



United Nations  
Environment Programme

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Distr. LIMITED

UNEP(DEPI)/CAR IG.42/INF.6

22 May 2019

Original: ENGLISH

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Eighteenth Intergovernmental Meeting on the Action Plan for the Caribbean Environment Programme and Fifteenth Meeting of the Contracting Parties to the Convention for the Protection and Development of the Marine Environment of the Wider Caribbean Region

Roatan, Honduras, 3 to 7 June 2019

**COMMUNICATION STRATEGY OF THE UNITED NATIONS ENVIRONMENT  
CARIBBEAN ENVIRONMENT PROGRAMME, 2019-2020**



# **Communications Strategy of the United Nations Environment Caribbean Environment Programme 2019-2020**

Prepared by  
Chrisane Williams  
Communications Consultant

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## 1. Background

The Convention for the Protection and Development of the Marine Environment of the Wider Caribbean Region (Cartagena Convention) was adopted by countries and territories of the Wider Caribbean Region in 1983 in recognition of and in response to the need to safeguard coastal and marine resources given their value and importance in the region. By 1986, the agreement became international law and it now remains the only agreement of its kind in the region. The Cartagena Convention is supported by three Protocols:

- The Protocol Concerning Cooperation in Combating Oil Spills;
- The Protocol Concerning Specially Protected Areas and Wildlife (otherwise known as the SPAW Protocol); and
- The Protocol Concerning Pollution from Land-Based Sources of Pollution and Activities (otherwise known as the LBS Protocol).

The United Nations Environment, which assisted these countries and territories in the establishment of this treaty, also provided support in the establishment of the Caribbean Environment Programme to encourage regional cooperation in the fulfilment of the obligations of the treaty. The Caribbean Environment Programme became Secretariat to the Cartagena Convention and one of the UN Environment's 18 Regional Seas Programmes with direct responsibility over the protection and development of the Caribbean Sea. The Regional Coordinating Unit located in Kingston, Jamaica is responsible for administering administrative and technical support to the countries and territories of the region with support from Regional Activity Centres dealing with pollution, oil spills and biodiversity issues.

The Secretariat has the responsibility for encouraging cooperation in regional and national actions that promote the sustainable development and use of the shared marine and coastal resources. Consequently, two technical sub-programmes dealing with biodiversity and pollution issues work alongside a communications sub-programme to promote information management, knowledge sharing, learning exchanges, training, education and awareness.

Realising that environmental management was dependent on an integrated approach, public awareness and involvement using effective communications tools was identified as one of the primary ways to respond to environmental challenges on a wide scale. Thus, during the Twelfth Intergovernmental Meeting on the Action Plan for the Caribbean Environment Programme and Ninth Meeting of the Contracting Parties to the Convention for the Protection and Development of the Marine Environment of the Wider Caribbean Region, held in Montego Bay, Jamaica, 28 November to 2 December 2006, the decision was made to establish a sub-programme of CEP that

provided communications, education, training and awareness to governments, donors, the general public and all other stakeholders.

## 2. Sustainable Development Goals and Context

The Sustainable Development Goals (SDGs) and the 2030 Development Agenda form the new global framework guiding much of the work of the United Nations Environment. There are 17 SDGs each with individual targets and indicators that assist the organisation in applying a coordinated, collaborative approach to development through the mobilization of governments, civil society, the private sector and the wider society.

Of the 17 SDGs, the work of the UN Environment – Caribbean Environment Programme is directly aligned with four: **6-Clean Water and Sanitation, 13 Climate Action, 14 – Life Below Water and 15 Life on Land**. However, as a Regional Seas Programme with responsibility for the protection of the Caribbean Sea and as a member of the Global Programme of Action for the Protection of the Marine Environment from Land-based Activities, much of the organisation’s work is centred on SDG14- Life below water and is based on priorities and needs identified by member countries. Communication work over of the organisation must therefore be designed with a consideration of these needs and priorities as well as the following SGDs which form a vital role in achieving sustainable development.

**SDG 6-Clean Water and Sanitation-** The availability and sustainability of clean water sources are crucial to ensuring sustainable development. As a region that depends heavily on the Caribbean Sea for food, livelihoods, tourism and recreation, the health of our water sources and the reduction of pollutants into these sources is vital.

**SDG 13 Climate Action-** Climate-related disasters can have serious effects on marine and coastal resources. Coordinated and collaborated disaster risk measures, at national and regional levels must therefore be put in place to protect these resources.

