

TUVALU

Communication Plan

PACIFIC ADAPTATION TO CLIMATE CHANGE

Building Resilience to Climate Change in Pacific Communities



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1. Background and Introduction

The sharing of information to its *project's participants*¹ regarding the aims, objectives, future scope of the Pacific Adaptation to Climate Change (PACC) Project is critical to the success of the project, in its current as well as subsequent phases.

This Communication Strategy (CS) has been designed in such a way that it cuts across the various project disciplines and partner organisations to provide a holistic view of all communication requirements dealing with aspect such as awareness, communication, change management, capacity building, promotional and marketing. As such, the CS's main purpose is to serve as a guideline and road map for project implementers to plan and execute the required activities within the parameters of the project document.

Central to this strategy and as a first priority is the obvious requirement to develop and communicate the key messages relating to the PACC Project:

Key Messages:

- The Pacific Adaptation to Climate Change project is the first adaptation project to be implemented in the region that responds directly to this call for urgent action while supporting the systemic and institutional capacity to address adaptation across the Pacific Islands region.
- The Project can be set as a framework to deliver adaptation actions in the Pacific.
- At the core of climate change is people. People's lives and livelihoods will ultimately be impacted by the pressures created by climate change.
- Ability to adapt also hinges on the right behaviour to minimize risks from climate change or any other pressures.
- Climate change is putting a lot of pressure on Pacific countries abilities to achieve their sustainable development and poverty alleviation strategies. In fact, the sustainable development of the Pacific Islands region hinges on the level of engagement of Pacific islanders in this critical issue.
- Adaptation to climate change will be manageable and cost effective when shared and carried out in a collaborative way between donors and communities that are affected;
- Cost effective and culturally appropriate technologies can enhance communities resilience to climate-related risks;
- Empowering the local community to adapt through a participatory process that combines bottom-up and top-down approaches is a Pacific approach to adaptation;
- Adaptation to climate change is best dealt by addressing current day vulnerabilities to climate effects;
- Climate change will impact on many different sectors of Pacific Islands' economies hence it needs to be treated as a major economic, social and environmental risk.

The communication activities should align with the PACC Regional Communications Plan that is further aligned to the Communications Strategy for Climate Change in the Pacific,

¹ Programme/Project's Participants is used by the UNICEF's right-based programming approach, and is used in this document due to its rightful reference to targeted individuals and groups as active actors of the project. The term also highlights the fact that these people are not just passive recipients of the communication messages (UNICEF, Programme Division 1999)

which was developed on inputs from the Pacific Climate Change Roundtable Communications Session in Niue, March 2011.

Once adopted, this document needs to be put into use by the relevant task teams on the project, most notably the Communications Team. The strategy needs to be viewed in conjunction with the project schedule. The activities embarked upon should strive to align specific project activities with the holistic view presented here. The PACC Project Coordinator, Ms. Loia M Tausi, will coordinate and particularly ensure that the implementation of these activities would be carried out successfully.

2. The PACC Project Goal, Objectives and Outcomes

The following goal, objectives and outcomes were set for the three year (from 2010 to 2012) duration of the PACC project:

GOAL:

To reduce vulnerability and to increase adaptive capacity to the adverse effects of climate change in key Development Sectors identified by 14 participating countries in the Pacific

OBJECTIVE:

To enhance the capacity of the participating countries to adapt to climate change, including variability, in key development sectors

OUTCOME 1:

Policy changes to deliver immediate vulnerability-reduction benefits in context of emerging climate risks defined in all 14 PACC countries

OUTCOME 2:

Demonstration measures to reduce vulnerability in coastal areas and in water management

OUTCOME 3:

Capacity to plan for and respond to changes in climate related risks improved

3. Objectives of this Communication Strategy

The following key communication objectives need to be met:

- To communicate and reinforce the key messages of the PACC project to a large number of participants and impacted parties
- Inform the Tuvalu community about the concept, scope and benefits of the PACC project
- To gain support for the project through highlighting its benefits to implementing partners (such as the Health Department, PWD administrators, Kaupule, Civil Societies, relevant Government Ministries and Departments) and communities
- Develop increasing commitment (from awareness to ownership) of project at all organizations by answering the question “what does this project mean to me?” for all audiences
- To explain the project process, structure, deliverables and timeframes to all impacted parties
- To inform partner institutions and companies of the current and future requirements for participation (i.e. infrastructure, processes and inputs required)
- To create an environment with a positive disposition to the project through communication, transformation, change management and capacity-building activities

- To monitor the effectiveness of the communication strategy at a convenient time to the communication team, twice a year

