



1st CLME+ Steering Committee Meeting & Inception Workshop 26 – 28 January 2016, Cartagena, Colombia



Agenda Item # 10

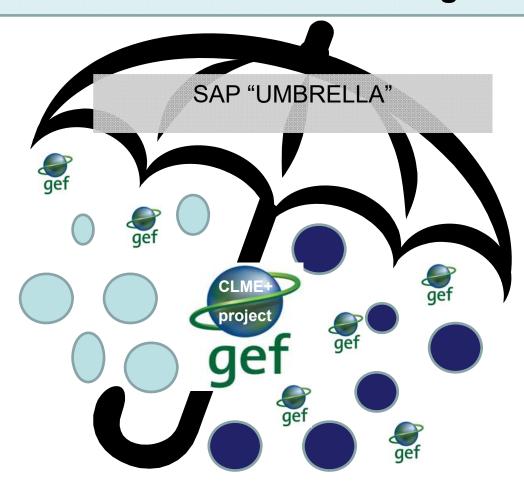
CLME+ Over-arching Communication Strategy

with central and decentralized components

"Communication to, by and through partners"



The CLME+ SAP = "Umbrella Programme"



CLME+ PROJECT: PROGRAMME COORDINATION & OVERSIGHT (M&E)



CLME+

1.The PROJECT (5 yrs)

2.The STRATEGIC ACTION PROGRAMME (SAP, 10 yrs)

3.The PARTNERSHIP (10 yrs, and beyond?)

Interactive governance

the whole of interactions among civil, public and private actors taken to

solve societal problems and to

create societal opportunities;

including the formulation & application of principles guiding those interactions and care for institutions that enable and control them

CLME+ Target Audiences

- CLME+ Countries
 - NFPs
 - Deputy/Alternate NFPs
 - National Intersectoral Committes (NICs)
 - Sub-Project Focal Points
 - Fisheries & Environment Ministers
- Project Partners
- IGOs, CBOs, NGOs

- Private Sector
- Donors
- Academia
- Media
- General Public
- Global LME Practitioners' Community

IMPOSSIBLE FOR THE CLME+ PCU TO PRODUCE MATERIALS
TAILORED TO EACH AND ANY OF THE POSSIBLE TARGET
AUDIENCES



General and specific target audience(s) for CLME+ PCU and for partners (?)



www.clmeproject.org





WUNOPS

UNDP/GEF

Caribbean & North Brazil Shelf Large Marine Ecosystems Project (CLME⁺)

co-financing/co-executing partners





























prospective partners (declarations of intent)











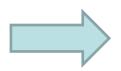


CLME+

1.The PARTNERSHIP (10 yrs, and beyond?)

CLME+ ProDoc Section 2.3.5 (Component 5)

The establishment of a "Global Partnership for the implementation of the CLME+ SAP" (the "CLME+ Partnership") will bring the different stakeholders, donors and development partners together – such will be key to achieving coordinated, collaborative action under the framework of the SAP



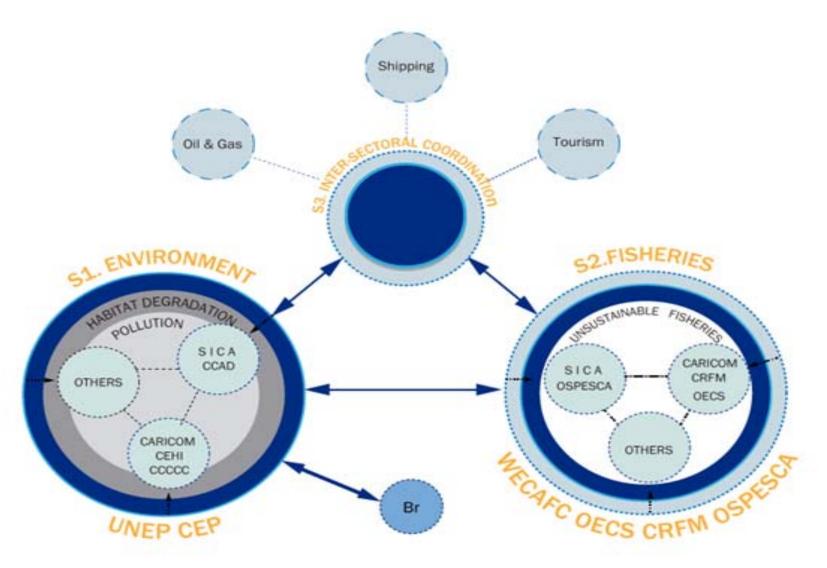
The SAP is not the PCU's, or the CLME+ Project's SAP, it is the REGION's SAP, it is our common framework for collaborative action!





