

**(Draft)**

TOR of the Communications TWG

# Objectives of Communications Strategy

1

**Strengthen PNGEITI's implementation capacity amongst PNGEITI National Secretariat, MSG Members and Regional EITI Desks.**

2

**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.**

3

**Raise the profile of PNGEITI globally through active participation in international communications events and networking opportunities.**

# Expected Outcomes

1

**Strengthen PNGEITI's implementation capacity amongst PNGEITI National Secretariat, MSG Members and Regional EITI Desks.**

- 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

# Expected Outcomes

2

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.

- 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

# Expected Outcomes

3

Raise the profile of PNGEITI globally through active participation in international communications events and networking opportunities

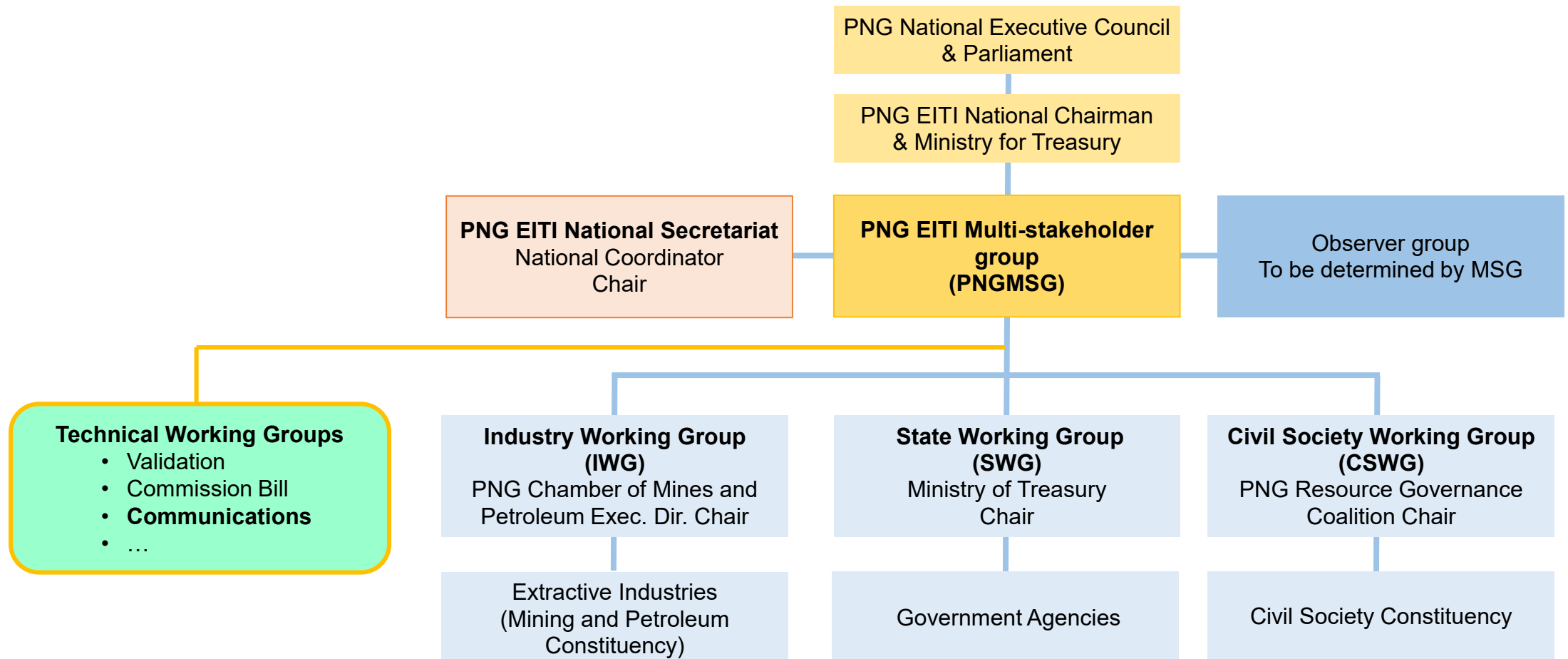
- Proactively reach out to international stakeholders to learn from other EITI implementing countries
- Communicate PNGEITI's experiences with global audiences in various international platforms
- Organise an international workshop, conference, or educational session to share EITI implementation practices and lessons learned with EITI implementing countries

