



**SPREP**  
Secretariat of the Pacific Regional  
Environment Programme



This initiative is supported by **PacWastePlus**-a 64-month project funded by the European Union (EU) and implemented by the Secretariat of the Pacific Regional Environment Programme (SPREP) to **sustainably and cost effectively improve regional management of waste and pollution.**

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# FACTSHEET

## In-Country National Education and Awareness Plans (NEAPs)

### July 2020

National Education and Awareness Plans or NEAPs are an easy to understand yet effective plans designed to coordinate the development and implementation of targeted and empowering education and awareness activities at a national level and are focused on encouraging the adoption of good practices and positive behaviour change in terms of sustainable waste management.

## Why develop in-country NEAPs?

An effective NEAP will contribute towards the successful design and implementation of projects by:



Enhancing awareness of the public on the focus issue



Encouraging the public for their involvement in the issue by being part of the solution



Developing an understanding of the importance of transitioning from the current situation, to the new situation (i.e. improved outcomes and social norms).



Guiding the national delivery of initiatives to promote and encourage positive changes in the issue in question



Contributing positively towards the achievement of your national strategies' objectives.



Providing coordinated assistance to your specific communications needs by facilitating the building of networks and communities of practice



Producing project collateral such as posters, radio and tv spots, films and toolkits, that can be tailored for your country based on your project



## Who will benefit from the development and implementation of NEAPs?

An effective NEAP will benefit **EVERYONE** as NEAPs:

- help to inform project partners at the national and regional level on all aspects of the project delivery, from planning and implementation of project results and outputs.
- provide a coordinated support to country focal points in the successful delivery of project activities.
- provide opportunities for partners and all stakeholders to become meaningfully engaged in your in-country project delivery

# NEAPs and the PacWastePlus Programme

- NEAPs are an integral element of the PWP programme are a key requirement to assist with the successful implementation of PWP in each participating country.
- Your NEAP will ideally be developed in conjunction with your in-country project concept and be based on effective consultation with your PacWastePlus country focal points, and key stakeholders.
- The PacWastePlus programme has provided two capacity development training opportunities to representatives from your country and will continue to provide guidance and support to effectively develop your NEAP.

## How to develop an effective NEAP to support your PacWastePlus project?

A “user friendly” NEAP template is available from the PWP website (download from [here](#)). We recommend following the staged approach below, to assist with developing an appropriate and effective NEAPs to support the implementation of the PWP Programme in your country. These include:

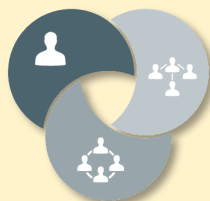
### Stage 1 – Planning, Goals & Objectives



- What are your investment really aiming to achieve with your in-country project?
- Are your objectives \* “SMART”

\* please refer to our Factsheet on developing “SMART Objectives” to provide you with further guidance when identifying your specific in-county NEAP objectives.

### Stage 2 – Stakeholder Identification & Consultations



- Who are your stakeholders?
- What level of engagement will you have with these stakeholders? Will it be Low/Medium/High, identify positive & negative influences.
- Identify and understand to who/what/why you are trying to communicate and have meaningful consultations with your stakeholders to plan out the engagement.

### Stage 3 – Key Messages



- Key messages are the core messages you want your target audience to hear and remember. They create meaning and “headline” the issues you want to discuss.
- Consider your target audiences. What do they need and want to hear from you? Do you have multiple target audiences? If so, ensure you tailor your target messages to each individual group.
- When writing your key messages consider-Is it believable? Is it easy to understand? Is it positive? Is it purposeful? Keep it simple.

**Remember:** Always be aware that your key messages are not static. Everything changes over time so reviewing your key messages regularly is important in making sure they are still relevant .

### Stage 4 – Delivery & Implementation



- You have developed the key messages but how will you deliver them to each audience? Attendance at events: media such as radio and TV spots: community newsletters: collaterals and signages; community outreach; reports; presentations or emails; resourcing influential community leaders; appointing champions for your project; just to name a few!
- How frequently will you try to engage with your key audience and stakeholders? Will it be on a weekly, monthly, annual or an ad hoc approach?
- Are there costs associated with implementing your NEAP? These will need to be identified and budgeted for as part of your in-country project.

### Stage 5 – Monitoring & Evaluation



- Monitoring and Evaluation (M&E) of your NEAP interventions will be a key requirement to give your in-country PacWastePlus projects the best chance of success.
- When designing your M&E activities, consider the following:
  - \* How successful was the engagement? (Include how measured – interviews, feedback forms, focus groups)
  - \* What was learnt from the activity and any community engagement actions?
  - \* Who do we report the evaluation to? (Internal, external). Who will be responsible for evaluating progress and achievements?
  - \* Are the activities that are implemented being monitored to allow for improvements?



## Way forward

Consultations with your internal in-country PacWastePlus focal points are critical to ensure alignment to country priority waste streams and project activities. It is important to consider what is and is not working with your target audiences and reflect on lessons learned from on-going and previous action plans; think outside the box!

If you still feel that you need further assistance from the PWP programme team do reach out to us with your concerns or better yet send your developed NEAPs (whatever stages have been completed on the provided template) to the PWP Communications Officer, Nitish Narayan on [nitishn@sprep.org](mailto:nitishn@sprep.org) and he will provide constructive feedback and guidance towards finalising your in-country NEAPs.

**Let us develop it together; we can't do it without you! Don't panic if you feel that you need greater support to develop your NEAP, please reach out to the PWP Team for further assistance.**