



Papua New Guinea Extractive Industries Transparency Initiative (PNGEITI)

Media & Communications Strategy 2022-2023

*“Promoting Transparency and Accountability of Revenue
from the PNG Mining and Petroleum Sector”*

PNGEITI Media & Communications Strategy 2022

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Acronyms

Comms TWG	Communications Technical Working Group
CSO	Civil Society Organisation
EI	Extractive Industry
EITI	Extractive Industries Transparency Initiative
GoPNG	Government of Papua New Guinea
KRA	Key Results Area
M&E	Monitoring and Evaluation
MOU	Memorandum of Understanding
MRA	Mineral Resources Authority
MSG	PNGEITI Multi-Stakeholders Group
MTDP	Medium-Term Development Plan
NEC	Government of Papua New Guinea National Executive Council
NGS	Nongovernmental Stakeholders
NS	PNGEITI National Secretariat
OGP	Open Government Partnership
PNGEITI	Papua New Guinea Extractive Industries Transparency Initiative
SOE	State Owned Enterprise
TWG	Technical Working Group

1. Introduction

1.1. Background

As stipulated in the National Goals and Directive Principles of Papua New Guinea (PNG), ***natural resources should be conserved and sustainably managed for the collective benefit of all.*** The Extractive Industries Transparency Initiative (EITI) Principles and Standard aim at promoting an open and accountable management of its implementing countries' oil, gas and mineral resources. Following the decision made by the Government of Papua New Guinea (GoPNG) to sign up to the EITI in 2013, the PNGEITI was formed under the directive of the GoPNG National Executive Council (NEC) decision 90/2013. The Multi Stakeholders Group (MSG) was then formally established by the NEC through a Memorandum of Understanding (MOU). PNGEITI and MSG play a crucial role in promoting sustainable resource management for all citizens of PNG.

The National Policy on Transparency and Accountability in the Extractive Sector adopted in 2019 sets out 9 clear objectives in which the government commits to establishing an independent administrative body to promote and require transparency and accountability in the mining and petroleum (oil and gas) sectors in PNG. This public body, once legally constituted, will extend the work of PNGEITI and both domesticate international standards and respond to national needs. The national policy also mandates the body to “develop an information, communications and education strategy that is appropriate for the country to ensure that outputs produced by the administrative body are effectively mainstreamed and provide relevant and meaningful information to different stakeholder groups across the country”.

1. Introduction

1.1. Background

Box 1. Objectives of The National Policy on Transparency and Accountability in the Extractive Sector 2019

1.	The Independent Administrative Body
2.	Full Participation in extractive sector transparency and accountability
3.	Comprehensive Disclosure of Information
4.	Limit Corruption in Government
5.	Diagnostic Tool as support Extractives Sector Reform
6.	Better Public Financial Management in Extractive Industry Sector
7.	Encourage Public Debate and Policy Making
8.	Effective Information Dissemination among stakeholders
9.	Ensure Complementarity with Transparent and governance in PNG

1. Introduction

1.2. New Communications Programme 2022

The PNGEITI's first Communications Strategy (the "first Strategy") was adopted in 2016 and has guided its Communications Programme (the "Programme") during the initial years of implementation.

The programme has been implemented by the PNGEITI National Secretariat (NS) and facilitated by the Communications Technical Working Group consisting of representatives from three constituencies of the MSG: namely, the Government, the Extractive Industry (EI) and Civil Society Organisations (CSOs).

The Programme contributed to PNG gaining a "Meaningful Progress" status as an EITI implementing country in 2018. Achievements under the Programme include:

- Conducting over 50 roadshows and workshops to promote public awareness utilising PNGEITI Reports to catalyse debate related to fiscal policy and economic management issues;

- Increased participation in the MSG with representatives from the Government, EI, CSOs, State Owned Enterprises (SOE) and other stakeholders;
- Regular media and outreach campaigns regarding beneficial ownership and subnational payments as part of EITI reporting.

Despite these achievements, the 1st Validation of PNGEITI Report conducted in April 2018, indicated accurate and accountable data disclosure by both government and private sector industry reporting entities to be key challenges. Preparing a comprehensive PNGEITI annual report has been partly hampered by a lack of capacity and commitment by sub-national governments to report on and share resource revenue and spending data.

1. Introduction

1.2. New Media & Communications Programme 2022

The new Media & Communications Strategy 2022 (the “Strategy”) builds on the knowledge and experience accumulated to date and reflects lessons learned by the PNGEITI and international industry best practices. The Strategy encompasses active engagement at sub-national government level to ensure their increased participation, which in turn will contribute to addressing specific areas of weaknesses including data quality, submission rate and completeness of information in reporting. It also seeks to address emerging information and communication needs and capture opportunities at the community, national and global levels. The Strategy further incorporates newly introduced requirements under EITI Standard 2019.

For example, recognising that women are often excluded from economic and social benefits the extractive industries could bring whilst being vulnerable to risks associated with the sector, the PNGEITI will deploy targeted actions to promote gender responsiveness in its operations.

1. Introduction

1.3. Alignment between PNGEITI Media & Communications Strategy and Government Policies

The Strategy aligns with and contributes towards PNG's government's efforts to promote inclusive sustainable economic growth, the ultimate goal of the Medium-Term Development Plan (MTDP) III (2018-2022). Whilst cautioning the country's overreliance on the extractive resource sector, the MTDP III recognises the importance of balancing between diversifying the source of revenues and maximising linkages and stimulus between the extractive resource sector and the rest of the economy.

The PNGEITI's communications activities are geared towards achieving most of the 8 Key Results Areas (KRAs) identified in the MTDP III, in particular, Increased Revenue and Wealth Creation (KRA#1), Sustainable Social Development (KRA#3), Improved Service Delivery (KRA#5), Improved Governance (KRA#6) and Responsible Sustainable Development (KRA#7).

In addition, the Strategy directly corresponds to the 7 commitment areas of the Open Government Partnership (OGP), a multi-stakeholder global initiative with over 70 countries, ultimately ensuring government's accountability¹.

1. *Public Participation – Engaging citizens in policy making*
2. *Government Integrity – Fighting corruption and strengthening democratic institutions*
3. *Freedom of Information – Guarantee public access to government information*
4. *Fiscal Transparency – Helping citizens follow the money*
5. *Public Service Delivery – Making services work for the people*
6. *Extractive Resources Transparency – Engaging extractive revenues are used for the public benefit*
7. *Open Data – Digesting and Opening up Government data for access to information and transparency*

1: Since 2015, GoPNG has participated in OGP and is currently implementing Action Plan 2018-2020.Transparency.

1. Introduction

1.4. Objectives of the Communications Strategy

The ultimate goal of PNGEITI is ***inclusive social and economic development of PNG through sustainable resource management***. Four major milestones which are crucial for achieving the goal are indicated in Figure 1.

Whilst all activities of PNGEITI collectively contribute to these milestones, objectives to be achieved through the Communications Strategy are particularly important part of the foundation for these milestones.

