

Communications Plan for PCG and Agencies

Project: CreW+													
Crosscutting Components from the Results Matrix: Preparation/implementation of communication strategy (regional and national level) for IWWM													
Connection to summary of products	Project Management		Priority	Objective		User			Responsibility		Timeframe		Budget
	Element from the Results Matrix	Indicator / Key Project Target	Impact	¿What do we communicate?	¿Why?	Target Audience	Communications Channel	Key Messages	Preparation	Implementation	Initial Date	Frequency	
# Product	Component from the results matrix		Impact of our communications in decision makers	Describes the matter or topic to be communicated	Describes the purpose of the communication	Audience to whom the communication is directed to	Describes the way in which we will communicate	Link to Comms Strategy	Leader of the preparation	Responsible for sending /posting	Date to start the process	How frequent will this be?	Investment
32	Outcome 1.1. Consolidated, improved and reformed institutional, policy and legislative frameworks for IWWM.	Number of countries with policy and legislative frameworks (developed and then adopted by national governments) to ensure sustainable IWWM implementation and reduction of pollution from wastewater, and	Low			All audiences	A. Blog entry about policy reforms		PCG	CreW+ Newsletter UNEP Newsletter IDB Blog GIZ Magazine Social Media + CreW+ Website			Graphic Design
31	Output 1.1.1 Increased ownership of integrated wastewater management approach on national and regional levels through participatory consultative reform process	Number of reforms and recommendations identified in support of IWWM Number of national development strategies and plans incorporating multi-sectorial approaches to IWWM (Technical Brief)	High	Policy reforms after the CreW+ and their significance for the beneficiaries	Stressing the longlasting changes produced by the CreW+ project in the beneficiary countries	Public Sector & Water and Sanitation Sector	B. Policy Reforms Technical Brief	Key Message 1: Sustainability Support message: Environmental and financial sustainability are at the core of the GEF CreW+ project.	PCG	Link to be sent directly to contacts in governments by CreW+ focal points (the download is part of the indicators from component 4)	February 2023 (after enough adoptions have taken place)	Once	Graphic Design, Translation and Editing
38	Output 4.1.1 Enhanced public profile of integrated wastewater management as a result of communications strategy developed and implemented, including information and dissemination of products related to IWWM and watershed management	Number of best practices and learning (Technical Brief)	Medium			All audiences	C. Articles in the CreW+ Closing Report for Publication	Component 1 The policy, legislative and regulatory frameworks provide the enabling environment and mandate for IWWM actions.	PCG with contributions from authors in the project	CreW+ Website and Social Media Reprint of articles in GIZ magazine and IDB, UNEP, GEF Newsletters if possible Link to be sent directly to contacts in governments by CreW+ focal points (the download is part of the indicators from component 4)			Graphic Design, Translation and Editing
33	Output 1.1.2 Governments and Secretariat take preliminary actions to facilitate increased reuse of domestic wastewater, including adoption of new criteria or standards for domestic wastewater discharges. Output 1.1.3 Inclusion of freshwater in wastewater management priorities as a result of new strategy or protocol on the management of freshwater resources within the framework of the Cartagena Convention.	-Amendments to the LBS Protocol drafted and agreed by Contracting Parties and, disseminated to all key national stakeholders – with criteria or standards for domestic wastewater. - Number of Cartagena Convention Contracting Parties agreeing on Policy/governance needs E18	Low	LBS and its connection to the CreW+ project	Linking the CreW+ project to the provisions in LBS	All audiences	A. Fact Sheet about LBS	Key Message 5: Integrated Water and Wastewater Management (IWWM) and Integrated Water Resources Management (IWRM) Support message: IWWM and IWRM are at the core of the project.	PCG	CreW+ Website and social media	March 2023 (after enough adoptions have taken place)	Once	Graphic Design
