful for at least 3-5 years after Project completion. It may be repurposed into new versions and new products by VMGD and/or subsequent projects.
<b>Strategy A2.4</b> Create informational content for target sector audiences about climate change & its implications for the five target sectors, and link this to content about how sector stakeholders can use VMGD CIS products in their daily work to solve information deficits.	
<b>Tactics</b>	<ul style="list-style-type: none"> <li>i. Content producer and production company to write and produce video content for each group of key messages below</li> <li>ii. Content producer to produce concept note for five sector-based programs incorporating the key messages below</li> <li>iii. Produce 5 x sector-based programs to air on VBTC, based on (i)</li> <li>iv. Produce adapted versions of sector-based programs for social media, radio, social media, and YouTube</li> <li>v. Produce adapted sector-based content for printed collateral and newspaper editorial/advertorial/advertising/email newsletters</li> </ul>
<b>Target audiences</b>	Target sector audiences

<b>Target media</b>	<ul style="list-style-type: none"> <li>• Television</li> <li>• Radio</li> <li>• Printed collateral</li> <li>• Email newsletter</li> <li>• Web</li> <li>• YouTube</li> <li>• Social media</li> </ul>
<b>Messages</b>	2.57—2.70 Climate change and its impacts on Vanuatu 2.71—2.75 Climate information (adapted for sectors) 2.89—2.96 Sectoral CIS (all sectoral audiences)
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor liaison, integration, and implementation of contractor outputs)</li> <li>• Content producer (main contractor)</li> <li>• Project/VMGD subject matter experts (as required)</li> <li>• Video/photographer (as contractor)</li> </ul>
<b>Timeline/ frequency</b>	<ul style="list-style-type: none"> <li>• Tenders published by 15 September 2022</li> <li>• Draft content outline produced by 15 November 2022</li> <li>• Content outline approved by 30 November 2022</li> <li>• Content production commenced by 21 February 2022</li> <li>• First draft content produced by 21 March 2023</li> <li>• First finished content to commence distribution 31 March 2023</li> <li>• Development and distribution ongoing through to 20 December 2023 (content schedule TBC)</li> <li>• Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	Primary distribution via video presentations intended for internal use by sectoral stakeholders. Secondary distribution via other video-based and broadcast channels, and via other channels for adapted versions.
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>• Estimated audience reach</li> <li>• Number of content items published;</li> <li>• Audience recall of climate concepts and CIS products measured via online surveys/focus groups</li> <li>• Brandwatch sentiment analysis – change in positive sentiment for VMGD/CIS products</li> <li>• Increase in audience size for VMGD sectoral CIS products of 50% by 1 October 2023, measured against baseline taken prior to Strategy rollout</li> <li>• Increase in reported perception of value of VMGD sectoral CIS products of 50% by 1 October 2023, measured against baseline taken prior to commencement of this Strategy</li> </ul>
<b>Budget</b>	Delivery of outputs for this Strategy is included in the following costs: <ul style="list-style-type: none"> <li>• Video/photography services retainer agreement (USD110,000)</li> </ul>



	<ul style="list-style-type: none"> <li>• Content producer/writer retainer agreement (USD65,000)</li> <li>• VBTC partnership agreement (USD100,000)</li> </ul> <p>Some content development and distribution costs may also be shared across other budget lines.</p>
<b>Post-project sustainability</b>	The content produced under this Strategy are expected to remain relevant and useful for at least 3-5 years after Project completion. It may be repurposed into new versions and new products by VMGD and/or subsequent projects.

### Strategy A2.5

Develop program of regular team visits and virtual workshops with rural Community Climate Centres to content tailored for CCC audiences derived from Strategies A2.1, A2.2, and A2.3 above, so that these audiences are aware of and understand VMGD CIS products and platforms, so that demand for them is created, and positive perceptions of VMGD are reinforced.

<b>Tactics</b>	<ul style="list-style-type: none"> <li>i. Content producer to produce concept note for six in-person CCC workshops, six virtual CCC workshops, adapting the key messages below for CCC audiences</li> <li>ii. Content producer to produce content for six in-person CCC workshops, six virtual CCC workshops</li> <li>iii. Community Climate Centre Coordinator to present in-person and virtual workshops</li> <li>iv. Produce adapted sector-based content for printed collateral and newspaper editorial/advertorial/advertising/email newsletters</li> </ul>
<b>Target audiences</b>	Rural communities located near Community Climate Centres
<b>Target media</b>	<ul style="list-style-type: none"> <li>• In-person workshops</li> <li>• Virtual workshops</li> <li>• Printed collateral</li> <li>• Video</li> </ul>
<b>Messages</b>	<p>2.14—2.27 Climate – basic concepts</p> <p>2.28—2.32 Traditional weather and climate knowledge</p> <p>2.57—2.70 Climate change and its impacts on Vanuatu</p> <p>2.71—2.75 Climate information</p> <p>2.76—2.88 Where to find CIS products and how they can help you</p>
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor liaison, integration, and implementation of contractor outputs)</li> <li>• Community Climate Centre Coordinator</li> <li>• Provincial Area Secretaries</li> <li>• Community members</li> <li>• Project/VMGD subject matter experts (as required)</li> <li>• Content producer (as contractor)</li> <li>• Video/photographer (as contractor)</li> </ul>

<b>Timeline/ frequency</b>	<ul style="list-style-type: none"> <li>• Tenders published by 15 September 2022</li> <li>• Draft content outline produced by 15 November 2022</li> <li>• Content outline approved by 30 November 2022</li> <li>• Content production commenced by 28 February 2022</li> <li>• First draft content produced by 31 March 2023</li> <li>• First finished content to commence distribution 07 April 2023</li> <li>• Development and distribution ongoing through to 20 December 2023 (content schedule TBC)</li> <li>• Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	<ul style="list-style-type: none"> <li>▪ Ensure program of visits to Community Climate Centres are part of partnerships with VBTC and Trading Post Ltd</li> <li>▪ Provide some materials in vernacular languages for maximum audience reach, engagement and trust</li> <li>▪ Video content can be adapted to better suit needs of CCC audience segment from content developed for Strategies A2.2 and A2.3.</li> </ul>
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Estimated audience at each CCC location, disaggregated by age, gender, disability, sectoral employment;</li> <li>▪ Minimum of 3x Project visits to each location by 31 October 2023</li> <li>▪ 6x monthly virtual workshops attended by coordinators from each CCC</li> <li>▪ 6x monthly workshops run in-person at community climate centres</li> <li>▪ Number of printed CIS products and related materials distributed local community by coordinators</li> <li>▪ Measure CCC audience uptake of key messages — minimum increases of 50% from baseline by 31 October 2023 for all metrics: <ul style="list-style-type: none"> <li>○ Awareness, recognition and recall of: <ul style="list-style-type: none"> <li>▪ Who VMGD is and they do;</li> <li>▪ What 'climate' means;</li> <li>▪ What 'climate change' means;</li> <li>▪ What climate change means for Vanuatu;</li> <li>▪ What climate change means at a local level;</li> <li>▪ What 'climate information' means;</li> <li>▪ What CIS products are;</li> <li>▪ What CIS products do, and</li> <li>▪ How CIS products can help end users</li> </ul> </li> </ul> </li> </ul>
<b>Budget</b>	<p>USD5,000 allocated for travel specific to this Strategy.</p> <p>Delivery of outputs for this Strategy is included in the following costs:</p> <ul style="list-style-type: none"> <li>• Video/photography services retainer agreement (USD110,000)</li> <li>• Content producer/writer retainer agreement (USD65,000)</li> <li>• VBTC partnership agreement (USD100,000)</li> </ul> <p>Some content development and distribution costs may also be shared across other budget lines.</p>
<b>Post-project sustainability</b>	The video and content produced under this Strategy are expected to remain relevant and useful for at least 3-5 years after Project completion. It may be repurposed into new versions and new products by VMGD and/or subsequent projects.

Objective A3	<b>To increase engagement of general public and sector stakeholders with VMGD/Project-produced CIS tools by collaboratively developing a range of communications materials and special events that meet their specific needs and foster buy-in and facilitate a participatory process of iterative improvement based on end user evaluation, for a 33% overall increase in audience engagement by 31 October 2023.</b>
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### Strategy A3.1

Based on needs identified by initial audience research, collaborate with Communications Working Group (CWG) and sample groups drawn from the general public to improve content, focus and format of existing and new CIS products.

<b>Tactics</b>	<ul style="list-style-type: none"> <li>i. Convene CWG made up of established communications practitioners working in partner and stakeholder organisations as well as other organisations</li> <li>ii. Conduct audience research using focus groups and product surveys to refine content and user experience (UX) of existing CIS products</li> <li>iii. Conduct audience research using focus groups and product surveys to produce content and UX of new CIS products</li> <li>iv. Integrate findings of audience research into CIS products</li> </ul>
<b>Target audience</b>	General audience
<b>Target media</b>	<ul style="list-style-type: none"> <li>▪ Print and PDF versions of CIS products</li> <li>▪ Online versions of CIS products</li> <li>▪ VMGD website</li> <li>▪ VMGD mobile app</li> <li>▪ Email newsletters</li> <li>▪ Other channels as appropriate</li> </ul>
<b>Message(s)</b>	As required
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager and CWM chair)</li> <li>• Communications Officer (CWG liaison. focus group facilitator, integration, and implementation of CIS product revisions)</li> <li>• CWG members</li> <li>• Community members</li> <li>• Project/VMGD subject matter experts (as required)</li> </ul>
<b>Timeline/frequency</b>	12 x monthly meetings (October 2022—October 2023)
<b>Special considerations</b>	<ul style="list-style-type: none"> <li>▪ Audience research techniques such as focus groups, benchmarking, split testing etc. should be used following the publication of any new or revised CIS products, and changes incorporated in preparation for next version</li> <li>▪ Translate into in top 10 vernacular languages for maximum audience reach, engagement and trust</li> </ul>

<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>12 x monthly meetings held</li> <li>Attendance per meeting</li> <li>33% increase in audience engagement for general public CIS products by 31 October 2023</li> </ul>
<b>Budget</b>	USD1,000 allocated to cover catering costs for CWM meetings
<b>Post-project sustainability</b>	This Strategy will help ensure that Project CIS products will stay relevant and useful for their intended audiences after the Project's completion date

### Strategy A3.2

Based on needs identified by initial audience research, collaborate with sample groups drawn from sectoral audiences to improve content, focus and format of existing and new CIS products.

<b>Tactics</b>	<ul style="list-style-type: none"> <li>i. Conduct audience research using focus groups and product surveys to refine content and user experience (UX) of existing sectoral CIS products</li> <li>ii. Conduct audience research using focus groups and product surveys to produce content and UX of new sectoral CIS products</li> <li>iii. Integrate findings of audience research into sectoral CIS products</li> </ul>
<b>Target audiences</b>	Target sector audiences
<b>Target media</b>	<ul style="list-style-type: none"> <li>Print and PDF versions of CIS products</li> <li>Online versions of CIS products</li> <li>VMGD website</li> <li>VMGD mobile app</li> <li>Email newsletters</li> <li>Other channels as appropriate</li> </ul>
<b>Message(s)</b>	As required
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>Communications Co-ordinator (manager)</li> <li>Communications Officer (Sectoral liaison, focus group facilitator, integration, and implementation of CIS product revisions)</li> <li>Sector Coordinators</li> <li>Project/VMGD subject matter experts (as required)</li> </ul>
<b>Timeline/frequency</b>	12x monthly meetings per sector (October 2022—October 2023)

<b>Special considerations</b>	Audience research techniques such as focus groups, benchmarking, split testing etc. should be used following the publication of any new or revised CIS products, and changes incorporated in preparation for next version
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>12 x monthly meetings held per sector</li> <li>Number of surveys released</li> <li>Number of survey responses per survey</li> <li>Attendance per focus group meeting</li> <li>33% increase in audience engagement for general public CIS products by 31 October 2023, measured against baseline taken prior to commencement of this Strategy</li> </ul>
<b>Budget</b>	USD1,000 allocated to cover catering costs for meetings
<b>Post-project sustainability</b>	This Strategy will help ensure that Project CIS products will stay relevant and useful for their intended audiences after the Project's completion date

### Strategy A3.3

Building on the content and approach developed for Strategy A2.3, develop preliminary content prior to launch of case studies (to be developed in Strategy A3.4 below) to demonstrate how CIS products are used elsewhere (globally and elsewhere in region), and how people in Vanuatu are already engaging with CIS products.

