

Global Climate Change Alliance Plus Scaling Up Pacific Adaptation (GCCA+ SUPA)

Learning from the past, preparing for the future

Communications Plan

Revised - May 2021



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Executive Summary

The Communications Plan for the Global Climate Change Alliance Plus – Scaling-up Pacific Adaptation (GCCA+ SUPA) project has been developed in line with the *Communication and Visibility in EU-financed external actions- Requirements for implementing partner/projects (2018)*, *GCCA+ Communications and Knowledge Management guidelines (2018)* and the broader objectives of the *Pacific Community Climate Change Communications Plan (2012)*, *Communications plans for USP and SPREP* and *the Pacific Community's Child Protection Policy (2017)*.

The main objective of the four and half year's plan (2019-2023) is to inform, educate, raise awareness and share stories how the GCCA+SUPA project is helping Pacific communities adapt to the impacts of climate change. Three primary audience groups have been identified in the plan: (i) government representatives of the Pacific, elected officials engaged in climate change adaptation and disaster risk management activities and media; (2) beneficiary communities and wider national audiences, especially in the 10 project countries (Cook Islands, Federated States of Micronesia, Fiji, Kiribati, Republic of Marshall Islands, Nauru, Niue, Palau, Tonga and Tuvalu) and; (3) non-governmental, inter-governmental and civil society, youths and faith-based actors engaged in climate change awareness, advocacy and activities in the Pacific Islands countries and territories. The secondary audience is the international audience and especially EU member States.

The plan expresses the project's resolve to ensure widespread and consistent messaging and information on project activities using integrated and innovative communications tools and channels, and taking into account the roles of the three implementing organisations: SPC, Secretariat of the Pacific Regional Environment Programme (SPREP) and The University of the South Pacific (USP).

Opportunities to use social media to reach maximum visibility are also explored in the plan. The use of traditional and local knowledge has been identified as an important factor.

The plan also identifies the need to share project experiences, results and lessons with other stakeholders involved in climate change adaptation in the Pacific. This will help inform current and future climate change interventions.

All communication activities will be monitored and tracked throughout the duration of the project using various monitoring tools, an exercise also useful for the overall evaluation of the project.

The plan is a 'living document' and is updated on a needs basis, in consultation with all the implementing partners and the EU. All the activities of the plan seek to yield maximum visibility for the European Union and all three implementing partners with the aim of contributing to the growing body of knowledge on climate change adaptation and resilience building in the Pacific.

1. Introduction

Climate change and natural disasters are two of the greatest challenges jeopardising and undermining the ability of all countries, in particular Pacific countries, to achieve sustainable development and reduce poverty. The Global Climate Change Alliance Plus (GCCA+) Scaling up Pacific Adaptation (SUPA) project places people at the centre of climate change adaptation efforts as the project seeks to enhance climate change adaptation and resilience and strengthen the implementation of sector-based, but integrated, climate change and disaster risk management strategies and plans.

The action falls under the GCCA+ flagship initiative and will support the three priorities of the GCCA+: 1) Climate change mainstreaming and poverty reduction; 2) Increasing resilience to climate-related stresses and shocks; 3) Sector-based climate change mitigation and adaptation strategies. It will target 10 Pacific island countries.

The EUR 14.89 million project funded by the European Union will be implemented in ten countries, namely, Cook Islands, Federated States of Micronesia (FSM), Fiji, Kiribati, Republic of Marshall Islands (RMI), Nauru, Niue, Palau, Tonga and Tuvalu, using a sector-based approach, and wherever possible focused on outer island communities, and implemented with a gender sensitive, rights-based approach.

The three key outputs for the GCCA+ SUPA project are:

1. **Strengthen strategic planning at national levels:** Climate and disaster risk information, knowledge management, monitoring and strategic planning capacities strengthened at national and regional levels (delivered by the Secretariat of the Pacific Regional Environment Programme (SPREP))
2. **Enhance the capacity of sub-national government stakeholders to build resilient communities:** Planning and decision-making capacities to address climate change and disaster risks at sub-national and community level strengthened, applying participatory, gender-sensitive and rights-based approaches (delivered by The University of the South Pacific (USP))
3. **Scale up resilient development measures in specific sectors:** Strategic and local interventions for climate change adaptation and mainstreaming scaled up in up to five sectors (delivered by the Pacific Community (SPC))

The three outputs will be delivered in a coordinated and integrated manner, supported by the three implementing partners.

Learning from the past, GCCA+ SUPA will enhance, replicate and strengthen existing on-the-ground measures so the five sectors can better withstand the increasing threats posed by climate change over the next 20 years. At the same time, SUPA will enhance the knowledge and skills of Pacific islanders to prepare and adapt to the existing and projected impacts of climate change.

The action will contribute to the Framework for Resilient Development in the Pacific (FRDP), the Sendai Framework for Disaster Risk Reduction, the Paris Agreement to the United Nations Framework Convention on Climate Change, and the Sustainable Development Goals, especially Goal 1: no poverty, Goal 2: zero hunger, Goal 3: good health and well-being, Goal 4: Quality education, Goal 5: gender equality, Goal 6: clean water and sanitation, Goal 13: climate action and Goal 14: life below water.



2. Aim and Objectives

The overall aim of the Communications Plan is to ensure consistent messaging and uniform branding across the GCCA+ SUPA project and national activities, which both satisfies the guidelines contained in the *Communication and Visibility in EU-financed external actions- Requirements for implementing partner/projects (2018)*, *GCCA+ Communications and Knowledge Management guidelines (2018)* and the broader objectives of the *Pacific Community Climate Change Communications Plan (2012)*, *Communications Plan for USP and SPREP* and the *Pacific Community's Child Protection Policy (2017)*.