23			Low			All audiences	A. Infographic		PCG	CreW+ Website and Social Media	Nov-22	Once	TBC
24	Outcome 1.2 Enhanced regional and national coordination, information exchange, science-based decisions, and reporting on relevant SDGs and MEAs, resulting from the use of national and regional platforms/databases for IWWM by national and regional institutions.	Number countries reporting on IWWM and relevant SDGs resulting from the use of national and regional platforms/databases for IWWM.	Medium			All audiences	B. Blog Entry, CreW+ and the SDGs		PCG	CreW+ Newsletter UNEP Newsletter IDB Blog CreW+ Website and Social Media	Nov-22	Once	No
38	Outcome 1.3. Improved management of monitoring of national reform processes for IWWM, and reporting on relevant SDGs and MEAs.	Percentage of government partners reporting improved management of monitoring and reporting for IWWM, SDGs, MEAs To better understand the linkages between climate change and wastewater management (16,17); and	Medium	CreW+ project in relationship to the SDGs	Fulfilling indicators from outcome 4.2 Linking SDGs and CreW+ at the highest level	All audiences	C. Chapter in the CreW+ Closing Report for Publication	Key Message 5: Integrated Water and Wastewater Management (IWWM) and Integrated Water Resources Management (IWRM) Support message: IWWM and IWRM are at the core of the project.	PCG with Contributions from experts participating in the project.	CreW+ Website and Social Media Reprint of articles in GIZ magazine and IDB, UNEP, GEF Newsletters if possible With a social media post in CreW+ Social Media	End of the project	Once	Graphic Design
20	Output 1.3.1 Enhanced capacity to drive national and regional reforms for IWWM and, for reporting on relevant SDGs	Number countries reporting on IWWM and relevant SDGs.	High			All audiences	D. Workshop/Seminar/lecture to develop skills for SDG reporting and CreW+		UNEP/GIZ	CreW+ Website and Social Media CreW+ Academy	August 22	Once	Consultant to deliver the workshop
34		Percentage of countries integrating CreW results into SDG reporting regarding WWM	High			4 countries selected	E. Support in the SDG reporting for 2024		UNEP/GIZ	Social Media during the reporting session	Until reporting has been done	Once	Consultant to support
34			High			All audiences	F. CreW+ and Climate Change Op-Ed	Key message: Climate Change Resilience Support message: Climate change poses a risk to sanitation	PCG	Repost in CreW+ Website and Social Media	April 23	Once	
21		Number of governments with improved understanding on importance of gender sensitive engagement in WWM decision making	Low	CreW+ project touching points with gender	Linking the CreW+ project to gender and giving it a relevance in those contexts	All audiences	C. Video	Key Message 5: Integrated Water and Wastewater Management (IWWM) and Integrated Water Resources Management (IWRM) Support message: IWWM and IWRM are at the core of the project.	PCG	CreW+ Website and Social Media	Oct-22	Once	Video editing and shooting
38	Output 1.3.1 Enhanced capacity to drive national and regional reforms for IWWM and, for reporting on relevant SDGs	Number of governments with improved ability to engage women in IWWM decision making	Medium			All audiences	C. Chapter in the CreW+ Closing Report for Publication		PCG with Contributions from experts participating in the project.	CreW+ Website and Social Media Reprint of articles in GIZ magazine and IDB, UNEP, GEF Newsletters if possible	End of the project	Once	Graphic Design
3			Low			All audiences	A. Recollection of video/written testimonials		UNEP / GIZ	CreW+ Website and Social Media	Ongoing through the project	Multiple times	Video Shooting and Editing or other format
38	Output 2.1.2 Enhanced uptake of community/rural specific financing action plans and business models to address IWWM including reuse	Number of beneficiaries benefitting from financing action plans and business models for IWWM	Medium	Testimonials from beneficiaries	Humanizing the project and connecting it to the beneficiaries	All audiences	B. Chapter in the CreW+ Closing Report for Publication	Key Message 3: Partnerships Support message: We create solutions for people in cooperation with communities and institutions.	PCG	CreW+ Website and Social Media Reprint of articles in GIZ magazine and IDB, UNEP, GEF Newsletters if possible	End of the project	Once	Graphic Design and Editing