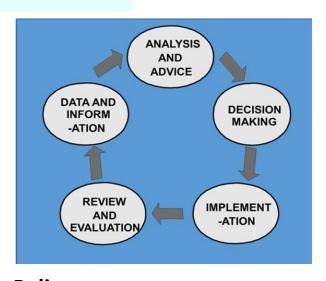
REGIONAL GOVERNANCE FRAMEWORK:

MANY PIECES OF THE PUZZLE ALREADY IN PLACE



The CLME+ Regional Governance Framework

A multi-level policy-cycle based governance framework



Regional

-Policy cycles must be:

Complete

Linked vertically

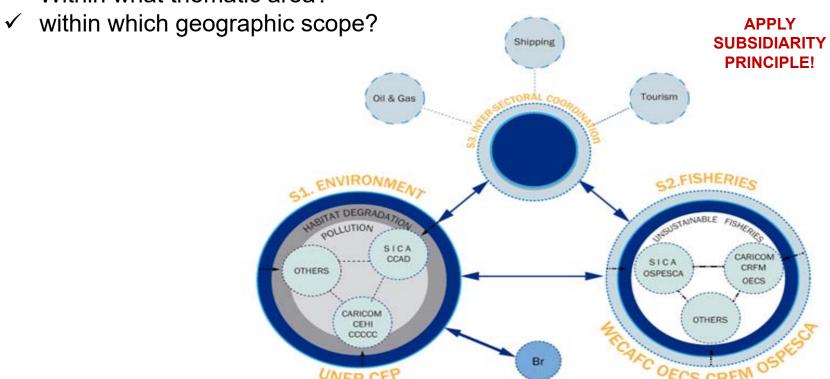
Linked laterally





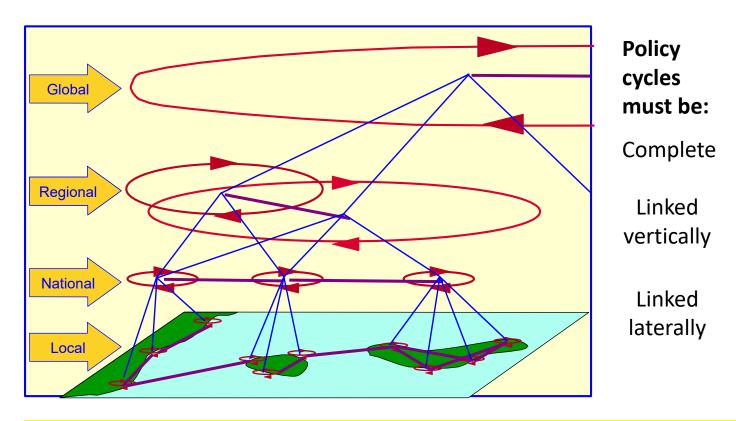
DECENTRALIZED COMPONENTS

- 1. Wo has a formal mandate(s)
- 2. Who has played a broadly recognized role
 - ✓ Within what thematic area?



The CLME+ Regional Governance Framework

a multi-level policy-cycle based governance framework



multi-level communication

CLME+ COMMUNICATION STRATEGY

CLME+ ProDoc Section 2.3.2 (Component 2)

OUTPUT 2.4 (O2.4) – Overarching Strategy, with central and decentralized components and responsibilities

- ☐ Enhanced communication and info exchange among key actors involved in the different Programmes, Projects and Initiatives that (can) contribute to the CLME+ SAP will be of crucial importance.
- ☐ In full alignment with their formal mandates and/or recognized roles in the CLME+, responsibilities (...) will be shared by a number of international and regional CLME+ partners

COMMUNICATION STRATEGY DRAFT *OUTLINE* ("KEY ELEMENTS")

More detailed outline in Meeting Documents: "Agenda Item 10 - Draft Outline Communications Strategy (proposal)"