The objectives of the GCCA+ SUPA Communications Plan are:

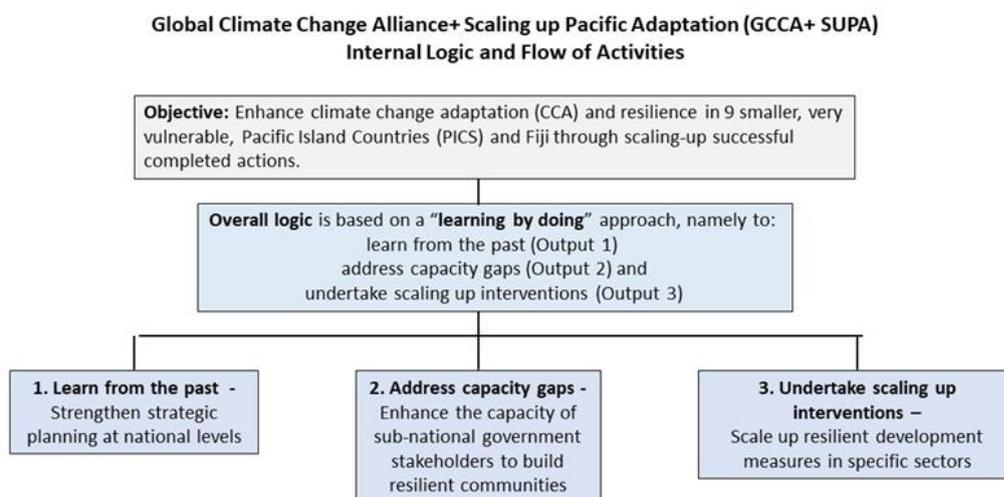
1. **Project information:** Provide information on project activities to stakeholders and the wider national audiences.
2. **Awareness raising:** Raise regional and international (including for EU Member States) awareness of the project and its national activities.
3. **Partner visibility:** Provide visibility for the EU, national governments and implementing partners about their role in the project.
4. **Education:** Provide straightforward and easily retained factual information on climate change adaptation and disaster risk management suitable for communities living in the Pacific.

A summary statement describing the project's background is presented in the following paragraph.

“The Global Climate Change Alliance Plus - Scaling up Pacific Adaptation (GCCA+ SUPA) is about scaling up climate change adaptation measures in specific sectors supported by knowledge management and capacity building. The 4.5 year project (2019-2023) is funded with € 14.89 million from the European Union (EU) and implemented by The Pacific Community (SPC) in partnership with the Secretariat of the Pacific Regional Environment Programme (SPREP) and the University of the South Pacific (USP), in collaboration with the governments and peoples of Cook Islands, Federated States of Micronesia (FSM), Fiji, Kiribati, Marshall Islands, Nauru, Niue, Palau, Tonga and Tuvalu.”

The Communications Plan will build on the internal logic of the Action: (i) understanding the benefits of past adaptation measures and how these can inform future prioritization and decision-making; (ii) recognition of the importance of sub-national (state/province/island group) government levels and their role in addressing climate and disaster resilience in local area development plans; and (iii) testing an approach whereby national governments and other stakeholders can scale-up successful climate change adaptation measures so as to provide a focused way forward towards building the resilience of particular sectors.

The schematic diagram shown below illustrates the logic and flow of the Action



3. Target Audiences

The communications activities aim to convey information to (i) primary audiences located in Pacific island countries and territories (PICTs), and the GCCA+ SUPA countries in particular; and to (ii) secondary audiences, namely international audiences and especially those in EU Member States.

In this context, the following primary audiences are identified:



National representatives and civil servants engaged in the implementation of climate change adaptation activities as well as in mainstreaming, policy, planning and analysis.



Community members residing in the project sites and wider national audiences, especially in the 10 project countries



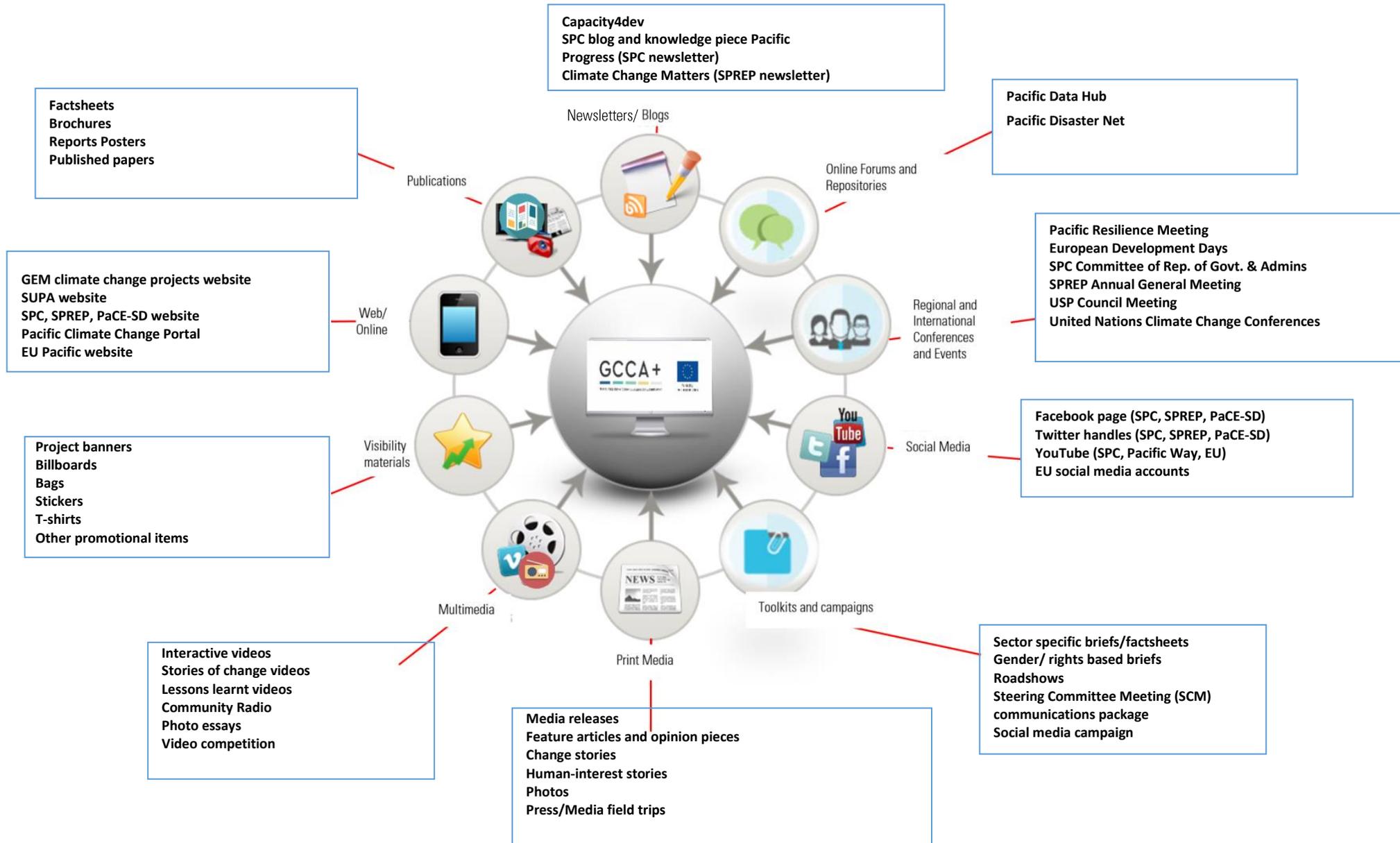
Non-governmental, inter-governmental, civil society and faith-based actors engaged in climate change adaptation and disaster risk management awareness, advocacy and activities in PICTs.