**SDG 14 - Life Below Water –** As a region that relies on the marine environment to provide food, protection from natural disasters, the protection of aquatic ecosystems (flora and fauna) is essential. It is important to protect these resources from negative environmental activities that are happening on land and on the sea. The obligations of the Cartagena Convention and its three Protocols directly assist in achieving this goal.

**SDG 15-Life on Land-** The sustainable management of life on land has direct impacts on the marine and coastal environment. Plant life play an important role in the provision of water and in combating climate change. Within the CEP context, wetlands offer a wide range of biodiversity,

habitats and protection from natural disasters, it is therefore important to take action in reducing the loss of these ecosystems.

## 2.1. Guiding Principles\*

The following guiding principles help in dictating the delivery of external and internal communications:

- Communications efforts are in accordance with the organisations core values including integrity, professionalism and respect for diversity.
- CEP staff including Regional Activity Centres and Networks support the strategy and provide information and support in the delivery of communications activities.
- Stakeholder needs (including multilingualism and regionalization) are fully integrated into all communications planning and delivery, which should be service orientated.
- UN Environment Caribbean Environment Programme strives for the highest quality editorial standards, relevance and accessibility for the audience.
- UNEP will maximize its communications, advocacy and influence by capitalizing on strategic partnerships.
- Responsiveness, information and knowledge sharing and operational and staff efficiency are central to effective communication.
- Technology and communication methods and advances are integrated where appropriate to enhance communication.
- Communications products and activities are conducted with consideration of their “environmental footprint” with efforts made to follow best practice.
- Effective internal communications are critical for exemplary external communication delivery.

\*Adapted from UNEP External Communications Strategy (X-Com) 2010–2013

## 3. Rationale, Communication Context, and Objectives

### 3.1. Rationale

As a Regional Seas Programme, CEP is expected to promote key messages in accordance with specific Sustainable Development Goals. Goal 14 relating to ocean life is of particular importance to the work of CEP and the UN Environment which calls for greater regional cooperation on ocean issues as well as increased action and dialogues geared towards combatting land-based pollution.



The Communication Strategy therefore incorporates the key role that member states and relevant stakeholders will be asked to play in stimulating awareness which can lead to affirmative action in the protection, development and sustainable use of marine and coastal resources.

This Communication Strategy is the result of CEP's 2013 Strategic Communications Framework designed to guide the development of communication activities of CEP over a five year period. The Strategy also guides the fulfilment of a Biennial Communication Workplan presented and approved by Contracting Parties to the Convention for the Development and Protection of the Marine Environment of the Wider Caribbean Region.

The strategy supports the External and Internal Communications Strategies of the UN Environment and its Ecosystems Division / Marine and Coastal Ecosystems Branch as well as several campaign strategies relating to pollution and biodiversity issues that are being applied across the region.

### 3.2. Communication context

Environmental health has been given greater attention in recent years particularly with an emphasis on climate change issues. Additionally, with the advent of social media and improvements in technology, greater opportunities for communicating, sharing information and having knowledge exchange are available and should be maximised. Traditional media (radio, television, newspapers etc.) are still valuable and depending on the target audience may be easier received.

An understanding of key audiences and how they receive and use information will be necessary to ensure that the organisations is creating effective, wide-reaching and useful communication products. Monitoring and evaluation of outputs will therefore be necessary.

In the implementation of the communication strategy, it is important to enlist the support of person with communications experience. Based on the organisational structure and dynamics of the organisation, simplifying and presenting subject matter material can be best supported through a familiarisation with and clear understanding of information presented in documents, through face to face or online meetings with subject matter experts as well as through attendance at relevant workshops and meetings on the subject matter.

#### 3.2.1. Situational Analysis

The United Nations Environment Caribbean Environment Programme promotes regional cooperation across 33 countries and territories of the Wider Caribbean Region. The region is politically and culturally diverse and therefore in creating communication products for target countries and territories, language considerations will have to be made, as well as considerations

for political and cultural sensitivities. Table 1 highlights some of the strengths, opportunities, weaknesses and threats for the implementation of CEP’s communication strategy.

**Table 1- Analysis of Strengths, Weaknesses, Opportunities and Threats for Implementation of CEP's Communication Strategy**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Wealth of information from projects, partners, national and regional activities etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited human resources</li> <li>• Funding</li> <li>• Limited tracking, monitoring and evaluating of impact for communication products</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Diverse and numerous partners for information dissemination</li> <li>• Many environmental commemorative days which allow for strategic planning of activities/campaigns</li> <li>• Generate materials that can better target donors, private sector,</li> </ul>	<ul style="list-style-type: none"> <li>• Information overload</li> </ul>

Understanding these characteristics and impacts on communication outputs can guide in implementation of the strategy. Throughout this strategy, every effort is made to identify areas where these strengths, weaknesses, opportunities and threats can be tackled.