ROUGH, AMBITIOUS DRAFT OUTLINE ("KEY ELEMENTS") FOR THE CLME+ COMMUNICATION STRATEGY

- 1. Stakeholder mapping (inventory and characterization): CLME+ Project & SAP
- 2. Communication between PCU and CLME+ Project countries and co-executing partners
- Communication between PCU and co-executing partners (PEG), and the broader CLME+ Partnership (SAP Coordination Mechanism)
- 4. Communications between the CLME+ Project and the general public in the CLME+ region
 - a. general outreach
 - b. media
 - c. communication with specific stakeholders at the country level
- Communications between the CLME+ Project and the global community (global LME practitioners, international conventions etc.)
- 6. Communication tools
 - a. Project & partner websites (network of inter-linked sites)
 - b. Use of other social media
 - c. Project Reports & Products
 - d. Use of maps & statistics
 - e. Use of (online) dashboards (M&E of project/SAP)
 - f. Repositories, (shared) databases & calendars
 - i. Access to reports, maps, datasets
 - ii. Stakeholder contact info
 - iii. Info on relevant events/meetings/workshops
- 7. Languages, Logos, Templates, Acknowledgments and Legal Disclaimers
- 8. Central and decentralized elements of the CLME+ Communication Strategy
 - a. Responsibilities of the GEF Agency and Executing Agency
 - Responsibilities of the CLME+ PCU
 - c. Responsibilities of the Co-executing Agencies
 - i. CLME+ Sub-Projects
 - ii. Other work/outputs under the CLME+ Logical Framework
 - d. Responsibilities of the Participating countries
 - e. Responsibilities of the Members of the CLME+ Partnership
- 9. Key products/outputs & outcomes
 - a. Feasibility analysis
 - b. Timeline & targets
 - c. Sustainability / Project After-Life Strategy

COMMUNICATION STRATEGY DRAFT OUTLINE ("KEY ELEMENTS")

- Stakeholder mapping (inventory & characterization): Project & SAP
- 2. Communication between PCU and CLME+ Project countries and co-executing partners
- 3. Communication between PCU and co-executing partners (PEG), and the broader CLME+ Partnership (SAP Coordination Mechanism)
- 4. Communications between the CLME+ Project and the general public in the CLME+ region/in CLME+ countries
- 5. Communications between the CLME+ Project and the global public

Red = to already be discussed and, if possible, agreed upon at IWS/SCM1

COMMUNICATION STRATEGY DRAFT OUTLINE ("KEY ELEMENTS")

- 6. Communication tools
- 7. Languages, Logos, Templates, Acknowledgements and Legal Disclaimers
- 8. Central and decentralized elements of the CLME+ Communication Strategy: responsibilities
- 9. Key products/outputs & outcomes

2. Communication between PCU and CLME+ Project countries and co-executing partners

ProDoc Section 5.1.7 Nationallevel arrangements (CLME+ Project implementation)

"Complementing the appointment of a NFP with Sectoral Project Contacts among the different relevant ministries or institutions will be put to the consideration of the SC members at the Inception Steering Committee Meeting"

"Such action can be part of the operationalization of national intersectoral consultation & coordination mechanism(s)."

ProDoc Section 5.2.2 National-level arrangements (CLME+ SAP implementation)

"At the national level, arrangements (...) can contemplate the appointment of national focal/contact points for the different SAP Strategies.

"Such appointments can take reference of the existing CLME+ NFP and national focal/contact points under international conventions and/or (sub-)regional governance bodies"

→ suggestion from CLME+ co-executing partner to formalize nomination of Sub-Project National Focal Points

DECISION REQUIRED

→ agreement on CLME+ PCU ↔ Partner ↔ CLME+ NFP ↔ CLME+ Alternative NFP ↔ CLME+ Sub-Project NFP "Communications Protocol"

2. Communication between PCU and CLME+ Project countries and co-executing partners

"Communications Protocol"

<u>PRINCIPLE # 1</u> PROPOSED FOR ADOPTION (written communications):

CLME+ PCU

and CLME+ **Co-Executing Partners**can communicate, and exchange CLME+ related materials
directly with

Alternate/Deputy National Focal Points
Sub-Project Focal Points
SAP Strategy Focal Point