4. Key Project's Participants (*replacing the common term of Target Group*)

*GUIDE: As introduced in the first section of the Strategy, the term **Project Participants**, that was first coined by the UNICEF in its rights-based programming approach is now used in this Strategy to replace the old and common term of **Target Group** which usually refers to the targeted individuals and/or group of people. This new term best describes the idea that the targeted individuals or group of people are active actors and not just passive receivers of messages.*

There are two types of project participants described in this Strategy, namely:

1. Internal Participants
2. External Participants

4.1 Project's Internal Participants:

This group of participants are **directly impacted by this strategy** and are identified and not restricted to:

- (I) **The Global Environment Facility (GEF) under the UNDP funding programme** – the main donor, and life of the project is solely depended on this agency's financial contribution
- (II) **The Project Team and PWD** – the main implementers and major supplier of technical personnel. Management and administrative role is particularly carried out by this agency
- (III) **The Ministry of Works, Water and Energy** – concerned with rubber stamping of implementers' reports, recommendations and activities. In particular, this agency is more concerned with decision making issues
- (IV) **All member organisations of existing committees of the project (i.e. The bigger Steering Committee and the smaller Communication Committee)** – the "Master Mind" of the project, i.e. it puts all the bits and pieces collected from the different and relevant parts/institutions/departments of the economy, and moulded it into one strong GOAL . The two (2) Committees are recognised by all the above three agencies as significant, eligible and most respected group of the project

4.2 Project's External Participants

This group of participants **play a role in one or more of the following** - directing, assisting, implementing, advocating, monitoring and controlling – they are referred to as external participants and are not restricted to:

- (I) **Tuvalu households** – the main concern of the project is to widen the benefits to as many households as it could possibly find nationally. Households in the country will not only be the main external beneficiaries, but are also the main directing agent, meaning that the more they do what the project intends them to do, the more we can say that the project is heading for success

- (II) **Communities** – they have the sole responsibility to advocate, manage and monitor
- (III) **Youth organisations** – they are well versed with the advocacy role, and the project needs not to think lightly of the capacity these groups can contribute to its success
- (IV) **Church and faith-based organisations** – although they are well known for their expertise on the spiritual contributions to the lives of the people of Tuvalu, these organisations could also contribute to the physical arena, for example by building bigger water cisterns to store collected water from roofs of their big churches and spiritual meeting places
- (V) **Disaster Response Committees on Funafuti and the outer islands** – since they are the trusted committees on many communities in the grassroots' level, DRC could be more helpful if the project involve them in many of the project's activities
- (VI) **Hospital on Funafuti** – supplier of information on clean water and practising healthy hygiene
- (VII) **Health Clinics on the outer islands** – same VI above, except it is more concentrated on the outer islands
- (VIII) **Cabinet Members** – assist by setting up of legislations that suits the best interest of the project
- (IX) **Members to Parliament** – stressed the importance of projects to their respective supporters, and even better they could set good examples by vying for compost toilets (for example) to be installed in their private houses first
- (X) **Regional and International partners** – assist with technical and financial support
- (XI) **Local, Regional and International Donors** – same as X above
- (XII) **School Students** – they are the future leaders, and involving them in the project's activities would be one of the greatest investment the project would never regret

5. Target Audience

People who are not directly involved or impacted by the Project but may be interested in the implementation work of PACC:

- Regional and International non government organisations
- Regional and International Media e.g. Radio Australia
- Academic Institutions and Researchers
- Other potential donors

6. Guiding Principles on Developing Communication Messages

GUIDE: Since the Strategy is geared to cater the changing needs of project participants, it is of utmost importance to keep in mind that messages targeted to these individuals and/or groups of people will need to change as time goes by.

For example, messages such as “water needs to be boiled”, “every drop of water counts”, and “keep your water germs-free” will be very effective to project participants at the very early stages of the project, but would not be very effective after a number of years.

Hence, this section’s purpose is to present to the implementers useful guiding principles on developing communication messages that would be expected to work on the project participants.

When developing messages, always ensure that all messages should be:

- *clear and precise, and thus the use of simple language is very crucial*
- *honest, credible, and trustworthy*
- *a two-way type of communication, where feedback is welcome and could be requested.*

Messages developed for PACC Tuvalu at community level:

1. Boil water before using for your drinks (*clear and precise and use of simple language is paramount*)
2. Water is precious, use it wisely (*clear and precise, and honest*)
3. A Flushed toilet uses lots of water and is smelly! A Compost Toilet never uses water but is always clean! (*a fact that is put in a much interesting way for compost toilets*)
4. Did you know that compost toilets will give you lots of reserved water in your water storages capacities? Please call us at telephone number 20537 for more information, or come visit us at the Public Works Department (*two-way type of communication*)
5. Water is your life! Preserve water and your life will be longer! (*short and precise*)

The Project Team and Management own the communication program and demonstrate ongoing commitment to the communication process.