International audiences, especially those in EU Member States comprise the secondary audiences.

4. Communication Tools

An integrated approach to use different tools such as traditional, online and local media and communication will be pursued. The suggested tools should remain flexible and be responsive to emerging changes. The tools directed towards communities, will, wherever possible, be provided in the local language. The schematic in Figure 1 shows the specific communications tools that will be used in the project.

Figure 1 Specific Communications Tools for the GCCA+ SUPA Project



4.1 Communications Channels

Communicative audiences, or channels, act as conduits. They relay key messages to primary audiences and have a multiplier effect. Many may also be stakeholders in their own right.

The Communications Plan seeks to inform and engage the following communicative audiences to disseminate information to the primary and secondary audiences. They are listed below:

1. National media editors and journalists.
2. Regional media editors and journalists.

4.2 Key Messages

Key messages will be designed to be clear, easily retained and relevant especially to the primary audiences. Key messages for local, national and regional audiences will seek to ensure that there is a solid understanding about scaling up climate change adaptation.

The following statements can be used when describing the impacts of climate change and what GCCA+ SUPA delivers and how:

Statement on impacts of climate change

The Pacific region is particularly vulnerable to the adverse impacts of climate change. All the Pacific Small Island States are environmentally fragile and highly vulnerable to the effects of climate change, including rising temperatures, changing rainfall patterns, an increase in extreme events, rising sea levels and ocean acidification. The countries are already experiencing the impacts of climate change.

Statement about what SUPA delivers

The Global Climate Change Alliance Plus (GCCA+) Scaling up Pacific Adaptation (SUPA) places people in the nine smaller Pacific Island countries and Fiji at the centre of climate change adaptation efforts as the project seeks to strengthen the sectors responsible for providing water, food, health, marine resources and coastal protection.

Statement about how SUPA delivers

Learning from the past, the Global Climate Change Alliance Plus (GCCA+) Scaling up Pacific Adaptation (SUPA) will enhance, replicate and strengthen existing on-the-ground measures so the five sectors can better withstand the increasing threats posed by climate change over the next 20 years. At the same time, SUPA will enhance the knowledge and skills of Pacific islanders to prepare and adapt to the ever-increasing impacts of climate change.

Taking into account the large number of climate change adaptation projects and programmes in the Pacific islands, special care will be taken with the branding of the GCCA+ SUPA so as to distinguish it from the sister GCCA+ action funded under the EU ACP programme namely Global Climate Change

Alliance Plus Intra ACP - Pacific Adaptation to Climate Change and Resilience (GCCA+ Intra ACP PACRES).

In verbal communications the project may be referred to by the shorter title and acronym SUPA-Scaling Up Pacific Adaptation.

In addition, media produced for specific national audiences (focusing on country project activities) should incorporate the national key messages (see Planning Matrix below) defined for this audience.

*Table to be further populated as the project progresses

Table 1: National Communications Planning Matrix

Audience location	Channels	Tools	Background Information	2021 Key Dates
Regional	Pacnews (print) Islands Business magazine (print) Marianas Variety (print) Radio Australia Pacific Beat (radio) Radio New Zealand International (radio) Pacific Islands News Association (PINA)	Media releases Media articles Video documentaries Radio/TV interviews Factsheet Website Social Media Workshops	The Global Climate Change Alliance Plus Scaling up Pacific Adaptation (GCCA+ SUPA) is scaling up climate change adaptation measures in specific sectors supported by knowledge management and capacity building. The 4.5 year project (2019-2023) is funded with € 14.89 million from the European Union (EU) and implemented by the Pacific Community (SPC) in partnership with the Secretariat of the Pacific Regional Environment Programme (SPREP) and The University of the South Pacific (USP), in collaboration with the governments and peoples of Cook Islands, Federated States of Micronesia (FSM), Fiji, Kiribati, Marshall Islands, Nauru, Niue, Palau, Tonga and Tuvalu	<ul style="list-style-type: none"> • Virtual training in communications for national coordinators and key national project partners • Sharing experiences and lessons learnt webinars • Regional and international events • Virtual steering committee meeting (1) in Q2 of 2021 • Virtual steering committee meeting (2) in Q4 of 2021
Cook Islands	The Cook Islands Herald (print) The Cook Islands News (print) Radio Cook Islands (radio) Cook Islands Television (TV)	Media releases Media articles Video documentary Radio/TV interviews	<ul style="list-style-type: none"> • €0.5 million (approx. NZD 0.8 million) on scaling up measures in the marine resources sector • Focussed on the southern group of Cook Islands- Aitutaki, Atiu, Mauke, Mitiaro • Will scale up the Aitutaki Marine Research Centre to better monitor and manage marine resources in the Southern Group of the Cook Islands and will integrate traditional knowledge into the management of marine resource systems. • Coordinated by Climate Change Cook Islands and Ministry of Marine Resources • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. 	<ul style="list-style-type: none"> • Upgrade of facilities at AMRC Q3 • Outreach and communications activities relating to the operations of AMRC Q2 • Environmental monitoring programmes: aquaculture, water quality, biodiversity resource surveys, etc- Q4 • Compilation and analysis of traditional knowledge and its applications - Q4

