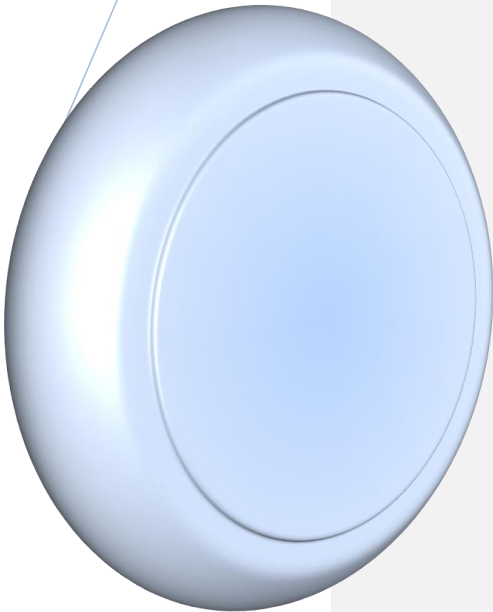


**Papua New Guinea Resource
Governance Coalition 2015
Communications Strategy**

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1. Statement of Purpose

The purpose of this communications strategy is to help gain leverage and recognition of the Papua New Guinea Resource Governance Coalition Inc. and its partners through consistent messaging of the important role civil society plays in the Extractive Industries Transparency Initiative (EITI).

2. Current Situation/Background

PNG Resource Governance Coalition (PNGRGC) - an umbrella organisation to coordinate civil society efforts to support Papua New Guinea's efforts to improve governance and financial transparency in the resources sector was launched on March 26, 2015 in Port Moresby.

The key role of this office is to promote Civil Societies role in the tripartite agreement between the Government, Extractive Companies and Civil Society to improve the transparent payments and distribution of receipts from Extractive Industry to Government. The Coalition will be overseen by a steering committee of civil society, government representatives and industries.

This office will promote and ensure Civil Society Participation to advocate for social responsibility for resource companies operating in Papua New Guinea, to ensure communities receive long-term benefits from petroleum, gas and mining.

PNG Government through the Department of Treasury has provided **PGK777, 000** for the set up and for national advocacy on EITI as part of the National Government commitment of PGK2.5 million for the implementation of EITI in PNG in 2015. This is part of PNG's commitment to implementing EITI standards in the country in preparations for the first PNG-EITI Report expected to be released in 2016, civil society will play a key role in positioning the EITI as an instrument for reform in PNG's extractive industries.

The first PNG-EITI report will be crucial in opening up the extractive industries to public debate. Launched in 2002, EITI has been implemented in 48 countries. It promotes and supports improved governance in resource-rich countries through the full publication and verification of company payments and government revenues from oil, gas, and mining.

It is important therefore that this communications strategy reflects the need to facilitate interactivity between those at the margins of power and those at the centres of power. Effective communication of civil society's role thus ensures that PNG Resource Governance Inc. (PNGRGI) maintains credibility in the public eye. An effective communications strategy also ensures that there is a consistent civil society message and a well-informed coalition of civil society partners.

This presents the opportunity for PNGRGC as the voice of civil society, should tap into the creative energy of its coalition partners to achieve its communications goals.

3. Overall Project Objectives

The PNG Resource Governance Coalition Inc will be responsible for coordinating Civil Society Organisations efforts in promoting and advocating the principle of Extractive Industries in Papua New Guinea.

Our key main objective is to set up PNGRGC as the focal point to:

- Encompass all Civil Society Organisations and other initiatives that will have an interest and work related to the revenue flows of the Resource Sector.
- Contribute constructively to the Civil Society's participation in the introduction, promotion and implementation of the Extractive Industries Transparency Initiative in Papua New Guinea.

- ❑ Introduce, promote and maintain programs and initiatives that are community focused in order to strengthen civil society engagement and ownership of issues in the resource sector.
- ❑ **Ensure landowners are well informed about the work of PNGRGC to encourage transparency in all aspects of development of extractive resources on their land in any agreements.**
- ❑ Ensure Transparency and accountability between the Extractive Industries and Government.
- ❑ **Ultimately push for a legislation to make it mandatory for transparent reporting in the extractive industries.**

4. Communications Objectives

Objective 1: To support political and wider community commitment on the PNGRGC's role and efforts on ensuring EITI standards in PNG

Key Activities:

- ❑ Improve Leadership and Governance through Advocacy activities such as the road shows /briefing etc.