30			Low			All audiences	C. Indigenous People's Video		GIZ	CrEW+ Website and Social Media	Jan 23	Once	Video Editing and Shooting
39	Output 3.1.1 Countries (or communities) implementing new low-tech initiatives as a result of recommendations in compendium of innovative technologies adapted to small-scale situations, supported by technical assistance	Compilation of case studies of good practices/innovative technologies (min 12 case studies)	High		Solutions in financing IWWM generated by CrEW+	Public Sector & Water and Sanitation Sector	A. Case Studies Compilation Brief	Key Message 1: Sustainability Component 3 Innovative and nature-based solutions provide cost-effective solutions for mitigating the effects of untreated or partially treated wastewater on human health and the environment.	PCG	To be sent directly to contacts in governments by CrEW+ focal points CrEW+ Website, with a social media post	End of 2022	Once	Graphic Design, Translation and Editing
38	Output 4.1.1 Enhanced public profile of integrated wastewater management as a result of communications strategy developed and implemented	Number of best practices and learning	Medium			All audiences	B. Chapter in the CrEW+ Closing Report for Publication		PCG	CrEW+ website Reprint of articles in GIZ magazine and IDS, UNEP, GEF Newsletters if possible With a social media post in CrEW+ Social Media	End of the project	Once	Graphic Design
16, 17, 18, 19	Output 3.1.2 Improved access to water and sanitation resources at rural and community level as a result of Integrated and Innovative Water and Wastewater low tech solutions implemented.	Number of low-tech solutions implemented; -Number of communities implementing low tech solutions - Number of interventions in rural and peri-urban hotspots using low tech and IWWM solutions	Low		Low-tech solutions implemented by CrEW+	All audiences	A. Videos portraying several cases in Mexico, Panama, Honduras and Guatemala	Key Message 1: Sustainability Component 3 Innovative and nature-based solutions provide cost-effective solutions for mitigating the effects of untreated or partially treated wastewater on human health and the environment.	GIZ	CrEW+ Website and Social Media	Through 2022 Check times	Multiple Times	Shooting and editing
26, 27, 28			Low			All audiences	B. Videos portraying several cases in little islands		UNEP	CrEW+ Website and Social Media	TBC 2023	Multiple times	Shooting and editing
35	Outcome 3.2 Enhanced life cycle management, circular economy and efficiency in water use-consumption promoting source protection and water reuse as the joint management of surface and groundwater resources in critical watersheds/hot spots.	Number of watersheds benefiting from integrating life-cycle management, circular economy and efficiency in water use-consumption promoting source protection and water reuse.	Low		Circular Economy links in CrEW+	All audiences	A. Video about CrEW and circular economy through cases	Key Message 2: Circular Economy Support message: We propose a circular economy approach instead of linear wastewater management	UNEP or GIZ	CrEW+ Website and Social Media	June 23	Once	Shooting and editing
14	Output 3.3.1 Increased knowledge of innovative low-cost integrated water and wastewater management such as through webinars, MOOC, training programs with the participation of civil society.	Number of people trained per training courses, webinars, MOOCs etc. (m/f) Number of webinars held Number of institutions interacting with project <u>Number of trainees expressing interest in sharing knowledge with others in community</u>	High		Webinars information	All audiences	A. Dissemination of the webinar in Social Media and Website		PCG	Link to be sent directly to contacts in governments by CrEW+ focal points CrEW+ Website and Social Media	Prior to each training	Multiple times	Graphic Design