<b>Tactics</b>	<ul style="list-style-type: none"> <li>i. Content producer to produce concept note for one 'Climate Watch' program incorporating the key messages below</li> <li>ii. Content producer and production company to write and produce video content for the 'Climate Watch' program incorporating key messages below</li> <li>iii. Produce one 'Climate Watch' program to air on VBTC, based on (i)</li> <li>iv. Produce adapted versions of Climate Watch program for social media, radio, social media, and YouTube</li> <li>v. Produce adapted Climate Watch content for printed collateral and newspaper editorial/advertorial/advertising</li> </ul>
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>General audience</li> <li>Target sector audiences</li> </ul>
<b>Target media</b>	All
<b>Messages</b>	<p>2.28—2.32 Traditional weather and climate knowledge</p> <p>3.1—3.6 All audiences – preliminary messages for use prior to introducing case studies</p>
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>Communications Co-ordinator (manager)</li> <li>Communications Officer (Sectoral liaison. focus group facilitator, integration, and implementation of CIS product revisions)</li> <li>Content producer (as contractor)</li> <li>Sector Coordinators</li> <li>Project/VMGD subject matter experts (as required)</li> </ul>

<b>Timeline/ frequency</b>	<ul style="list-style-type: none"> <li>• Tenders published by 15 September 2022</li> <li>• Draft content outline produced by 15 November 2022</li> <li>• Content outline approved by 30 November 2022</li> <li>• Content production commenced by 21 February 2022</li> <li>• First draft content produced by 21 March 2023</li> <li>• First finished content to commence distribution 15 April 2023</li> <li>• Development and distribution ongoing through to 20 December 2023 (content schedule TBC)</li> <li>• Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	<ul style="list-style-type: none"> <li>▪ The intent of this Strategy is to repeat and reinforce the messages introduced in Strategy 2c, immediately prior to rolling out case study content in Strategy A3.4.</li> <li>▪ Content may be distributed across traditional and digital media; focal channels are CCCs, events and media partners VBTC and <i>Daily Post/Buzz FM</i></li> <li>▪ Translate some items into in top 10 vernacular languages for maximum audience reach, engagement and trust</li> </ul>
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Number of programs broadcast;</li> <li>▪ Number of adapted content pieces published;</li> <li>▪ Estimated audience reach per platform;</li> <li>▪ Audience recall of climate concepts and CIS products measured via online surveys/focus groups</li> <li>▪ 33% increase in audience engagement by 31 October 2023, measured against baseline taken following launch of this Strategy's content</li> </ul>
<b>Budget</b>	<p>Delivery of outputs for this Strategy is included in the following costs:</p> <ul style="list-style-type: none"> <li>• Video/photography services retainer agreement (USD110,000)</li> <li>• Content producer/writer retainer agreement (USD65,000)</li> <li>• VBTC partnership agreement (USD100,000)</li> </ul> <p>Some content development and distribution costs may also be shared across other budget lines.</p>
<b>Post-project sustainability</b>	The content produced under this Strategy are expected to remain relevant and useful for at least 3-5 years after Project completion. It may be repurposed into new versions and new products by VMGD and/or subsequent projects.

### Strategy A3.4

Develop case studies that drill down further from the content presented in Strategy A3.3 to demonstrate how VMGD CIS products can provide the information needed to achieve specific tasks.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>Content producer to produce concept note for one 'Climate Watch' program incorporating the key messages below</li> <li>Content producer and production company to write and produce video content for the 'Climate Watch' program incorporating key messages below</li> <li>Produce one 'Climate Watch' programs to air on VBTC, based on (i)</li> <li>Produce adapted versions of Climate Watch program for social media, radio, social media, and YouTube</li> </ol>
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	<b>v. Produce adapted Climate Watch content for printed collateral and newspaper editorial/advertorial/advertising</b>
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>General audience</li> <li>Target sector audiences</li> </ul>
<b>Target media</b>	All
<b>Messages</b>	3.7—3.14 All audiences – General case study ideas
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>Communications Co-ordinator (manager)</li> <li>Communications Officer (Sectoral liaison. focus group facilitator, integration, and implementation of CIS product revisions)</li> <li>Content producer (as contractor)</li> <li>Sector Coordinators</li> <li>Project/VMGD subject matter experts (as required)</li> </ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"> <li>Tenders published by 15 September 2022</li> <li>Draft content outline produced by 15 November 2022</li> <li>Content outline approved by 30 November 2022</li> <li>Content production commenced by 21 February 2022</li> <li>First draft content produced by 21 March 2023</li> <li>First finished content to commence distribution 30 April 2023</li> <li>Development and distribution ongoing through to 20 December 2023 (content schedule TBC)</li> <li>Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	<ul style="list-style-type: none"> <li>Content may be distributed across traditional and digital media; focal channels are CCCs, events and media partners VBTC and <i>Daily Post/Buzz FM</i></li> <li>Translate some items into in top 10 vernacular languages for maximum audience reach, engagement and trust</li> </ul>
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>Estimated audience reach</li> <li>Audience recall of climate concepts and CIS products measured via online surveys/focus groups</li> <li>33% increase in audience engagement by 31 October 2023, measured against baseline taken following launch of this Strategy's content</li> </ul>
<b>Budget</b>	<p>Delivery of outputs for this Strategy is included in the following costs:</p> <ul style="list-style-type: none"> <li>Video/photography services retainer agreement (USD110,000)</li> <li>Content producer/writer retainer agreement (USD65,000)</li> <li>VBTC partnership agreement (USD100,000)</li> </ul> <p>Some content development and distribution costs may also be shared across other budget lines.</p>
<b>Post-project sustainability</b>	The content produced under this Strategy are expected to remain relevant and useful for at least 3-5 years after Project completion. It may be repurposed into new versions and new products by VMGD and/or subsequent projects.

### Strategy A3.5

Develop target sector content, in two parts:

1. *Foundation* – develop understanding of the practicality and relevance of sectoral CIS products, and
2. *Demonstration* – display how VMGD’s sectoral CIS products can provide the information needed to achieve tasks specific to each sector.

<b>Tactics</b>	<ol style="list-style-type: none"><li>i. Content producer to produce concept note for five reports (1 per target sector) plus presentations based on report content incorporating the key messages below</li><li>ii. Content producer to write and produce sector report and presentation content</li><li>iii. Produce adapted versions of sector report/presentation content for social media</li><li>iv. Produce adapted sector report/presentation content for printed collateral and email bulletins</li><li>v. Hold workshop to present report and make presentation to sector stakeholders</li></ol>
<b>Target audiences</b>	Target sector audiences
<b>Target media</b>	<ul style="list-style-type: none"><li>▪ Reports</li><li>▪ Workshop presentations</li><li>▪ Targeted social media posts</li><li>▪ Printed collateral</li><li>▪ Email bulletins</li></ul>
<b>Messages</b>	<p>(1) <i>Foundation messaging</i></p> <p>4.1—4.13 Agriculture Sector Part I</p> <p>5.1—5.13 Fisheries Sector Part I</p> <p>6.1—6.13 Infrastructure Sector Part I</p> <p>7.1—7.8 Tourism Sector Part I</p> <p>8.1—8.4 Water Sector Part I</p> <p>(2) <i>Demonstration messaging</i></p> <p>4.14—4.27 Agriculture Sector Part II</p> <p>5.14—5.28 Fisheries Sector Part II</p> <p>6.6—6.19 Infrastructure Sector Part II</p> <p>7.9—7.25 Tourism Sector Part II</p> <p>8.5—8.15 Water Sector Part II</p>
<b>Responsible personnel</b>	<ul style="list-style-type: none"><li>• Communications Co-ordinator (manager)</li><li>• Communications Officer (contractor and sector liaison, integration, and implementation of contractor outputs)</li><li>• Content producer (as contractor)</li><li>• Sector Coordinators</li><li>• Key sector stakeholders</li><li>• Project/VMGD subject matter experts (as required)</li></ul>



<b>Timeline/ frequency</b>	<ul style="list-style-type: none"> <li>• Tenders published by 15 September 2022</li> <li>• Draft content outline produced by 15 November 2022</li> <li>• Content outline approved by 30 November 2022</li> <li>• Content production commenced by 15 April 2022</li> <li>• First draft content produced by 15 May 2023</li> <li>• First finished content to commence distribution 15 June 2023</li> <li>• Development and distribution ongoing through to 20 December 2023 (content schedule TBC)</li> <li>• Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	N/A
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ 5x sector stakeholder meetings held</li> <li>▪ Total number of workshop attendees</li> <li>▪ Estimated audience reach</li> <li>▪ Audience recall of climate concepts and CIS products measured via online surveys/focus groups</li> <li>▪ 33% increase in audience engagement by 31 October 2023, measured against baseline taken following commencement of this Strategy's content</li> </ul>
<b>Budget</b>	<ul style="list-style-type: none"> <li>▪ USD1,000 allocated to cover catering costs for meetings</li> <li>▪ Delivery of outputs for this Strategy is included in the Content producer/writer retainer agreement (USD65,000)</li> </ul>
<b>Post-project sustainability</b>	The content produced under this Strategy are expected to remain relevant and useful for at least 3-5 years after Project completion. It may be repurposed into new versions and new products by VMGD and/or subsequent projects.

### Strategy A3.6

Develop sectoral case studies that drill down further from the content presented in Strategy A3.5 to demonstrate how VMGD's sectoral CIS products can provide the information needed to achieve tasks specific to each sector.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>Content producer to produce concept note for five reports (1 per target sector) plus presentations based on report content incorporating the key messages below</li> <li>Content producer to write and produce sector report and presentation content</li> <li>Produce adapted versions of sector report/presentation content for social media</li> <li>Produce adapted sector report/presentation content for printed collateral and email bulletins</li> <li>Hold workshop to present report and make presentation to sector stakeholders</li> </ol>
<b>Target audiences</b>	Target sector audiences
<b>Target media</b>	<ul style="list-style-type: none"> <li>▪ Reports</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Workshop presentations</li> <li>▪ Targeted social media posts</li> <li>▪ Printed collateral</li> <li>▪ Email bulletins</li> </ul>
<b>Messages</b>	4.28 Agriculture Sector case study 5.29 Fisheries Sector case study 6.20 Infrastructure Sector case study 7.26 Tourism Sector case study 8.16 Water Sector case study
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (contractor and sector liaison, integration, and implementation of contractor outputs)</li> <li>• Content producer (as contractor)</li> <li>• Sector Coordinators</li> <li>• Key sector stakeholders</li> <li>• Project/VMGD subject matter experts (as required)</li> </ul>
<b>Timeline/frequency</b>	<ul style="list-style-type: none"> <li>• Tenders published by 15 September 2022</li> <li>• Draft content outline produced by 15 November 2022</li> <li>• Content outline approved by 30 November 2022</li> <li>• Content production commenced by 21 April 2022</li> <li>• First draft content produced by 21 May 2023</li> <li>• First finished content to commence distribution 21 June 2023</li> <li>• Development and distribution ongoing through to 20 December 2023 (content schedule TBC)</li> <li>• Monitoring: ongoing</li> </ul>
<b>Special considerations</b>	This Strategy's primary intent is to produce target sector case studies that are deeply informed content developed in Strategy A3.5, so that the case studies are more useful, relevant and produce more actionable insights for target sector audiences
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ 5 x sector stakeholder meetings held</li> <li>▪ Total number of attendees</li> <li>▪ Attendee survey responses – to gauge quality and relevance of information presented</li> <li>▪ 33% increase in audience engagement by 31 October 2023, measured against baseline taken following commencement of this Strategy</li> </ul>
<b>Budget</b>	<ul style="list-style-type: none"> <li>▪ USD1,000 allocated to cover catering costs for meetings</li> <li>▪ Delivery of outputs for this Strategy is included in the Content producer/writer retainer agreement (USD65,000)</li> </ul>
<b>Post-project sustainability</b>	The content produced under this Strategy are expected to remain relevant and useful for at least 3-5 years after Project completion. It may be repurposed into new versions and new products by VMGD and/or subsequent projects.

### Strategy A3.7

Manage paid social media to ensure audience reach, interaction and engagement is maximised.

<b>Tactics</b>	<ul style="list-style-type: none"><li>i. Using the social media calendar developed by Strategy A1.5, choose channels most likely to produce high levels of engagement for paid posts</li><li>ii. Using the social media calendar developed by Strategy A1.5, choose posts most likely to produce high levels of engagement to be paid posts</li><li>iii. Ensure all social posts are optimised to produce maximum engagement (including image, video, title, copy and link content, and tone of voice)</li><li>iv. Ensure all social posts are scheduled to publish on days and at times of day with largest number of active users on each social channel</li><li>v. Review all performance metrics on a weekly basis for insights on audience engagement, and use these insights to modify strategy, scheduling, and content</li><li>vi. Monitor audience interactions on website and social media (and on other channels) for opportunities to interact and increase engagement with further paid posts</li><li>vii. Monitor media for news, weather or climate events that present opportunities to produce relevant, engaging paid content</li></ul>
<b>Target audiences</b>	<ul style="list-style-type: none"><li>▪ General audience</li><li>▪ Target sector audiences</li></ul>
<b>Target media</b>	Social media
<b>Messages</b>	All
<b>Responsible personnel</b>	<ul style="list-style-type: none"><li>• Communications Co-ordinator (manager)</li><li>• Communications Officer (implementation)</li></ul>
<b>Timeline/ frequency</b>	1 October 2022—20 December 2023
<b>Special considerations</b>	Translate some posts into in top 10 vernacular languages for maximum audience reach, engagement and trust – and viral marketing buzz
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"><li>▪ Estimated audience reach per platform</li><li>▪ Audience recall of climate concepts and CIS products measured via online surveys/sentiment analysis</li><li>▪ 33% increase in organic social media engagement by 31 October 2023, measured against baseline taken following commencement of this Strategy</li><li>▪ 33% increase in paid social media engagement by 31 October 2023, measured against baseline taken following commencement of this Strategy</li></ul>
<b>Budget</b>	USD37,500 (USD2,500 per month October 2022—December 2023)
<b>Post-project sustainability</b>	The use of paid social media will enlarge the Project's available social media audience footprint. Both project paid and organic social posting will have flow-on effects for VMGD's audience size and engagement post-Project, as much of the social content will be promoting VMGD's CIS products

### Strategy A3.8

Set up social media sharing calendar and agreements with partners and donors on what, with whom, how often and where posts may be shared.