### 3.3. Overall Objectives

The Strategy aims to provide guidance in delivering effective communications service to the countries and territories of the Wider Caribbean Region in keeping with the agreed 2019-2020 Work Plan for the Caribbean Environment Programme. A Communications Sub-Programme-Communication, Education, Training and Awareness (CETA) supports CEP’s technical sub-programmes dealing with biodiversity and pollution based on an agreed workplan.

The overall objectives of CEP’s communications sub-programme are to:

- Improve educational systems to promote positive attitudinal and behavioural changes on environmental management;

- Develop and implement training programmes for the management of coastal and marine resources;
- Support public awareness efforts by the media, private sector, community-based, and non-governmental organizations to demonstrate the value of marine and coastal resources;
- Increase access to data and information on coastal and marine resource management through strengthening of CEP websites, networks and databases; and
- Disseminate information resulting from the implementation of our projects and activities.
- Support the mobilisation of resources for various activities and outreach efforts as necessary

The Communications Strategy is therefore crafted within the framework of these objectives as well as with consideration of the SDGs and will accomplish the following:

- build on the successes of the previous strategy;
- be crafted based on the present organizational structure;
- incorporate the use of information and communication technologies;
- seek to encourage partnership opportunities;
- target a politically and culturally diverse region.

### 3.4. Communications Objectives

The communications sub-programme of CEP has several main areas of focus: communication, education, awareness and training. To this end, the following communications objectives for the application of a communications strategy have been identified:

1. To **raise the visibility and promote the value and impact** of the work of the Caribbean Environment Programme, its member states, projects and partners in environmental management within the Wider Caribbean
2. To **raise awareness** of the general public and **expand the reach of information** on the protection and sustainable use of marine and coastal resources
3. To **demonstrate** the impact of the work being done by the Caribbean Environment Programme and its projects and partners to encourage replication of efforts and impart lesson learnt, best practices and challenges faced/overcome
4. To **provide access** to data and information on coastal and marine resource management and **increase stakeholder involvement** in the work of the organisation
5. To **strengthen the capacity of** countries in the region towards the fulfilment of the SDGs

## 4. Main Messages

The following are the main messages of the organisation which should be the underlying focus/message of communications products developed:

1. **The marine and coastal resources of the Wider Caribbean Region provide environmental and health benefits to the region's people.** These resources are at risk of being destroyed by the impacts of pollution from land-based sources and marine activities, overfishing, unplanned coastal development, invasive species, habitat destruction and climate change.
  - 1.1. Targets under SDG14 on Life below water if met can help to lessen these impacts
  - 1.2. State of the marine environment report and similar reports can help in identifying regional and national priorities and needs where collaborative effort is necessary
2. **CEP remains committed to working with regional governments to foster the sustainable use and development of coastal and marine resources in the Wider Caribbean Region through effective, integrated management that allows for economic growth and sustainable livelihoods**
  - 2.1. Regional cooperation through the implementation of projects and activities
  - 2.2. National programmes of action and national projects encourage better legislation and policy frameworks for improved environmental management
3. **Sustainable development is dependent on an improved understanding of the value of coastal and marine resources to national development**
  - 3.1. Improving access to data and information can better support policy- and decision-making
  - 3.2. Employing an ecosystem-based approach to managing resources and in the implementation of SDG14
4. **Caribbean Environment Programme as a Regional Seas Programme will support member countries in implementing and monitoring ocean related targets and indicators under the 2030 Agenda**
  - 4.1. Support countries in the fulfilment of obligations under the Cartagena Convention and its Protocols as a regional mechanism for governance of the Caribbean Sea

These four key messages must be clearly identifiable in communications outputs. Avoid overloading communications products with several key messages instead identify one main messages and sub-messages for the purpose of clarity and to encourage learning. Table 2 below provides an example of non-extensive compartmentalisation of the messages which can guide in the development of sub-messages.

**Table 2: Compartmentalization of messages**

Category	Audience	Main message	Sub-message
<b>1. Protection of marine and coastal resources</b>	General public	#1	
<b>2. Marine Litter</b>		#1	
<b>3. Wastewater</b>		#1	Did you know that 85% of wastewater that enters the Caribbean Sea is untreated?
<b>4. State of the Marine Environment</b>			
<b>5. Oil Spills Emergency Management, Preparedness and Response</b>			
<b>6. Sustainable use of marine and coastal resources</b>			
<b>7. Marine biodiversity</b>			
<b>8. Marine Protected Areas</b>			
<b>9. Invasive Species</b>			
<b>10. Ecosystem-based management</b>			
<b>11. Sustainable Fisheries Management</b>			
<b>12. Laboratory capacity needs</b>			
<b>13. Climate change impacts</b>			

## 5. Stakeholder/Key Audiences

In consideration of the mandate of CEP to promote regional cooperation, all communications products/ activities must consider a wide range of audiences or a specific audience should be identified.

