



SPC/GEF-R2R/RPSC.2/9

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2nd Regional Programme Steering Committee Meeting for the GEF/SPC/UNDP Project Entitled: “Ridge to Reef – Testing the Integration of Water, Land, Forest & Coastal Management to Preserve Ecosystem Services, Store Carbon, Improve Climate Resilience and Sustain Livelihoods in Pacific Island Countries”

Nuku’alofa, Tonga 31st July – 4th August 2017

MEDIA AND COMMUNICATIONS PARTNERSHIPS

This document presents context for the re-consideration of effective media and communications partnerships in support of the GEF/UNDP/SPC Regional IW R2R project and communications strategy as it relates to Activity 4.2.1.1. This document outlines the strategic importance of media and communications in the success of project delivery, and criteria for cooperation in public-private partnerships.

The Regional Programme Steering Committee is invited to review and endorse the recommendations outlined in this document, and consider the needs of this aspect of the programme.

1. Background

Communications and the effective use of the media was identified by the terminal evaluation of the GEF Pacific IWRM Project as a critical element of efforts to raise awareness, to stimulate support for necessary policy and legal reforms, and for global outreach with donors and sister initiatives in the Caribbean and the Indian and Atlantic Ocean PICS. That review also identified the communications and media initiatives of the Pacific IWRM initiative as being essential in ensuring that best practices generated through national IWRM demonstration projects and national policy development processes were captured, shared and effectively communicated to guide the longer-term sustainability and scaling-up of investments. Component 4 builds on these achievements through development of national and regional platforms for managing information and sharing best practices and lessons learned from efforts of this project to test the integration of water, land, forest and coastal management.

The IW R2R Regional Project Document stipulates in paras 153 and 154, that a regional Ridge to Reef communications strategy will be developed and implemented via the public-private partnership established through the GEF Pacific IWRM Project for strengthening the role of communications and the media in integrating water and coastal management in Pacific Island Countries. This agreement includes an emphasis on capacity development for natural resource managers and media professionals and sets out activities to be executed through the partnership to include *inter alia*:

- Training of young media professionals in integrated water and coastal management
- Mentoring of natural resource managers on communications and media issues
- Targeted television broadcasting of water resource and coastal management media products
- Preparation of short film, documentary and other awareness materials for outreach purposes
- Design of awareness materials (translated into local language) and use of web-based technologies for communications
- Liaison with national and regional media outlets for broad syndication of media products
- Development of multi-media products in support of regional and national coordination initiatives
- Capture and regional sharing of national experiences in project execution
- Planning of communications strategies in support of region-wide scaling-up of integrated approaches

The abovementioned partnership is stipulated to act as a hub for a network of PIC based media outlets which will be established under this component for the national and regional level syndication Ridge to Reef programme news and media products. This will be complemented via the establishment and operation of web-based 'Pacific R2R Network' to strengthen cross-sectoral and multi-lateral communication and knowledge management.

2. Proposed Change to Media and Communications Public-Private Partnership Delivery Model

Activity 4.2.1.1 indicates the formalization of public-private partnership with regional media outlet for strengthening the role of communications and the media in integrating land, water, forest and coastal management in PICs. The scope of activities proposed for delivery by a single media outlet is broad, and presents potential risks for the cost and quality of delivery of media and communications activities and support for national projects in this area.

The scope of work under the partnership cover strategic communications planning, training and mentoring, development of broadcast quality communications products, coordination of media outlets, and syndication of media and communications products, supporting partnerships with regional and national media and educational organizations.

Table 1: Regional Prodoc Output 4.2.1

Outputs	Activities
Output 4.2.1 - Regional 'ridge to reef' communications strategy developed and implemented and assistance provided to national R2R project including partnerships with national and regional media and educational organizations	4.2.1.1 Formalise public-private partnership with regional media outlet for strengthening the role of communications and the media in integrating land, water, forest and coastal management in PICs
	4.2.1.2 Prepare and secure IMC and Programme Steering Committee meeting endorsement of a regional communications strategy for the Ridge to Reef programme
	4.2.1.3 Develop and implement annual costed communication plans in support off Ridge to Reef programme delivery

To maximise cost efficiency and overall quality of delivery, it is proposed that strategic multiple stakeholder partnerships are explored and undertaken by the RPCU based on:

1. Existing technical expertise within the RPCU;
2. Complimentary technical needs and networks;
3. Balance in participation and benefits;
4. Credibility and confidence in achieving desired results.

Recommendations

1. That the RPSC reconsider the formalization of the public-private partnership with regional media outlet established through the GEF Pacific IWRM Project for strengthening the role of communications and the media in integrating water and coastal management in Pacific Island Countries.
2. That the RPCU has the discretion to engage and undertake a multiple stakeholder partnership that is efficient and effective in relation to Activity 4.2.1.1 and the implementation of the regional R2R communications strategy, and supporting regional and national media and communications.