Fiji	<p>The Fiji Times (print)</p> <p>Fiji Sun (print)</p> <p>Fiji TV</p> <p>Fiji Broadcasting Cooperation (TV and radio)</p> <p>Mai TV</p> <p>Communications Fiji Limited (radio and online)</p>	<p>Media releases</p> <p>Media articles</p> <p>Video documentary</p> <p>Radio/TV interviews</p> <p>Social Media</p>	<ul style="list-style-type: none"> • €0.5 million (approx. FJD 1.2 million) on scaling up measures in coastal protection. • Focussed on the Macuata Province, especially the Soasoa community in Labasa, Vanua Levu. • Will enhance the resilience of vulnerable coastal communities to climate change by scaling up flood control measures in the Soasoa watershed area. • Coordinated by the Climate Change and International Cooperation Division- Ministry of Economy and Ministry of Waterways and Environment. • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. 	<ul style="list-style-type: none"> • Rapid assessment and design of the Soasoa drainage system Q1 • Watershed management plan Q2 • Communications action plan Q3 • Installation of flood control measures Q4
FSM	<p>The Kaselehlie Press (print)</p> <p>V6AJ Voice of Kosrae (radio)</p> <p>V6AK Radio Kolonia (radio)</p> <p>KPON (TV)</p> <p>TTTK (TV)</p> <p>WAAB (TV)</p>	<p>Media releases</p> <p>Media articles</p> <p>Video documentary</p> <p>Radio/TV interviews</p>	<ul style="list-style-type: none"> • € 0.5 million (approx. USD 0.66 million) on scaling up water security measures. • Focussed on the outer islands of Chuuk State and specifically in Polowat, Pulusuk and Pulap atolls. • Rainwater harvesting systems will be installed in community shelters and buildings, and training will be provided in the maintenance of these systems. • Householders will be trained to monitor the quality of the water in their individual water storage systems and a water, sanitation and hygiene (WASH) programme will be conducted in the schools. • Coordinated by the Environment Protection Agency, Department of Environment, Climate Change and Emergency Management. • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. 	<ul style="list-style-type: none"> • Assessment and community consultations- Q1 • Installation of water security measures- Q2 • Maintenance training Q3 • Training and delivery of WASH initiatives- Q4
Kiribati	<p>Te Uekera (print)</p> <p>Kiribati Newstar (print)</p> <p>The Kiribati Independent (print)</p>	<p>Media releases</p> <p>Media articles</p> <p>Video documentary</p> <p>Radio/TV interviews</p>	<ul style="list-style-type: none"> • € 0.5 million (approx. AUD 0.72 million) on scaling up water security measures. • Focussed on Southern Gilbert Islands, especially Beru Island. • Will increase the availability of potable water in selected vulnerable communities in Beru Island by enhancing infrastructure 	<ul style="list-style-type: none"> • Community based impact assessment of existing desal units -Q2 • Installation of 3 solar powered desal units- Q3

	Radio Kiribati (radio)		<p>for desalinated water storage and supply on the island.</p> <ul style="list-style-type: none"> • Coordinated by the Ministry of Infrastructure and Sustainable Energy, Office of the Beretitenti (President). • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. 	<ul style="list-style-type: none"> • Training in operations and management- Q3
RMI	<p>Marshall Islands Journal (print)</p> <p>V7AB Radio Marshalls (radio)</p> <p>MBC TV (TV)</p>	<p>Media releases</p> <p>Media articles</p> <p>Radio/TV interviews</p>	<ul style="list-style-type: none"> • € 0.5 million (approx. USD 0.66 million) on scaling up measures in the health sector. • Will scale up an existing Community Lifestyle Programme that has focused on health and wellness for diabetic patients to Delap-Uliga-Darrit communities in Majuro and to the communities in Jaluit Atoll. • Will incorporate food security, community and household agriculture and health and wellness • Will support the preparation of a Climate Change and Health Policy and Action Plan. • Coordinated by the Ministry of Health and Human Services and Canvasback Wellness Centre in conjunction with the RMI NCD cluster. • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. 	<ul style="list-style-type: none"> • Continuation of atoll agriculture, health, and wellness activities - throughout 2021 • National Climate Change and Health Action Plan completed- Q1 • Radio shows and video documentaries- ongoing
Nauru	<p>Radio Nauru (radio)</p> <p>Nauru Television (TV)</p>	<p>Media releases</p> <p>Radio/TV interviews</p>	<ul style="list-style-type: none"> • € 0.5 million (approx. AUD 0.7 million) on scaling up water security measures. • Focussed on the most vulnerable households in different villages around Nauru. • Will scale up a previous project that provided dedicated water storage for desalinated water for selected households. • Coordinated by the Department of Climate Change and Resilience, Department of Infrastructure, Department of Public Health. • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. 	<ul style="list-style-type: none"> • Selection of beneficiaries /vulnerable households, land assessment, recipient agreements- completed by Q1 • World Water education and awareness activities- 22 March • Animation video on climate change and water security- Q2

Niue	Niue Star (print) Radio Sunshine (radio) Television Niue (TV)	Media releases Media articles Radio/TV interviews	<ul style="list-style-type: none"> • €0.5 million (approx. NZD 800,000) on scaling up water security measures. • Will expand previous water security interventions to establish effective backup water systems for households. • Capacity building for key government agencies to monitor and analyse the quality of the stored water is another component of the project. • Coordinated by the Department of Environment, Department of Public Works, Ministry of Health, Ministry of Finance, Project Management and Coordination Unit. • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. 	<ul style="list-style-type: none"> • Household inspection and survey Q2 • Rainwater harvesting systems installed Q3 • Training in maintenance Q4 • Water quality monitoring activities- throughout 2021
Palau	Tia Belau (print) A Le Ko Kau Forum (print) T8AA Voice of Palau (radio) Oceania Television Network (TV)	Media releases Media articles Radio/TV interviews	<ul style="list-style-type: none"> • € 0.5 million (approx. USD 0.66 million) on scaling up measures in the health sector. • Will scale up the efforts of previous projects to build resilience to water and vector borne diseases in five states of Babeldaob: Aimeliik, Airai, Ngardmau, Ngaremlengui, and Ngatpang States. • Enhance community access to information about climate change resilience and health and establish a mobile broadcasting unit for the National Radio Station. • Train teachers and students to monitor and address coastal and ocean pollution. • Coordinated by the Ministry of Health, Ministry of State (including the Media and Information Services), Ministry of Finance (including the Climate Change Office), Ministry of Education and Bureau of Public Works. • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. 	<ul style="list-style-type: none"> • Water quality and vector borne disease monitoring kits and supplies- Q1 • Training in water quality monitoring and vector borne diseases- Q2 • Radio series on climate resilience- starts Q2 • Training of teachers and students on monitoring of ocean and coastal pollution- Q2
Tonga	Kele'a (print) Taimi 'o Tonga (print)	Media releases Media articles	<ul style="list-style-type: none"> • € 0.5 million (approx. Tonga Pa'aga 1.3 million) on scaling up coastal protection measures. 	<ul style="list-style-type: none"> • Assessment and conceptual design of coastal protection measures- Q1