DECISION REQUIRED

BUT

It is [recommended] [recommended, at the discretion of the PCU/Partner] [mandatory] that the principal CLME+ National Focal Point is [always] put in cc

2. Communication between PCU and CLME+ Project countries and co-executing partners

"Communications Protocol"

<u>PRINCIPLE # 2</u> PROPOSED FOR ADOPTION (written communications):

[Standard] [best practice]* is to put

Alternate/Deputy National Focal Points
Sub-Project Focal Points
SAP Strategy Focal Point

directly in cc

in communications/exchanges
between the CLME+ PCU and the
principal CLME+ National Focal Point

(*sound judgment is to be applied) (exceptions may be justified)

DECISION REQUIRED

2. Communication between PCU and CLME+ Project countries and co-executing partners

"Communications Protocol"

DECISION REQUIRED

PRINCIPLE # 3 PROPOSED FOR ADOPTION (written communications):

It is the responsibility of the

principal CLME+ National Focal Point
Alternate/Deputy National Focal Points
Sub-Project Focal Points
SAP Strategy Focal Point

to bring relevant, CLME+ related information to the knowledge of the applicable

National Intersectoral Coordination Committee or Mechanism (NIC)

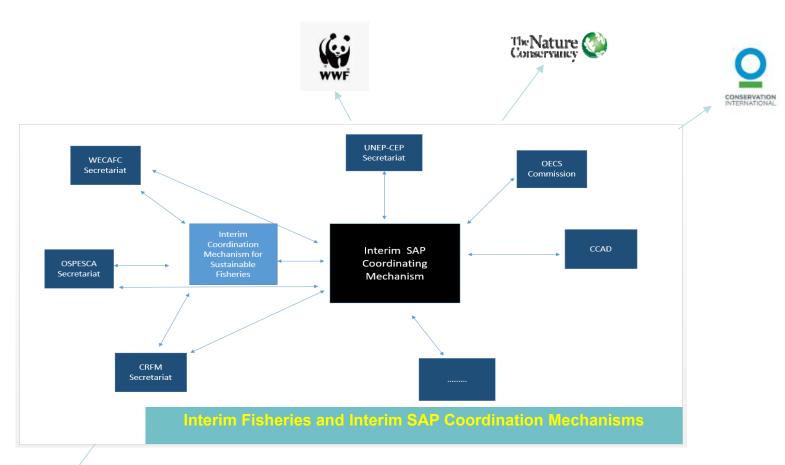
It is the responsibility of the

principal CLME+ National Focal Point

to report back on any relevant NIC outcomes/decisions/conclusions, or to share any relevant information from the NIC processes,

with the CLME+ PCU and relevant Project Co-executing Partners

3. Communication between PCU and coexecuting partners (PEG), and the broader CLME+ Partnership (through the SAP Coordination Mechanism)





4. Communications between the CLME+ Project and the general public in <u>CLME+ countries</u>

"Communications Protocol"

<u>PRINCIPLE # 4 PROPOSED FOR ADOPTION</u> (written communications):

Best practice*
is to put at least the
principal CLME+ National Focal Point

in cc

when corresponding with, responding to requests from, or disseminating materials among stakeholders/general public in CLME+ countries

DECISION REQUIRED

(*sound judgment is to be applied) (exceptions may be justified)

LANGUAGES

MEETINGS

Steering Committee Meeting (full)	English & Spanish (French: if deemed necessary?)
PEG Meeting	English (+ Spanish, as deemed necessary)
Representative's Committee Meeting	English & Spanish
Inter-sessional SC Meeting (teleconference)	English & Spanish
Interim Fisheries Coordination Mechanism Meeting	English (+ Spanish, as deemed necessary)
Interim SAP Coordination Mechanism	English (+ Spanish, as deemed necessary)
Technical Workshops	as deemed necessary



CONSTRAINTS: FINANCIAL & HUMAN RESOURCES

LANGUAGES

PROJECT OUTPUTS, MATERIALS

Project Outputs, Reports	Decide on a case-by-case basis.
	Principle: if to be approved/endorsed by full Steering Committee, then at least in English & Spanish
CLME+ Website	English & Spanish, as min.
CLME+ dissemination materials	Decide on a case-by-case basis
	based on target public