22	Outcome 4.1 Improved understanding and engagement in implementing integrated approaches within targeted communities to enable implementation of low-tech and integrated water and wastewater management solutions.	<u>No of communication products, or IWWM addressing gaps from previous initiatives and projects.</u> <u>Enhanced stakeholder networking and knowledge sharing towards implementation of IWWM; and</u>	Low		Gaps in IWWM in previous initiatives	All audiences	A. 3 social media posts about gaps in IWWM from previous projects	Key Message 5: Integrated Water and Wastewater Management (IWWM) and Integrated Water Resources Management (IWRM) Support message: IWWM and IWRM are at the core of the project.	PCG	CrEW Website and Social Media	Scheduled October 22, March 23 and July 23	3 times	Graphic Design
15	Outcome 4.1 Improved understanding and engagement in implementing integrated approaches within targeted communities to enable implementation of low-tech and integrated water and wastewater management solutions. Output 1.2.1 Improved availability and accessibility of IWWM data in order to make more informed key decision makers, as result of new or updated national platforms/databases, supported by a regional platform for IWWM. UNE	<u>Clearing House/Knowledge sharing platform (building upon CrEW and existing atlas).</u> <u>Number of beneficiaries engaged in knowledge sharing (m/f).</u> <u>Number of unique monthly users of platform</u> <u>Number of target governments engaging with regional platform</u> <u>Number of key decision makers reporting consistent use of data for decision making purposes</u>	High		Knowledge Sharing Platform access and information	Public Sector & Water and Sanitation Sector	A. Knowledge Sharing Platform		GIZ	To be sent directly to contacts in governments by CrEW+ focal points CrEW+ Website and Social Media	TBC	Multiple times	TBC
29	Output 4.1.1 Enhanced public profile of integrated wastewater management as a result of communications strategy developed and implemented, including information and dissemination of products related to IWWM and watershed management.	<u>Number of countries with identified IWWM "Champions", including Woman Champions.</u> <u>Number of identified champions engaging in communications strategy in short and interim term</u>	High		Blog pieces from high level figures connected to the project	All audiences	A. Blog Series from champions	Key Message 3: Partnerships We create solutions for people in cooperation with communities and institutions	PCG	CrEW+ Newsletter UNEP Newsletter IDB Blog GIZ Magazine Social Media + CrEW+ Website	Ongoing through the project (identification of champions will start in 2022)	According to the number of champions	Graphic Design
6	Outcome 4.2 Improved information exchange, including knowledge of experiences and lessons learnt, as well as improved information sharing capability with GEF and the wider, local and national communities amongst all 18 participating countries.	<u>Establishment of project web portal</u> <u>Establishment of project web portal and associated regional databases online, updated and linked to IWRM and other GEF knowledge management systems and SOC monitoring.</u>	Medium		Website and content promotion	All audiences	A. Website Development and Launch		UNEP	Social Media for launching	April 23	Multiple times	Website support
2	Output 4.2.2 Stronger informational network through operational information exchange for GEF and non-GEF projects	<u>Number of experience notes prepared</u>	Medium		CrEW+ website as a tool for knowledge	Public Sector & Water and Sanitation Sector	B. Experience notes		UNEP/GIZ	CrEW+ Website and Social Media	Ongoing through the project	Multiple times	Graphic Design
4	Outcome 4.2 Improved information exchange, including knowledge of experiences and lessons learnt, as well as improved information sharing capability with GEF and the wider, local and national communities amongst all 18 participating	<u>Number of regional conferences promoting best practices</u>	High		Presentations in Conferences from CrEW+ Countries	4 countries selected	A. Support in participating in the conferences	Key Message 3: Partnerships Support message: We create solutions for people in cooperation with communities and institutions.	PCG	Social Media during the conference	Until conference has occurred	Multiple times	Tickets, accommodations, meals, conference registration for the countries