<b>Tactics</b>	<ul style="list-style-type: none"><li>i. Using the social media calendar developed by Strategy A1.5, develop partner social calendar for shared posts</li><li>ii. Liaise with administrators of partner agencies and donors to schedule posts according to calendar</li><li>iii. Monitor audience interactions partner/donor social for opportunities to interact and increase engagement with further posts/replies from Project/VMGD</li><li>iv. Monitor audience interactions on partner/donor social media accounts to measure reach and engagement for Project/VMGD shared posts</li><li>v. Monitor media for news, weather or climate events that present opportunities to produce relevant, engaging content on partner/donor social media accounts</li><li>vi. Review all performance metrics on a weekly basis for insights on audience engagement, and use these insights to modify strategy, scheduling and content</li></ul>
<b>Target audiences</b>	<ul style="list-style-type: none"><li>▪ General audience</li><li>▪ Target sector audiences</li></ul>
<b>Target media</b>	Social media
<b>Messages</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"><li>• Communications Co-ordinator (manager)</li><li>• Communications Officer (implementation)</li><li>• Facebook page administrator, VMGD</li><li>• Facebook page administrator, MCC</li><li>• Facebook page administrator, NDMO</li><li>• Facebook page administrator, DARD</li><li>• Facebook page administrator, Dept of Fisheries</li><li>• Facebook page administrator, MIPU</li><li>• Facebook page administrator, Dept of Tourism</li><li>• Facebook page administrator, Dept of Water Resources</li><li>• Facebook page administrator, SPREP</li></ul> <p><i>Optional:</i></p> <ul style="list-style-type: none"><li>• Facebook page administrator, GCF</li><li>• Facebook page administrator, CSIRO</li><li>• Facebook page administrator, BoM</li><li>• Facebook page administrator, APCC</li></ul>
<b>Timeline/frequency</b>	1 October 2022—20 December 2023

<b>Special considerations</b>	N/A
<b>Risks</b>	Non-owned social media channels present a low to medium level of risk to Project communications objectives as they are not under Project management. Close monitoring and liaison with partner/donor social media admins will help manage this risk.
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Estimated audience reach per platform</li> <li>▪ Audience recall of climate concepts and CIS products measured via online surveys/Brandwatch sentiment analysis</li> <li>▪ 33% increase in social media engagement on Project posts shared or originated by partners by 31 October 2023, measured from baseline</li> <li>▪ Brandwatch sentiment analysis – change in positive sentiment for VMGD/CIS products</li> </ul>
<b>Budget</b>	N/A
<b>Post-project sustainability</b>	Managed social media will enlarge the Project's available social media audience footprint. Both project paid and organic social posting will have positive flow-on effects for VMGD's audience size and engagement post-Project, as much of the social content will be promoting VMGD's CIS products

### Strategy A3.9

Establish branded YouTube channel to house and share video content, engage larger audience.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>Set up new Project YouTube channel</li> <li>Use YouTube channel to upload Project video content for general and target sector audiences</li> <li>Use YouTube channel to share Project video content on social media and other online channels</li> <li>Monitor YouTube audience activity for opportunities to interact and increase engagement with further posts/replies from Project/VMGD</li> <li>Review all performance metrics on a weekly basis for insights on audience reach and engagement, and use these insights to modify strategy, scheduling and content</li> </ol>
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>▪ General audience</li> <li>▪ Target sector audiences</li> </ul>
<b>Target media</b>	<ul style="list-style-type: none"> <li>▪ YouTube</li> <li>▪ Video content</li> </ul>
<b>Messages</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (implementation)</li> </ul>
<b>Timeline/frequency</b>	As required (schedule TBC)

<b>Special considerations</b>	Publish some video content in top 10 vernacular languages for maximum audience reach, engagement and trust – and viral marketing buzz
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Estimated audience reach</li> <li>▪ Audience recall of climate concepts and CIS products measured via online surveys</li> <li>▪ 33% increase in engagement from YouTube by 31 October 2023, measured from channel launch date</li> <li>▪ Brandwatch sentiment analysis – change in positive sentiment for VMGD/CIS products</li> </ul>
<b>Budget</b>	N/A (managed and implemented by Project staff)
<b>Post-project sustainability</b>	The Project YouTube channel has no subscription costs attached to it, so it will be handed over to VMGD at the completion of the Project to house CIS video products

### Strategy A3.10

Establish branded Instagram, TikTok and Twitter accounts to share content, engage with larger audience on these platforms.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>Set up new Project Instagram account</li> <li>Set up new Project TikTok account</li> <li>Set up new Project Twitter account</li> <li>Publish Project communication content on Instagram for general and target sector audiences</li> <li>Publish Project communication content on TikTok for general and target sector audiences</li> <li>Publish Project communication content on Twitter for general and target sector audiences</li> <li>Monitor Instagram, TikTok and Twitter audience activity for opportunities to interact and increase engagement with further posts/replies from Project/VMGD</li> <li>Review all performance metrics on a weekly basis for insights on audience reach and engagement, and use these insights to modify strategy, scheduling, and content</li> </ol>
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>▪ General audience</li> <li>▪ Target sector audiences</li> </ul>
<b>Target media</b>	<ul style="list-style-type: none"> <li>▪ Instagram</li> <li>▪ TikTok</li> <li>▪ Twitter</li> </ul>
<b>Messages</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (implementation)</li> </ul>

<b>Timeline/ frequency</b>	As required (schedule TBC)
<b>Special considerations</b>	<ul style="list-style-type: none"> <li>▪ TikTok has the biggest potential additional audience, due to its large youth market share</li> <li>▪ Translate into in top 10 vernacular languages for maximum audience reach, engagement and trust – and viral marketing buzz</li> </ul>
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Estimated audience reach per platform</li> <li>▪ Audience recall of climate concepts and CIS products measured via online surveys/sentiment analysis</li> <li>▪ 33% increase in engagement on Instagram account by 31 October 2023, measured from channel launch date</li> <li>▪ 33% increase in engagement on TikTok account by 31 October 2023, measured from channel launch date</li> <li>▪ 33% increase in engagement on Twitter account by 31 October 2023, measured from channel launch date</li> <li>▪ Brandwatch sentiment analysis – change in positive sentiment for VMGD/CIS products</li> </ul>
<b>Budget</b>	N/A (managed and implemented by Project staff)
<b>Post-project sustainability</b>	These new Project social media accounts have no subscription costs attached to them, so they will be handed over to VMGD at the completion of the Project

### Strategy A3.11

Set up and manage out-of-home (OOH), web, mobile and search advertising to mutually reinforce strategic messaging, and boost audience engagement.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>Establish calendar to schedule and manage Project advertising creative, coordinated with editorial calendar for Strategy A1.5 and social advertising calendar for Strategy A3.7 and PR calendar produced by PR agency (TBC)</li> <li>Book OOH advertising with billboard suppliers</li> <li>Book web and mobile advertising through Google Ads, Bing Ads (and others as required)</li> <li>Book search advertising through SEO agency</li> <li>Creative agency to produce creative for OOH advertising</li> <li>Creative agency to produce creative for web advertising</li> <li>Creative agency to produce creative for mobile advertising</li> <li>Creative agency to produce creative for search advertising</li> <li>Review all performance metrics on a weekly basis for insights on audience reach and engagement, and use these insights to modify strategy, scheduling, and content</li> </ol>
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>▪ General audience</li> <li>▪ Target sector audiences</li> </ul>
<b>Target media</b>	<ul style="list-style-type: none"> <li>▪ OOH advertising</li> <li>▪ Web advertising</li> <li>▪ Mobile advertising</li> <li>▪ Search advertising</li> </ul>

<b>Messages</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (implementation)</li> <li>• Billboard companies (as contractors)</li> <li>• Web and mobile ad suppliers</li> <li>• SEO agency (as contractor)</li> <li>• Creative agency (as contractor)</li> </ul>
<b>Timeline/frequency</b>	As required (schedule TBC)
<b>Special considerations</b>	N/A
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>• Audience recall of climate concepts and CIS products measured via online surveys/focus groups</li> <li>• Estimate audience reach</li> <li>• Brandwatch sentiment analysis for online platforms – change in positive sentiment for VMGD/CIS products</li> </ul>
<b>Budget</b>	USD32,000 (±USD2,000 per month October 2022—December 2023)
<b>Post-project sustainability</b>	Having the Project's messages visible in out-of-home, web, mobile and search advertising platforms concurrently with other channels will aid audience recall, comprehension and engagement, as it will be mutually reinforcing. This will bring positive flow-on benefits to VMGD's post-Project audience reach and engagement.

### Strategy A3.12

Utilise sponsored, co-branded and partner public events to promote VanKIRAP CIS products.

<b>Tactics</b>	<ol style="list-style-type: none"> <li>Select several high profile, relevant and strategically valuable public events from calendar of partner and nationally significant events compiled in Strategy A1.5</li> <li>Select several high profile, relevant and strategically valuable public events from the Project/VMGD/MoCC events from calendar of CC events compiled in Strategy A1.5</li> <li>Select the most several high profile, relevant and strategically valuable events for sponsorship, preferably for naming rights</li> <li>Engage PR/events agency to plan Project involvement at sponsored, co-branded and partner events. Key considerations for Project participation at events includes: <ol style="list-style-type: none"> <li>Other Project communications channels must be leveraged prior to and during each event to maximise exposure of Project messages, in accordance with other Project communications strategies</li> <li>Be highly visible — booth in high foot traffic location, messaging/branding visible throughout venue, Project messages repeated on event PA over the course of the event, collateral (t-shirts, caps, etc) distributed to audience</li> </ol> </li> </ol>
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	c. Timetabling should be centred around launch of new CIS products.
<b>Target audiences</b>	<ul style="list-style-type: none"> <li>General audience</li> <li>Target sector audiences</li> </ul>
<b>Target media</b>	Events
<b>Messages</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>Communications Co-ordinator (manager)</li> <li>Communications Officer (contractor and sector liaison, integration, and implementation of contractor outputs)</li> <li>PR/Event agency (as contractor)</li> <li>Printing/marketing collateral production contractor</li> <li>Sector Coordinators (as required)</li> <li>Key sector stakeholders (as required)</li> <li>Project/VMGD subject matter experts (as required)</li> </ul>
<b>Timeline/frequency</b>	As required (schedule TBC)
<b>Special considerations</b>	N/A
<b>Risks</b>	Non-owned events present a low to medium level of risk to Project communications objectives as they are not entirely under Project management. Close monitoring and liaison with partners will help manage this risk.
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>Audience recall of climate concepts and CIS products measured via online surveys/focus groups/attendee evaluation surveys post each event</li> <li>Total event turnout per event (disaggregated by age, location, and gender where possible)</li> <li>Audience satisfaction gathered in post-event surveys</li> <li>Number of media interviews per event</li> <li>Number of promotional materials given out per event</li> </ul>
<b>Budget</b>	Delivery of outputs for this Strategy is included in the following costs: <ul style="list-style-type: none"> <li>Event sponsorship agreement(s) (up to USD25,000)</li> <li>PR/Event agency (USD10,000)</li> <li>Printing/marketing collateral production contractor (cost TBD)</li> </ul>
<b>Post-project sustainability</b>	Event attendees are typically much more actively engaged than other audience segments. Having the Project's messages shared at public events concurrently with other channels will aid audience recall, comprehension and engagement, as it will be mutually reinforcing. This will bring positive flow-on benefits to VMGD's post-Project audience reach and engagement, and reputation.