CONSTRAINTS: FINANCIAL & HUMAN RESOURCES

PROJECT REFERENCES & ACKNOWLEDEGEMENTS

GEF Communication and Visibility Policy

EXTRACT

Leaflets, Brochures and Newsletters

31. Publications such as leaflets, brochures and newsletters can be useful in communicating the results of an action to specific audiences. All leaflets and brochures should incorporate the basic elements of the GEF visual identity, i.e. the GEF logo (with or without tagline). Leaflets and brochures produced by a GEF partner must also incorporate a definition of the GEF (boilerplate text). Furthermore, in these cases, the cover page must clearly identify the activity as being part of a GEF-funded activity. Copies, including electronic copies of the publications, should be made available to the GEF Secretariat.

Electronic Communication

32. All electronic communication disseminating information on GEF-funded projects (websites, newsletter, and social media) should link to the GEF web site. GEF Agencies' webmasters should liaise with the GEF's webmaster to ensure that all materials are properly linked.

SEE FOR FULL DETAILS:

https://www.thegef.org/gef/sites/thegef.org/files/documents/C.40.08 Branding the GEF%20final 0.pdf

UNDP Communication & Branding Guidance

B. Publications

B2. UNDP (outside of UNDP-GEF) or External Party Publications that include UNDP-supported GEF/LDCF/SCCF-financed projects

When one or more of the projects in a UNDP or external party publication is a UNDP-supported GEF/LDCF/SCCF-financed project, please use the following guidelines.

- Acknowledgement box: The support provided by UNDP and the GEF/LDCF/SCCF financing of the project(s) should be
 recognised in an acknowledgement box in the communications material (typically included on the inside cover). If this is
 not feasible, then the UNDP support and GEF financing must be acknowledged in the section related to the UNDPsupported GEF-financed project.
 - **a. UNDP publication acknowledgement box** (to be included in a UNDP-led publication)

b. External party publication acknowledgement box (to be included in publications led by external parties)

<u>www.thegef.org</u> [insert names of other financial donors and include logos, as appropriate]



www.undp.org
www.thegef.org [insert names of other financial donors and include logos, as appropriate]





UNDP Communication & Branding Guidance

B. Publications

B3. Other Products

All communications products featuring UNDP-supported and GEF-financed projects — including videos, brochures, reports, COP flyers, etc. (portfolio- or project-level) — must follow UNDP and GEF guidelines. Other donors and partners should also be acknowledged according to their guidelines.

- See Enhancing the Visibility of the GEF and UNDP Communications Toolkit
- Logos: The UNDP and GEF logos (and other partner/donor logos, as appropriate) should appear on all
 project communication materials. Please be sure to obtain permission for logo use when required.
- Editing: All types of products should go through substantive editing, copy editing, and proofreading
- Examples of products:
 - VIDEOS: For videos about UNDP-supported GEF-financed projects, the UNDP and GEF logos must appear at the beginning and/or the end of the video. Where space permits, both the UNDP boilerplate text and the GEF boilerplate text should also appear in the video. View a sample video here (UNDP and GEF logos appear at the end).
 - NEWSLETTERS: <u>example</u> (UNDP logo at top, partner logos listed at bottom)
 - PRESENTATIONS: Standard UNDP ppt templates are available in English, French, and Spanish on the <u>UNDP Logo & Tagline portal</u>

ACKNOWLEDEGEMENTS

The following text is proposed as <u>standard</u> text for <u>mandatory</u> inclusion in any materials or products that have been created with (financial) support from the CLME+ <u>PROJECT</u>

The UNDP/GEF **CLME+ Project** is a 5-year project (2015-2020) implemented by the United Nations Development Programme (UNDP) and co-financed by the *Global Environment Facility* **(GEF)**. **[OPTION 1: ADD IN HERE A SHORT TEXT RELATIVE TO YOUR ORGANIZATION'S ROLE IN THE PROJECT]**.