# Main Types of Communications Activities

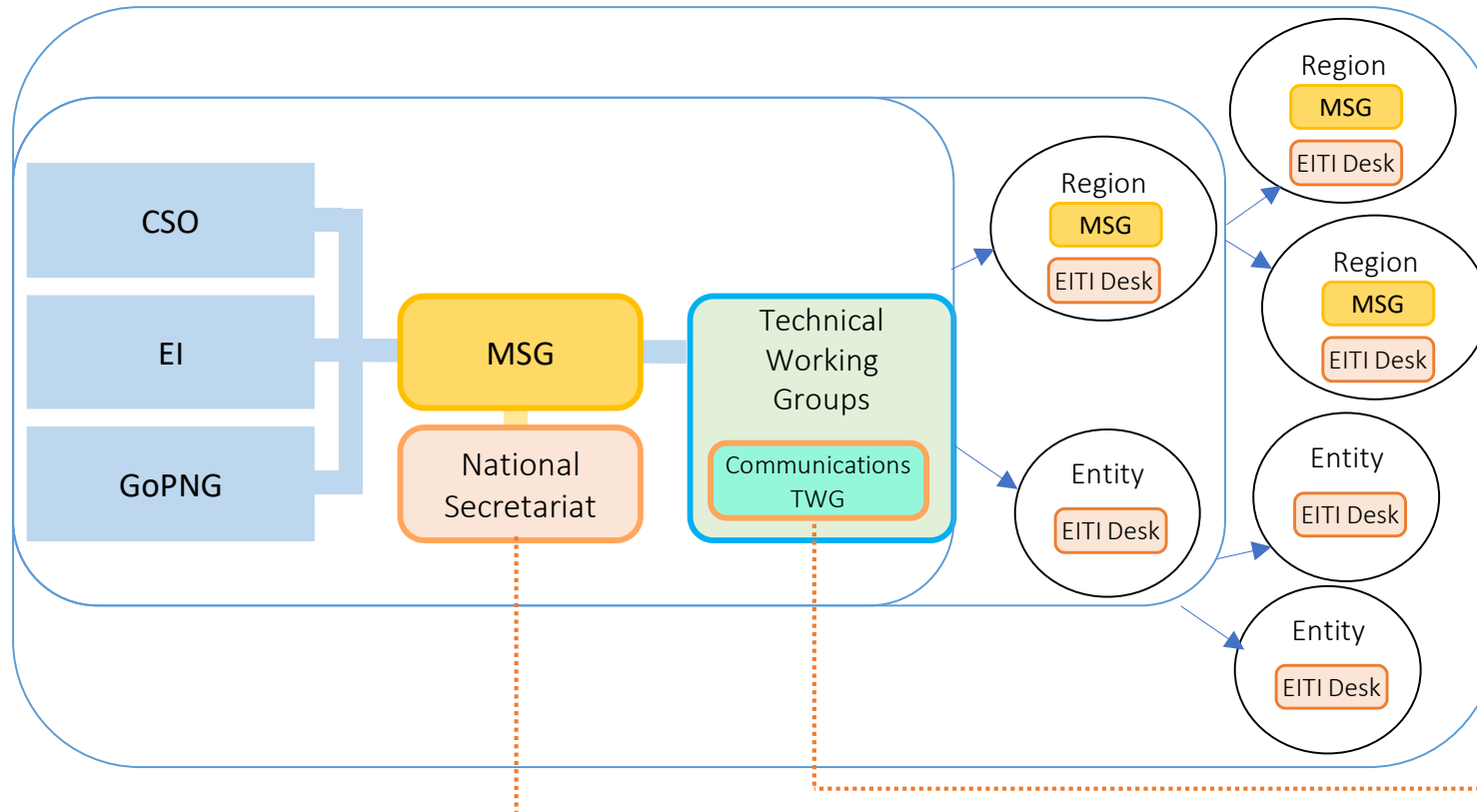
<b>Social Media</b>	<b>Online video clips (Facebook, YouTube), Twitter, Instagram</b>
	<b>Mobile apps</b>
<b>Events</b>	<b>Educational session</b>
	<b>Roadshow/outreach event</b>
	<b>Workshop</b>
<b>Websites</b>	<b>PNGEITI Website (incl. links to stakeholders' websites)</b>
<b>Printed materials</b>	<b>Brochures, pamphlets</b>
	<b>Annual reports</b>
	<b>Summary of annual reports</b>
<b>Mainstream media</b>	<b>TV, Radio, Newspaper</b>
<b>Policy consultation</b>	<b>Development Forum</b>
<b>Data portal</b>	<b>Database</b>
<b>Others</b>	<b>Novelty, goods</b>