1. Introduction

1.4. Objectives of the Media & Communications Strategy

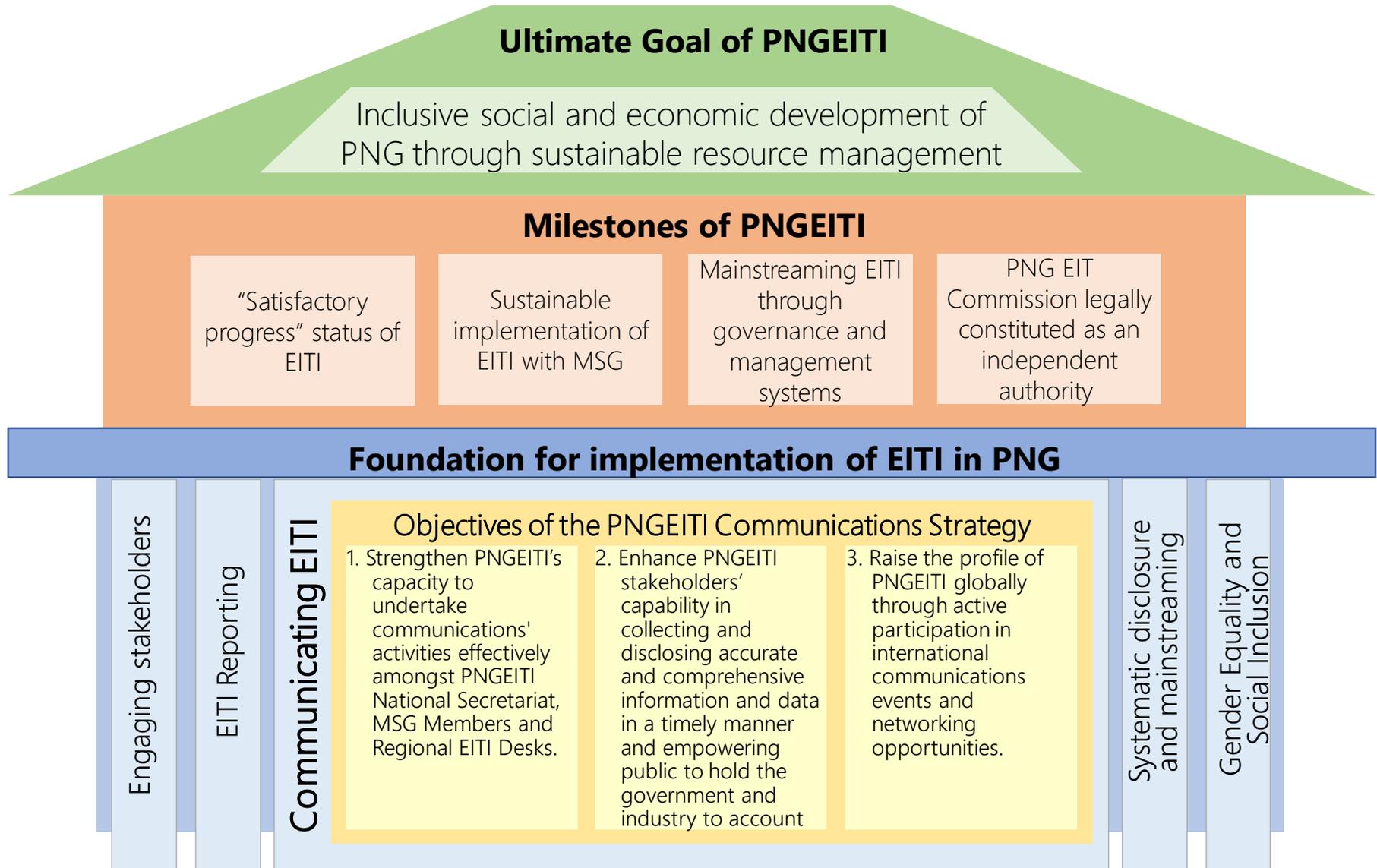


Figure 1. Objectives of the Media & Communications Strategy within PNGEITI framework

1. Introduction

1.4. Objectives of the Media & Communications Strategy

In order to successfully meet the EITI Standard, the Strategy aims to achieve three objectives as shown in Table 1.

First, it aims at enhancing EITI knowledge and capacity amongst the PNGEITI National Secretariat and the MSG members.

Secondly, it aims to raise the profile of the PNGEITI by gathering and disseminating open and accessible information and providing targeted training to stakeholders, thus improving the quality of data and reporting, encouraging public debate and enhancing GoPNG's and industry's accountability as a result.

Lastly, the Strategy seeks to leverage on the wealth of EITI experiences gained globally, stimulating peer learning amongst EITI implementing countries.

It is envisaged that PNG will ultimately be recognised as a good practice EITI compliant country globally.

1. Introduction

1.4. Objectives of the Media & Communications Strategy

Table 1. Objectives and Expected Outputs of the Media & Communications Strategy

Objectives	Expected Outputs
Strengthen PNGEITI's implementation capacity amongst PNGEITI National Secretariat, MSG Members and Regional EITI Desks.	<ul style="list-style-type: none">• Develop and conduct training on EITI Standard• Establish EITI Desks (focal points) at sub-national or provincial level to disseminate PNGEITI information in the regions and provide community-based support• Improve the quality of PNGEITI information and data disclosure by developing practical tools• Develop EITI branding for marketing purposes• Put in measures to ensure women's increased representation and participation throughout the PNGEITI structure• Utilise online communications platform for stakeholders to promote PNGEITI
Enhance PNGEITI stakeholder's capability in collecting and disclosing accurate and comprehensive information and data in a timely manner and empowering public to hold the government and industry to account.	<ul style="list-style-type: none">• Conduct training on EITI Standard reporting requirements• Disclose and report accurate PNGEITI information and data regularly• Share peer knowledge and experiences from other EITI implementing countries• Expand inclusive outreach activities to disseminate relevant information• Establish a capacity development framework with educational mainstreaming
Raise the profile of PNGEITI globally through active participation in international communications events and networking opportunities	<ul style="list-style-type: none">• Proactively reach out to international stakeholders to learn from other EITI implementing countries• Communicate PNGEITI's experiences with global audiences in various international platforms• Organise an international workshop, conference, or educational session to share EITI implementation practices and lessons learned with EITI implementing countries

2. Stakeholders and Implementation Frameworks

2.1. Stakeholders Framework

In PNG, a country with a vibrant extractive industry producing 89% of exports and contributing 27.7 % of GDP², it is important that all stakeholders are fully informed of planned or ongoing extracting projects and their socio-economic benefits and impact. With this in mind the PNGEITI promotes an enabling environment where every citizen of PNG benefits from the industry activities through improved policy and practice of revenue management.

Whilst the EITI Standard identifies Government, Industry and CSOs as three main stakeholder groups, following a segmentation exercise and consultations conducted by NS, three broad stakeholder groups for the Strategy have been identified as: i) the Government of PNG (GoPNG); ii) the Extractive Industry (EI); and iii) Non-governmental Stakeholders (NGS). The Strategy also recognises international stakeholders as another important stakeholder group for the PNGEITI to engage in communications activities to stimulate global peer learning. (A detailed stakeholder mapping is available in Appendix 2.)