GUIDE: Key ideas regarding “effective” communication messages include the following:

1. *There are multiple participants for project communications, therefore communication needs to be:*
 - *Tailored to specific groups*
 - *Regular and informative*
 - *Real-time and relevant*
2. *Communication content needs to be of interest to the participants*
3. *Communication creates expectations*
4. *Regular communication should be delivered by the people who hold the most credibility with each stakeholder/participating group. For example, when the communication team decides to leave messages with communities and so transferred ownership to them, it would be more effective if messages are to come from their leaders and their community champions (i.e. very vocal and active community people)*
5. *Communication needs to answer the “what does it mean to me” question*

7. Action Plan

Objective of your project	Desired Comm. Outcome	Target Audience	Key Message(s)	Comm. Channels	Comm. activities, products	Resources & Partners	Success Indicators
<i>These are the goals of the project – not of the comm. strategy</i>	<i>What you want to achieve from the comm. you will do?</i>	<i>Clearly define to make sure you create messages accordingly:</i>	<i>What is it you want the audience to know / learn?</i>	<i>How does this audience get its information? Who has “influence” over them?</i>	<i>What tools or products do you need to deliver the message (through identified channels)?</i>	<i>Budget required Other partners who can assist</i>	<i>Quantifiable measurements agree to beforehand reflecting critical success factors of the project</i>
Outcome 1: MAINSTREAMING (To develop national or sector policies; integrate climate change into existing policies to assist the countries deliver immediate vulnerability)	Climate Change Policy to be understood at all levels for better coordination and resilience Enhance collaboration and partnerships with key stakeholders - less wasted resources and time & solicit support from stakeholders	Government Donors Private Sector NGO and CSO Schools Media Communities (i.e. Men, Women, Youth, Children) GEF UNDP AusAID SPREP Potential Donors	PACC can offer leveraging and/or co financing activities Messages to include listed message of Project Visibility & Need to adapt	TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day	1. Briefing Papers 2. Gov/Non Gov Consultations 3. Community Outreach 4. Promotional Materials 5. Publication: Mainstreaming Guide 6. Local TV Program	Media Other national projects NGO Government Community leaders \$10,000	There is better coordination among all sector levels Support is gained from target audience to mainstream climate change into policies, regulations etc Better understanding of the role of PACC
Component 2: DEMONSTRATION (To carry out adaptation interventions that would demonstrate measures to reduce their vulnerability in the selected development sector)	Build communities and national government knowledge on water resource management / need for climate change adaptation / adaptation methods undertaken by PACC Gain support and ownership from pilot community members	Pilot Communities Private Sector Government Media Private contractors GEF UNDP SPREP AusAID Potential Donors	PACC can offer leveraging co financing activities Messages to include listed messages of Project Visibility, Need to adapt & Ways to adapt	TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day	1. Gov/Non Gov Consultations 2. Community Outreach 3. Promotional Materials 4. Newsletter 5. Local TV Program 6. Publication: Demonstration Guide	Media Other national projects NGO Government Community leaders \$10,000	Audience support the improvement of water resource management to incorporate climate change projections. Community ownership exists in the carrying out of the project demonstration

<p>Component 3: COMMUNICATIONS & KNOWLEDGE MANAGEMENT; CAPACITY TO PLAN FOR AND RESPOND TO CHANGES IN CLIMATE</p> <p>(Range from technical backstopping support to training, website development, communication work and capturing lessons learnt)</p>	<p>Improve awareness, sharing experiences, educate and empower communities to take ownership of CCA</p> <p>New knowledge generated by to be systematically disseminated / shared lessons learnt, best practices</p>	<p>GEF AusAID UNDP SPREP Potential Donors Non Gov Government Communities Schools Media Private contractors</p>	<p>PACC can offer leveraging co financing activities</p> <p>Messages to include listed messages of Project Visibility, Need to adapt & Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day</p>	<ol style="list-style-type: none"> 1. Regular Success Stories by Media & Newsletters 2. School Visit/Forums 3. Special Day / Side Events 4. Gov/Non Gov Consultations 5. Community Outreach 6. Promotional Materials 7. Local Competitions 8. Local TV Program <p>(KM)</p> <ol style="list-style-type: none"> 1. Training Workshop 2. PEIN Database 3. PACC Webpage 4. DVD Documentary 5. Publications 	<p>Media Other national projects NGO Government Community leaders</p> <p>\$20,000</p>	<p>Audience are more aware of PACC and project gains more support and partnership</p> <p>There is community ownership of the project</p>
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COMMUNICATION ACTIVITIES/PRODUCTS/TOOLS IN DETAILS

