

UNEP-DHI Centre  
on water and environment



## *SDG 6 IWRM Support Programme*

### **Stage 1 Support Package:**

## **Annex 4: Communications and Outreach Plan**

SDG 6.5.1, degree of implementation of IWRM

March 2020

## Context and scope

Monitoring and reporting on SDG indicator 6.5.1 is based on a self-assessment survey, sent out to all UN Member States every three years. Based on the completed SDG 6.5.1 surveys, a periodic progress review presents a global picture of the current situation of IWRM. The first reporting cycle, in 2017, established a global baseline on the indicator of 49%.

The second round of reporting is taking place in 2020, and all UN Member States are invited to repeat the survey assessment, by July 31<sup>st</sup>, 2020. The SDG 6 IWRM Support Programme is available to support up to 60 countries in that endeavour. The support is to be provided by GWP, who shall work hand-in-hand with the national SDG 6.5.1 Focal Point in the countries to be supported. The methodology to conduct the multi-stakeholder consultations on SDG 6.5.1 is available to all countries and stakeholders interested in the process, while there is some seed funding available for a select number of countries, upon request.

To ensure a consistent promotion, communication, and outreach strategy in each country, which fully aligns with a regional engagement strategy and a global campaign, while recognising that each country will have variations in the implementation of the strategy, this note aims to lay out some basic communication elements which should be common to all countries in which the process takes place. It is intended as a conversation starter and a guide within the multiple levels of the GWP communication network. This strategy is ambitious, and each country and region should implement those elements that are realistic and within the limit of the available human, material and financial resources available. Moreover, the communication strategy can be implemented both in-person and online. Thus, due to the impact of COVID-19 on mobility and in-person gatherings, it might be beneficial to take a proactive stance on fostering online communication and outreach at the global, regional and country levels.

## Timing

The 60-country support should take place between March and July 2020. The communication strategy should cover the period from March to September at least, and potentially continue longer, depending on the termination of the planned in-country, regional and global activities. There may be a formal “kick-off” of the campaign in early March, when the campaign goes public.

## Purpose/goals – why this campaign?

This campaign has three main, inter-related goals. The first goal is about **increasing awareness and understanding** among key target audiences, related to two proposed messages:

- A. Sustainable development will not be achieved without an integrated management of water and land resources
- B. Adapting our finances, management tools, institutions and enabling environment for water is the best way of adapting to the effects of climate change.

The second goal of the campaign, in a complementary manner, is to **engage key opinion leaders** in support of the SDG 6 IWRM Support Programme, at the different levels that are relevant (global, regional and country-specific).

Promoting these messages with the key opinion leaders over a period of time should lead to a popular groundswell in recognition of the subject matter and of the Support Programme as a vehicle to support countries in facing development challenges in an integrated manner. This should serve the strategic communication purposes of the current and future partners of the SDG 6 IWRM Support Programme.

The third goal is about channelling the increased awareness and engagement of opinion leaders towards **accelerated implementation** of solutions via enhanced experience-sharing and exchanges between countries, harnessing increased support of possible implementation partners at the three levels.

## Target audiences

Target audiences should ideally be identified at the three levels: global, for each region, and for each country. GWPO shall lead thinking around global level target audiences, and the RWPs and the CWPs shall lead the identification of their respective audiences. In general terms, these audiences might include thought leaders and influencers, key decision-makers from governmental and intergovernmental bodies, media outlets and current or potential partners and donors. Young people should be a key agent of change for outreach, which means that the messages and visuals should be tailored to make them attractive to a younger audience.

For each individual target audience, it is suggested that a simple matrix could be filled out by the RWPs and CWPs to support and guide their targeted communication. The matrix, shown below, specifies the medium of contact and the communication focus for these target audiences, as well as to which goal the communication relates to (see the 3 “goals” above).

Example of Matrix to be filled out			
Goals	Target audience	Best way to reach them	With what (content/format)
2	Decision-makers in country x	Email	Short text about x, y, z
1	Specialist media	Twitter (tagging journalists)	Factual statement + call to action

## Communication support products

The following communication support products shall be prepared by GWPO, and shared for feedback from the GWP communication network, as well as adaptation to their specific regional and country circumstances<sup>1</sup>. These products should be available progressively from the end of March 2020 onwards:

- A high-level blog or op-ed to start the campaign, to be published in select media outlets, with the possibility of replication at the regional and country levels;

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<sup>1</sup> The products shall be generated in English, and each RWP and/or CWP is free to translate them into any additional language(s) in which they might need them.

- A more specific set of talking points and key messages at the global level, with relevant facts and figures;
- A boiler plate and template for press releases;
- A common hashtag and templates for social media use (GWP global, regional and country where it exists), building upon the experience around the previous use of #ActOnSDG6 as well as the official UN hashtag #2020DataDrive;
- A standard PowerPoint template;
- A one-pager explaining the campaign, for offline audiences;
- Others as required, still to be defined, which may include videos, animations, and common e-mail signatures, among others.

Furthermore, the SDG 6 IWRM Support Programme's website (<https://www.gwp.org/en/sdg6support/>) has been updated to serve as a common reference point to promote the ongoing process around the world. By linking that website to regional GWP websites and country websites where they exist, along with other partner websites, with which there may be an exchange of links, the intention is to increase the traffic to the Support Programme website. Making good use of the live twitter feed on the homepage will allow the contents to be dynamically updated, as well an interactive map showing the different activities as they occur around the world.