The CLME+ Project is executed by the *United Nations Office for Project Services* (**UNOPS**), in close collaboration with a large number of global, regional and national-level partners. The regional Project Coordination Unit (the "CLME+ PCU") is located within the *IOCARIBE Offices* of the *IOC of UNESCO*, in Cartagena, Colombia. [OPTION 2: ADD IN HERE SHORT TEXT RELATIVE TO YOUR ORGANIZATION'S ROLE IN THE PROJECT]

[link to your organizations' website]

www.thegef.org Under its International Waters Focal Area, the Global Environment Facility (GEF)

helps countries to collectively and sustainably manage their transboundary surface

water basins, groundwater basins, and coastal and marine ecosystems.

www.undp.org As a GEF Agency, the *United Nations Development Programme (UNDP)* implements a

global portfolio of GEF co-funded Large Marine Ecosystem projects, among which the

CLME+ Project.

www.unops.org UNOPS mission is to serve people in need by expanding the ability of the United

Nations, governments and other partners to manage projects, infrastructure and

procurement in a sustainable and efficient manner.

Contacts: [PROVIDE YOUR CONTACT INFO HERE] / CLME+ PCU: info@clmeproject.org, +(57) 5 664 88 82

PROPOSED STANDARD TEXT FOR ADOPTION BY THE PSC

ACKNOWLEDEGEMENTS

Brief Project Description

for inclusion in dissemination materials, reports,... (recommended standard text - optional)

FOR ADOPTION BY SCM

The UNDP/GEF Project "CLME": Catalysing Implementation of the Strategic Action Programme for the Sustainable Management of shared Living Marine Resources in the Caribbean and North Brazil Shelf Large Marine Ecosystems" (GEF ID 5542; 2015-2020) is a 5-year project that aims to facilitate the implementation of a 10-year, politically endorsed Strategic Action Programme on the marine environment (the "CLME" SAP"). The project seeks to achieve this by enabling a progressive transition to ecosystem based management/an ecosystem approach to fisheries (EBM/EAF) in the region, in such a way that a sustainable and climate-resilient provision of goods and services from living marine resources can be secured. Given its geographic scope and comprehensive nature, the Project is uniquely positioned to address the root causes of environmental degradation, in particular the gaps and weaknesses in transboundary and cross-sectoral governance arrangements. The project will assist stakeholders in achieving improved coordination, collaboration and integration among the wide array of ongoing and newly planned projects and initiatives that are of relevance to the wider objectives of the CLME+ SAP. [EXPAND HERE ON YOUR ORGANIZATION'S ROLE IN THE CLME+ PROJECT/SAP1.

GEF contribution: US\$ 12,500,000. Partner Co-financing*: US\$ 134,153,695 (*status: February 2015)

STANDARDIZED PROJECT REFERENCES

Use of CLME+ Projects' long and short title:

LONG TITLE:

FIRST TIME THE PROJECT IS BEING REFERRED TO IN A FULL-TEXT DOCUMENT/LEAFLET/WEBSITE:

✓ 'The UNDP/GEF Project: "Catalysing Implementation of the Strategic Action Programme (SAP) for the Sustainable Management of shared Living Marine Resources in the Caribbean and North Brazil Shelf Large Marine Ecosystems" ("CLME+ Project", 2015-2020)'

SHORT TITLE(S):

- ✓ FIRST REFERENCE: 'The UNDP/GEF CLME+ Project (2015-2020)'
- ✓ Subsequent References: 'The CLME+ Project'



LOGOS & TEMPLATES

CLME+ LOGO(s)

The PEG recommended that the CLME+ PCU should retain, or simply modify, the existing project logo as it is already well established and recognized. It was agreed that the UNDP and GEF logos would be integrated into the CLME+ Project logo.

 Old CLME Logo will be "updated/refreshed", to reflect the transition to CLME+. Only minor changes, to keep the old concept recognizable and to make that the linkage with prior efforts (CLME Project) remains evident



"interim logo"



FOR ADOPTION BY SCM

→ Project Logo always to be used in conjunction with UNDP & GEF Logos. Co-executing Partner Logo(s) can be added

LOGOS & TEMPLATES

CLME+ TEMPLATE

 CLME+ PCU Communications Specialist will develop, in conjunction and consultation with Project Co-executing Partners, a template(s) for Project Reports, incl. for the CLME+ Sub-projects executed by Partner Organizations

LEGAL DISCLAIMERS





Country & maritime boundaries and disclaimers

Recommendation from prior project (CLME):

"do not use EEZ boundaries on maps"