## B. Internal Communications Tactics

Objective B1	<b>Build communications capacity of Project members by enhancing their self-assessed competency in knowledge sharing and communication by 50% by Project completion date.</b>
<b>Strategy B1.1</b>	
Raise internal awareness of communications approaches, progress and best practices.	
<b>Tactics</b>	<ul style="list-style-type: none"> <li>i. <b>Present short seminars on the following topics, to be presented by skilled communications professionals (Project communications staff and contractors):</b> <ul style="list-style-type: none"> <li>a. Principles of strategic communication</li> <li>b. Fundamentals of climate communication</li> <li>c. The climate change context: economic, political, ethical, historical, and cultural dimensions of climate change</li> <li>d. Visualisation of climate data</li> <li>e. Media skills</li> <li>f. Social media skills</li> <li>g. Photography skills</li> <li>h. Video production skills</li> <li>i. Measuring communications success</li> </ul> </li> <li>ii. <b>Produce presentations, printed materials, email bulletin, website content etc. based on the content of each seminar to distribute to the audience in the weeks following each seminar to aid audience retention and to act as reference material</b></li> </ul>
<b>Priority audiences</b>	<ul style="list-style-type: none"> <li>▪ VanKIRAP staff</li> <li>▪ VMGD staff</li> <li>▪ Staff of Govt agencies serving target sectors</li> </ul>
<b>Target media</b>	<ul style="list-style-type: none"> <li>▪ Staff learning seminars</li> <li>▪ Presentations</li> <li>▪ Printed reports</li> <li>▪ Email lists</li> <li>▪ Website content for VMGD intranet</li> </ul>
<b>Message(s)</b>	TBC – seminar dependent
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager/course delivery)</li> <li>• Communications Officer (contractor liaison, implementation)</li> <li>• Content producer (as contractor)</li> <li>• VBTC/Trading Post Ltd (as contractor)</li> <li>• Video/photographer (as contractor)</li> <li>• PR agency (as contractor)</li> </ul>

<b>Timeline/ frequency</b>	Bi-monthly (timeline TBC, but to take place from February—December 2023)
<b>Special considerations</b>	N/A
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>• Nine seminars held</li> <li>• Number of staff in attendance per seminar</li> <li>• Number of derivative materials distributed</li> <li>• Email list metrics</li> <li>• Website visitation and engagement metrics</li> <li>• Qualitative feedback from post-event surveys</li> </ul>
<b>Budget</b>	USD10,000; cost of some seminars to be built into contractor agreements
<b>Post-project sustainability</b>	The seminars will help spark internal audience interest in professional communication and are expected to be an entry point for professional workplace learning after the Project completion date. The other material derived from the seminars will extend the life of this material still further.

## Strategy B1.2

Provide communications capacity building to Project members around communication/knowledge sharing/outreach.

<b>Tactics</b>	<ul style="list-style-type: none"> <li>i. Involve key Project and VMGD staff in one-on-one capacity building sessions, building on Strategy B1.1 (above), focused on: <ul style="list-style-type: none"> <li>a. Getting more in-depth information from staff about their Project activities to use in Project visibility communications;</li> <li>b. Giving staff deeper understanding and firsthand experience of the process involved in producing communications material.</li> </ul> </li> </ul>
<b>Priority audiences</b>	<ul style="list-style-type: none"> <li>▪ VanKIRAP staff</li> <li>▪ VMGD staff</li> </ul>
<b>Target media</b>	<ul style="list-style-type: none"> <li>▪ Media releases</li> <li>▪ Email lists</li> <li>▪ Social media</li> <li>▪ Newspaper</li> <li>▪ Website(s)</li> <li>▪ Printed materials</li> <li>▪ Earned media</li> </ul>
<b>Messages</b>	All Project key messages

<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (implementation)</li> <li>• Key Project staff (Coordinators and managers)</li> <li>• Key VMGD staff (Managers)</li> </ul>
<b>Timeline/frequency</b>	Contingent on production processes of CIS products and their subsequent promotion – timeline TBC
<b>Special considerations</b>	N/A
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Number of one-one-one capacity building sessions held</li> <li>▪ Average 50% increase in self-assessed competency in knowledge sharing and communication, by 31 October 2023, using staff pulse survey as assessment tool following each session</li> </ul>
<b>Budget</b>	N/A (managed and implemented by Project staff)
<b>Post-project sustainability</b>	The seminars will further embed professional the communication practices established by Strategy B1.1 and will provide a stronger basis for professional workplace development after the Project completion date.

<b>Objective B2</b>	<b>Disseminate evidence of the Project's work and impact throughout the duration of the Project, as needed (ad hoc/monthly quarterly/annually).</b>
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<b>Strategy B2.1</b> Manage and share communications products with project partners via owned media, knowledge management system(s) (KMS) and content sharing.	
<b>Tactics</b>	<ol style="list-style-type: none"> <li>Compile contact list of key stakeholders</li> <li>Produce 200-400 word summaries of all Project achievements and noteworthy events</li> <li>Organise photography and/or video of achievements and noteworthy events</li> <li>Compile text summaries and images/video in monthly Project email newsletter targeted at Vanuatu-based stakeholders</li> <li>Utilise OGCI0 Vanuatu Govt email system to share relevant Project updates with Vanuatu public servants</li> <li>Liaise with and share Project updates with communication officers from Vanuatu Govt partner agencies</li> <li>Adapt VanKIRAP Project internal email newsletter text /image/video content to produce monthly Project email newsletter targeted at externally based stakeholders</li> <li>Utilise Project profile page on nab.vu website as a local KM repository for Project news, information and communications products, &amp; keep updated</li> <li>Utilise Project profile page on sprep.org website as a regional KM repository for Project news, information and communications products, &amp;</li> </ol>

	<ul style="list-style-type: none"> <li>x. keep updated</li> <li>Utilise Project profile page on greenclimate.fund website as an international KM repository for Project news, information and communications products</li> <li>xi. Liaise with and share Project updates with SPREP communications team</li> <li>xii. Liaise with and share Project updates with GCF communications team</li> <li>xiii. Liaise with and share Project updates with APCC communications team</li> </ul>
<b>Priority audiences</b>	<ul style="list-style-type: none"> <li>▪ VanKIRAP staff</li> <li>▪ VMGD staff</li> <li>▪ Staff of Govt agencies serving target sectors</li> <li>▪ Govt decision makers</li> </ul>
<b>Target media</b>	<ul style="list-style-type: none"> <li>▪ Email lists</li> <li>▪ VanKIRAP social media</li> <li>▪ Partner social media</li> <li>▪ Printed collateral</li> <li>▪ Webinars</li> <li>▪ Newspapers</li> <li>▪ Magazines</li> <li>▪ Media releases</li> <li>▪ Television</li> <li>▪ YouTube</li> <li>▪ Staff events</li> <li>▪ Case studies</li> <li>▪ Project profile page on nab.vu website</li> <li>▪ Project profile page on sprep.org website</li> <li>▪ Project profile page on greenclimate.fund website</li> </ul>
<b>Messages</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (implementation and external stakeholder liaison)</li> <li>• SPREP communications staff (liaison)</li> <li>• GCF communications staff (liaison)</li> <li>• APCC communications staff (liaison)</li> </ul>
<b>Timeline/frequency</b>	Ongoing from 15 September 2022—20 December 2023; Project email bulletins to be published once per month, per internal and external stakeholder bulletin
<b>Special considerations</b>	N/A
<b>Risks</b>	N/A

<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Estimated audience reach per platform (disaggregated between local/regional and international, where possible)</li> <li>▪ Total number of content items published;</li> <li>▪ 50% increase in number of posts/publications shared</li> <li>▪ 50% increase in audience reach overall by 31 October 2023</li> <li>▪ 33% increase in overall audience engagement by 20 December 2022</li> <li>▪ 16x monthly email newsletters published by 20 December 2023</li> <li>▪ 50% increase in audience reach overall by 20 December 2023</li> </ul>
<b>Budget</b>	Mostly managed and implemented by Project staff. USD500 has been allocated for upgrade of nab.vu website's content management system (CMS) Drupal
<b>Post-project sustainability</b>	The outputs of this Strategy are mostly intended to be contained within the Project's lifespan, however as they will be published on websites, this material will provide ongoing documentation of the Project's activities and achievements post-Project.

## Strategy B2.2

Promote work and impact via paid social media, newspaper advertising and earned media.

<b>Tactics</b>	<p>i. Produce content about Project activities and achievements targeted at the primary and secondary internal audience segments via:</p> <ul style="list-style-type: none"> <li>a. Project Facebook page</li> <li>b. Paid social advertising</li> <li>c. Co-branded social posts on partner Facebook pages</li> <li>d. Newspaper advertising</li> <li>e. Earned media</li> </ul>
<b>Priority audiences</b>	<ul style="list-style-type: none"> <li>▪ Target sector stakeholders</li> <li>▪ Vanuatu Govt stakeholders</li> <li>▪ External stakeholders</li> </ul>
<b>Target media</b>	<ul style="list-style-type: none"> <li>▪ VanKIRAP Facebook page and social media accounts</li> <li>▪ Partner Facebook pages</li> <li>▪ Paid social advertising</li> <li>▪ Newspaper advertising</li> <li>▪ Media releases</li> <li>▪ Earned newspaper coverage</li> <li>▪ Earned television news coverage</li> </ul>
<b>Messages</b>	All Project key messages
<b>Responsible personnel</b>	<ul style="list-style-type: none"> <li>• Communications Co-ordinator (manager)</li> <li>• Communications Officer (implementation)</li> <li>• External media (earned media is outside scope of partnership agreements)</li> </ul>

<b>Timeline/ frequency</b>	TBC
<b>Special considerations</b>	N/A
<b>Risks</b>	N/A
<b>Monitoring &amp; evaluation</b>	<ul style="list-style-type: none"> <li>▪ Estimated audience reach</li> <li>▪ Total number of content items/advertisements published;</li> <li>▪ 50% increase in number of posts/publications shared by 20 December 2023</li> <li>▪ 50% increase in audience reach overall by 20 December 2023</li> <li>▪ 33% increase in overall audience engagement by 20 December 2023</li> <li>▪ Brandwatch sentiment analysis for Facebook pages – change in positive sentiment for VMGD/CIS products</li> </ul>
<b>Budget</b>	USD7,500 allocated for advertising costs specific to this Strategy
<b>Post-project sustainability</b>	The outputs of this Strategy are mostly intended to be contained within the Project's lifespan, however as they will be published on websites, this material will provide ongoing documentation and internal audience awareness of the Project's activities and achievements post-Project.

# Approaches

## All audiences

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### **Audience-centred communication**

The Project's Communications Strategy focuses on giving Project audiences information *they* want rather than just the message that the Project and Project stakeholders want delivered. This Strategy is predicated on the understanding that using communication techniques that centre on audience needs is also the most effective means of ensuring that the Project's messages are heard and understood.

This audience-centric approach posits that audience needs are the central consideration of how the Strategy is conceived and produced, and that audience needs must continue to be considered at every point from development through to delivery of communications outputs.

The main principles of this approach are:

- Involving audiences throughout the development and delivery of communications products;
- Gaining a clear understanding of the context of use and user needs through audience research;
- Regular collection, analysis, and incorporation of audience feedback;
- Utilizing an iterative communications product development process with the continual goal of improving audience experience by meeting their information needs.

### **Sustainability beyond the Project lifespan**

Consideration has been given to making sure that all of the Project's Communications Strategies have a lifespan that is sustained beyond the Project term. The audience centric communications approach outlined above is perhaps the best way to ensure

that the CIS products developed and delivered by the Project continue to provide sustained effectiveness past the Project end date.

The Tactical Plan in the preceding section provides details on how each Strategy will provide sustainability.

### **Listening and feedback mechanisms**

Cultivating credible listening and feedback loops to inform and enhance communications efforts, including refining the Project's objectives up to the completion date. These will include focus group discussions with staff, media and Ministry line agencies, and insight from media intelligence services (including post-event/social media reports and analytics).

Feedback loops will also be embedded into existing activities such as staff events, email newsletters, climate centre visits, and debriefs with staff, as well as contributions to and analysis of existing VMGD and other relevant surveys.

### **Creative and technical expertise**

Leveraging creative and technical expertise will be critical to achieving the Project's objectives. This will involve a quality-controlled, cost-effective engagement of design and production service providers within Vanuatu and externally for Project communications products and platforms. It will also utilise and build on the existing capabilities of Project and host organisation staff, including Vanuatu-based Communications Officers, and counterparts at SPREP, GCF, and overseas meteorological agencies and other multilateral partners.

### **Communication working group**



This will be a community of practice brought together from the cohort Vanuatu communications practitioners, sharing ideas and resources for communicating the Project's objectives to the priority audiences. This community will include Vanuatu leaders in creative fields, culture, innovation, and the media, as well as counterparts at SPREP, GCF, and overseas meteorological agencies and other multilateral partners.