	<p>Taumu'a Lelei (print)</p> <p>Kaivai (print)</p> <p>Matangi (print)</p> <p>Tonga Broadcasting Commission (radio and TV)</p> <p>SBS radio Tongan language service (radio)</p> <p>TMN-TV2 (TV)</p>	<p>Radio/TV interviews</p> <p>Social Media</p>	<ul style="list-style-type: none"> • Will focus on implementing small-scale coastal protection measures for vulnerable communities on the north coast of Tongatapu. • Develop a feasibility and coastal protection study for the north coast of Tongatapu. • Coordinated by Ministry of Meteorology, Energy, Information, Disaster Management, Environment, Climate Change and Communication, Ministry of Infrastructure. • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. • Impact assessment methodology applied to completed projects 	<ul style="list-style-type: none"> • Installation of coastal protection measures- starting in Q4 • Climate Change week- September 2021 • Knowledge management training-Q4
Tuvalu	<p>Tuvalu Echoes (print)</p> <p>Radio Tuvalu (radio)</p>	<p>Media releases</p> <p>Media articles</p> <p>Video documentary</p> <p>Radio interviews</p>	<ul style="list-style-type: none"> • € 0.5 million (approx. AUD 0.7 million) on scaling up water security measures • Will expand previous water security interventions to establish effective backup water supply (rainwater harvesting and desalinated water) and access for households, schools, government facilities and the wider communities of Funafuti. • Expand the availability of desalinated water in outer islands. • Coordinated by Climate Change Department, Public Works Department (PWD), Funafuti Kaupule, Ministry of Education • Capacity building, resilience training, and knowledge management activities delivered • Climate and disaster resilience integrated into local area development plans. 	<ul style="list-style-type: none"> • Installation of desal units in Funafuti Q1 • Training on operations and management Q3 • Water systems refurbished in two schools Q3

4.3 Behavioural Change and Inclusive Communications

Some of the outputs of the GCCA+ SUPA project focus on changing community and individual behaviours and attitudes. Any behavioural change tools and activities designed and implemented will be integrated into this communication plan as the project progresses.

The Communications Plan recognises the importance of providing information and giving equal voice to **all** stakeholders. As such a gender-sensitive and rights-based approach will be adopted in the design and delivery of project activities. Communications activities undertaken by GCCA+ SUPA involving community participation, such as interviews, will seek to be inclusive of different opinion and canvas a variety of community members.

The project will implement the PLANET principle – Participation, Link to rights, Accountability, Non-discrimination, Empowerment, Transforming social norms.

For instance, the conceptualisation, design and implementation of project activities will: undergo a robust consultative process and support inclusive governance structures; align to the human rights frameworks of the participating countries; encourage accountability and inclusivity by ensuring participation and engagement of local representatives at national and regional steering committees with clear defined roles and responsibility; empower beneficiaries in an equitable manner by paying special attention to vulnerable groups including women, persons with disabilities, migrants; mobilise resources and efforts to support the transformation of culture and attitudes of the beneficiary communities and encourage local economic development.

5. Communications Action Plan

Table 2 shows the Communications Action Plan for the project.

Table 2 Communications Action Plan

The communications activities for the project can be divided into three phases. The inception and design phase took place from January 2019 to March 2020. During this period, communications activities focussed on establishing branding and creating overall visibility for the project. Overall project factsheet, national factsheets, project banners, videos, and visibility collateral such as water bottles and folders were developed.

Starting in April 2020 the implementation phase commenced. 'Zooming SUPA' sessions, a series of virtual meetings replacing the project steering committee meeting were organised over a period of 5 months, July to November 2020.

As the implementation continues communication activities will focus on project activities, such as training events, infrastructure development and environmental monitoring. This will include extensive multimedia products such as audio-visual, print, online and social media, the development and maintenance of a new SUPA website among other activities.

The reporting and closure phase will focus on lessons learnt, results, and impacts of the project.



The table below details the main activities planned for the 2021 calendar year. The plan is designed to remain flexible and should be responsive to emerging changes. It is important to note that some tools and channels will work for certain countries in the region while variations may be needed for others. Additionally, not all outputs are applicable to all audiences.

	Plan	Outputs	Means of verification	Targets for 2021
1.	<p>SUPA branding SUPA branding and identity developed with consistent ‘look and feel’ across all communications and visibility products taking into account EU visibility guidelines <i>Activity addresses Objective 1. Project information; 2. Awareness raising; and 3. Partner visibility.</i></p>	<p>Ensure that all communication and visibility products adhere to visibility requirements as outlined in the earlier parts of this plan. Generic templates and logos designed and shared with partners</p>	<ul style="list-style-type: none"> Level of compliance discussed and assessed by Communications group comprising the 3 implementing organisations. 	<ul style="list-style-type: none"> Existing branding used throughout 2021.
2.	<p>Overall Visibility Strengthen overall visibility of the project by designing and developing visibility materials that give acknowledgement to EU, project countries and implementing partners <i>Activity addresses Objective 1. Project information and 3. Partner visibility</i></p>	<p>Develop and print SUPA folders in which communication materials and other documents can be distributed.</p>	<ul style="list-style-type: none"> Distribution 	<ul style="list-style-type: none"> Additional folders distributed to project countries and partners.
		<p>Develop and utilise SUPA-branded PowerPoint presentation and report templates.</p>	<ul style="list-style-type: none"> Usage 	<ul style="list-style-type: none"> PowerPoint and report templates consistently used
		<p>Produce stand-up and horizontal banners for use throughout the duration of the project</p>	<ul style="list-style-type: none"> Usage 	<ul style="list-style-type: none"> Additional horizontal banners prepared and distributed to countries in Q1.
		<p>Pursue opportunities for SUPA signage at project sites in-country.</p>	<ul style="list-style-type: none"> Number of signage installations 	<ul style="list-style-type: none"> Plan signage for specific sites.
		<p>Create and disseminate SUPA branded resources - such as USBs, reusable bottles, bags and caps</p>	<ul style="list-style-type: none"> Distribution 	<ul style="list-style-type: none"> Additional water bottles sent to USP and SPREP project partners in-country- Q1 Design and distribute SUPA tote bags with useful messaging- Q1 Design and distribute SUPA caps- Q1
		<p>Create SUPA T-shirts to give away to project participants.</p>	<ul style="list-style-type: none"> Distribution 	<ul style="list-style-type: none"> SUPA polo shirts designed and distributed in Q1/Q2

