“GREENING ECONOMIES IN THE EASTERN NEIGHBOURHOOD” (EaP GREEN) PROGRAMME:
Draft Communication Strategy
Room Document 1
The First Steering Committee Meeting of the EaP GREEN Programme

26 April 2013 (Berlin, Germany)

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ACTION REQUIRED: For discussion. Written comments can be provided by 10 May 2013.

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Objectives and target audience

The current Draft Communication Strategy was prepared in order to: (i) enhance the impact of work conducted within the framework of the EaP GREEN programme and (ii) make this work more transparent and visible in the Eastern Partnership (EaP) countries, and internationally. The Strategy will address the following stakeholder groups:

- National and local authorities of EaP and member countries of the European Union, primarily from environment, economy, and finance ministries, as well as parliaments;
- Private sector representatives, including the banking sector;
- The NGO community, especially the members of the European Eco-Forum and the EaP Civil Society Forum;
- Relevant expert networks and professional or business associations;
- International organisations and IFIs;
- The donor community – aid agencies in particular; and
- The general public.

Communication tools

A range of communication tools and mechanisms will be used depending upon the message and the target group. Their choice will take account of the profile and size of the target group, and will be designed to achieve the highest impact at optimal costs. Methods of communication and messages will respect political and social sensitivities in the EaP region. Country ownership of the initiative, such as actions by the government to implement policy recommendations provided within the EaP GREEN, will be highlighted as much as possible in relevant communication products.

The major elements of the Communication Strategy will include:

- Dissemination of general information about the initiative through a dedicated web site in English and Russian that will provide its description and news on implementation progress and impact;
- Production of regular electronic newsletters (with a variable frequency depending on the number of news to be communicated but not less than every six months);
- Upload of selected EaP GREEN products to the OECD’s iLibrary\(^1\) and similar tools of the UN Partners;
- On-going communication with target groups, including timely response to ad-hoc questions sent to the generic account eap.contact@oecd.org;
- Organisation of international and national press-conferences in relation to flagship products;
- Organisation of annual stakeholder meetings, etc.

\(^{1}\) OECD iLibrary (www.oecd-ilibrary.org) is the online library of the Organisation for Economic Cooperation and Development (OECD) featuring its books, papers and statistics. OECD iLibrary access is available at over 2 000 subscribing institutions worldwide, resulting in some 25 million users in over 100 countries.
To the extent possible, modern tools such as Twitter, Facebook and YouTube will be used. The possibility to use innovative tools such as videos, podcasts, etc. will be explored in order to reach a wider audience.

All major outputs (toolkits, reports from country-level pilot projects, etc.) will be accompanied by the following communication products: (i) a short Executive Summary; (ii) a press release, if the issue is not politically sensitive; (iii) a dedicated web-page; and, when deemed necessary – (iv) policy briefs (highlights for policy makers). Communications plans for key outputs will be prepared and included in the annual work plans. The OECD and UN Partners will focus on communicating policy recommendations, lessons learned and good practices, and relevant statistics. To maximise impact and bolster the coherence of its work, the EaP GREEN Partners will develop – individually or collectively, when necessary – a few key messages coming out of each country-level project as well as quantitative and thematic work, and communicate these consistently in products and events, where relevant.

To the extent possible, EaP GREEN products will be disseminated through relevant web-sites in the target countries, and NGO and industry networks. Internationally, the results may be disseminated through the Green Growth Knowledge Platform, UNIDO/UNEP Resource Efficient Cleaner Production regional network, 10 FYP Clearing House and other similar tools. A dedicated web page will be established for each regional meeting organised within the EaP GREEN.

At the end of the project, the following communication products will be issued:

- A final brochure highlighting achievements and lessons learned;
- A publications catalogue;
- A CD-ROM/USB key with all final products.

The following distribution lists will be kept up to date, covering relevant:

- Government contacts in all partner countries;
- EU delegations and donor agencies;
- Contacts in NGOs and private sector;
- International organisations and IFIs;
- Media contacts.

Role of the EaP countries

The representatives of the EaP countries will be invited to contribute towards Strategy’s implementation in their countries. The EaP GREEN Partners will support communications efforts by the beneficiary governments, particularly in order to strengthen co-ordination among various ministries and help mobilise in-country and international networks for communicating EaP GREEN results and enhancing their impact. To assist such efforts, the involved government officials will be provided with communication tools such as PowerPoint presentations, flyers, CD-ROMs, executive summaries in the country’s language, mailing lists, etc. Internet links will also be created with relevant ministries to promote the EaP GREEN work and bolster information dissemination and exchange.

Evaluation and update

The Strategy will be regularly reviewed and updated to include suggestions for other communication products and mechanisms.