LIST OF COMM. TOOLS	DETAILS	Timeframe
Project Team	<ol style="list-style-type: none"> 1. Calendar for entire project team, to help team members aware of one's schedules; Facilitates meeting 2. schedules, work activity and communication 3. Log Book: project team to log all significant issues and decisions into log book database as the preferred audit trail vehicle and as a way to communicate decisions to the rest of the team; this is a tool to communicate project decisions 	Daily
Promotional Products:	<ol style="list-style-type: none"> 1. Tee Shirts: 200x with campaign messaging 2. USB Wristbands: 100x 3. Posters: 200x explaining the impact of climate change and the need to adapt as it affects Tuvalu's water resource sector 4. Billboard 	<ol style="list-style-type: none"> 1. TBC 2. Sep 2011 3. TBC 4. March 2011
Information Materials:	<ol style="list-style-type: none"> 1. Information Pamphlets: 200x full details of PACC and its efforts for Tuvalu; quick easy to read brochures that explain activities, aims, benefits and outcomes 2. Briefing Papers: quick 1-2 pagers that highlight aims, objectives and benefits of PACC and actions / progress to continuously gauge their commitment to the project. 3. Fact sheets: 200x to include facts from assessment findings i.e. CBA, SEA PACC, V&A etc simplified for an average reader 4. Bilingual Quarterly Newsletter: 4x year, detailing success story and achievements; drive people to project site for more information; raise project visibility; distributed 3rd week of each 3rd month 	<ol style="list-style-type: none"> 1. March 2011 2. Last date of each quarter 3. TBC 4. 3rd week of each 3rd month

Awareness and Education:	<ol style="list-style-type: none"> 1. Environment Day Events: Showcase PACC products before, during and after the date of event; Oral and Visual presentations during event; promote via radio talk shows 2. Radio Quiz: 3x year i.e. at end of school terms with secondary school level; 3. FAQ: mechanism for audience to pose questions to the project team; 4. Monthly Update Presentation “What it means to me”: 1x month; provide information on topics describing how individuals will be affected 5. Committee Meetings: allow project management to address issues relating to moving forward with project; keep project management informed of development on Communications team and other sub teams; 1x Quarter 6. Executive and Project Management meeting: regular meetings to discuss issues and exchange updates on project status; decide on topics and issues for website, newsletter, and radio shows 7. Steering Committee Meeting: update by meeting or emails to keep the informed of project progress, issues, etc; updates should focus on progress reports, sharing key decisions and helping them understand critical issues; keep these key individuals engaged. 8. Technical Team Meeting: Discuss technical issues, update weekly progress; a week ready ahead of email updates to communication team & steering committee 9. Poster Competition and Exhibition: attempt to look into the creativity of children regarding climate change adaptation; welcome the introduction of new ideas to the project 10. School Visits/Forums: 2x year; to be done before school competitions to provide information for students on the subject of climate change adaptation. 11. Community Outreach / Face to face consultations: hold information, feedback and consultation sessions 12. PACC Comic & Photo Stories 	<ol style="list-style-type: none"> 1. Event Dates 2. 3x Year 3. TBC 4. 1x Month 5. TBC 6. TBC 7. Quarterly 8. TBC 9. TBC 10. Quarterly 11. Quarterly 12. Quarterly
	TRAINING/CAPACITY BUILDING	
	<ol style="list-style-type: none"> 1. Internal & External: Discuss new technology to reduce vulnerability and increase adaptability capacity of organisations to climate change effects; Develop work / action plans for different organisations; Develop and upgrade skills of individuals regarding approaches to climate change adaptation methods 2. Team Building Activities: facilitate team building; develop unity throughout the project; allow all project members to meet and get to know one another 	
Media Strategy (and Awareness):	<ol style="list-style-type: none"> 1. Radio Spots: to be aired over the local radio quarterly 2. Radio Talk back shows: to educate, motivate audience to act on campaign message, provide success stories, outline upcoming events, etc; 1xQuarterly 3. Media Monitoring: Maintain a folder collating all media coverage on PACC Nauru 	<ol style="list-style-type: none"> 1. Quarterly 2. Quarterly 3. Every Quarter

Knowledge Management:	4. DVD documentary: Video recording of local community doing development as a result of PACC; good approaches to reducing risks and vulnerability to climate change impacts in Tuvalu; use existing developments made by individuals/groups/organizations to share results	1. TBC
	5. PACC Tuvalu Webpage: to build awareness, illustrate vision, goals, scope, benefits, timeline; provide access to information on Tuvalu and PACC	2. Quarterly
	6. Pacific Environment Information Network (PEIN) Database	3. Quarterly
	7. SPREP PACC Website: www.sprep.org/pacc-home	4. Quarterly
	8. Publications: Mainstreaming & Demonstration Guide;	5. Quarterly
	9. (plus above listed information materials)	

8. Measuring Success – Proposed Metrics for Consideration

Since we are changing some of the ways we communicate the importance of the project to our participants (and the changing of what we communicate must be clear), we need to consider how we measure this.