2: 2019 National Budget, p. 166,
http://www.treasury.gov.pg/html/national_budget/files/2018/Volume%201.pdf

2. Stakeholders and Implementation Frameworks

2.1. Stakeholders Framework

As shown in the figure below (Figure 2), MSG is centrally positioned due to its oversight and accountability role. All EITI reporting entities in PNG are committed to gathering and submitting required data and information based on EITI Standard requirements.

Other EITI stakeholder groups belonging to “information users” or “EITI supporters” often begin their journey of being “informed” of EITI and PNGEITI activities, getting “interested” in them and finally becoming “engaged” in the Initiative by implementing EITI practices.

The PNGEITI plans to exploit the extensive EITI global network by proactively tapping into the experiences of peer EITI implementing countries. Such information exchange and lesson sharing would contribute to PNG showcasing to the global audiences including investors and development partners about investment opportunities PNG has to offer.

2. Stakeholders and Implementation Frameworks

2.1. Stakeholders Framework

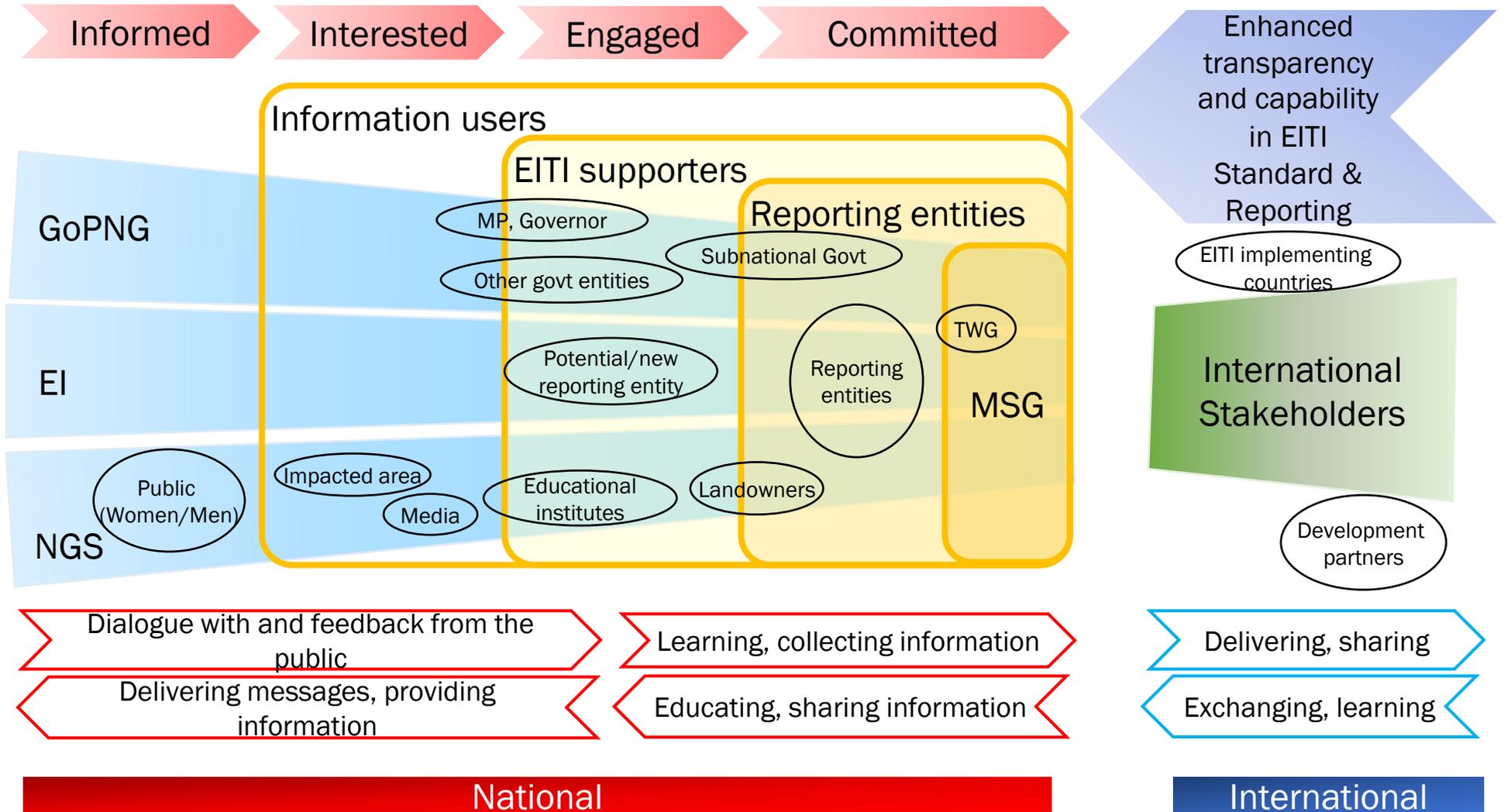


Figure 2. PNGEITI Stakeholders Framework

2. Stakeholders and Implementation Frameworks

2.2. Implementation Framework

The National Secretariat and MSG represented by CSOs, the Industry and the Government remain accountable for the delivery of the Strategy overall, whilst the Technical Working Group (TWG) will be responsible for the coordination of various activities, liaising with relevant stakeholders for smooth implementation and monitoring of all activities, particularly the Communications Technical Working Group (Comms TWG) for specific technical interventions such as mass media events including press releases and Op-Eds and public engagement events in the impacted areas.

In order to overcome challenges associated with maintaining quality and comprehensive reporting in line with EITI Standard, and to help coordinate EITI activities in the regions, a regional/provincial level support structure is planned to be established.

EITI Desks hosted by provincial/regional offices will act as a focal point for information inquiries concerning EITI or any events or activities. Reporting entities shall also assign EITI desks to coordinate EITI activities within their organisation.

Furthermore, the MSG structure at the national level will be replicated in the regions and governed by a feasible arrangement deemed appropriate by the national level and the sub-national level. It will be represented by governmental, non-governmental as well as industry organisations. The MSG members will include women and other socially excluded groups to ensure their voices are heard and their opinions reflected in the management of all EITI activities. The number of women shall be progressively increased over time and will eventually be no less than half of all members.