Finally, targeted media outlets should be used to promote the Support Programme's activities, and spokespersons should be identified for press opportunities and targeted blogs, op-eds and other written media, at the three levels. These specific outlets may differ according to each of the target audiences mentioned above and the level of outreach (global, regional, country).

### Measuring success/setting targets for the comms campaign

Given the objectives stated above, the success of the campaign shall be measured through the following metrics:

1. Number of visits to the Support Programme's website
2. Impressions, engagements, and growth in followers in different social media
3. Number of organisations with which there is an exchange of links between websites
4. Number of influencers convinced to support/write about the campaign
5. Number of media mentions at the three levels

Other metrics may be developed as required. Each metric mentioned above should have an associated monitoring tool to track success. The gathering of data towards each metric shall be captured on a standard dashboard shared with all RWPs and CWPs.

It is intended that the campaign should go viral through replication by our partners and the GWP communication network. Specific tactics will be designed to this effect.

### ***Going Viral: Support your social media campaign by leveraging micro-influencers***

At times, asking for support from influencers with a large following might not lead to the expected results. Recent studies have demonstrated that the most impactful and effective influencers are those that are defined as **micro-influencers**. These are individuals that generate between 1,000 to 100,000 followers on social media and are largely considered experts in their field or niche. The reason why they are so effective is that the increased interaction with their audience generates higher engagement. This is why they have been leveraged not only by the private sector for targeted marketing campaigns, but also by large international organizations to publicise their programmes or projects.

To aid social media engagement regionally and nationally, communication officers from RWPs and country communication focal points could consider identifying micro-influencers to leverage their work. They should have a clean reputation in environmental terms, and may already be engaged on issues related to water, the SDGs, climate change, international development, etc. (e.g. @thewaterbrothers, <https://www.instagram.com/thewaterbrothers/?hl=en>).

The micro-influencers should be contacted nationally or regionally through a standardised message across all the regions to invite them to share a specific picture, hashtag or other media content on their social platforms in relation to the Support Programme operations to leverage engagement and publicity for the Support Programme.

## **Organisation and budget**

The organisation of each in-country workshop is supported by the methodology described in the Support Programme. Additionally, financial support for up to 60 countries may be provided by GWPO upon official request from the country. The use of that budget is defined at the CWP and/or RWP level, and budget permitting, may include specific communication activities. GWPO will develop the standard communication products mentioned above and will provide human resources to support the campaign, both from the SDG and communications teams. RWP communication officers and country communication focal points should consider actively supporting the process as part of their ongoing activities.

It may be possible for in-country efforts to leverage additional communication support from SDG 6.5.1 focal points. Indeed, the in-country communication strategy should always be aligned with the focal points and their communication teams.

## **Project plan**

Once this communication and outreach plan has been discussed with the regional communications officers, it will be necessary to start creating a detailed project plan with actions and deadlines and responsibilities, etc., using the following checklists as a starting point.

Checklist - global			
Check	Task	When	Who
	Provide standard communication products to the regions/countries and approve them with communication network	End of March	GWPO comms and SDG team
	Create and update an interactive Google map on the SDG6 microsite, so each country workshop has essential information (why, who, where, when, how)	Before each workshop	GWPO comms and SDG team
	Gather comms footage via RWP comms officers for global reporting in NewsFlow	Monthly basis	GWPO comms
	Publicise and promote footage and messages from regions/countries	Before, during, after each workshop	GWPO comms
	Hold a meeting to evaluate the communication strategy	After the end of the campaign	GWPO comms and SDG team

Checklist – regional			
Check	Task	When	Who
	Identify a comms focal point/person in each country. This may be within the CWP, a hired person, part of the SDG 6.5.1 focal point's organization, or a GWP partner, for example	Before each workshop	RWP comms officer
	Brief this comms focal point on what's needed (see below "checklist – country")	Before each workshop	RWP Comms officer
	Get footage/feedback from countries + highlight on regional website and social media	Before, during, after each workshop	RWP Comms officer
	Ensure alignment with SDG 6.5.1 focal point's comms team	Before, during, after each workshop	RWP Comms officer

Checklist - country			
Check	Task	When	Who
	<p><b>Equipment:</b></p> <ul style="list-style-type: none"> <li>• Mobile phone to take photos/video clips and communicate with media outlets/partners/GWPO<sup>2</sup></li> <li>• Note-taking material for staff (e.g. laptop, pen and paper, tablet...)</li> <li>• Note-taking material for workshop participants (e.g. pens and paper)</li> <li>• Internet connection to post to social media during workshop</li> </ul>	Before/during/after workshop	Country comms focal point
	Distribute press release to media outlets/online platforms, other (making use of the draft press release provided, but tweak it to the specific country context minus the first paragraph)	Before (if “newsy” also during and after the workshop)	Country comms focal point
	Post key quotes, points and achievements on social media throughout the workshop	During workshop	Country comms focal point
	Report back to region/global GWP comms (could take different formats; news item, blog post, Instagram story etc.)	Before/during/after	Country comms focal point
	Hold a meeting to evaluate the in-country communication strategy	After workshop	Country comms focal point and country team

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<sup>2</sup> Registration lists might include the following reference, to provide photo consent: *“Please note that photographs and video footage will be taken throughout the event. These will be used by GWP, UNEP-DHI and Cap-Net UNDP for marketing and publicity in publications, on our websites and in social media or in any third party publication. Please contact the event organiser if you have any concerns or if you wish to be exempted from this activity.”*