### Internal communications

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Fostering a strong internal communications work plan is foundational to the Project's success. Project staff are the implementers and messengers of the Project's objectives, so must be appropriately supported to do so. This will involve:

Developing staff materials explaining key messages, strategic objectives, strategies, and tactics;

Facilitating spaces for team building and learning, media training for VMGD and Project spokespeople, and staff information sessions to foster an enabling environment and work culture;

Supporting internal information sharing platforms for learning and accountability, using existing platforms like the VMGD staff intranet and nab.vu, and using

new ones as needed to seek and respond to staff feedback and questions, explain new policies and ways of working, announce decisions and important developments, share opportunities, and celebrate success.

### External Communications

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The Project's communications work depends on enhancing established communications channels and adding new channels platforms for maximum strategic value. This will comprise several main components, outlined below.

#### **Brand Identity**

The Project's Communications Strategy brings climate and climate information to the forefront of people's daily lives, establishing of a brand identity to act as an umbrella for VMGD and Project communications about climate and CIS products, with the aim of giving the climate the due focus it needs to

#### **Integrated content**

Integrated content that includes the following, ensuring Project messaging is mutually reinforced across all communications products, channels, and platforms. For example, a poster advertising a new CIS product may be distributed via email and in hard copy, as well as adapted for online and digital

marketing collateral. An integrated suite of content will include combinations of the following:

*Multimedia content:* spanning photography, video, livestreams, social media stories, and more.

*Digital media campaigns:* providing targeted exposure for selected audiences and stakeholders.

*Traditional media such as newspapers, periodicals, OOH, radio, and texting platforms* to maximise accessibility for target audiences, especially in remote areas.

*Knowledge products and publications:* designed for sharing the VMGD/Project CIS products and climate knowledge.

*Printed collateral:* to support stakeholder engagement, campaigns, and events.

*Talking points, presentations, messaging briefs, factsheets, and media training:* to support VMGD and Project staff presenting to external audience and the media.

*Media engagement:* via event coverage, interview opportunities, in-depth features, and media visits.

# VI. BUDGET

# Budget projection 2022–23

		Project total	2022 (proj.)	2023 (proj.)
<b>TOTAL ACTIVITY BUDGET (USD)</b>		<b>1,081,050</b>	<b>567,383</b>	<b>513,667</b>
<b>A. External Communications Strategies</b>		<b>83,500</b>	<b>38,000</b>	<b>45,500</b>
<b>Objective A1 — To consolidate VMGD’s reputation as the nation’s premier source of high quality, reliable and trusted climate and weather information by doubling audience size and engagement by 31 October 2023.</b>		<b>4,000</b>	<b>4,000</b>	
<b>A1.1</b>	Develop new overarching brand identity (including written and visual content style guide) for VMGD and Project CIS products and platforms, based on audience research, that places ‘climate’ and ‘climate information’ at the core of the brand identity, & centres the usefulness of the CIS products for end users.	1,000	1,000	-
<b>A1.2</b>	Create integrated public relations campaign to counter negative perceptions within audience about VMGD & build trust in VMGD’s ability to provide timely and relevant CIS.	1,000	1,000	-
<b>A1.3</b>	Redevelop the VMGD website vmgd.gov.vu and new mobile app to create an enhanced national platform that enables end users to easily locate high quality climate information that they need.	1,000	1,000	-
<b>A1.4</b>	Set SEO strategy including keywords, search engine rank, for organic and paid search to increase visibility of VMGD website climate content, boost relevance & reach.	1,000	1,000	-
<b>A1.5</b>	Optimise social media content and content calendar for VMGD Facebook page to maximise audience reach and engagement for VMGD website and other CIS products and climate-related content developed by VMGD, the Project and Project partners.	-	-	-
<b>A1.6</b>	Create a new partnership with national broadcaster VBTC and a dedicated weather & climate unit to: 1. Embed VMGD’s climate (and weather) information services within the national broadcaster; (2) Embed VMGD as the preferred source for climate (and weather) information services on the national broadcaster; and iii. Embed VMGD’s CIS-based expertise in reporting about climate, weather, and extreme events.	-	-	-
<b>A1.7</b>	Create a new partnership with Trading Post Ltd, owner of national newspaper Vanuatu Daily Post and its sister radio station, Buzz FM to: 1. Embed VMGD as the preferred source for climate (and weather) information services in Trading Post Ltd’s media properties; and 2. Embed VMGD’s CIS-based expertise in reporting about climate, weather and extreme events in daily news coverage of the Vanuatu Daily Post and Port Vila FM station Buzz FM.	-	-	-
<b>A1.8</b>	Establish toll-free SMS climate & weather information service and revitalise 116 recorded phone information service.	72,000	50,000	22,000
<b>OBJECTIVE A2 — To inform audience(s) about the availability of all VMGD/VankIRAP-produced CIS products to improve awareness, understanding, create demand and reinforce positive perceptions of VMGD CIS products, for an overall increase in reported perception of value (from baseline) of VMGD CIS products of 50% by 31 October 2023.</b>		<b>6,000</b>	<b>2,000</b>	<b>4,000</b>
<b>A2.1</b>	Produce and implement a public relations campaign based on audience research to increase awareness, positive sentiment and reported trust in VMGD’s CIS products.	1,000	500	500
<b>A2.2</b>	Create and distribute content about generalised concepts to provide a foundation for audience understanding of CIS.	-	-	-
<b>A2.3</b>	Create and distribute more in-depth and practical content designed to persuade and motivate the audience to use VMGD CIS products and create positive perceptions of VMGD & its CIS products and platforms.	-	-	-
<b>A2.4</b>	Create informational content for target sector audiences about climate change & its implications for the five target sectors, and link this to content about how sector stakeholders can use VMGD CIS products in their daily work to solve information deficits.	-	-	-
<b>A2.5</b>	Develop program of regular team visits and virtual workshops with rural Community Climate Centres to content tailored for CCC audiences derived from Strategies A2.1, A2.2, and A2.3 above, so that these audiences are aware of and understand VMGD CIS products and platforms, so that demand for them is created, and positive perceptions of VMGD are reinforced.	5,000	1,500	3,500

<b>OBJECTIVE A3 — To increase engagement of general public and sector stakeholders with VMGD/Project-produced CIS tools by collaboratively developing a range of communications materials and special events that meet their specific needs and foster buy-in and facilitate a participatory process of iterative improvement based on end user evaluation, for a 33% overall increase in audience engagement by 31 October 2023.</b>		<b>73,500</b>	<b>32,000</b>	<b>41,500</b>
<b>A3.1</b>	Based on needs identified by initial audience research, collaborate with Communications Working Group (CWG) and sample groups drawn from the general public to improve content, focus and format of existing and new CIS products.	1,000	500	500
<b>A3.2</b>	Based on needs identified by initial audience research, collaborate with sample groups drawn from sectoral audiences to improve content, focus and format of existing and new CIS products.	1,000	500	500
<b>A3.3</b>	Building on the content and approach developed for Strategy A2.3, develop preliminary content prior to launch of case studies (to be developed in Strategy A3.4 below) to demonstrate how CIS products are used elsewhere (globally and elsewhere in region), and how people in Vanuatu are already engaging with CIS products.	-	-	-
<b>A3.4</b>	Develop case studies that drill down further from the content presented in Strategy A3.3 to demonstrate how VMGD CIS products can provide the information needed to achieve specific tasks.	-	-	-
<b>A3.5</b>	Develop target sector content, in two parts: 1. Foundation – develop understanding of the practicality and relevance of sectoral CIS products & 2. Demonstration – display how VMGD’s sectoral CIS products can provide the information needed to achieve tasks specific to each sector.	1,000	500	500
<b>A3.6</b>	Develop sectoral case studies that drill down further from the content presented in Strategy A3.5 to demonstrate how VMGD’s sectoral CIS products can provide the information needed to achieve tasks specific to each sector.	1,000	500	500
<b>A3.7</b>	Manage paid social media to ensure audience interaction and engagement is maximised.	37,500	15,000	22,500
<b>A3.8</b>	Set up social media sharing calendar and agreements with partners and donors on what, with whom, how often and where posts may be shared.	-	-	-
<b>A3.9</b>	Establish branded YouTube channel to house and share video content, engage larger audience.	-	-	-
<b>A3.10</b>	Establish branded Instagram, TikTok and Twitter accounts to share content, engage with larger audience on these platforms.	-	-	-
<b>A3.11</b>	Set up and manage out-of-home (OOH), web, mobile and search advertising to mutually reinforce strategic messaging, and boost audience engagement.	32,000	15,000	17,000
<b>A3.12</b>	Utilise sponsored, co-branded and partner public events to promote VanKIRAP CIS products.	-	-	-
<b>B. Internal Communications Strategies</b>		<b>17,500</b>	<b>5,000</b>	<b>12,500</b>
<b>OBJECTIVE B1 — Build communications capacity of Project members by enhancing their self-assessed competency in knowledge sharing and communication by 33% by Project completion date.</b>		<b>10,000</b>	<b>2,500</b>	<b>7,500</b>
<b>B1.1</b>	Raise internal awareness of communications approaches, progress & best practice.	10,000	2,500	7,500
<b>B1.2</b>	Provide communications capacity building to Project members around communication/knowledge sharing/outreach.	-	-	-
<b>OBJECTIVE B2 — Disseminate evidence of the Project’s work and impact throughout the duration of the Project, as needed (ad hoc/monthly quarterly/annually).</b>		<b>7,500</b>	<b>2,500</b>	<b>5,000</b>
<b>B2.1</b>	Manage and share communications products with project partners.	-	-	-
<b>B2.2</b>	Promote work and impact through paid social media, newspaper advertising and earned media.	7,500	2,500	5,000
<b>C. Fixed costs</b>		<b>202,500</b>	<b>77,050</b>	<b>125,450</b>
<b>C1</b>	Salary – Communications Officer	46,000	12,500	33,500

C2	Office equipment, consumables, internet	5,000	2,500	2,500
C3	Software subscriptions	100,000	50,000	50,000
C4	Travel	47,500	10,000	37,500
C5	Training	2,000	1,000	1,000
C6	KMS implementation	500	250	250
C7	Freight	1,000	500	500
C8	Domain and web hosting related costs	500	300	200
<b>D. Cross-activity service contractor costs</b>		<b>766,500</b>	<b>447,333</b>	<b>319,167</b>
D1	Video/photography services retainer agreement	110,000	50,000	60,000
D2	Creative direction/graphic design retainer agreement	75,000	50,000	25,000
D3	Content producer/writer retainer agreement	65,000	45,000	20,000
D4	PR/event management agency retainer agreement	35,000	15,000	20,000
D5	Event sponsorship agreement(s)	25,000	10,000	15,000
D6	Translation retainer agreement	12,000	4,000	8,000
D7	Audience research baseline survey	18,000	6,000	12,000
D8	Website and mobile app developer agreement	250,000	175,000	75,000
D9	SEO agency retainer agreement	7,000	5,000	2,000
D10	VBTC partnership agreement	100,000	60,000	40,000
D11	Vanuatu Media Marketing partnership agreement	22,000	7,333	14,667
D12	Printing and collateral production services retainer agreement	47,500	20,000	27,500
<b>E. Monitoring and evaluation</b>		<b>11,050</b>	<b>-</b>	<b>11,050</b>
E1	6-month and 1-year follow up of baseline survey and analysis, CIS product audience research/testing	11,050	-	11,050
<b>BALANCE</b>		<b>0</b>	<b>0</b>	<b>0</b>



# VII. MONITORING AND EVALUATION

# Monitoring and evaluation

This Communications Strategy incorporates the indicators given in the Project's M&E Indicator Plan. Additional KPIs have also been developed to gather audience metrics and to evaluate the implementation of the Strategy. The full set of indicators are given in the preceding Tactical plan, which includes a set of specific key performance indicators for each individual strategy in the Integrated External Communications Strategy and Internal Communications Strategy.

## LORTA

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The Green Climate Fund's Independent Evaluation Unit (IEU) has offered to assist with the development of audience survey instruments under their Learning Oriented Real-Time Impact Assessment (LORTA) program. The LORTA program measures attributable causal change of GCF's investments through high-quality, theory-based impact evaluations. For VanKIRAP, the GCF IEU has agreed to provide technical assistance with the design and analysis of the audience survey (outlined below) that will gather baseline, midline and endline audience data.

## Audience baseline survey

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The key monitoring tool used in the Project's communications activity is the audience baseline survey, a preliminary draft of which is given in an earlier section of this document. The survey will be finalised by 30 September 2022 and will be conducted online and in person at key project sites (to be confirmed). The baseline survey has a budget allocation of USD18,000 under item D7 of the draft budget projection above.

The audience survey will be repeated in April 2023 to gather midline data on the rollout of the Communications Strategy, and in October 2023 as an endline survey. The midline and endline surveys are allocated a budget of USD11,050 under item E1 of the draft budget projection above. GCF's LORTA program will be assisting with the design and analysis of the

The findings of this survey will be used to validate the findings of the previous research discussed earlier, and if require, may also be used to modify the strategies and tactics during their implementation.