2. Stakeholders and Implementation Frameworks

2.2. Implementation Framework

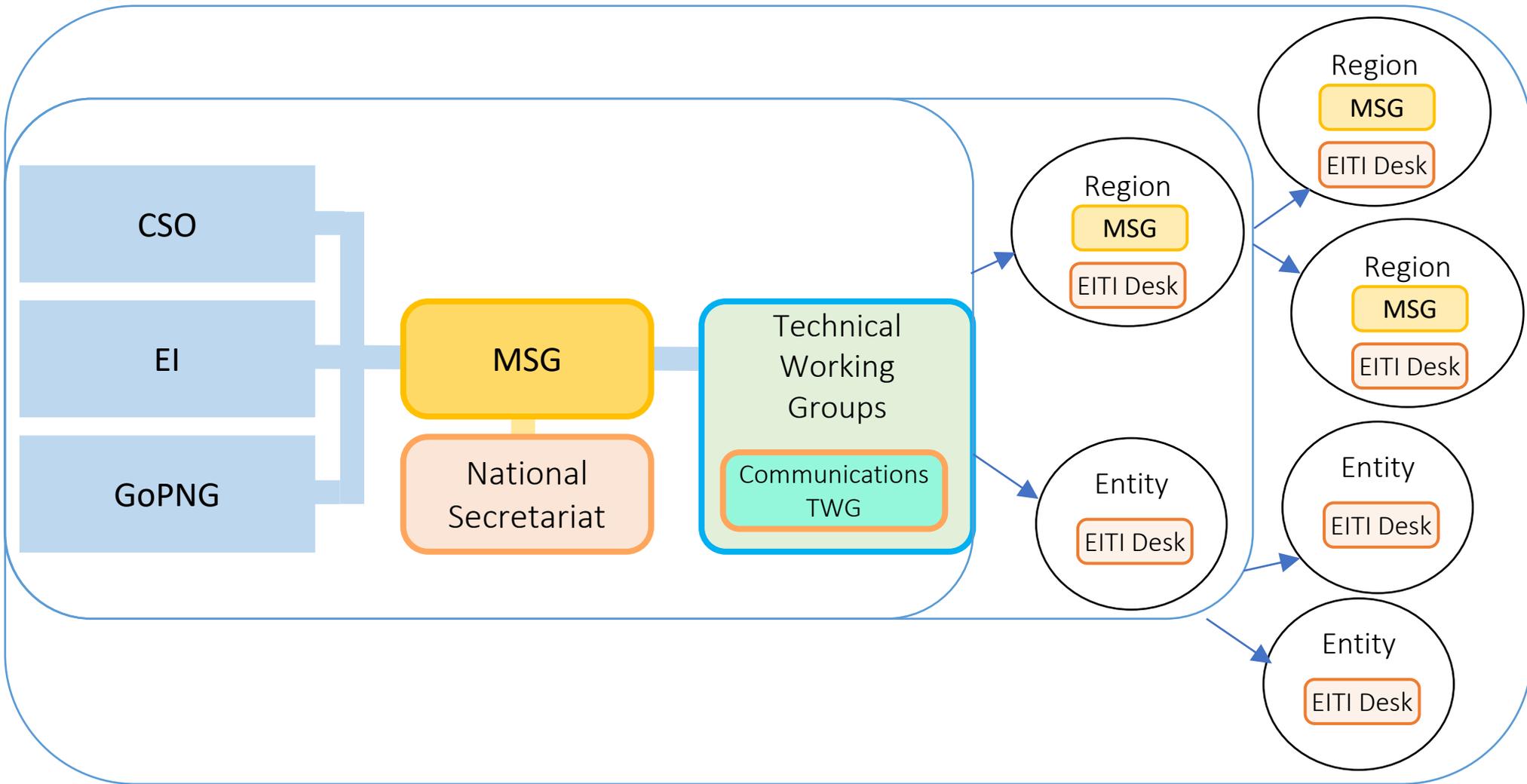


Figure 3. PNGEITI Implementation Framework

2. Stakeholders and Implementation Frameworks

2.2. Implementation Framework

Table 2. Roles and Responsibilities of the Stakeholders

Organisation	Roles	Responsibilities
MSG	Management body	<ul style="list-style-type: none"> Decide, approve, and authorise PNGEITI annual work plans, strategies, annual reports and other relevant matters. Implement PNGEITI activities and ensure they are EITI compliant including being transparent, inclusive and gender responsive. Monitor and evaluate PNGEITI activities.
National Secretariat	Administrative body / Coordinator	<ul style="list-style-type: none"> Coordinate PNGEITI activities among stakeholders, convene meetings, draft PNGEITI related documents, answer inquiries, organise events and other related activities. Provide feedback on PNGEITI activities.
Communications TWG	Awareness promotion	<ul style="list-style-type: none"> Disseminate EITI and PNGEITI information through educational sessions, workshops, outreaches, mass and social media, and publications. Ensure information is accessible to all by responding to various needs of community groups including women and other hard-to-reach groups
EITI Desk in region	Focal Point	<ul style="list-style-type: none"> Help facilitate EITI / PNGEITI information dissemination among regional stakeholders. Provide public consultations on related issues with regional stakeholders, engaging community based organisations and women's organisations. Document and report on conducted activities to National Secretariat.
EITI Unit in reporting entity	Messenger / Facilitator	<ul style="list-style-type: none"> Disseminate EITI / PNGEITI information and requirements Build capacity and promote awareness within the organisation to institutionalise EITI implementation including promoting gender awareness. Document and report on conducted activities to National Secretariat.

3. National Communications

3.1. Target Audiences

As explained in 2.1 Stakeholders Framework, the groups of stakeholders in the extractive sector are diverse in terms of their interest and roles they play in the sector. Table 3 shows all stakeholder groups and the level of priority in communications activities.

By conducting workshops, conferences and outreach activities in provinces as well as having media appearances, the PNGEITI has successfully raised its profile amongst stakeholders. However, until now, more focus has been put on engaging with government agencies at the national level than with entities outside at the sub-national level.

Whilst government stakeholders in at the national level remain an important audience, it is critical for the PNGEITI to increase its effort in targeting other stakeholder groups which are key to improving the quality of reporting in line with the EITI Standard. For

this reason, as communications target audiences, “Reporting Entities” and “Other Government Authorities” with reporting responsibilities are made a “very high” priority. It is also crucial to continue targeting influential stakeholders such as sub-national government authorities, policy makers and the media who could contribute to promoting a transparent, sustainable and inclusive extractive industry in PNG.

Educational institutions play an important role in developing and delivering educational contents with an ultimate goal of mainstreaming EITI principles including transparency and good governance through the education system, contributing to nurturing a generation of citizens and civil society to hold the government and industry to account.

3. National Communications

3.1. Target Audiences

Table 3. Level of Stakeholder Priority

Target audience	Organisations / groups include	Priority	Type	Aim
Government of PNG				
Politicians	Prime Minister, Members of Parliament, Department Ministers	Very High	Information users	Interested
Sub-national government	Gulf / Morobe / Southern Highlands provincial government	Very High	EITI Supporters	Engaged
Other government authorities	Department of Petroleum and Energy, Mineral Resources Authority, Internal Revenue Commission	Very High	Reporting entities	Engaged
Other government	Auditor General's Office, Department of Planning and Monitoring	High	Information Users	Informed
Extractives Industry				
Reporting entities	Total E & P Ltd, ExxonMobil PNG Ltd, Oil Search (PNG) Ltd	Very High	Reporting entities	Engaged
Potential reporting entities	Petroleum and mining project stakeholders	High	EITI Supporters	Engaged
Non-governmental Stakeholders				
Civil Society Organisations	Transparency International PNG, PNG Resource Governance Coalition National	Very High	EITI supporters	Engaged
Media	EMTV, The National, Post Courier, FM100, PNGFM, NBC	Very High	Information users	Interested
Residents in the impacted areas	Transparency International PNG (TIPNG), Institute of National Affairs	High	Information users	Interested
Landowners	Landowners Association in Province and Sub-national	High	EITI Supporters	Engaged
Public	PNG citizens, companies, individual Investors	Moderate	Information users	Informed
Educational Institutions	University of PNG, University of Technology	Moderate	EITI Supporters	Engaged

3. National Communications

3.2. Key Messages

For international stakeholders, the PNGEITI will make full use of online/digital media contents for both sharing and obtaining information. Even in times of restricted international and regional travels, it is important to continue engaging with international stakeholders using possible means. It is however hoped that PNG host international delegates from the global EITI industries to share the country's efforts in improving EITI policies and practices (See a list of channels and media of communications for each stakeholder group in Table 8).