Objective 2: Strengthen and understand relevant information be leverage EITI standards.

Key Activities:

- ❑ Provide accurate analysis for effective action/feedback.

Objective 3: Improve knowledge, behaviour and encourage participation of all CSO's, communities and individuals on the PNGRGC's effort to ensure EITI standards are implemented and upheld in PNG

Key Activities:

- ❑ Community Outreach and Mass-Media Campaigns- Design, test and produce low-literacy information tools on EITI.
- ❑ Develop a National Performance Management Framework for PNGRGC/EITI Communication.
- ❑ and establish a network of partners involved in promoting EITI.

5. Target Audience

- ❑ Government,
- ❑ Companies
- ❑ Civil Society Organisations
- ❑ Mine Impact Communities
- ❑ Wider Community
- ❑ and other local and International Initiatives

6. Key Message per Target Audience

- ❑ Government! Show us your commitment by ensuring suitable framework legislations that support independent monitoring for transparency and information on of all exports of Oil, Gas and Minerals.
- ❑ State Owned Entities! Make it your Corporate Social Responsibility to be transparent and make all reports and payments public.
- ❑ CSO's! Become an active member of the PNGRGC and promote action for EITI standards in PNG.
- ❑ Impact Communities! It is your responsibility to know records of company payments and distribution from the Resource Sector to the Government.

7. Communications Tools

PNGRGC will use various communication mediums to advocate, inform and promote the role of the Coalition in implementing EITI in Papua New Guinea. However, given the diversity of

Papua New Guinea, it is important to note that the level and type of message we want to communicate will depend on the different profile of the audience we want to reach.

External Communications Tool

□ Press

- *Press release:* For key announcements and information on our activities, we will issue Press Releases to the media at least twice a month according to key high profile activities on the Coalition's work plan.
- *Radio:* We will utilize the news and current affairs service of national radio stations to announce and provide information about our activities. We will also seek to make an appearance on their talk shows like the NBC's Dabai program and FM100's Talkback and will explore opportunities with regional radio like ABC Asia Pacific and the Tok pisin Service at least twice a month for audience feedback and debate.
- *Opinion editorial:* We will seek to secure commitment and interest of key gatekeepers of newspapers and business magazine to run at least an item related to PNGRGC role in promoting EITI in their news commentary and editorial columns at least once a quarter according to timeliness of PNGRGC activities such as the forums.
- *Features/Case studies:* We will find entertaining human interest stories and case studies to promote and showcase key outcomes, milestones and benefits of PNGRGC role in promoting EITI.

□ Online

- *PNGRGC Website:* This will be the shop front of PNGRGC. The website will host news, information, key publications and key project information. This is deemed to be a key communication tool for PNGRGC to share information. Links will be shared on CIMC, INA and TIPNG Website. Prior to establishment of PNGRGC website, a page will be created and hosted on CIMC, INA and TIPNG website.
- *PNGRGC Blog:* This will provide news and updates of PNGRGC events and activities and will be mirrored on the PNGRGC website. Blog update will be circulated to subscribers to our blog and key partners every time there is a new blog entry.
- *Newsletter:* An electronic *what's new quarterly E-newsletter* will be circulated to subscribers and key partners informing them of the Coalition's news and updates. Only a few selected copies will be printed and distributed.
- *Social Media:* In tune to the current and ever evolving technology and media trends, we will set up social media accounts on Facebook and Twitter accounts with links to be shared on our website and blog.
- *SMS Blasts & Alerts:* We will also tailor specific key messages to utilize SMS and Alert platforms offered by Mobile companies Digicel and Vodafone BMobile companies using UN Days and the festive season as opportunities.

□ Multimedia

- *Photo gallery:* We will establish a photo gallery on our website and on our database. We will commission a local photographer to shoot high resolution still photography of desired scenarios to depict EITI standards to use in our Information Education Communication (IEC) tools. We will also capture and document key events and announcements relating to PNGRGC and EITI.
- *E-cards:* We will use key dates on the United Nations Calendar and Festive Season to send out electronic greetings cards bearing key messages to our key target audiences.

□ **Film**

- *News and features:* We will utilize the news and current affairs service of our national and regional television stations to announce and provide information on our activities. We will also seek to make an appearance on their talk shows like the NBC's *Yumi Go We?* and EMTV's *Olsem Wanem* and *Tokpiksa* programs at least once or twice every quarter and also seek opportunities with the *PNG Economic and Public Sector Program* sponsored Tanim Graun program.
- *Video:* We will also explore the possibility of producing 3-5 minute video of PNGRGC or EITI activities with the option of sharing via *You Tube* online. This will require Communications Officer to work with either local television stations or consultants to produce this video(s).