	Plan	Outputs	Means of verification	Targets for 2021
3.	<p>Awareness of SUPA activities Project's national and regional activities communicated and demonstrate cooperation with relevant stakeholders</p> <p><i>Activity addresses Objective 1. Project information; 2. Awareness raising; 3. Partner visibility; 4. Education</i></p>	Produce and disseminate overall project factsheet. Revise as the project progresses	<ul style="list-style-type: none"> Distribution 	<ul style="list-style-type: none"> Overall project factsheet revised as and when necessary
		Produce and disseminate 10 national project factsheets. Revise as the project progresses	<ul style="list-style-type: none"> Distribution 	<ul style="list-style-type: none"> National factsheets revised as and when necessary.
		Prepare and disseminate regular project media releases.	<ul style="list-style-type: none"> Number of media release issues Media monitoring reports 	<ul style="list-style-type: none"> 3 media releases per year National releases
		Prepare and disseminate web stories	<ul style="list-style-type: none"> Number of web stories issued Website statistics 	<ul style="list-style-type: none"> At least one web story per month
		Write and disseminate a GCCA+ SUPA newsletter every 3 months	<ul style="list-style-type: none"> Number of 'SUPA Highlights' summary Number of recipients Feedback received 	<ul style="list-style-type: none"> 4 'SUPA Highlights' prepared and distributed
		Periodically produce media features related to project activities for publication	<ul style="list-style-type: none"> Number of feature stories Media uptake 	<ul style="list-style-type: none"> At least 1 feature story related to project activities published in 2021 At least 1 human interest/change story in 2021 depicting the human face of the project

	Plan	Outputs	Means of verification	Targets for 2021
		Ensure SUPA articles are regularly published in partner newsletters	<ul style="list-style-type: none"> • Number of stories • Reach 	<ul style="list-style-type: none"> • At least 4 per year • SPREP Climate Change Matters • SPC Pacific Progress Newsletter • PaCE-SD newsletter
4.	Online visibility Project information and activities are documented online and readily available <i>Activity addresses Objective 1. Project information; 2. Awareness raising; 3. Partner visibility; 4. Education</i>	Consultancy to design and deliver a new standalone SUPA website	<ul style="list-style-type: none"> • New website live • All content from old website migrated • Feedback 	<ul style="list-style-type: none"> • Beta version of website ready by May 2021 • Final live website end of Aug 2021
		Regularly update and maintain SUPA project webpage with relevant documents, media releases, videos etc.	<ul style="list-style-type: none"> • New content is uploaded regularly • Website statistics 	<ul style="list-style-type: none"> • Ongoing
		Cross-link information across partner websites (SPC, SPREP, USP, EU, GCCA+, cap4dev) and portals (PCCP, Pacific Data Hub)	<ul style="list-style-type: none"> • Content published • Website statistics 	<ul style="list-style-type: none"> • Partner websites furnished with project updates as and when necessary • Project information and relevant documents uploaded on the Pacific Climate Change Portal and Pacific data hub
		Strengthen online presence using existing social media channels to promote SUPA content	<ul style="list-style-type: none"> • Number of posts • Facebook insights • Twitter favorites, retweets and mentions 	<ul style="list-style-type: none"> • Ongoing

	Plan	Outputs	Means of verification	Targets for 2021
5.	Multimedia products Interactive multimedia products such as short videos, TV and radio spots, campaigns and roadshows designed <i>Activity addresses Objective 1. Project information; 2. Awareness raising; 3. Partner visibility; 4. Education</i>	Produce a series of short videos on project activities with a particular focus on stories of change from communities	<ul style="list-style-type: none"> • Number of views • Links/shares • Feedback 	<ul style="list-style-type: none"> • Minimum 4 short videos on national activities produced periodically that capture stories from communities
		Conduct virtual training for national coordinators and key partners on enhancing key communications skills to better support the communication and visibility needs of the project.	<ul style="list-style-type: none"> • NC's submit high quality pictures and video clips 	<ul style="list-style-type: none"> • Training needs assessment conducted • At least 1 virtual training conducted either by sector or region
		Produce digital multimedia products for use on online and social media	<ul style="list-style-type: none"> • Number of products • Reach 	<ul style="list-style-type: none"> • At least 2 infographics produced in 2021
		Actively provide opportunities for regional journalists and national journalists in project countries to interview key staff or contacts about projects	<ul style="list-style-type: none"> • Number of interviews • Reach 	<ul style="list-style-type: none"> • At least 2 TV/radio spots per year
6.	Workshops and events Create visibility, capture attention and engagement of audiences at various project workshops and events, and regional and international conferences <i>Activity addresses Objective 1. Project information; 2. Awareness raising; 3. Partner visibility; 4. Education</i>	Produce materials and develop interactive sessions for meetings and events	<ul style="list-style-type: none"> • Number of attendees • Feedback • Distribution 	<ul style="list-style-type: none"> • 1 virtual steering committee meeting in Q2 • 1 virtual steering committee meeting in Q4
		Share success stories, learning, results and change at conferences and events regionally and internationally	<ul style="list-style-type: none"> • Number of attendees • Feedback • Distribution of materials 	<ul style="list-style-type: none"> • Replace with a series of 6 webinars throughout the year, pilot in March 2021 • Provide visibility of project activities at appropriate regional and national forums, workshops and events.