3. National Communications

3.2. Key Messages

Table 4. Key Messages for Stakeholders

Main audience	Aim	By	Status to be achieved	Key Messages	Issues / topic of interest
Public	Informed	MSG, NS, Comms TWG, EITI Desks	<ul style="list-style-type: none"> • PNGEITI well known • Information available and accessible to all including women and other socially excluded groups (marginalized) 	<ul style="list-style-type: none"> • Support EITI/ PNGEITI implementation and monitor the transparency of disclosed information and data • Encourage debate about governance and accountability 	<ul style="list-style-type: none"> • EITI social and economic benefits • Contribution to EITI informing public about the performance of EI
Media, EI	Interested	MSG, NS, Comms TWG, EITI Desks	<ul style="list-style-type: none"> • Keep them informed and updated • Public debate promoted • Feedback obtained 	<ul style="list-style-type: none"> • Be critical and analytical about disclosed PNGEITI information and data • Help raise awareness of EITI / PNGEITI • Use PNGEITI annual reports as key reference 	<ul style="list-style-type: none"> • Benefit sharing from revenue • Transparency and accountability in disclosing EITI data and information
Subnational govt	Engaged	MSG, TWG, NS, Comms TWG, Provincial Govt	<ul style="list-style-type: none"> • Information disseminated • Awareness raising rolled out • Quality of reporting and information disclosure improved 	<ul style="list-style-type: none"> • Compliant with EITI principles, standards and practices • Respond to EITI / PNGEITI inquiries 	<ul style="list-style-type: none"> • Strengthen reporting capacity of sub-national government and oil, gas, and mining project implementer
Reporting entity	Committed	MSG, TWGs, NS, EITI Desk/ Unit in entity	<ul style="list-style-type: none"> • Training of trainers, and capacity development as focal points delivered • Implementation reviewed and monitored • Status and presence of PNGEITI improved 	<ul style="list-style-type: none"> • Disclose accurate information and data regularly aligned with EITI principles and standard 	<ul style="list-style-type: none"> • Collect EITI required information and data internally • Obtain disclosure approval as an entity
Educational institute	Engaged	UPNG, PAU, UniTec, Secondary Ed	<ul style="list-style-type: none"> • Educational mainstreaming • EITI information shared • Education tools to secondary education provided 	<ul style="list-style-type: none"> • Contribute to EITI implementation 	<ul style="list-style-type: none"> • Enhance analytical evaluation of EITI activities • Develop human resources for sustainable PNGEITI implementation

3. National Communications

3.3. Channels and Medium of Communication

The Communications TWG with support from the MSG and NS shall utilise a variety of communications means, channels and media at its disposal to maximise reach and increase efficiency.

Table 5 is a non-exhaustive list of available communication means that can be used to reach audiences and stakeholders in PNG.

3. National Communications

3.3. Channels and Medium of Communication

Table 5. Communication Channels and Media

Channel/Medium	Type	Usage
Social Media	Online video clips (Facebook, YouTube), Twitter, Instagram	<ul style="list-style-type: none"> • Upload EITI concepts, principles, standards and other related topics • Upload interviews, dramas, events and other related activities
	Mobile apps	<ul style="list-style-type: none"> • Share event information and results • Disseminate PNGEITI updates
Events	Educational session	<ul style="list-style-type: none"> • Disseminate EITI updates, required knowledge and skills, lessons learned from other EITI implementing countries and other related matters • Develop innovative ways to promote EITI such as school competition, collaboration with EI /CSO stakeholders to engage in school/community activities, events to celebrate girls studying STEM subjects and student internship opportunities
	Roadshow/outreach event	<ul style="list-style-type: none"> • Introduce EITI / PNGEITI principles, implementation framework and other related information
	Workshop	<ul style="list-style-type: none"> • Disseminate EITI / PNGEITI updates, issues and results of annual report and other related matters
Websites	PNGEITI Website (incl. links to stakeholders websites)	<ul style="list-style-type: none"> • Share EITI / PNGEITI stakeholders website links • Resource hub – uploading of documents for public access
Printed materials	Brochures, pamphlets Annual reports	<ul style="list-style-type: none"> • Provide EITI / PNGEITI updates, results, outcomes, principles, standards and other relevant information
	Summary of annual reports	<ul style="list-style-type: none"> • Produce information materials in easily accessible formats (consider using plain language and braille for the visually impaired)
Mainstream media	TV, Radio, Newspaper	<ul style="list-style-type: none"> • Share EITI information and activities, OpEd, Press Release, interview, documentary • Collaborate with Media outlets to encourage public debate and promote PNGEITI implementation and accountability
Policy consultation	Development Forum	<ul style="list-style-type: none"> • Cooperate and include GoPNG agencies to improve effectiveness of awareness promotion and information sharing
Data portal	Database	<ul style="list-style-type: none"> • Access to EITI / PNGEITI related information and data
Others	Novelty, goods	<ul style="list-style-type: none"> • T-shirt, flash drive, pen, mugs and other goods with PNGEITI logo and messaging

3. National Communications

3.3. Channels and Medium of Communication

The PNGEITI shall collaborate strategically with its network of supporters and stakeholder organisations to undertake a variety of communications activities. During the initial period of Strategy implementation (Short Term), the PNGEITI will focus on establishing systems and mechanisms for introducing and embedding EITI Standard into the operations of the extractive sector. This will be done by engaging with high priority stakeholders in awareness raising activities and targeted training sessions as well as disseminating EITI activities using online and offline communications opportunities for the wider audience.

This will be followed by a consolidation phase (Medium Term) where stakeholders will be in a position to make good use of industry information supported by an increased availability of quality information and data. Equipped with open, accurate and transparent information, ordinary Papua New Guineans will be able to join public debate, encouraging good governance in resource revenue management.

Ultimately (Long Term), it is envisaged that transparency and accountability be enhanced thanks to improved reporting and empowered stakeholders (see planned sequence of activities in Figure 4).