# Technical Working Groups (TWG)

Technical Working Groups consisting of representatives from the three constituencies of the MSG: the Government of PNG (GoPNG), the Extractive Industry (EI) and Civil Society Organisations (CSOs).



# Implementation Structure of PNGEITI with Communications TWG



## National Secretariat

- Responsible for the overall implementation of communications activities in line with the Communication Strategy
- Provide coordination support for communications activities, including convening meetings, drafting PNGEITI related documents, answering queries, and organising events etc.
- Collect feedback on activities from stakeholders and audiences.

## Communications TWG

### Objectives:

- Ensure MSG members' commitment and engagement to PNGEITI communication activities
- Represent respective stakeholder groups to share communications/PR related events or information which are of interest to PNGEITI.
- Advise and report to MSG on the delivery of Communication Strategy.
- Implement designated communications activities
- Monitor and evaluate the implementation of communication activities including stakeholder feedback.



# Members of Communications TWG

- Composition of Communications TWG:
  - 6 members
    - 2 reps from GoPNG
    - 2 reps from Extractive Industry (incl.SOE rep)
    - 2 from CSO (appointed by PNG Resource Governance Coalition )
  - Members shall be appointed by respective constituency and will serve 1 year term.
  - Communications TWG meet at least every other month at the Treasury Building (or online), and as often as necessary as dictated by the need of communications activities.
  - Members of Communications TWG will have a gender balance by having 3 women and 3 men.
- Coordination support will be provided by :
  - PNGEITI National Secretariat (NS)
    - Communications Coordinator
    - Stakeholder Engagement Coordinator

# Members of Communications TWG for 2021/22 (from Jul 2021 to Jun 2022)

Constituency	Name	Organisation
CSO		
CSO		
EI		
EI		
GoPNG		
GoPNG		

# Roles and Responsibilities of Communications TWG

Stages	Roles and Responsibilities	Tools
Overall Planning	Provide input to the PNGEITI Annual Work Plan and annual budget with special attention to communication activities following the Communications Strategy.	Communications Strategy, Annual Work Plan
	Develop a communications implementation plan for the year	Annual Work Plan, Event Calendar, Communications implementation plan
	Determine and assign tasks for Comms TWG members	Communications implementation plan
	Review the Communications Strategy to advise MSG (every three years)	Communications Strategy
	Consult respective stakeholder groups and share information on any key events of interest, and strategise PNGEITI's effective participation	

# Roles and Responsibilities of Communications TWG

Stages	Roles and Responsibilities	Tools
Implementation	Develop and/or update contents of the communication tools.	PNGEITI communication activities and materials list
	Conduct scoping study for new/proposed communications events to plan details	PNGEITI communication activities and materials list
	Undertake or facilitate communication activities and events such as education sessions and outreach events	
	Liaise with relevant stakeholders, and solicit their cooperation for smooth execution of comms activities	Stakeholder mapping and stakeholder engagement plan
	Collaborate with MSG and stakeholders to disseminate PNGEITI information and amplify key messages	
	Provide input to PNGEITI comms materials including publications, documents, newsletters and novelties	
	Suggest MSG/NS for effective use of websites of PNGEITI and MSG members, as well as social media and newsletters etc.	

# Roles and Responsibilities of Communications TWG

Stages	Roles and Responsibilities	Tools
Monitoring and evaluation	Monitor the implementation of communications activities to review the contents, methodology and modality as well as results and outcomes.	Communications implementation plan, Social Media planning tool
	Analyse and review feedback from target comms audiences and stakeholders to measure the outcome of communications activities	
	Accumulate the know-how, experiences and lessons learned on communication activities to share among MSG.	
	Identify risks associated with communications activities and undertake mitigation measures	Risk register
	Prepare and review the report of communications activities to share with MSG.	Reporting template