But:

no objection to use of country boundaries, even without the use of disclaimers

Proposal for CLME+:

use of EEZ and country boundaries acceptable (and derived statistics), but only when in combination of mandatory Legal Disclaimer, approved by the CLME+ PSC

POSSIBLE LEGAL DISCLAIMER

(PROPOSAL FOR CONSIDERATION BY THE CLME+ PSC)

"The depiction and use of boundaries, geographic names, designations, and related data used [on maps and] in [other] documents [that are on this site or otherwise] made available by the UNDP/GEF CLME+ Project do not imply any determination on the legal status of any territory, nor does it constitute endorsement or acceptance as to the legal status or frontier of any territory by [the CLME+ Project Coordination Unit], the GEF, the GEF Agency, the Executing Agency, the CLME+ Co-executing Partners, and the CLME+ participating countries. In addition, no guarantee is provided as to the accuracy of the available maps."

PROPOSED STANDARD TEXT FOR ADOPTION BY THE PSC

KEY ACTIVITIES FOR 2016 - 2017

COMMUNICATIONS STRATEGY DEVELOPMENT

- ☐ HIRING OF CLME+ COMMUNICATIONS SPECIALIST
- □ COMMUNICATIONS STRATEGY DOCUMENT
 - ☐ 1 OR 2 WORKSHOPS
 - ✓ Strategy development
 - ✓ Coordination on decentralized components
 - ☐ DRAFT DOCUMENT CIRCULATION FOR "ENDORSEMENT"

<u>IMPLEMENTATION</u>

- ☐ CLME LOGO → "REFRESHMENT"
- ☐ CLME+ PROJECT WEBSITE
- ☐ "PROTOCOLS"
- □ Component 5 Twinning/Exchange regional and global LME COP o GEF International Waters Conference o LME Consultative Group

The CLME+ Project Steering Committee (PSC) Members:

- 1. commit to support the development & implementation of the relevant elements of the CLME+ Over-Arching Communication Strategy (the "CLME+ CS") (subject to approval of the Strategy Document, and while giving due consideration of existing logistical and financial constraints)
- 2. endorse the draft Outline for the CLME+ CS, as [presented at] [amended during] the 1st SCM, and recommend that the elements contained in this draft be considered during the development of the full CLME+ Communication Strategy Document (CLME+ Output O2.4)
- 3. support the request that CLME+ Sub-Project National Focal Points be formally nominated, and recommend coordinated action in this context among the CLME+ PCU and the corresponding CLME+ Co-Executing Partner and Principal and Alternate National Focal Points (as applicable)

The CLME+ Project Steering Committee (PSC) Members:

- 4. adopt the **4 "Communications Protocol" principles**, as [presented at] [amended during] the 1st SCM
- 5. endorse the CLME+ proposal, as [presented at] [amended during] the 1st SCM, with reference to the use of languages and provision of translations during meetings and in the production of project outputs & materials; note is taken in this context by the PSC members that financial and logistical constraints may apply
- 6. adopt the principle that the GEF Communication and Visibility Policy is to be adhered to by all CLME+ Project partners, and that [-unless practically impossible or unreasonable-] the CLME+ Logo is to be used in conjunction with the official logo of the Donor and the GEF Agency (resp. GEF and UNDP)

The CLME+ Project Steering Committee (PSC) Members:

- 7. adopts the principle of **mandatory inclusion** of the **standard** "**Acknowledgements**" **text** on the CLME+ Project, as [presented at] [amended during] the 1st SCM, in any materials or products that are created with (financial) support from the CLME+ Project
- 8. adopts the **recommended standard text**, as [presented at] [amended during] the 1st SCM under the title "Brief Project Description", as a recommended standardized brief project description for (optional) inclusion in CLME+ Project dissemination materials and reports
- 9. adopts the recommendation for systematic use by all CLME+ Project Partners of the standardized project references, as [presented at] [amended during] the 1st SCM, in their formal communications and publications

The CLME+ Project Steering Committee (PSC) Members:

10. The CLME+ Steering Committee Members endorses the use of mapping terms, country and/or maritime boundaries, and associated codifications and/or derived statistics in any written or electronic materials produced, disseminated or made publicly available by the CLME+ Project, under the strict condition that the following Legal Disclaimer is systematically added: [...PLEASE FURTHER COMPLETE THIS....]

Thank you

http://clmeplus.org

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