□ **Advertising**

- *Print:* We will use paid advertisement as a tool to promote action and awareness of PNGRGC or EITI on a needs basis using the Coalition's key activities on our work plan and using key dates on the United Nations Calendar and Festive Seasons as opportunities to flag specific key messages. Artwork from this can be turned into posters.
- *Radio:* Given the low literacy levels in PNG. Radio will be a key and effective communications tools to reach resource owners and local communities. We will explore the opportunity to script and produce 60 seconds radio spot(s) and 5 minute radio drama as a tool to prompt action and awareness of PNGRGC or EITI to flag specific key messages. We will explore the opportunity for partnership and content sharing with mine operated radio stations such as on Ok Tedi and CDI and campus radio's in institutions Divine Word University. We are mindful of the fact that production and placement will require a considerable budget.
- *Television Commercials (TVC):* We will explore the opportunity to script and produce 90 seconds TVC as a tool to prompt action and awareness of PNGRGC or EITI to flag specific key messages. We are mindful of the fact that production and placement will required a considerable budget. The recent media accessibility survey by Media Development Initiative will influence and lead our choices to where and when we advertise. We are mindful of the fact that production and placements will require a considerable budget.

□ **Print**

- *Information Education and Communications Material:* We will design, test and produce low-literacy information kits and tools on EITI as brochures, posters and leaflets.
- *Illustrations:* We will commission an illustrations artist to draw cartoons and animations of desired scenarios to depict EITI standards to use in our Information Education Communication (IEC) tools.
- *Reports:* We will produce print, share online key reports for CSO's and local resource owners.
- *Signage & Merchandise:* In our first year, it is crucial to establish a brand identity for the PNGRGC thus the need for Signage's and Merchandise. We will produce banners to display at media event and launches, office signage stickers and T-shirts bearing key messages produced during specific key event and dates.

□ **Public Relations & Advocacy**

- *Media Events:* We will hold launch and media events to pitch our key issues and events to media using key individuals and important dates as opportunities.

- *Forums & Road shows*: A key element of the PNGRGC is to hold two day road shows in the four regions in 2015. The key audience includes regional Government, relevant stakeholders, educational institutions, local communities and resource owners for widespread information and education opportunities on the role of the Coalition and the importance of implementing EITI standards. A detail action plan detailing the dates, venues and activities will be confirmed over time by the Communications officer with guidance from the MSG.
 - *Sensitization Workshop for Journalists*: We will provide an opportunity to train, inform and educate the media on the role of PNGRGC and our cause for implementing EITI standards in PNG. In this way, journalists, key broadcasters and producers are able to report, comment and provide forum for discussions and information on EITI in order to hold companies and government accountable. A partnership will be sought with the new executives of the PNG Media Council on how best we move forward with this.
 - *EITI Advocators*: We will aspire to inform, educate and strengthen media liaison and communication skills for a band of EITI Advocators on how to deal with media and how to present succinct messages to different audience with varied literacy levels. We will design tool such as a generic PowerPoint presentation as electronic version and on flipcharts format and photo cards exercises for those in local communities.
- Community of Practitioners (COP)*: We will also set up a Community of Practitioners (COP) of communications and advocacy officers from CSOs who are members of the PNGRGC to meet at least bimonthly to share calendars, information and an opportunity to interact and network.
- *Conference and Seminars*: We will provide an opportunity to inform and educate other relevant stakeholders on the role of PNGRGC and our cause for implementing EITI standards in PNG through internal, external and international speakers. In this way there is a greater informed citizen comment and provide forum for discussions and information on EITI who can support and PNGRGC's role on implementing EITI and hold companies and government accountable. We will also seek opportunity for growth and development and for new information by attending an International Mining conference or EITI sanctioned event.

□ **Street Theatre Plays**

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8. Promotion

Promotion will be done on two levels. Internally, so PNGRGC Network to be made aware of what we are doing for consistency and externally. For each activity/product, on the PNGRGC work plan, Communications Officer will provide individual communications/media plan or creative briefs with MSG for discussion, information and advice. We will pretest our communications products, before mass production thus would like to use PNGRGC network for feedback. We will get feedback and guidance from the Multi Stakeholder Group (MSG) who will be key spokespeople for our products and events. We will share key dates monthly and set out blurb and *save the date* emails to flag key activity and products.