## Qualtrics XM survey platform

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The baseline, midline and endline surveys will be conducted using Qualtrics XM, a web-based platform that will be used to build, conduct, and analyse all of the Project's online and offline surveys. The Project has procured a software licence that covers the remaining duration of the Project term (included as a fixed cost under item C3 of the draft budget projection above).

Qualtrics XM will also be used to conduct other types of audience research for the Project. These are listed on the 'Monitoring and Evaluation' section of the Tactical Plan above and are subject to final confirmation.

## Monitoring and evaluation dashboards

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The Project has purchased a software licence for [Databox.com](https://www.databox.com/), a web application that syncs with multiple data sources to create and display



customised dashboards (included as a fixed cost under item C3 of the draft budget projection above). While still in development, it is intended that these dashboards can be used to build a set of Project monitoring and evaluation dashboards that are capable of containing most (if not all) of the audience metrics that we will be gathering over the course of the Project. Different dashboards can be developed for external audiences, internal audiences, and even audience segments. A separate dashboard will be built to display the audience baseline data in real time as it is collected, and again when the analysis is complete.

Databox will also be used to produce monthly, quarterly, midline and endline data reports on the progress of the Communications Strategy.

### Social media metrics

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The social media platforms that will be utilised by the Communications Strategy offer a rich and constantly updated source of audience insights. These will be monitored daily by Project Communications staff and will also be imported programmatically into Databox's dashboards.

### Website and SEO metrics

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Like the social media audience metrics, the VMGD website, nab.vu, and other websites that house Project profile pages offer a rich and constantly updated source of audience insights. These will also be monitored daily by Project Communications

staff and will also be imported programmatically into Databox's dashboards.

### Other audience research

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During the iterative CIS product development process for the strategies under the Integrated External Communications Strategy, participatory research techniques will be used, depending on what is being tested. Qualtrics XM will be used to build the survey instruments for each of these, and the collected data will be available in Databox dashboards where applicable.

#### Message testing

When testing message comprehension and recall, we will use simple online surveys and focus group discussions to measure:

- Audience response
- Awareness (Objective—Benchmark—Comparison, using both aided & unaided recall to triangulate)
- Engagement (the 'four Is': Involvement, Interaction, Intimacy (consumer feedback), Influence (net promoter score))
- Acceptance
- Trust

#### Concept and product testing

When testing concept designs for communications products, platforms, and collateral, we will test using three main techniques:

- Benchmarking
- Monadic testing
- A/B testing

### Internal team surveys

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Qualtrics XM may also be used to gather quick insights from internal events and meetings, for example those under Strategies B1.1 and B1.2.

# VIII. APPENDICES

## APPENDIX I

# Previous audience research

### 2020 National Population and Housing Census

The 2020 National Population and Housing Census (NPHC) was undertaken in November 2020 by the Vanuatu National Statistics Office (VNSO). The following sections summarise the findings of the Census that are most relevant to the project.

#### Demographics

Based on 2020 Census measure of total population and population growth rate (2.3% nationally), the current population (Jan. 2022) is estimated to be 315,733.

25.8% of Vanuatu's population live in urban areas, and 74.2% live in rural areas. the capital Port Vila is the population centre, followed by Luganville and surrounds. Within rural areas, provincial centres are the most significant locales in terms of audience concentration.

Using the Census figure for rate of population growth of 2.3%, the estimate for population figures at the start of 2022 is:

Over 15	192,825
Urban	47,362
Rural	145,404
Port Vila	35,312
Luganville	12,049
Shefa	36,622
Sanma	26,912
Malampa	26,445
Tafea	27,250
Penama	21,570
Torba	6,929

Vanuatu has a relatively young population. 33% of the population are under 13, and 56.3% are under

25. The median age nationally is 21.3. There is some variation in each province for this measure, but nowhere in the country is the median age higher than 25 years.

#### Educational attainment

59% of the 15+ population have completed primary education, 34.3% have completed secondary education, 2.4% have completed tertiary education and 3.8% have completed vocational education. In rural Vanuatu, educational attainment is highest for primary education: 66% have completed primary, 30.6% secondary, 1.2% tertiary education and 2.5% vocational. In urban areas, more people have completed secondary, tertiary, or vocational education: 38% have completed primary, 48% secondary, 6% tertiary and 7.8% vocational. Urban dwellers are more than twice as likely to have completed a bachelor's degree or higher. Port Vila has the highest concentration of university-educated people, with 53.8% of the total number. Shefa Province has the most university-educated people of all rural areas, with 21.3% of the total.

#### Language

Nationally, 97.1% of people speak a vernacular language or Bislama as their first language. 82.6% speak an indigenous vernacular as their first language, 14.5% speak Bislama as their first language, 2.1% speak English as their first language, and 0.8% speak French as their first language.

In rural areas, 97.5% of people speak a vernacular language or Bislama as their first language. 86.9% speak an indigenous vernacular as their first language, 10.5% speak Bislama as their first language, 1.9% speak English as their first language, and 0.7% speak French as their first language.

In urban areas, 95.7% of people speak a vernacular language or Bislama as their first language. 64.4% speak an indigenous vernacular as their first language, 31.3% speak Bislama as their first language, 2.9% speak English as their first language, and 1.4% speak French as their first language.

### **Literacy**

Vanuatu's English language literacy rate for the +15 population is 76.9% overall, 72.8% in rural areas and 89.5% in urban areas.

Vanuatu's vernacular language literacy rate for the +15 population is 69.6% overall, 67.2% in rural areas and 76.8% in urban areas.

Vanuatu's French language literacy rate for the +15 population is 40% overall, 37.2% in rural areas and 48.4% in urban areas.

### **Numeracy**

Nationally, 89.6% of people are numerate. In urban areas, this climbs to 93.2%, while in rural areas, it is slightest less at 88.5%, according to the 2020 Census.

### **Access to electricity**

64.7% of Vanuatu households have access to electricity. 83% of rural households use solar power as the main electrical power source, compared to 15.4% in urban areas (where electrical grids operated by commercial providers are available).

### **Labour force in the Project's five target sectors**

Vanuatu's overall workforce is 78,729, according to the 2020 Census. 58% of the workforce work in the five target sectors, approximately 45,054 people. 40,384, or 89% of the target sectors' workforce is rural, and 11% urban.

The Census's workforce categories are based on the Vanuatu Standard Industrial Classification 2016 which differ from the Project's five target sectors.

### **Agriculture and Fisheries sectors**

In the 2020 Census data, the categorisation of employment in the agriculture and fisheries sectors is combined, whereas the Project categorises as two separate sectors. It is not possible therefore to differentiate the 2020 Census data for these two sectors. Also, for this analysis, the figures for this combined sector have been added to the category of 'Activities of households as employers; undifferentiated goods and services producing activities of households for own use', as this is assumed to include people who are growing and fishing for their own sustenance.

The Census estimates that workers in the agriculture, fisheries and household production sectors comprise the largest segment of the workforce at 35,438, or 45% of the total workforce. As well as being the largest sector, 95.6% of people employed in this sector live rurally.

### **Infrastructure sector**

The 2020 Census does not have discrete category for infrastructure, so for this analysis, the Census employment categories 'Electricity, gas, steam and air conditioning supplies' and 'Construction' are combined here to produce an estimate of 4,925 or 6.3% employed in the sector. 63.5% of employment in this sector is rural.

### **Tourism sector**

The tourism sector is estimated by combining the Census categories of 'Accommodation and food services activities' and 'Arts, entertainment and recreation', to give a figure of 4,874 or 6.2%. Just under two-thirds of people employed in this sector live in rural areas.

### **Water sector**

The Project's water sector correlates with the Census category 'Water supply; sewerage, waste management and remediation activities', which employs 267 people, or 0.3% of the workforce. Two-thirds of people employed in the water sector live rurally.

### **Government sector**

While not a Project target sector, it is also important to note the size of the public sector, as this sector includes Government staff employed in the administration of the five target sectors, as well as key decision makers. The Census estimates this segment of the workforce at 10,345, or 13% of the total workforce. 47% of public sector workers live in urban areas, and 53% are employed in rural areas.

### **News consumption behaviour**

People rate the internet, Facebook, and mobile phones as the most important means of accessing news and information.

Nationally, 43.9% of people use the internet or Facebook as their main source of news and information, followed by mobile phones (SMS and voice calls at 23.9%). Television is the next most important source at 12.1%, followed by family and friends (9.3%), radio (9.0%), newspaper (1.2%), church ministers (0.3%), and traditional chiefs (0.3%), according to the 2020 Census.

In rural areas, where television and newspapers are harder to access, news consumption behaviour differs from the national average. 37.8% of people use the internet or Facebook as their main source of news and information, followed by mobile phones at 32.2%. Family and friends are the next most important source at 12.1%, followed by radio (9.2%), television (7.2%), newspaper (0.7%), church ministers (0.5%), and traditional chiefs (0.4%).

Urban dwellers have a different pattern of news consumption again. 52.3% of urban people use the internet or Facebook as their main source of news and information, followed by television at 18.8%. Mobile phones are the next most important source at 12.5%, followed by radio (8.8%), family and friends (5.4%), newspaper (1.9%), and church ministers (0.2%).

### **Gender and disabilities**

Women tend to have higher levels of educational attainment in urban areas.

There are no major differences between men and women in literacy rates in English, French, Bislama, or vernacular languages.

Women have a 0.2% lower rate of numeracy compared to men nationally. Rural women are more likely to be innumerate (11.7%) versus urban areas (6.5%).

Men are more likely (38.7%) to use the internet than women (32%), and this trend is strongest in rural areas than urban areas.

People with disabilities make up roughly 5-8% of the total population but are almost four times more likely to live in rural areas.

Women make up 35,630 or 45.3% of Vanuatu's total workforce and employed at a higher proportion in the public sector (46.5%) than the private sector (38.4%).

### **2013 Citizen access to information in Vanuatu survey**

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The most recent audience research on Vanuatu news consumers' habits was published in 2013 (Citizen access to information in Vanuatu May 2013, InterMedia/AusAID/ABC International Development).

#### **Key findings**

Access to media varies across provinces: both media access and media use were low in Malampa, Penama, Tafea and Torba Provinces. Media access was high in Shefa and Sanma, however media use was lower in Sanma.

Access to local news – information about basic issues that affect people's daily lives – is the key informational need at a national level (48% of respondents). This was true across most locations, age groups and genders, with the only exceptions being tertiary educated and people living in Tafea province.

Nationally, respondents considered radio and newspapers the first and second-most important sources of local news. For environment and climate change issues, radio and personal networks were the two top sources. Internet was the least important source for all topics.

Vanuatu citizens consider climate change the second most important issue facing the country, but more than a third said they knew little or nothing about the topic, rising to over 50% in Penama Province. Many respondents complained about the information available from the media about this topic was of insufficient quality and quantity. This was true across most locations, age groups and genders, with the only exceptions being tertiary educated and people living in Tafea province. People in Torba province expressed a high level of concern about environmental issues compared to the national average

#### **Household access to media devices**

84% of households had access to mobile phones, and 51% to radio. Very few households had access to TV, computers, internet or landlines, and access was largely limited to households in the more affluent Shefa and Sanma provinces.

#### **Trust in media**

Local leaders such as religious leaders and chiefs and are seen as the most trusted information brokers on most issues, and radio is considered the most trusted mass medium. Radio, the most widely owned and used traditional medium in Vanuatu according to the survey, is the most trusted, with little differences in the level of trust between different demographic groups and geographical areas. Trust in television, newspapers, internet, and social media tends to be considerably higher among the young, more educated and those residing in urban centres. Trust in government official was at the lower range, 48%. While internet, SMS info services and social media were the least trusted media (in that order).

#### **Media consumption habits**

The mobile phone was the most frequently used media device in Vanuatu; two-thirds used it at least once a week. Radio had the widest reach among traditional media, but the proportion of adults who listen to the radio on a weekly basis was relatively low at 44%. Younger generations (particularly 15-24 year-olds) are most avid consumers of all types of media, overall media consumption rises with education and wealth, and urban residents are much more likely to be regular media users.

Radio listening is not constrained to one location. In addition to tuning in at home, community listening is prevalent in rural areas, listening on public transport is common in urban centres. 65% tune in on FM, 25% on medium-wave, and 7% on short-wave. News was the most popular radio program format, followed by music and talkback shows, and VBTC's national channel, Radio Vanuatu had the largest market share (35%).

VBTC's television channel Televisen Blong Vanuatu (TBV) also had the largest share of the TV market (18%).

24% off people reported having read a newspaper in the past week.

For mobile phone users, making or receiving calls was the main reported use at 95%. In terms of media consumption though, 56% reported having used an SMS info service at least a few times a week. Just 8% had used their phone to access a website, and only 7% had accessed a social network. 4% had downloaded an app.

55% of internet users in this survey said they accessed the internet on a mobile phone. 52% had done so at an educational institution, and 49% at home. 72% said that accessing the latest news was

a key online activity, compared to 58% for accessing social media and 56% for watching videos.