3. National Communications

3.3. Channels and Medium of Communication

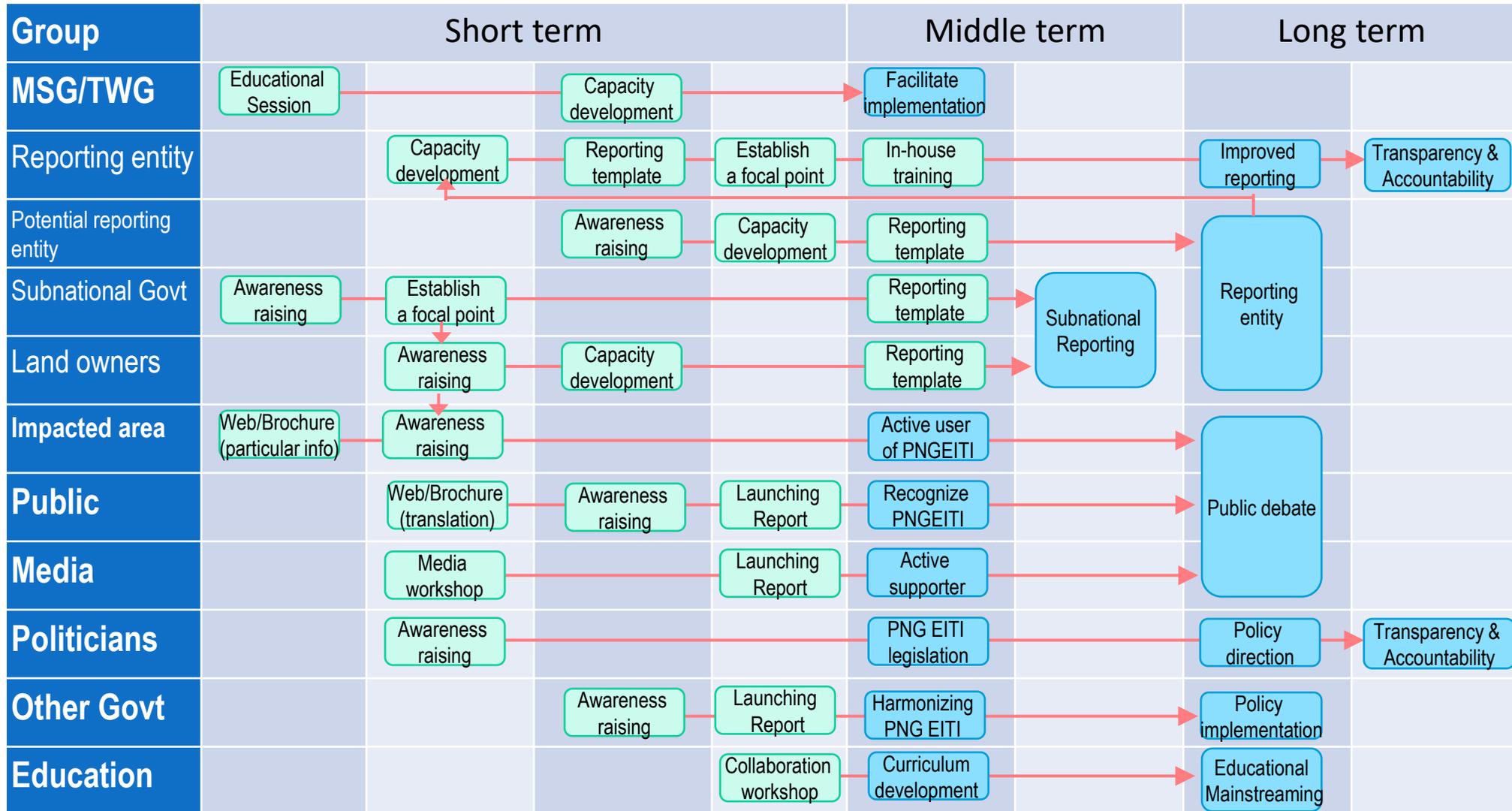


Figure 4. Planned Sequence of Activities

4. International Communications

4.1. Target Audiences and Key Messages

EITI international stakeholders range from the International Secretariat of the EITI, National Secretariats in other EITI countries, CSOs, the media, academia, development partners and to investors (see Table 6 for identified stakeholder groups, aims of engagement and key messages of communication).

With the PNGEITI aiming to become an EITI “Satisfactory Progress” country, it is vital that the country learns from EITI peer experiences.

The PNGEITI will therefore accelerate its effort in reaching out to other EITI countries for exchange of information and peer learning. Countries identified with good practices in promoting EITI successfully in this Strategy from which PNG intends to learn are Norway, the Philippines, Mongolia and Timor-Leste, where all hold the “Satisfactory Progress” status and are considered to be amongst EITI leading countries. The PNGEITI will also participate in relevant regional or global conferences and other opportunities wherever possible.

4. International Communications

4.1. Target Audiences and Key Messages

Table 6. Target Audiences and Key Messages

Stakeholders	Aims/Key Messages
National Secretariat in other EITI implementing countries	<ul style="list-style-type: none"> • Learn from the experience of EITI implementation in other implementing countries to enhance coordination and facilitation capacity of PNGEITI National Secretariat • Develop the capacity of the Secretariat to share PNGEITI experiences with other EITI implementing countries • Improve coordination and facilitation capacity to effectively and efficiently implement EITI by establishing information-sharing network
International EITI Secretariat	<ul style="list-style-type: none"> • Share progresses made by PNGEITI, provide report results and consult on relevant matters
International Media	<ul style="list-style-type: none"> • Keep abreast with latest developments concerning EITI • Raise the profile of PNGEITI globally • Demonstrate PNGEITI and GoPNG’s commitment to promoting transparent, sustainable and inclusive extractive sector
International CSO	<ul style="list-style-type: none"> • Collate and analyse lessons from international CSO led activities in other EITI implementing countries • Collaborate to enhance PNGEITI activities
International Academia	<ul style="list-style-type: none"> • Obtain insights and analysis of EITI implementation • Collaborate to strengthen M&E of PNGEITI implementation
Targeted Implementing countries - Norway, the Philippines, Mongolia, Timor-Leste	<ul style="list-style-type: none"> • Enhance implementation capability of EITI by developing a collaboration network to promote transparent and accountable resource-related revenue management • Utilise lessons learned from other EITI implementing countries • (e.g. Norway (International Secretariat hosting country), the Philippines (awareness promotion), Mongolia (implementation framework), Timor-Leste (policy engagement))
Development Partners - ADB, AusAID, JICA, WB	<ul style="list-style-type: none"> • Obtain best practices of knowledge and technical transfers • (e.g. Developing an implementation framework incorporating legal, political and other critical functions and supporting various communications activities) • Demonstrate PNGEITI and GoPNG’s commitment to promoting transparent, sustainable and inclusive extractive sector
Consulting firms	<ul style="list-style-type: none"> • Exchange knowledge and experience of developing institutional capacity of reporting entities including improving reporting template, conducting awareness promotion events, strengthening communication among stake
Investors	<ul style="list-style-type: none"> • Offer investors relevant information to develop a sustainable environment for EITI implementation in PNG • Demonstrate PNGEITI and GoPNG’s commitment to promoting transparent, sustainable and inclusive extractive sector

4. International Communications

4.2. Channels and Medium of Communication

For international stakeholders, the PNGEITI will make full use of online/digital media contents for both sharing and obtaining information. Even in times of restricted international and regional travels, it is important to continue engaging with international stakeholders using possible means.

It is however hoped that PNG host international delegates from the global EITI industries to share the country's efforts in improving EITI policies and practices (See a list of channels and media of communications for each stakeholder group in Table 7).