	Plan	Outputs	Means of verification	Targets for 2021
				<ul style="list-style-type: none"> SUPA represented/ showcased at commemorative days for instance International Day for Disaster Risk Reduction, World Water Day, EU Day etc. Collaborate with EU and partners to maximise project visibility including displays at international conferences and events
7.	<p>Traditional knowledge and local language</p> <p>Use of local language in communications materials and products prioritised</p> <p><i>Activity addresses Objective 4. Education</i></p>	<p>Develop specific communication materials in the local language for use in communities such as videos, toolkits, glossary, infographics, posters, etc.</p> <p>Encourage use of traditional knowledge as complementary to scientific data.</p>	<ul style="list-style-type: none"> Distribution and circulation Usage Feedback 	<ul style="list-style-type: none"> At least 3 communication materials in the local language At least one communications product highlights the complementary value of traditional knowledge
8.	<p>National communications requirements</p> <p><i>Activity addresses Objective 1. Project information; 2. Awareness raising; 3. Partner visibility; 4. Education</i></p>	<p>Support development of sector-based communications and awareness plans, for instance, the Fiji Watershed management communications plan</p>	<ul style="list-style-type: none"> Plan finalised 	<ul style="list-style-type: none"> Fiji watershed management communications plan completed Palau radio listener survey completed
<p>Support development of education and outreach materials in country</p>		<ul style="list-style-type: none"> Distribution and circulation Usage Feedback 	<ul style="list-style-type: none"> 5 awareness and education materials for World Water Day designed and distributed to Nauru Broadcast equipment and to Palau delivered with accompanying project stickers 	

	Plan	Outputs	Means of verification	Targets for 2021
9.	<p>Lessons Learnt</p> <p>Demonstrate project results and lessons through innovative and impactful ways</p> <p><i>Activity addresses Objective 1. Project information; 2. Awareness raising; 3. Partner visibility; 4. Education</i></p>	<p>Compile lessons learnt regularly and develop a lessons learnt communications plan particularly for the middle/end of project</p>	<ul style="list-style-type: none"> • Plan developed 	<ul style="list-style-type: none"> • End of 2021

6. Monitoring and Evaluation

The GCCA+ SUPA project will list and compile communications activities and outputs under this plan to be included in 6-month progress reports and annual reports. A sample media release monitoring report is shown in Annex 1.

Reaction and use of communication projects will be monitored and assessed. Methods include structured and semi-structured interviews and observations, focus group discussions, questionnaires and feedback forms. Sample assessment criteria are presented in Annex 2. Relevant communications outputs will also be shared with the Information Officer and others at the Delegation of the European Union for the Pacific.

Within the project, the communications coordinating group includes the GCCA+ SUPA Communications Officer from SPC, and communication representatives from SPREP and USP PaCE-SD.

6.1 Provisions for feedback

Opportunities will be created for verbal, written and video recorded feedback - both formal and informal. Furthermore, all the outputs have included provision for extensive consultations with national and sub-national governments, local area and community members, civil society and other groups. All feedback from these consultative activities will be documented, reviewed and used to inform/revise future activities.

Recognising that in the Pacific islands the oral tradition is very strong, efforts will also be made to collect and record people's observations and stories relating to the activities.

6.2 Learning and results

Lessons learnt from the Global Climate Change Alliance: Pacific Small Island States project informed the design of the GCCA+ SUPA project. Hence, the sharing of experiences and lessons learnt from the GCCA+ SUPA project needs to be compiled on an ongoing basis and this activity will be led by the Communications Officer in collaboration with other team members. Lessons learnt will also contribute to the growing body of knowledge on climate change adaptation and disaster risk management in the region. Mechanisms for sharing lessons learnt include the SPC Monitoring, Evaluation and Learning network; learning and results workshops and reports; roadshows; and specific learning products.

7. Resources

7.1 Human Resources

Implementation of the Communications Plan will be guided by the project's Communication Officer based in the SPC PMU who will liaise closely with the communications units of the other implementing partners, as well as the local area and sub-national, national and regional stakeholders.

7.2 Financial resources

Provision has been made for a Communications Officer in the SPC-PMU for 3.75 years, together with an operational budget of EUR 50,000 for overall visibility of the Action. In addition, budgets for communication activities and products specifically related to the outputs have been included in the budgets related to Outputs 1, 2, 3. (The communications and visibility budget for outputs 1, 2 and 3 totals EUR 305,000).

ANNEXES

Annex 1: Sample Media Release Monitoring Report

SPC EU GCCA+ SUPA: MEDIA RELEASE MONITORING REPORT

Global Climate Change Alliance Plus-Scaling up Pacific Adaptation project holds initial meeting in Fiji
(Thursday 07 March, 2019)

Media	Type	Date	Location
1. Fiji Times	Newspaper/ Online	07/03/2019	Page 14
2. PacNews	Mailing list	17/03/2019	PacNews 2nd edition– Page 11
3. FBC news	Website	07/03/2019	https://www.fbcnews.com.fj/news/pacific-delegates-gather-to-discuss-gccasupa-project/
4. Scoop New Zealand	Website	07/03/2019	http://www.scoop.co.nz/stories/WO1903/S00061/global-climate-change-alliance-plus-meeting-in-fiji.htm
5. Washington Fish Growers Association	Website	20/03/2019	http://www.wfga.net/news/small-pond-tilapia-aquaculture-and-aquaponics-featured
6. Capacity4dev	Website/Portal	11/03/2019	https://europa.eu/capacity4dev/gcca-community/discussions/global-climate-change-alliance-plus-scaling-pacific-adaptation-project-holds-initial
7. Flipboard	Website	07/03/2019	https://flipboard.com/@FBC%20News%20Fiji/fbc-news-fiji-gpmvktjtk54800hr/pacific-delegates-gather-to-discuss-gcca%2Bsupa-project/f-9c6b4c44bf%2Fcom.fj
8. Keeton Industries	Website	08/03/2019	https://keetonaqua.com/feed-items/small-pond-tilapia-aquaculture-and-aquaponics-featured-at-global-climate-change-alliance-meeting/
9. SPC	SPC Website SPC GEM CC website Facebook Twitter	07/03/2019	https://www.spc.int/updates/news/2019/03/global-climate-change-alliance-plus-scaling-up-pacific-adaptation-project https://twitter.com/spc_cps/status/1103496871102697474
10. GCCA Plus	Website	20/03/2019	http://www.gcca.eu/stories/global-climate-change-alliance-plus-scaling-pacific-adaptation-project-holds-initial
11. SPC	Website	06/03/2019	https://www.spc.int/updates/news/2019/03/small-pond-tilapia-aquaculture-and-aquaponics-featured-at-global-climate
12. Pacific Progress	SPC Newsletter	Q 1 2019 March issue	https://pacificcommunity.cmail19.com/t/ViewEmail/j/38F757C9BFD6E8092540EF23F30FEDED/40C29807432710926E6039C17E42EE19
13. Regional media mailing list	Mailing list	09/03/2019	