Information products will in some cases be targeted to specific audiences and stakeholders although still useful by the general public. Communications products must be designed for target audiences, for example, see Table 3.

**Table 3 Example of Target audiences**

Target audiences	
Heads of Government / Policy makers	Donor agencies
Policy makers	Private sector
General public	International Organisations
Schools	Projects
Media	Academia

Scientists	Non-governmental organisations
Intergovernmental agencies	Community-based Organisations

In some cases it may be necessary to identify secondary or tertiary target audiences. In this case, prioritising each audience/ stakeholder group might be useful as well as identifying the reasons/ characteristics for the selection (See Table 4).

**Table 4 Stakeholder table**

Priority	Stakeholder group	Reason	Characteristics
Top	Regional Governments and their associated agencies	Share and adapt information for local contexts	Direct links to national public
Second	Private Sector	Encourage active participation in environmental endeavours	Direct source of funding
Third	General Public	Behaviour change agents	Most capable of promoting sustainable and long-term change

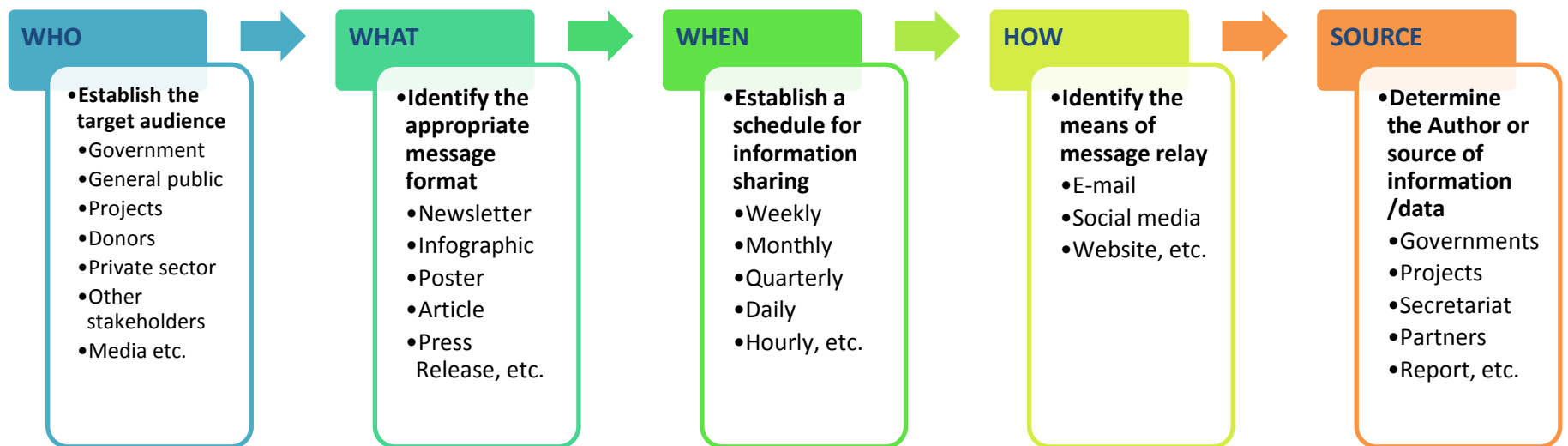
## 6. Communications and Action Plan

A communications and action plan should be drafted at the beginning of each year to help in organising activities and visibility efforts.

### 6.1. Communications Method

In establishing a communications plan, the basic questions- who, what, when and how- will need to be considered in order to reach target audiences as well as the appropriate communication method will need to be determined. Diagram 1 below highlights some examples:

Diagram 1



Before establishing your communication method, it is important to ask basic questions such as:

1. Who is your target audience and how many people are you targeting?
2. What are you hoping to achieve/ what is your expected outcome?
3. What kind of information do you want to disseminate?
4. How much are you able to spend?
5. How often will you want to disseminate this information?

## 6.2. Designing your Communications & Action Plan

The action plan serves as a guide in planning specific communications outputs and activities in accordance with relevant events and observances. Sample plans are provided in Table 5.