4. International Communications

4.2. Channels and Medium of Communication

Table 7. Communication Channels and Media

Channel/ Medium	Type	Usage
Workshop / Conference / Meeting	Host in PNG	<ul style="list-style-type: none"> • Share lessons learned from EITI implementation and exchange relevant information amongst peer implementing countries
	Participate in other countries	
	Online	<ul style="list-style-type: none"> • Establish /join a global/regional network of policy makers and practitioners in the extractive sector
Websites and Social Media	PNGEITI Website (incl. link to national and international stakeholders' websites)	<ul style="list-style-type: none"> • Disseminate EITI activities, updates and outcomes with international audiences to share PNG experience in implementation process
	Facebook, YouTube, Twitter, Instagram	
Topic specific website	Upload data, information, audio visual materials on external websites	<ul style="list-style-type: none"> • Disclose information, data, feedback, evaluation and insights from PNGEITI
Data portal	Upload data on PNGEITI and other EITI implementing countries' secretariat websites	<ul style="list-style-type: none"> • Disclose EITI chronological data, analysis of activities and stakeholders' opinions
Printed materials	Newsletter/posters/industry magazine	<ul style="list-style-type: none"> • Share activities and lessons learned from EITI implementing countries

4. International Communications

4.3. Implementation Plan

In the short to medium term, the PNGEITI shall focus on establishing contacts with key stakeholders in EITI Secretariat and peer countries. Exchange events or activities can take place both online and offline.

Engaging with a variety of international stakeholders in the long term could ultimately offer unique opportunities such as conducting a comparative impact study with an international research institute and sharing information with potential investors or development partners.

The below Table (Table 8) is an indicative engagement plan to be discussed and developed by the MSG and NS.

4. International Communications

4.3. Implementation Plan

Table 8. Communication Channels and Media

Stakeholders	Medium term		Long term
National Secretariat in participated countries	<ul style="list-style-type: none"> Organize communications events (offline / online) Organize online meeting with other countries' national secretariats. 	<ul style="list-style-type: none"> Share the lessons learned of EITI implementation 	<ul style="list-style-type: none"> Establish communication channels to discuss, share, and disseminate EITI implementation challenges, issues and knowhow regularly.
International Media	<ul style="list-style-type: none"> Organize events (offline / online) 	<ul style="list-style-type: none"> Promote PNGEITI to other EITI implementing countries. 	<ul style="list-style-type: none"> Increase participation and articles of PNGEITI and outcomes of EITI implementation
International CSO	<ul style="list-style-type: none"> Organize events (offline / online) 	<ul style="list-style-type: none"> Share different public debate feedback and collaborate to conduct awareness promotion. 	<ul style="list-style-type: none"> Conduct awareness promotion, outreach and workshop together. Corroborate to Inform EITI implementation to public and related stakeholder.
International Academia	<ul style="list-style-type: none"> Organize events (offline / online) 	<ul style="list-style-type: none"> Conduct collaboration research on the impact of EITI. 	<ul style="list-style-type: none"> Provide analysis and support with academic perspective to enhance the EITI implementation.
Implementing countries	<ul style="list-style-type: none"> Visiting countries Inviting stakeholders 	<ul style="list-style-type: none"> Exchanging the ideas and experiences. Reflect the lessons learned to implementation. Publish newsletter of the occasions. 	<ul style="list-style-type: none"> Establish relationship between the stakeholders among EITI implementing countries. Improved presence of PNGEITI among EITI member countries.
Donors	<ul style="list-style-type: none"> Organize events and workshop / meeting (offline / online) 	<ul style="list-style-type: none"> Accumulate lessons learned that was gained by project implementation. 	<ul style="list-style-type: none"> Publish report / newsletter of the outputs and outcomes from the EITI project.
Consulting Firm	<ul style="list-style-type: none"> Organize events and workshop / meeting (offline / online) 	<ul style="list-style-type: none"> Obtain technical knowledge and knowhow of EITI implementation 	<ul style="list-style-type: none"> Establish regular information sharing session and exchange challenges and issues. Incorporate the obtain knowhow into document publication and disseminate them.
Investors	<ul style="list-style-type: none"> Organise events, workshops, seminars 	<ul style="list-style-type: none"> Convince the investment to PNGEITI implementation 	<ul style="list-style-type: none"> Invest into PNGEITI implementation and activities.

5. Branding and Languages

5.1. Branding

In accordance with the EITI Visual Identity Guidelines 2019, PNG national EITI logos in several styles (with a global EITI logo or standalone; with a slogan or without) have been produced for use in information and communication materials and activities. Using these logos will contribute to establishing a visual identity of EITI and PNGEITI activities. There is also a variety of templates available to stakeholders.

5. Branding and Languages

5.1. Branding

Table 9. List of Branding Materials

	Materials	Visual Identity	User		Materials	Visual Identity	User
1	EITI Logo Primary Version		Every stakeholder	7	Brochure Template		Every stakeholder
2	Logo with EITI Slogan		Every stakeholder	8	Factsheet		The PNGEITI National Secretariat
3	PNGEITI Logo		Every stakeholder	9	Poster template		Every stakeholder
4	PNGEITI Incorporated Logo		Every stakeholder	10	Magazine advert template		The PNGEITI National Secretariat
5	Letterhead Template		Every stakeholder	11	Presentation PowerPoint templates	Available at PNGEITI National Secretariat	The PNGEITI National Secretariat
6	E-mail signature style		The PNGEITI National Secretariat				

5. Branding and Languages

5.2. Languages

Delivering messages in the language most relevant to the audience is key to successful communications activities. Whilst the main medium of communication for GoPNG and international audiences will remain English, the PNGEITI will increase information accessibility by translating communication materials into Tok Pisin / Hiri Muto to reach wider audience in the communities. These materials may be translated further into other local languages, and braille for the visually impaired.

6. Monitoring and Evaluation

The Strategy adopts the PDCA (Plan-Do-Check-Act) cycle as a monitoring framework as shown in Figure 5. It follows four steps: i) “plan strategy”; ii) “monitor implementation”, iii) “measure achievements”; and iv) “review” of the Strategy. Each communications activity undertaken shall follow the same cycle as the Strategy’s monitoring framework. Through this cycle, lessons will be learned, which will be reflected in subsequent/other communications activities and knowhow will be accumulated over time.