Google, Facebook, and Yahoo were the top three websites accessed amongst regular internet users.

**Gender issues**

Men and older members of the household generally have the most control over the use of all media devices in the household. Men tend to be heavier media consumers than women.

**Selected conclusions from original study**

- ▶ Poor or non-existent radio, TV and mobile phone signals remain a significant barrier.
- ▶ Preferences for communication channels as well as the content and format preferences vary significantly between different population subgroups.
- ▶ it is imperative to determine priority target groups, in order to optimise resources, outcomes and ultimately the impact of communication efforts designed for different purposes.
- ▶ Identify the extent to which language is a barrier among different groups.
- ▶ Community opinion leaders as information brokers – though this at odds with the findings of the 2020 Census.
- ▶ Capitalise on the popularity of radio for news and information dissemination
- ▶ Leverage mobile phone access and use
- ▶ Prioritise the use of talkback for engaging with audiences.

**Comparison between 2013 citizen access to information and 2020 Census**

Access and use of media is still concentrated around the islands with the two main urban centres. Access and use of media is much more highly concentrated in Shefa and Sanma provinces, and especially in Port Vila in both surveys.

The number of internet users is 4.5 times larger, growing from 22,637 in 2012 to 125,100 in 2020, an increase of 102,463. More than 60% of the population still do not use the internet, however.

A fundamental shift has occurred with internet access – now more rural users than urban users.

The proportion of Vanuatu's population using the internet has also grown. Just 9% of the population were accessing the internet in 2012, in 2020 this figure was close to 40%.

Mobile phones are still a defining feature of the communicative landscape. Most internet access is now occurring on mobile phones, 55% in 2013 versus 89.4% in 2020. They appear to have largely displaced traditional media as sources of news.

Trust in information sources may have shifted considerably – although further research is needed to establish whether this is due to the slightly different emphasis in each respective survey (n.b. the Census did not survey trust in information sources, but main source of news), or because of a fundamental shift in news consumption habits in the intervening seven years.

Trusted source	2013	2020
Religious leaders	84%	0.3%

Local chief	79%	0.3%
Radio	72%	9.0%
Community meetings	72%	n/a
Newspapers	61%	1.2%
TV	49%	12.1%
Government officials	48%	n/a
Friends and family	47%	9.3%
Colleagues	37%	n/a
Internet	28%	43.9%
SMS info services	26%	23.9%
Social media	20%	43.9%

Social media has become the main reason for accessing the internet and trust in social media has grown. In 2013, 20% saw social media as a trusted source of information. In 2020, 43.9% of people said they use the internet or Facebook as their main source of news and information.

Accessing other news sources online has dropped off considerably. In 2023, 72% said that a main reason for accessing the internet was to get news, while in 2020, only 7.6% of Census respondents reported accessing the internet primarily to get news.

Disparities between urban and rural Vanuatu have become more nuanced. In 2013, household ownership of electronics was predominantly an urban phenomena. In 2020, more people were accessing the internet from rural areas than urban areas, an indication that a shift in household

ownership may have occurred that has precipitated a new pattern of media consumption.

Gender disparities remain, with men still more likely to have access to the internet.

#### 2021 Transparency International Global Corruption Barometer Pacific

Research by Transparency International found that 84% of Vanuatu people surveyed believe that the Government never, rarely, or occasionally takes citizens' views into account (42% for 'never, rarely') and 42% 'occasionally' (Transparency International Global Corruption Barometer Pacific 2021).

## APPENDIX II

# Online audiences

### Audience size

Estimates of how many people in Vanuatu are using the internet vary due to the differing methodologies of different research sources. According to the 2020 Census, 35.3% of people aged 15+ in Vanuatu (65,040) have used the internet. The International Telecommunications Union's figure is 81,800, while as noted above, research by Datareportal gives a figure of 125,100 internet users in Vanuatu. This latter figure is the closest to that given by Facebook, the most used social media network in Vanuatu, which estimates its Vanuatu audience as of February 2022 was 107,400 active users.

A higher proportion of this demographic with a access to the internet (57.9%) are located in rural areas than urban areas (42.1%). In the main urban areas, internet usage is proportionally higher in Luganville versus Port Vila, according to the 2020 Census.

It is worth noting that 190,633 people were not using the internet at the start of 2022 —60.4% of the total population.

### Network connectivity

Ookla's Speedtest Global Index (<https://www.speedtest.net/global-index/vanuatu>) measure's Vanuatu's median fixed broadband speed at 9.50Mbps upload and 7.98Mbps. Fixed broadband is only available in two urban areas, Port Vila and Luganville. No data is available for median mobile network connectivity, however Vodafone Vanuatu, the largest of Vanuatu's two telecommunications providers, operates a 4G mobile network on Efate, Malekula, Espiritu Santo, Tanna, Torres Islands, Banks Islands, Ambae, Pentecost, Maewo, Ambrym, Aneityum, Erromango, Epi, and the Shepherd Islands, offering speeds of up to 30Mbps. In practice, this network is not

available in all parts of the islands listed, nor is it operational 100% of the time as the 4G signal transmission in many locations is powered by diesel generators which are costly to run and maintain, so are not operated at full capacity as demand is low in most locales. Vodafone's 3G network has a wider range but offers significantly slower data speeds.

Digicel offers a competing national 4G and 3G mobile network, but does not publish any information about network coverage, speeds, or availability.

### Mobile network connectivity

There were 327,000 mobile cellular connections at the start of 2022, according to GSMA Intelligence, equivalent to 102.8% of the total population. This is likely due to a large number of people using dual SIM phones or separate devices to connect to the two competing mobile networks.

Between 2021 and 2022, cellular connections also grew by 2.0% or 6,535. 65.9% of cellular mobile connections in Vanuatu are broadband connections (3G or 4G). (Source: GSMA Intelligence).

### Mobile OS market data

Android has the majority market share for mobile OS use in Vanuatu— [88.61%](#), versus [10.76% for iOS/iPadOS](#). Android also has the largest slice of the total OS market, including desktop OSes — [60.71%](#).

There is a Google Play for the Vanuatu market, but no corresponding Apple app store.

Android also has language localisations built in for English (Vanuatu) and Français (Vanuatu), but not for Bislama. iOS/iPadOS does not offer any language localisation, except for an option to



choose Bislama as a preferred language (n.b. this does not provide any localisation for the OS interface or for apps).

**Telecommunications market conditions**

The jump in numbers of internet users in 2021 is the largest percentage increase since 2014, but compared to previous years, it appears that user growth may be plateauing in terms of both cellular mobile connections and new social media users.

Affordability may be a factor in this slow down, as the price of the cheapest mobile handset is approximately 26.1% of average monthly income, and the cost of 1Gb of cellular mobile data is equivalent to 2.6% of average monthly income. (Source: Kepios)

**Social media audience**

Research by Kepios estimates 112,300 thousand Vanuatu social media users in January 2022, an increase of 2,300 (+2.1%) compared to 2021.

**Facebook**

Facebook is the most widely used social media platform used in Vanuatu. As noted above, Facebook claims its Vanuatu audience is 107,400 monthly active users. Web traffic research company Statcounter says Facebook’s social media Vanuatu market share declined by 12.1% in 2021.

Facebook usage policy restricts access users below aged 13 and below, so this Facebook’s total audience equates to an ad reach of approximately 51.5% of the eligible population and 85.9% of Vanuatu’s total internet user base of 125,100.

97% of Facebook users in Vanuatu access the platform on a mobile phone. 3% access it only a laptop or desktop computer, while 17% use both

computers and mobile phones. 81% use mobile phones only to access Facebook. (Source: Meta).

In terms of engagements on the platform, over the course of any given 30-day period, the average Vanuatu user will like 6 posts, make 7 comments, share 1 post, and click on 5 ads. (Source: Meta)

In Q4 2021, Facebook’s parent company Meta put the value of Vanuatu’s 107,400 users at USD4.89 (Vt558) each, or a total of USD525,000 (approx. Vt59.9 million) in terms of average revenue per user.

As in other countries, Vanuatu’s Facebook audience is highly polarised and reactive, with a substantial cohort of users who are using the platform to spread incorrect or false information. Comments on posts by local Facebook pages often attract a high proportion of comments containing negative sentiment. This can make using Facebook as primary communications medium problematic.

**Other social media networks**

Estimates of audience size for social media platforms are fraught with difficulty, as the companies that own them generally publish estimates of the range of potential ad reach, rather than hard figures. According to data from the platforms themselves, as of February 2022, Facebook dominates Vanuatu’s social media market, while the other platforms have much smaller market share. The most significant are:

Platform	Users	% of total
Facebook Messenger	32,900	26.3%
Instagram	6,100	4.9%
LinkedIn	17,000	13.6%

Twitter 1,200 1.0%.

No disaggregated data is available for Twitter, and no other demographic information is publicly available for these other networks.

**TikTok**

TikTok is a relatively new platform that currently ranks sixth in terms of global subscribers. The platform publishes only limited data about its audience in each country, but it is believed to have a sizeable following in Vanuatu, especially amongst the younger demographic. Globally, 43.7% of TikTok’s 1 billion subscribers are between 18 and 24. There are a number of Vanuatu ‘influencers’ on this platform, but unfortunately, no audience data is publicly available to quantify this.

**Audience behaviour**

The Census shows that 64.2% of Vanuatu’s internet users say their main reason for accessing the internet is to use social media. This is the primary reason for accessing internet in both rural and urban populations. Overall, 8% are mainly accessing the internet for work or business, and 7.6% are accessing the internet primarily to get news.

However, the proportion of urban users whose primary use of the internet is for work or business is more than double that of rural users, 11.9% versus 5.2%. More than twice as many rural users (9.8%) say that getting news is their main reason for accessing the internet than do urban users (4.5%).

Census data also shows that 89.4% of Vanuatu’s internet users are accessing the internet using a mobile device. The proportion is highest in rural areas at 92.9%. Rural internet users are less likely to use home or work broadband internet

connections and are also less likely to use free wifi or school connections.

Facebook accounted for 80.43% of web traffic to third-party websites in 2021 (source: Statcounter). The next most significant social media sources were Pinterest at 9.15%, YouTube at 5.06%, Twitter at 4.09% and Instagram at 0.68%.

### Device usage

For the 12 months ending February 2022, mobile phones accounted for the majority of Vanuatu web traffic, 58.17%, a year-on-year increase of 2.1%.

Laptop and desktop computers made up the next largest slice, at 39.75%, a YoY decrease of -0.9%. Tablet devices accounted for the smallest amount of traffic, 2.08%, and showed a large YoY decrease of -27.5% (source: Datareportal)

### Web browser usage

Google's Chrome web browser is the most popular in Vanuatu, used by 74.2% of all Vanuatu web traffic in 2021 (Statcounter). Microsoft's Edge accounted for 9.0%, and Apple's Safari for 8.3% and other for the remaining 8.6%.

### Search

Google search engines dominate Vanuatu's search market, accounting for 92.6% of all search queries in 2021. Microsoft's Bing search engine accounted for 5.9%, and others for the remaining 1.6%. Google's main search URL, [google.com](https://www.google.com), is where 89.7% searches made on a Google search page originate from. 1.6% originated from [google.com.au](https://www.google.com.au) in 2021.

The majority of the top 20 search queries in Google's search engines in 2021 related to social media, music, video, language, or education. 25% were specifically local to Vanuatu. 'Weather' was the 20<sup>th</sup> most popular search term.

### Gender dimensions

Vanuatu's social media audiences tend to have a higher proportion of women. 50.8% of Facebook's Vanuatu audience are women. 61.2% of the

Vanuatu Instagram audience are women. LinkedIn is the exception to this rule: 44.1% of the Vanuatu audience are women.

### Website audience – [vmgd.gov.vu](https://vmgd.gov.vu)

#### Google analytics data

The following information is taken from Google Analytics (GA) for the domain [vmgd.gov.vu](https://vmgd.gov.vu) for 1/1/2021–31/12/2021. *(n.b. full access has not been granted to the GA account, so this information may not be fully complete).*

#### Overall traffic

There are two sets of website traffic figures available from two different commercial website analytics tools, SEMRush and Google Analytics. The data available from Google Analytics is more detailed and is installed on the host server for [vmgd.gov.vu](https://vmgd.gov.vu), so may be more reliable, whereas the SEMRush data is gleaned from a free version of the tool which does not offer disaggregated traffic data per country.

For the official Vanuatu Government domain [gov.vu](https://gov.vu), of which [vmgd.gov.vu](https://vmgd.gov.vu) is a subdomain, SEMRush reports a total of 254,466 visitors from all countries in 2021.

SEMRush estimates total traffic for [vmgd.gov.vu](https://vmgd.gov.vu) at 74,592 global users per annum in 2021 – an average of 6,216 per month, 204 per day, and 9 per hour, which approximates to about 29% of all visitation to \*.gov.vu websites.