We are attempting to change people's perceptions of doing their normal chores with regards to things that have climate change related issues, ideas and concepts behind the PACC project to a wide range of stakeholders.

Metrics under consideration are as follows:

- (1) The PACC Project and perhaps with the assistance of the Steering and Communication Team needs to track this change
- (2) A benchmark is needed – with some rigour and with some alacrity as to how those stakeholders feel now
- (3) The PACC Project Management needs to measure the impact on these perceptions in one-year's time
- (4) The PACC Project also needs to establish a process for the effect of all existing and planned communications to be measured in the following terms
 - I. What we measure
 - II. When we measure
 - III. How often we measure
 - IV. How we report it

Regional PACC PARTNERS:

PACC Focal Points [national]
PACC Implementing Agency [national]
SPREP
UNITAR
SEI
IISD
UNDP
UNEP
SPC
SOPAC

Media Strategy

- A proper media contact list need to be developed both national and regional for dissemination of press releases (SPREP can provide support in terms of disseminating press release to the regional and international media)
- All new reports (assessment, technical, etc) released by PACC Tuvalu should have an accompanying press release stating why people need to be aware of the report, etc

- Press release accompanied with at least 2 images (specifically action photos) should be sent out for every significant project event organised e.g. school competition, community service day, etc to get media coverage and circulate it to contact list for further distribution. Avoid sending passive images with your press release i.e. group shots from meetings, banners, etc, send shots of people in the field acting out PACC activities, etc
- A photo gallery of high resolution images to be maintained (of PACC activities, communities doing adaptation work, pilot sites, etc).
- Setting up of talk back shows and short documentaries with the local radio and TV stations as stated in the Action Plan.
- Utilize local celebrities, respected ministers, local village leaders to get your message across through the media and to the people

Checklist on all Outgoing Communication Materials

Press Releases

- Be sure to state clearly the name of the donors and agencies at the end of the press release as follows:
“The Pacific Adaptation to Climate Change Project is implemented by the United Nations Development Programme in partnership with the Secretariat of the Pacific Regional Environment Programme. It is nationally executed by the Government of Tuvalu; funded by the Global Environment Facility and the Australian Agency for International Development with support from the United Nations Institute for Technical Research, Climate Change Capacity and Development.”
- Include your contact details at the bottom to allow the media to contact you for further information.
- Include at least two ‘action’ images to accompany the press release

Print Materials

- E.g. posters, pamphlets, banners, newsletters, etc
- Ensure all relevant logos are included in the right colors, state and in high resolution i.e. PACC logo, Tuvalu National Seal, UNDP, SPREP, GEF, AusAID and the text “With support from UNITAR C3D+”
- ‘For further information’ details are included i.e. your title and contact details and the web address

Monitoring Tools

The activities recommended in the Tuvalu PACC Communications Plan have been prepared with foresight in order to ensure that work is available for monitoring.

- Record and store all feedback from the products created by PACC
- Record all radio live talkback sessions
- Record all competition entries
- Copies of all Promotional materials created
- Storage of all film work documented
- Storage of all edited film work provided
- Hard copies of all advertisements produced as part of the multimedia package
- Results from survey
- Hard copies of materials from activities with schools
- Electronic copies of all photographs taken

Evaluation

The results of the final survey at the end of the Tuvalu PACC will and should show an increase in awareness and understanding of PACC, climate change and climate change adaptation due to all the communication work prepared under this plan.

Effective evaluation is important to determine the success of a project, there may be need for outside assistance or expertise to carry out this evaluation.

Post PACC communications materials

- PACC written materials to be used as source material for reports, journals and case studies.
- Documentaries outlining the progress of the PACC project each year
- Exhibition/publication materials from school children
- Hard copies of all awareness materials developed from 2011 – 2013 (TV ads, Live radio talkback sessions, full page ads in local newspaper and copies of radio ads)
- Pull up banners, t-shirts, photographs, school and exhibition resources
- PACC survey results