9. Budget

- **The amount of money available now**: We currently have a communications budget of **PGK645, 000** over time a breakdown of this budget will be outlined in a detailed work plan.
- **The amount of money available in the future: At this stage we are unaware for future funding??**

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10. Timeline

We will have a timeline where we will outline key activities over the next 12 months. We will list the key dates - what do you need, when and describe each key event or activity that will need communications input (incl. launch of a report, forum, conference, etc.).

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What:	2 nd CSO Capacity Building Workshop.	Prepare/Collate information on EITI (translate to PNG context).	Continue with Road shows	Continue with roadshows	Discuss 1 st EITI Country Report	Continue with road shows.					
Why:	To formalise the National CSO Coordination Office, endorse PNGRGC's the Charter, Logo, and Organisational Structure by the wider CSO Coalition. Formally Elect executives of PNGRGC. Refresher training on EITI and sharing of updates on work to date in PNG & other countries.	Information to be advocated at the provincial roadshows.									
Where:	Port Moresby	Impacted provinces first.									
When:	July 15	July 15 – Dec 15	Sept 15	Oct 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	
Who:	PNGRGC, World Bank & PWYP	Coalition Executives & Members/networks.									
How:	3 – 4 day workshop and need to do press release on outcome and purpose.	Roadshows in the identified provinces.									
Target Audience:	Wider CSO Coalition members.	Provincial/impacted communities.									
Objectives:	Equip members on EITI updates and information for advocacy.	Create awareness on benefits of EITI & create provincial/regional EITI advocacy coalitions/networks.									

Key Message:	Launch of PNGRGC.	Launch of materials/messages for road shows.												
Media Strategy:	Media Conference/Press article	Media Conference												
Tools and Materials:	Outcome Report	Roadshow materials.												

Under this section we will also attempt to identify, or at least anticipate, any communications opportunities that may emerge from the actions of others working in the region, e.g., events such as partner or other agency media events, legislation processes, or expected government announcements that are not controlled by PNGRGC. These opportunities will also be listed here.

11. Analysis of Need

The Following is a basic list of equipment for Communications Officer to commence operations:

- Laptop with Accessories
- Camera Canon SLR and Accessories for Stills
- Sony High Definition pocket size Tripod for film and photography
- Digital Voice and Audio recorder
- Reliable telephone, email and Internet access

12. Being on Brand

We must ensure that our communications (external and internal) is on brand?

Presenting our brand correctly is crucial. This means being consistent with our logo, typefaces, slogan, colors, and "on-brand" with our key messages and the way we use words and images on all applications. All this will combine to communicate the sort of organization we are – active, passionate, solutions oriented. Communications Officer will need to develop a simple branding guideline for PNGRGC and partners to use.

13. Evaluating Success

How will we know if we succeeded and met our objectives? How are we going to evaluate and monitor our success and challenges? It's important to assess our strategy/project so that any changes, if necessary, can be made in the future. Below are key questions to note also as ideas on forming the National Performance Management Framework for PNGRGC/EITI Communication.

External

- Have we achieved our objectives (i.e. raise funds, create awareness...etc)?
- Did we reach the right audience?
- Did we use the right tools?
- Were decisions taken as a result?
- Did we come in on budget? If you didn't, why not?

Internal

- Did we reach the right people within the organization?
- Did they understand what the message was - did they do what had to be done?
- Did we use the right tools?

We will also monitor and evaluate our progress through the number of media coverage and mentions we get by keeping track of press clippings, the number of visitors to our website, blog,

our forums, trainings, subscriptions and memberships. Communications Officer is required to provide a monthly output plan and report and a quarterly or six monthly communication reports.

14. Conclusion

By the end of 2015, we hope to have produced and achieve the following as communications milestones for PNGRGC.

- ❑ a minimum of 24 Press Releases and Media Stories detailing achievements
- ❑ a minimum of 24 Blog entries
- ❑ a minimum of 12 Radio appearance
- ❑ a minimum of 12 Television appearance
- ❑ an established interactive PNGRGC website
- ❑ an established PNGRGC blog
- ❑ a bank of low literacy information kits
- ❑ facilitated and ran 4 Road shows
- ❑ one Radio Spot on EITI standard
- ❑ 5 minute video on PNGRGC role on EITI
- ❑ trained 30 Journalists on EITI standards
- ❑ an establish a network of partners involved in promoting EITI

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