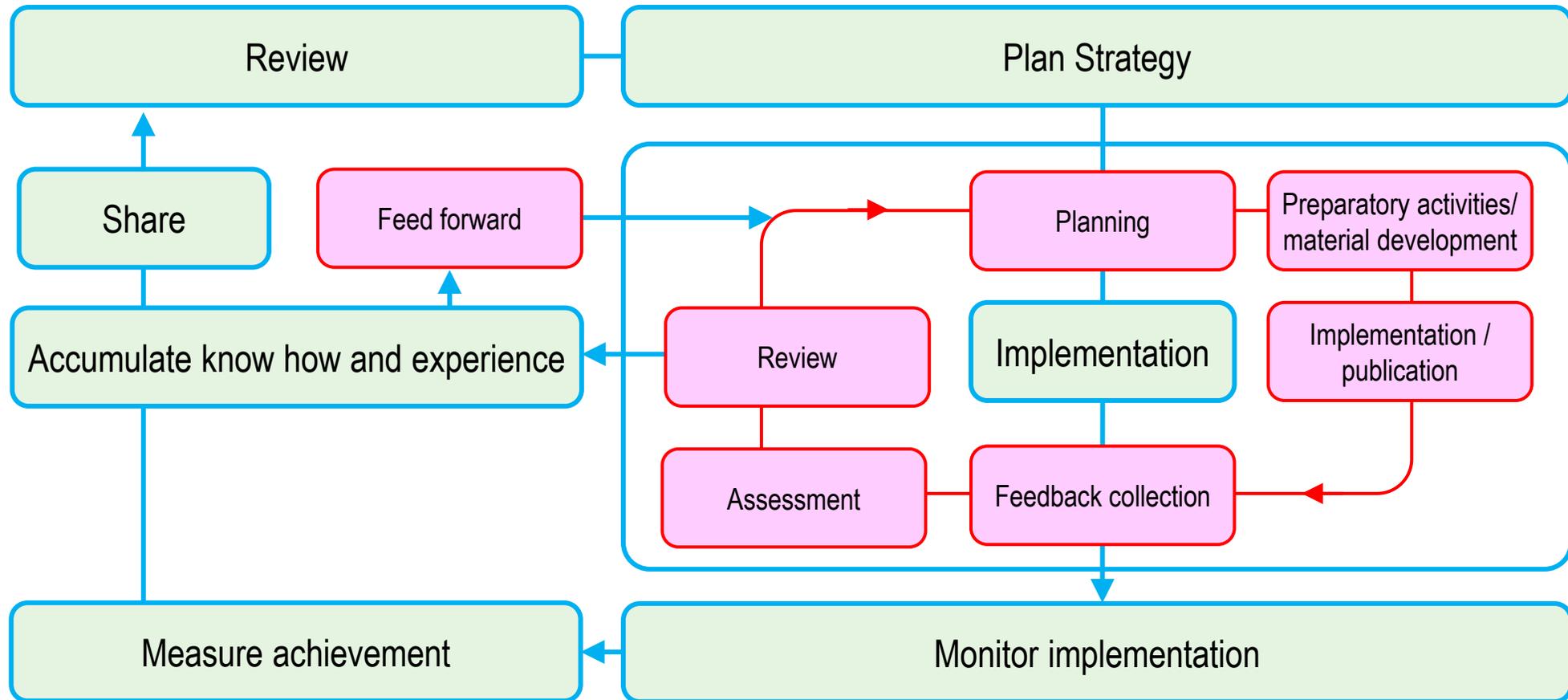


Figure 5. Monitoring and Evaluation Framework

6. Monitoring and Evaluation

Table 10. List of Tools and Tasks in Monitoring Cycle

Cycle	Items / Tools	Tasks
Planning	<ul style="list-style-type: none"> • Annual workplan • Detailed plan of the event/activity 	<ul style="list-style-type: none"> • Plan all annual activities for PNGEITI implementation by the secretariat.
Preparatory activities/ material development	<ul style="list-style-type: none"> • PNGEITI communication activities and materials list 	<ul style="list-style-type: none"> • Modify and update contents of the materials with relevant languages. • Conduct scoping study for the events to plan details.
Implementation / publication	<ul style="list-style-type: none"> • Presentation materials • PNGEITI annual report • Other PNGEITI publications (annual progress report summary, newsletter, brochures) 	<ul style="list-style-type: none"> • Monitor contents and branding usage of the materials / items to control quality of dissemination. • Administration / logistics arrangements.
Feedback collection	<ul style="list-style-type: none"> • Questionnaire • Online format 	<ul style="list-style-type: none"> • Develop Online format and mobile application. • Collect feedback and analyze results/outputs to improve disseminating contents of the activities
Assessment	<ul style="list-style-type: none"> • PNGEITI communication matrix 	<ul style="list-style-type: none"> • Evaluate the contents of the materials for activities, participants satisfaction, participants feedback and outputs of the activities. • Assess with cos-benefit analysis to improve PNGEITI implementation.
Review	<ul style="list-style-type: none"> • Results sheet of each / annual PNGEITI activities. 	<ul style="list-style-type: none"> • Develop results sheet with list of activities, participants for each activities, feedback from audiences and participants, and assessed by the secretariat.
Accumulate know how and experience	<ul style="list-style-type: none"> • Newsletter, publications 	<ul style="list-style-type: none"> • Develop documents with the accumulated knowledge and experience from the assessment and review cycle.
Feed forward	<ul style="list-style-type: none"> • Minutes of feed forward meeting with stakeholders 	<ul style="list-style-type: none"> • Develop minutes with the insights and opinion from MSG, communication sub-group, and other relevant stakeholders to improve PNGEITI activities.
Monitor implementation	<ul style="list-style-type: none"> • Branding items 	<ul style="list-style-type: none"> • Monitor accurate usage of branded items for promoting PNGEITI.
Planning	<ul style="list-style-type: none"> • PNGEITI communication matrix 	<ul style="list-style-type: none"> • Develop matrix to share activities, outputs/feedback, stakeholders, improvement points and time schedule for the following year.

6. Monitoring and Evaluation

In the short term, a monitoring and evaluation (M&E) system within the National Secretariat shall be established. This includes assigning an M&E lead at the Secretariat level who will be responsible for designing and implementing a feedback and learning mechanism for all communications activities.

Lessons learned shall be shared with the Secretariat, the MSG and Communications Advisory Group on a regular basis (at least twice a year) and incorporated into the annual work planning cycle.

See Table 11 for key tasks envisaged for each step of the M&E cycle.

6. Monitoring and Evaluation

Table 11. Key Tasks of Monitoring and Evaluation Cycle

Cycle	Organization in charge	Tasks
Plan Strategy	PNGEITI National Secretariat	<ul style="list-style-type: none"> Plan and obtain approval from MSG
Implementation	PNGEITI National Secretariat and MSG, CSO, consulting firm, and other related organization	<ul style="list-style-type: none"> Implement and conduct PNGEITI activities and events Develop publications, documents, newsletters, and novelties
Monitor implementation	PNGEITI National Secretariat and MSG	<ul style="list-style-type: none"> Monitor consistency and accuracy of disseminating information, contents, and methodology. Check copy right of the branding items Develop PNGEITI communication matrix quarterly.
Measure achievement	PNGEITI National Secretariat and communication sub-group	<ul style="list-style-type: none"> Count and list up No. of participants and their affiliations. Collect feedback from mobile applications or questionnaire format to improve contents for effective dissemination.
Accumulate know how and experience	PNGEITI National Secretariat and communication sub-group	<ul style="list-style-type: none"> Compile materials that has used by organizers of PNGEITI activities and publications and collect feedback from each organizer to enhance contents quality for communications and implementation.
Share	PNGEITI National Secretariat and communication sub-group	<ul style="list-style-type: none"> Upload on the secretariat website, / social media, publish newsletter, and held conference / workshop / educational session / technical working group mtg when each activities have completed.
Review	MSG, Communication sub-group	<ul style="list-style-type: none"> Hold review session, workshop, or press conference twice a year.
Plan Strategy	PNGEITI National Secretariat	<ul style="list-style-type: none"> Hold internal meeting then MSG meeting to review at end of the year.

References

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Approval

This strategy was approved by: PNGEITI MSG

On: XX XXXXXX 2021

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