**Table 5 Sample Plans- Types A & B**

### Type A

COMMUNICATIONS PRODUCT/ACTIVITY/EVENT	TYPE OF PRODUCT	FREQUENCY
Pollution Newsletter	Online publication	Quarterly

### Key

- Communications Product: Type of activity, events, press releases, OPED etc.
- Type of media/activity: print media, digital media, social media, publication-online/printed, design and graphic identity
- Frequency of product i.e. daily, weekly, monthly, annual, quarterly or ongoing through the year) and /or a specific date.



## Type B

Type of activity/products/channels	Audience	Communications method	Rationale
<b>Environmental Observances</b>			
Advocacy campaigns	General public	Social Media	Promote behaviour change or thought about single-use plastics
Audio-visual products		Powtoons	
School visits			
Webinars			
<b>Meetings &amp; Documents</b>			
Awareness efforts		Press Releases, Articles	
Social Media			Create visually appealing social media content using Canva
Annual Reports			
Meeting reports			
Training materials			
Speeches			
Presentations			
Case studies			
Technical Reports			
Public Service Announcements			
UN Env. Information Documents			
<b>General Outreach &amp; Awareness</b>			
Webinars			Experts and specialists can be invited
Expert Talks	University, College and High School students	Live talks, school visits,	
<b>Value for Money</b>	Governments, UN Environment Headquarters, donors, general public,	Infographics	<b>This is very important as an annual or biannual output</b>

Type of activity/products/channels	Audience	Communications method	Rationale
Field Trips	Meeting participants, *media representatives	In person	While these may only take place during workshops, they also offer an opportunity to include local press in order to increase interest in and coverage of the subject area.
Articles		Press, Social Media	
Beach Clean-Ups		Booths	
Social Media Campaigns			
Newsletters			A mixed focused on success stories and meeting highlights.

## 7. Promotion and Outreach

It is important to develop a workplan of promotional activities or efforts and to be prepared for unplanned invitations to participate in activities. Table 6 below provides a table that can be used as a guide in planning promotional activities.

**Table 6 Promotional planning**

Event	Date/Time	Activity	Justification	Products	Advertising	Partner	# of people expected	Location
<b>Expo</b>	June 7-9:00 am-12:00 p.m.	Set up booth, distribute promotional material	Information sharing, education, awareness raising	Newsletters, promotional items for giveaway, banners, etc.	Website, Emails to networks, social media	GEF IWeco Project/ UN Environment CSRO	50	UWI

It is useful to get the media involved in promotional and outreach efforts as they can reach the masses and generate interest in the event.

## 7.1. Promotion Mix

A variety of items for increasing the visibility and work of the organisation and its results, including print and online formats should be maintained. Table 7 below provides an example for the monitoring of these promotional items. This could also be expanded to include actual numbers.

**Table 7 Promotional items and media**

<b>Category</b>	<b>Items</b>	<b>Status</b>
<b>Promotional paraphernalia</b>	<i>Bags, Bottles, T-Shirts, Note Pads, Pens, Pins, Programme &amp; Project Banners, Pennant (Podium Banner),</i>	<i>Stock depleted or Limited stock, Available online (Banners)</i>
<b>Public education and outreach</b>	<i>Website*, Social media, Partner Facebook pages, Posters, Fact sheets*, Briefing Sheets*, Brochure, Newsletters, Articles, Press Releases, OpEds, Success stories, Media Announcements etc</i>	<i>Available online</i>
<b>Knowledge management</b>	<i>Presentations, Technical reports, Meeting reports, Technical Papers, Case studies, Experience Notes etc.</i>	<i>Available on website</i>

\* These may also be classified as products of knowledge management.

## 8. Media Mix

The media mix identifies various forms of communications products or tools that can be used to increase visibility and promote the work and activities of the organisation.

### 8.1. Website

The website is one of the primary faces of the organisation; content must therefore be current and engaging to ensure return viewers. Links from social media should be made to the website as much as possible to encourage engagement and knowledge of the website.

The website content strategy developed for CEP should be updated annually or as required and be used as a guide in developing content and organising roles for uploading content.

### 8.1.1. Search Engine Optimisation (SEO)

As an information laden resource, the website needs to have search engine optimization to ensure that content can be easily found via google or other search engines. This will enhance access to the website's content as well as increase discoverability of information and the ranking of the website.

### 8.1.2. Databases

There are several databases referenced on the site, and these are crucial areas of information for many viewers. It is essential that these are kept up to date and that the last date of modification is clearly visible. In the event that the database is out of order, there should be an indication of this.

### 8.1.3. Review of content

Website content should be periodically checked and updated. An overall review and assessment of the website content should be done. It is recommended that this be facilitated through dedicated personnel.