Twitter Stats (from SPC corporate and staff accounts)

9,243 impressions (6 tweets)

1239 engagements (retweets, likes)

Monitoring report compiled on: Thursday 14 March 2019

Annex 2: Sample Assessment Criteria

Assessment criteria	What are you trying to find out	Specific questions to ask in an interview or focus group discussion
Attraction/ Noticeability	Does the material create interest? Catch people's attention and jump out at participant groups? Does the material break through the clutter? Would they pick up the material or stop to read it?	<ul style="list-style-type: none"> • Just looking at the material/drawing (or picture), what do you think it says?
Strong and weak points	According to participant group members, what are the best things about the materials? What do people like most and least about it? If they had to change something, what would it be?	<ul style="list-style-type: none"> • In your opinion, was there anything in particular that was worth remembering about the message/s? What, if anything, did you particularly like about the message/s? • Was there anything in the message that you particularly disliked? If yes, what?
Acceptability	Do the materials and messages fit within the participant group's values and culture? Are controversial or uncomfortable topics dealt with in a sensitive manner? Is there anything offensive or irritating in the material? Does it conflict with cultural norms (especially if translated insensitively into other languages)?	<ul style="list-style-type: none"> • Is there anything in this drawing (or picture) that would bother or offend your or people you know? • Is there anything in this statement that would bother you or offend people you know?
Comprehension/ memorability	Is the material easy to understand? Do participant group members remember the messages and materials after they have been exposed once? Several times? Is there anything confusing in the material? Do participant group members understand the main points and secondary information? Do they understand every word being used? Are there difficult concepts that need clearer explanations?	<ul style="list-style-type: none"> • What was the main idea this message was trying to get across to you? • What does this message ask you to do? What action, if any, is the message recommending that people take? • In your opinion, was there anything in the message that was confusing? • Which of these best describes the message/s? <ul style="list-style-type: none"> • Easy to understand • Hard to understand
Believability/ Credibility	Do participant group members think that the messages and materials are credible? Do they recognize and trust the perceived source of the messages and materials?	<ul style="list-style-type: none"> • In your opinion, was there anything in the message/s that was hard to believe? If yes, what? • Which of these words or phrases best describes how you feel about the message/s? <ul style="list-style-type: none"> • Believable • Not believable

Annex 3: Guidance Note– GCCA+ SUPA

1. About GCCA+ SUPA

The Global Climate Change Alliance Plus Scaling up Pacific Adaptation (GCCA+ SUPA) is about scaling up climate change adaptation measures in specific sectors supported by knowledge management and capacity building. The 4.5 year’s project (2019-2023) is funded with € 14.89 million from the European Union (EU) and implemented by the Pacific Community (SPC) in partnership with the Secretariat of the Pacific Regional Environment Programme (SPREP) and The University of the South Pacific (USP), in collaboration with the governments and peoples of Cook Islands, Federated States of Micronesia (FSM), Fiji, Kiribati, Marshall Islands, Nauru, Niue, Palau, Tonga and Tuvalu.”

2. Statement about what SUPA delivers

The Global Climate Change Alliance Plus (GCCA+) Scaling up Pacific Adaptation (SUPA) places people in the nine smaller Pacific Island countries and Fiji at the centre of climate change adaptation efforts as the project seeks to strengthen the sectors responsible for providing water, food, health, marine resources and coastal protection.

3. Statement about how SUPA delivers

Learning from the past, the Global Climate Change Alliance Plus (GCCA+) Scaling up Pacific Adaptation (SUPA) will enhance, replicate and strengthen existing on-the-ground measures so the five sectors can better withstand the increasing threats posed by climate change over the next 20 years. At the same time, SUPA will enhance the knowledge and skills of Pacific Islanders to prepare and adapt to the ever increasing risks produced by climate change.

4. Logos

The approved GCCA+ SUPA logo is comprised of five logo elements - the GCCA +logo, the EU logo and the SPC, SPREP and USP logos. Where possible all five logos should appear in a single line and in the order as below:



For products with limited printing space, such as water bottles, the GCCA+ and EU logo would suffice with the project name in full as below:



SCALING UP PACIFIC ADAPTATION (SUPA)

For specific activities (e.g. media release, event announcement, project site billboards, etc) in project countries, the appropriate government emblem will be added.

5. Contractual Obligations

EU Disclaimer

The EU disclaimer must be included in small print on any printed, web, audio and visual materials developed for the GCCA+ SUPA project. The text should be written as follows:

This publication/audio visual material/website has been produced with the financial assistance of the European Union. Its contents are the sole responsibility of SPC or SPREP or USP and do not necessarily reflect the views of the European Union.

Approval Processes

Communication materials related to GCCA+ SUPA must be developed and approved as per the Approval and Branding Requirements for Project Communication outlined below.

6. Approval and Branding Requirements for Project Communication

Channel	Process for branding, messaging and approval	Sign-Off / SPC
Media releases	<ul style="list-style-type: none"> All Media releases should include a quote from EU, SPC/SPREP/USP, and country representative where possible. All releases to include the GCCA+ SUPA project boilerplate. 	<ul style="list-style-type: none"> Please send to SPC SUPA Communications Officer who will coordinate approval with EU Please allow 48 hours for turnaround.
Website articles	<ul style="list-style-type: none"> Web link to the GCCA+ SUPA webpage to be included. 	<ul style="list-style-type: none"> Please send to SPC SUPA Communications Officer who will coordinate approval with EU if a quote from EU is required. Please allow 48 hours for turnaround.
Twitter	<ul style="list-style-type: none"> Please mention @spc_cps and @EUPasifika and where possible @SprepChannel @UniSouthPacific so that we can monitor and re-tweet. 	<ul style="list-style-type: none"> Not required
Facebook	<ul style="list-style-type: none"> Please tag SPC, EU, SPREP and USP where possible so that we can like and share any posts. 	<ul style="list-style-type: none"> Not required
Request for Media comment	<ul style="list-style-type: none"> Official project spokesperson is Project Manager SUPA and EU Project Manager for SUPA All other request to come to SPC SUPA Communications officer who will liaise with regional and national partners to identify appropriate person(s) 	<ul style="list-style-type: none"> Please copy SPC SUPA Communications Officer