Google Analytics data for [vmgd.gov.vu](https://vmgd.gov.vu) gives a figure of 51,689 total users in 2021, 44% lower than that reported by SEMRush, and a drop of 28% YoY on GA data. This equates to an average of 4,307 users per month, 142 per day and 6 per hour. 97% were new users (i.e. visitors who haven't used the website before).

Global website visitors were looking at 16.5 pages per session, with an average session length of 4 minutes and 55 seconds, according to Google Analytics.

The average bounce rate for all visitors was 47% in 2021, a YoY increase of 8%.

#### Vanuatu users

In 2021, Google Analytics says 36.1% of all website traffic came from Vanuatu, or 18,662 local users in total<sup>1</sup>, an average of 1,555 users per month, 51 per day and 2 per hour.

91.8% of these were new users. Of the Vanuatu total, 95.9% of traffic came from Port Vila, the remainder from elsewhere in the country (n.b. this figure may not be fully accurate as local ISPs do not accurately track user location).

The total from Google Analytics equates to approximately 15% of the total number of internet users in Vanuatu in 2021, and about 20% of all Vanuatu visits to gov.vu subdomains.

The average bounce rate was 36.4%, average number of pages viewed per session was 14.8, average session duration was 05:01, and average page load time was 4.98 seconds.

<sup>1</sup> This analysis confers more trust on GA data, so the following section uses only this data. But as a point of comparison, applying the GA count of Vanuatu users to the SEMRush total for gov.vu would give a 2021 total of 28,928 visitors overall, and averages of 2,244 per month, 74 per day, and 3 per hour. This would also equate to 10.6% of the total global traffic to gov.vu, 29% of all Vanuatu traffic to gov.vu subdomains, and the equivalent to 21.5% of the total number of internet users in Vanuatu.

## Demographics

The age group that visited the most were the 25-34s (26.9%), followed by 35-44s (19.1%), 45-54s (17.7%), 18-24s (17.4%), 55-64s (9.6%), and 65+ (9.2%).

Women were 51.3% of the Vanuatu audience, versus 48.7% men. Men had a lower bounce rate, looked at more pages per session, and spent more time on the website per session.

Rural Vanuatu users had a lower bounce rate, looked at significantly more pages per session, and spent significantly more time on the website per session.

92.7% of Vanuatu users accessed the site with their browser set to a variant of English, and 3.4% on a variant of French.

## Audience Acquisition

61.9% of Vanuatu visitors to the website were acquired from organic search, while 31.5% visited the website directly, 5% came from social media, and 1.6% were referred by other websites.

Google accounts for 97.6% of all VU search traffic, and Facebook accounts for 98.7% of all VU social traffic.

## Behaviour

Despite the relatively small size of the Vanuatu audience, users in Vanuatu accounted for 48.7% of all page views on the website in 2021. Historically, spikes in website visitation coincide with significant weather, volcanic or tsunami events, and most visitation is concentrated around cyclone season from October through to April and drops during the winter months.

The 20 most-visited pages accounted for 95.7% of all Vanuatu traffic to the website in 2021. 17 of these were forecast pages. They are listed with their stats below:

#	Page (root is /vmgd/index.php)	Page Views	Unique Page Views	Avg. time on page	Entrances	Bounce rate	% Exit
	<b>Totals/averages</b>	<b>949,073</b>	<b>141,209</b>	<b>00:00:21</b>	<b>59,544</b>	<b>37.17%</b>	<b>6.27%</b>
1	/forecast-division/maps-and-charts/latest-vanuatu-group-chart	767,735	10,098	00:00:12	3,735	11.41%	0.78%
2	/vmgd/index.php	28,446	20,632	00:01:00	18,593	19.34%	22.50%
3	/forecast-division	14,745	11,840	00:01:12	7,299	41.55%	39.34%
4	/forecast-division/public-forecast	10,378	7,528	00:00:26	1,220	22.38%	12.13%
5	/forecast-division/tropical-cyclone/vanuatu-cyclone-tracking-map	8,611	6,233	00:01:56	3,873	62.72%	51.11%
6	/forecast-division/tropical-cyclone	8,002	5,405	00:00:44	1,618	33.93%	20.71%
7	/forecast-division/tropical-cyclone/information	7,470	5,042	00:01:03	1,340	30.60%	21.83%
8	/forecast-division/tropical-cyclone/track	6,813	5,070	00:01:44	1,585	56.34%	40.89%
9	/forecast-division/maps-and-charts/latest-satellite-image	6,682	5,044	00:01:07	1,760	44.20%	32.19%
10	/forecast-division/public-forecast/media	5,821	4,806	00:04:14	3,113	78.54%	72.77%
11	/forecast-division/public-forecast/7-day	5,653	4,666	00:01:32	1,281	55.58%	45.27%
12	/forecast-division/marine-forecast	4,709	3,315	00:01:25	1,232	57.87%	36.02%
13	/forecast-division/maps-and-charts	4,627	3,059	00:00:26	517	25.92%	12.75%
14	/forecast-division/tropical-cyclone/advisory	4,568	3,131	00:01:29	773	30.92%	23.12%
15	/forecast-division/warnings/severe-weather-warning	4,543	3,400	00:01:10	683	44.07%	26.06%
16	/geohazards/earthquake	4,444	2,792	00:01:50	1,243	48.75%	31.68%
17	/warnings/tsunami-advisory	4,294	1,840	00:03:53	731	58.41%	27.99%
18	/forecast-division/warnings/marine-warning	3,589	2,636	00:01:19	497	52.11%	27.14%
19	/forecast-division/warnings/current-bulletin	3,464	2,245	00:00:30	206	28.16%	12.01%
20	/forecast-division/aviation-forecast/metar	3,381	2,573	00:01:53	1,358	36.08%	32.18%

### **Climate-related content**

Climate-specific content accounted for only 0.5% of all Vanuatu visitation, or 4,594 page views in total. The average bounce rate for climate pages was slightly higher than the average for Vanuatu visitation across the website. Time spent on climate content was 68% less compared to the overall Vanuatu visitation average.

### **Technology**

61.2% of Vanuatu users accessed the website using a mobile phone in 2021, 35.7% on a desktop PC, and 3.1% on a tablet.

54.5% of Vanuatu users accessed the site on a device running Google's Android operating system, 31.7% on Microsoft Windows, 9.6% on Apple's iOS, and 3.9% on Apple's MacOS.

84.9% of mobile devices accessing the site were running Google's Android OS, and 15% were running Apple's iOS.

69.5% of Vanuatu users accessed the site using Google's Chrome browser, 10.2% used Apple's Safari browser, and 7.2% used Mozilla Firefox.

### **Caveat: search queries**

Search Console not integrated in Google Analytics, so no data available in GA on search queries in Google.

It is suggested that this integration is added ASAP to help improve SEO by:

(a) Identifying landing pages with good click-through rates (CTR), but poor average positions in search

results. These could be pages that people want to see but have trouble finding.

(b) Identifying search queries (keywords) with good average positions, but poor click through rates. These are queries for which pages will get attention, and improved content could lead to more visitors.

Commercial search engine marketing tool SEMRush data on [vmgd.gov.vu](https://vmgd.gov.vu) suggests that 93% of search traffic is informational in nature, 3.9% is transactional, 2.6% is navigational and 0.4% is commercial.

SEMRush also has some search query data available for the domain, although only queries for February 2022 were available, and this data was not disaggregated by country. All of the top five search keywords were volcano related.

## APPENDIX III

# Traditional media and their audiences

As in other countries, traditional media outlets in Vanuatu are losing audience share to digital media, and the sector is rapidly shrinking. The national broadcaster remains an important outlet, however, and has even managed to grow market share and relevance despite the overall adverse market conditions.

### Radio

Radio remains the medium with the largest audience, with national public broadcaster Vanuatu Broadcasting and Television Corporation (VBTC)'s flagship national station Radio Vanuatu reaching 90% of Vanuatu's population via short wave, medium wave, and FM.

Radio Vanuatu has a significant daily listenership, reaching up to 200,000 people daily, many of them in rural locations. Radio Vanuatu's programming consists of talkback, community service announcements, music, news and current affairs and sports. During hazard events, is a major early warning and emergency broadcast channel. It broadcasts in all three of Vanuatu's official languages, with Bislama more prevalent.

Selected content from VBTC channels is streamed live online on VBTC's website [www.vbtc.vu](http://www.vbtc.vu) and VBTC's Facebook page [facebook.com/vbtc.vu](https://facebook.com/vbtc.vu).

VBTC's Facebook page has a relatively large reach, and an extremely high rate of engagement—399%—due to the local audience interacting with VBTC's live video posts multiple times per day.

VBTC is also streamed by commercial satellite television provider CANAL+ and on mobile phone network Digicel's GoLoud mobile app.

VBTC also broadcasts two additional FM stations. Paradise FM targets youth aged 14-25, and its programming mix has more music and entertainment and less talk than Radio Vanuatu. It airs in Port Vila, Luganville and Isangel to an estimated 47,000 daily listeners, mostly in Bislama.

Femme Pawa 99FM's target audience is women and girls, and its programming provides an "participatory and inclusive broadcast platform for Women in Vanuatu to share their dreams and aspirations". Its programming responds to the multiple roles that women play in Vanuatu society, giving special attention to the needs of rural and maritime ni-Vanuatu women with news, information and music shows that "empower, educate and entertain". Estimated audience size is 23,000. It broadcasts in Bislama and English only.

In Port Vila, there are several other FM stations, all with a much smaller market share. This includes locally owned commercial stations FM107, FM 97 and Buzz FM. Their programming is mainly music, although both FM 107 and Buzz FM also air several news bulletins per day, with a small amount of talkback programming. All broadcast in English. None of the smaller radio stations collect data about their audience size. FM97 is not suitable for use by the Project as it music only, and is not accepting paid advertising at the present time.

In addition, there is one religious English-language FM station operated by a US-funded Christian organisation, and an English-language station broadcast by the Government of China, China Radio International. No audience information is available for these stations. These stations are not suitable for use by the Project as they are based overseas and do not accept paid advertising.

### **Terrestrial television**

VBTC broadcasts digital terrestrial free-to-air station Televisen blong Vanuatu (TBV) in Port Vila and North Efate, Luganville on Espiritu Santo, Isangel on Tanna and Lakatoro on Malekula. VBTC claims the station reaches an audience of 175,000. It is also available on satellite on CANAL+ and via Digicel's 'PlayGO' mobile app.

TBV's programming is a mix of news, current affairs, entertainment, and general interest shows, mostly in Bislama. Most content is locally produced. Some TBV programming is also rebroadcast to other Pacific Island nations via Pacific Cooperation Broadcasting Limited, a New Zealand Government-funded initiative.

### **Satellite television**

French satellite TV network CANAL+ is available throughout Vanuatu, and rebroadcasts TBV, and has an audience size of 5,000–10,000.

One other commercial television provider, Telsat Pacific, rebroadcasts a range of satellite television stations via a terrestrial digital network in Port Vila and surrounds. Telsat's channels include free-to-air stations from Australia and New Zealand, news channels ABC Australia and BBC World, plus entertainment programming from Disney-owned Asian satellite network Star, and from Australian satellite TV provider Foxtel. Telsat also broadcasts 1NOMO, a locally produced channel featuring a small amount of local repeat content and (pirated) overseas English-language television and movies. Telsat does not publish information about the size of its subscriber base, but it is believed to be <2,000.

Neither satellite television network is suitable for use by the Project, as CANAL+ is duplicating VBTC content, and Telsat's channel 1NOMO is too small.

### **Newspapers**

Vanuatu has only one newspaper still in print, the Vanuatu Daily Post. In effect the national newspaper of record, it has a weekday (Tues-Fri) print run of 3,000 copies, and a print run of 3,500 for its Saturday weekend edition. It publishes mostly in English, with a weekly news summary also published in Chinese.

Publisher Trading Post Limited claims a circulation of up to seven times the print run, or up to 21,000 total readership per newspaper edition.

It also publishes a digital PDF edition for subscribers and publishes most of its stories on its website, [dailypost.vu](http://dailypost.vu). In 2021, [daily.post.vu](http://daily.post.vu) had a month Vanuatu audience of 20,148 unique users.

Two supplements are published monthly as inserts. Vanuatu Business Review and Vanuatu Life & Style. The publisher also operates integrated marketing agency Vanuatu Media Marketing, which includes out-of-home (OOH) advertising, and Port Vila radio station Buzz FM.

### **Magazines**

There is only one magazine currently published in Vanuatu, *Espresso Magazine*, published by Next Limited. It is a glossy lifestyle and business title published monthly with a print run of 5,000, and its content is written in English and French.

### **Out of Home (OOH) advertising**

In addition to VMM, two other local companies offer billboard advertising – Ignition Media and Billboards

Vanuatu. The majority of their billboards are located in Port Vila, with smaller numbers in Luganville.