## 8.2. Press and mass media

The nature of the work of UN Environment Caribbean Environment Programme does not easily attract the interest of the press and mass media. Concerted efforts to gain media attention and to incorporate the media into specific activities must be made to ensure the organisation's visibility.

### 8.2.1. Success stories and technical reports

Consideration should be given to increasing the publication of success stories coming out of projects and activities. These can be shared with the media to increase visibility of the organisation's work. These stories can also be incorporated in programme newsletters.

Stories developed around the content of specific technical reports should also be considered. This will attract greater interest in the reports by academia or those who are enthusiasts of the subject matter. These stories can then be circulated to the media to drive traffic to the technical reports whilst sharing stories or best practices.

### 8.2.2. Press releases

Press releases should be systematic. While these are important an overload of press releases to journalists may result in unwanted blacklisting. Efforts should be made to have these prepared in advance and sent to the media at least a day in advance of the event.

### 8.2.3. Opinion articles (Op-Eds)

While these have not been the norm for the organisation, they are a good way of keeping relevant and establishing the organisation as a voice or opinion on environmental issues. Consideration should be given to writing and sharing these with the media.

### 8.2.4. Training in writing articles or press releases

Training for staff in effective writing skills, writing for the web, writing for organisational social media and writing for other the media should be considered.

## 8.3. Social Networks and Digital Media

### 8.3.1. Social Media

Communications staff should be familiar with the organisation's UN Environment's Social Media Guidelines to ensure uniformity in the posting of content.

Social media plays an active and vital role in the organisation's dissemination of information and several promotional and outreach products have been developed and shared through this medium. CEP has increased its use of social media through Facebook, Twitter, Instagram and YouTube, and to lesser extent, LinkedIn. Much of the information shared through these means are created by CEP, UN Environment Head Office, partner organizations, governments, projects and other bodies.

These spaces allow the organisation's messages to be presented in a visually appealing way and allow for information to be pulled from a variety of partners and other stakeholders that focus on issues aligned with the organisation's mandate.

Viewership analyses of 2018 data show that Facebook followers were approximately 7,084, Twitter followers at 4,953 and Instagram followers at 1,129. During the 2019-2020 biennium the CETA team will ensure that social media pages continue to be regularly updated. Efforts will be made to increase followers on these platforms by at least 10% during the biennium by appealing to a larger viewership. and to create at least 50% of social media posts in Spanish and/or French, and where possible, Dutch. This is to ensure that all languages of the region are covered and to gain further interest from non-English speaking countries.

Time must be dedicated to ensure that social media is kept active, current and relevant. Information should be succinct, visually appealing or thought evoking, fact-based, and also be accompanied by graphic images and/or links to posts on the website –thereby increasing website traffic.

Emphasis should be placed on the visual appeal of messages and these should be monitored to understand and interpret the audience preferences and interest.

Communications posts must be done according to social media platform being used, for example, twitter posts should be concise and include graphic images to ensure greater visibility and coverage and promote increased retweets.

#### 8.3.1.1. Facebook:

CEP Facebook page is a dynamic and popular source of information. Based on a Facebook Analysis conducted in 2015 by CEP, women are the most active users and posts in English are most popular.

Given that viewers seem to find posts with images most appealing, efforts will be made to continue producing and reposting articles and information with engaging images.

Based on regular analyses of posts, it is recommended that posts be created and scheduled for each hour between 7 am and 8 pm, as these were recorded as the busy periods. Weekend posts should also be scheduled as Friday to Sunday had the busiest interactions with the site.

It is recommended that that multiple posts are not made at the same time as interest in the Facebook page may be lost. Additionally, too many posts per day may have the same effect.

Infographics, news items and relatable topics were identified in the analysis as essential in maintaining engagement with the Facebook page.

Information from technical reports and project documents may be useful sources of information for posting on Facebook and will also help in establishing longevity of project findings.

#### 8.3.1.2. Twitter

The dynamism that having a Twitter account demands requires that tweets be made more regularly. Twitter provides real-time information, so it is important that there be dedicated tools for sharing real time information, for example, consideration may be given to the purchase of a smart phone for the use of communications staff in taking photos and posting updates in real time.

It is important to create and use hashtags on a regular basis. This allows for greater discoverability of CEP content.

Populating lists of relevant and associated partners and stakeholders on Twitter is also a good way to encourage visibility of the information posted on Twitter.

#### 8.3.1.3. Flickr:

Flickr provides a useful tool in organising, sharing and storing photos that can help to cut down on the space taken in the use of the website gallery. It is cost effective and should be considered as a useful tool in establishing a robust photo archive for CEP.