1	Output 4.2.1 Active promotion and sharing of best practices, lessons and experiences from all components.	<u>Number of formal presentations of findings to key stakeholders per year</u> <u>Number of countries engaging with presentations and findings</u> <u>Number of key stakeholders attending presentations and forums disseminating findings</u>	Medium	Findings and Achievements of CREW+	Fulfilling indicators from outcome 4.2 Accountability for the project	Public Sector & Water and Sanitation Sector	A. Newsletter	PCG	MailChimp or other CREW+ and Social Media	June and December	Multiple times	Graphic Design	
36, 25			Medium			All audiences	B. Findings and Achievements Fact Sheets	PCG	CREW+ and Social Media Link to be sent directly to contacts in governments by CREW+ focal points (the download is part of the indicators from component 4)	December	Twice	Graphic Design	
			High			Agencies Water and Sanitation Sector	C. PCG Annual Meeting	PCG		Each March/April	Twice		
			Low			Agencies	Inter-Agency Coordination Group (IACG)	PCG		Every Month	24		
			High			Water and Sanitation Sector	Regional Steering Committee Meeting	PCG		Each Year	Twice		
38			Medium			All audiences	D. Overall end of the project publication	PCG	CREW+ Website and Social Media Reprint of articles in GIZ magazine and IDB, UNEP, GEF Newsletters if possible With a social media post in CREW+ Social Media	End of the project	Once	Graphic Design	
37	Output 4.2.1 Active promotion and sharing of best practices, lessons and experiences from all components.	<u>Number of online sites hosting best practices, etc.</u> <u>Number of site views</u> <u>Number of report downloads</u>	Low	Statistics from CREW+ comms efforts	Fulfilling indicators from outcome 4.2 Accountability for the project	Agencies	A. Website, social media, newsletter and other channels report	PCG		End of the project	Once		
5	Output 4.1.1 Enhanced public profile of integrated wastewater management as a result of communications strategy developed and implemented, including information and dissemination of products related to IWW and watershed management.	<u>Number of stakeholders engaged in knowledge sharing (m/f)</u> <u>Number of beneficiaries engaged in knowledge sharing (m/f)</u> <u>Preparation/implementation of a communication, replication and public awareness strategy, including information and dissemination of products related to IWW and watershed management, includes information for key target groups in all participating countries, as well as a comprehensive inventories of wastewater infrastructure, reuse, water availability and water footprint (national, subnational and watershed levels); and</u>	Low	Posts related to special calendar dates	Promoting engagement to CREW+ through social media campaigns	All Audiences	CREW+ Special Dates Campaign (pre designed posts for the dates related to water and sanitation from the comms strategy)	PCG	CREW+ Social Media	February, March, April, May, June, November	Each year	Graphic Design	
9			Medium	Press information and internal protocol	Giving a relevance to the project through the media	Journalists	CREW+ Press and Media Kit and Protocol	PCG	CREW+ Website	Upon request		Graphic Design	
10			Low	Who we are and what we do campaign	Promoting engagement to CREW+ through social media campaigns	All Audiences	CREW+ Who we are and what we do Social Media Campaign (relaunching old content + new videos)	PCG	CREW+ Social Media	May-Sept 22	Once	Graphic Design	
11			Low	Country Profiles	Promoting engagement to CREW+ through social media campaigns	All Audiences	CREW+ Social Media Country Profile Campaign (one post per country detailing what are the CREW+ impacts and activities per country)	PCG	CREW+ Social Media	Ongoing through the project	18 times	Graphic Design	
12			High	Press Kit Information + Others	Giving a relevance to the project through the media	Journalists + all audiences	CREW+ Press and Media Outreach Activities (collaborating with one major outlet every two months for a dedicated broadcast)	PCG	CREW+ Social Media	Ongoing through the project	Upon request		
13			Low	TBC	Promoting engagement to CREW+ through social media campaigns	All Audiences	CREW+ Social Media Campaign Planned by GIZ	GIZ	CREW+ Social Media	TBC	TBC	TBC	TBC