#### 8.3.1.4. YouTube

The subscribers on YouTube can be increased through more regular posting of information. It is important that links from other social media sites be made to existing and relevant CEP videos to ensure that they remain relevant and that people are aware of their existence.

#### 8.3.1.5. Instagram

The Instagram page is the least used platform which may be attributable to the fact that it is the most recent social media platform to be engaged by CEP. Efforts should be made to increase traffic to the page. This can be done by placing snippets of videos which then link to CEP's YouTube channel, or short videos from outreach efforts, meetings and activities. Additionally, snippets of CEP staff saying something about environmental management is also a way to gain interest in the page, as well as the posting of graphics, photos and infographics that state interesting facts.

### 8.3.2. Social media campaigns

Social media campaigns should be planned and executed around arising issues, environmental days or events and other areas to gain public attention, educate and inform. They require minimum time investment and can be scheduled on some social media platforms.

### 8.3.3. Training in social media usage

There is sometimes a fear for the use of social media on an individual level. Training and awareness on the benefits of social media usage could be introduced to all staff to encourage their involvement in promoting the organisation's work through social media.

### 8.3.4. Audio-visual

More audio-visual tools should be promoted. This can be done through investments in user-friendly inexpensive tools such as Powtoons.

## 9. Branding and promotion

Branding is essential in increasing the visibility of the organisation and help in affirming the position of the organisation as a key voice on environmental management. In this regard, the correct and appropriate use of the logo can help to familiarise the public with the organisation as well as enhance the organisation's identity.

UN Environment's Visual Identity Manual also provides guidance in the development of visibility products and it should be consulted before branding and promotional items are generated.

### 9.1. Use of logos and other distinguishing characters

The use of organizational, commemorative and other relevant logos, captions, credits, hashtags and other distinguishing characters is encouraged for all communications outputs of the Secretariat. This will help in raising the visibility of the organization as well as coagulate specific informational and educational outputs associated with or organized by CEP and its projects and partners.

### 9.2. Publications and other designed products

It is important to understand the publication and editorial policies of the UN Environment that may be applicable to CEP. This helps in maintaining a corporate image. In this regard, adequate planning of outputs will be required to allow time for relevant approvals.

A corporate image of CEP falls within the overall UN Environment corporate image. Efforts must be made to ensure that this image is maintained at the highest quality. It is therefore important to maintain dedicated templates for specific outputs such as Technical Reports, PowerPoint presentations, newsletters and other publications highlighting the work of the organisation.

It is suggested that internal records of all documents, presentations, and other publications be developed and kept updated in order to track the organisation's visibility and information products.

All publications and printed materials should be archived on the CEP website. This includes portable banners. **Portable banners** created for use at outreach events and meetings that contain pertinent information about the organisation/ projects, should also be uploaded in PDF to the CEP website. This allows access to concise and relevant information that remains relevant even if the physical banner is no longer in operation.

High resolution versions of all publications and designed materials should be kept to allow for re-printing where necessary. In some cases, all formats should be collected from the designer to enable future editing if necessary.

Efforts should be made to reduce the amount of dated promotional materials where possible.



### 9.3. Use of images

Efforts should be made to increase the photos and image bank/database. Consideration should be given to the establishment of a Flickr account to help in reducing the space on the website for a media gallery. This may require financial investment.

Member countries, projects and partners should be encouraged to contribute content that showcases their work done with CEP. This will also help in the production of visually appealing content and offer a central location for locating and categorising content.

### 9.4. Training in graphic design

Consideration could be given to enrolment in online or in class lessons on design guidelines and techniques this includes guidelines on maintaining photographic quality, topography, use of shapes and colours, composition and other relevant areas.

## 10. Mobilisation of resources

Materials generated should also seek to attract the interest of the private sector, donors, and other relevant agencies. This includes highlighting successful outputs and stories from projects and activities based on CEP's work in the region and how further investment can yield greater or more impactful results. It is important to demonstrate impact of the organisation's work in order to encourage an influx of resources to support the activities of the organisation whilst also demonstrating how and/or why the organisation is best suited to receive funding. It is important to present the challenges faced and where they may be gaps that can be filled through the provision of additional funding.

Consideration may be given to the development of a donor-targeted brochure that highlights CEPs accomplishments over the years, the challenges faced and some of the work yet to be done.

## 11. Partnership

The engagement of wide cross-section of partners is crucial to accomplishing CEP's mission and objectives. In order to reach target audiences CEP will need to find ways of leveraging financial and human resources to support specific interventions.

### Some tips for engaging partners

#### **Adequate planning**

Allow sufficient time for brainstorming ideas, making contact with potential partners, getting approvals etc.

#### **Establish partner contribution**

Having established your plan of action, have an initial meeting with your partner to determine what you might need.

#### **Prepare a budget**

Establish the ballpark funds available. Then divide the amount into sub-sections to cover specific needs for the activity (e.g. Of an overall budget of JMD20,000, JMD3,000 will be used to rent tables and chairs).

**Remember:** It is important to manage your expectation and the expectation of others. It is better to 'over-deliver' than to 'under-deliver'. Understand what can be realistically accomplished within the specific time frame and with the amount of funding allocated or in-kind support being sought or offered.

## **12. Communications indicators and evaluation plan**

### **12.1. Social Media monitoring**

- Perform a monthly review of social media analytics to have a better understanding of your audience and the topics they find most and least appealing. This will help in determining whether you revise how the content is presented and where there might be a need for more information.
- Track and evaluate the reactions to posts
- Monitor page statistics e.g. via Google Analytics, look at the pages most visited

### **12.2. Reporting for the media**

In the development of stories following events or specific activities identify a success story or demonstrate the impact of the event rather than reporting that when, where, and why the event took place. This will help in raising the visibility of the organisation and better positioning the organisation for positive media attention regarding its support to countries towards good environmental management.

### 12.3. Caveats/ Limitations

This communications strategy will not alleviate organizational or external challenges that can limit the delivery of communications outputs. These may include, but are not limited to establishing and maintaining a uniformed organisational identity, limited multilingual communication platforms, and insufficient or lacking knowledge management systems.

This strategy does not purport to lead to changes in behaviour however some communications products may impact behaviour changes among specific audiences.

## Appendix A- Environmental Observances

<u>United Nations Decade for Biodiversity – 2011 to 2020</u>		
Event	Calendar Date	Notes
<b>World Wetlands Day</b>	February 2	
<b>World National Parks &amp; Protected Areas Day</b>	February 20	
<b>International Women’s Day (UN)</b>	March 8	
<b>International Day of Forests</b>	March 21	
<b>World Water Day (UN)</b>	March 22	
<b>World Meteorological Day</b>	March 23	
<b>World Health Day (UN)</b>	April 7	
<b>International Mother Earth Day</b>	April 22	
<b>World Migratory Bird Day</b>	May 10	
<b>International Day for Biological Diversity</b>	May 22	
<b>World Environment Day</b>	June 5	
<b>World Oceans Day</b>	June 8	
<b>International Youth Day (UN)</b>	August 12	
<b>World Water Week</b>	September 1-6	
<b>International Ozone Day</b>	September 16	
<b>International Coastal Clean-Up Day (Ocean Conservancy)*</b>	September 21	Usually held the Saturday before the actual day
<b>World Maritime Day*</b>	September 27	Last Thursday in September
<b>World Habitat Day*</b>	September 28	First Monday in October
<b>World Tourism Day (UN)</b>	October 2	
<b>International Day for National Disaster Reduction (UN)</b>	October 13	
<b>World Food Day</b>	October 16	
<b>United Nations Day (UN)</b>	October 24	
<b>World Toilet Day (UN)</b>	November 19	
<b>World Fisheries Day</b>	November 21	
<b>International Volunteer Day (UN)</b>	December 5	

\*Date changes

## Appendix B- Major Meetings and Events\*

Event	Calendar Date	Notes
Intergovernmental Meeting on the Action Plan for the Caribbean Environment Programme and Meeting of the Contracting Parties to the Convention for the Protection and Development of the Marine Environment of the Wider Caribbean Region	June 3-7, 2019	
4 <sup>th</sup> Meeting of the Contracting Parties (COP) to the Protocol Concerning Pollution from Land-Based Sources and Activities (LBS) in the Wider Caribbean	June 4, 2019	
10 <sup>th</sup> Meeting of the Contracting Parties (COP) to the Protocol Concerning Specially Protected Areas and Wildlife (SPA) in the Wider Caribbean Region	June 3, 2019	

\*Contracting Parties are encouraged to periodically consult the Secretariat’s website for information on upcoming meetings: <http://unenvironment.org/cep>

## References

A Strategic Communication Framework for the Caribbean Environment Programme (CEP) of the United Nations Environment Programme (UNEP), December 2013

CEP Facebook Analysis 2016

Ecosystems Division Communication Plan

Standard Operating Procedures and Guidelines for UNEP Social Media

UN Environment Visual Identity Manual, March 2017

UNEP DEPI Communications Strategy 2010-2013

UNEP Internal Communications Strategy 2014–2017

UNEP External Communications Strategy 2010-2013

UN Environment Support for the Implementation of Sustainable Development Goal 14

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