List of Communications Products

Project CReW+

	Product	Lead	Date
1	CReW+ Bi-annual Newsletter (vinculado al indicador de presentation of findings)	PCG	Ongoing through the project
2	CReW+ Experience Notes	PCG	Ongoing through the project
3	CReW+ Testimonials (this could be done through testimonials to beneficiaries, communities and policy makers)	PCG	Ongoing through the project
4	CReW+ Sponsoring and preparation for countries for Regional Conferences	PCG	Ongoing through the project, no starting date foreseen
5	CReW+ Special Dates Campaign (pre designed posts for the dates related to water and sanitation from the comms strategy)	PCG	According to special dates, starting on March 22
6	CReW+ Website and social media promotion	PCG	April 22
7	Country-lead Comms Activity: Guatemala Guía de Cuencas Dissemination	GIZ	April 22
8	Country-lead Comms Activity: Guatemala Guía de Cuencas Launching Event (TBC)	GIZ	April 22
9	CReW+ Press and Media Kit and Protocol	PCG	May 22
10	CReW+ Who we are and what we do Social Media Campaign (relaunching old content + new videos)	PCG	March-Sept 22
11	CReW+ Social Media Country Profile Campaign (one post per country detailing what are the CReW+ impacts and activities per country)	PCG	One country per month, through the entire project, starting in June 2022
12	CReW+ Press and Media Outreach Activities (collaborating with one major outlet every two months for a piece on the project or some press releases depending on the advances of the countries)	PCG	Ongoing through the project, starting in July 2022
13	CReW+ Social Media Campaign Planned by GIZ	GIZ	TBC 2022
14	Promotion of Webinars	PCG	Dates TBC with UNEP - GIZ
15	Promotion of Knowledge Sharing Platform	PCG	Dates TBC with UNEP - GIZ
16	Low-tech solutions video Guatemala	GIZ	Dates TBC with GIZ
17	Low-tech solutions video Panama	GIZ	Dates TBC with GIZ
18	Low-tech solutions video Honduras	GIZ	Dates TBC with GIZ
19	Low-tech solutions video Mexico	GIZ	Dates TBC with GIZ
20	SGD and IWWM Reporting Workshop/Seminar/Lecture for Countries	PCG	August 22
21	CReW+ and Gender Video	PCG	Oct 22
22	CReW+ and IWWM gaps series (3 social media posts and 3 mentions in others products)	PCG	Scheduled October 22, March 23 and July 23
23	Infographic about GEF CReW+ and the SDGs	PCG	November 22
24	Blog Entry about GEF CReW+ and the SDGs	PCG	November 23
25	CReW+ Achievements in 2022 Fact Sheet (vinculado al indicador de presentation of findings)	PCG	December 2022
26	Low-tech solutions video islands 1	PCG suggestion for UNEP	TBC 2023
27	Low-tech solutions video islands 2	PCG suggestion for UNEP	TBC 2023
28	Low-tech solutions video islands 2	PCG suggestion for UNEP	TBC 2023
29	CReW + Champions Blog Series and Social Media Campaign	PCG	Jan 23
30	CReW + and Indigenous Peoples Video	PCG	Jan 23

31	Technical Brief about the policy reforms inspired by the CReW+	PCG	Feb 23
32	Blog Entry about the policy reforms inspired by the CReW+	PCG	Feb 23
33	Fact Sheet about LBS	PCG	March 23
34	Op-Ed CReW+ and Climate Change	PCG	April 23
35	CReW+ and circular economy video	PCG	June 2023 (TBC according to end of project)
36	CReW+ Achievements in 2023 Fact Sheet (vinculado al indicador de presentation of findings)	PCG	July 2023 (TBC according to end of project)
37	CReW+ comms report statistics: publications, downloads, social media posting monitoring and evaluation report	PCG	End of the project
38	CReW+: End of the project publication, on the search for a cool name (vinculado al indicador de presentation of findings)	PCG	End of the project
39	Case Studies Compilation Brief	PCG	December 2022

Statistics Communications Products

Project

CRew+

Product	Target
Blog Posts	7
Country-lead Communication Activities	2
Experience Notes	5
Fact Sheets	3
Infographics	1
Media Publications	10
Newsletters	3
Op-Ed	1
Participation in Conferences	3
Press kit and media protocol	1
Promotional Activities	3

Project Publication	1
Project Reports	1
Social Media Campaigns	6
Technical Briefs	2
Testimonials	18
Videos	10
Workshops	1
Website	1
Total of Products	79

